

Experimental approach using the collage art to empower the heritage of touristic advertisement

Dr. Shima Salah Sadek

Lecturer at- Department of Advertising - Applied Arts Faculty- Benha University
quality_mia@yahoo.com

Dr. Mona Ibrahim Abdel Rahim

Lecturer at- Department of Advertising - Applied Arts Faculty- Benha University
shimaa.salah@fapa.bu.edu.eg

Abstract:

Arab societies face many challenges to root their Cultural Heritage that grants them a distinctive cultural identity, having regard for the heritage inventory of the Arab countries across the different ages which gives each Arab country its own character and identity. The Arab Republic of Egypt is characterized with many heritage sites represented in the districts of Old Cairo which is replete with heritage sites, that include but are not limited to Muizz Street, which is considered one of the most important historical streets in Old Cairo, as it includes many Antiquities like Bayt Al-Suhaymi, Beshtak Palace, and the Mosque of Sultan Al-Nasir Muhammad Ibn Qalawun. That makes it a fascinating tourist destination given the fragrance of history that it includes inside. The Research Paper problem lies in how to employ the art of collage to enhance the competitiveness of the tourism advertising to revive the ancient heritage of Egypt to confront the traditional in the tourism advertisement which in turn affects the tourist attractions. Hence, the Research Paper took into consideration following the experimental approach through the display of several Egyptian tourism advertising trials using the art of collage. The Research Paper aims to revive the heritage of ancient Egypt by using the art of collage to enhance the competitiveness of tourism advertising and confront the tourism stagnation under the current conditions, which contributes positively in the growth of the Tourism Sector in Egypt and contributes in accelerating development.

Problem Statement:

The problem of the research is to answer the following question:

How to employ collage art to enhance the competitiveness of tourism advertising to revive Ancient Egypt's heritage of Egypt to confront the traditional in the tourism advertisement which in turn affects the tourist attractions?

Aim of the Research Paper:

The Research Paper aims to revive the legacy of ancient Egypt by using collage art to enhance the competitiveness of tourism advertising and confront tourist recession situation under the current Circumstances, which contributes positively to the growth of the tourism sector in Egypt and to advance development .

Importance of the Research Paper:

The importance of the paper is demonstrated in the positive contribution in the growth of the tourism sector in Egypt through the design of the tourist poster which highlights the ancient Egyptian identity.

Research Paper methodology:

The experimental approach by presenting several advertising experiments for the Egyptian tourist advertisement using collage art.

Research Paper Results:

- 1- It is clear from the applied study that the employment of collage art to revive Ancient Egypt's heritage enhances the competitiveness of touristic advertisement.
- 2- Through the applied study, the effectiveness of the processing of graphic Collage is shown in shaping aesthetic dimensions of the touristic poster; thus acquiring the interest of the tourist and consequently advance the development of tourism.
- 3- The applied study found that the ability of the designer to combine the manual skill of the Collage art with Graphic programs creates unique aesthetic dimensions which help in the enhancement of tourism activity in Egypt.
- 4- The applied study shows that the recruitment of collage art as a creative graphic treatment in the design of the touristic poster emphasizes the ancient Egyptian identity.

Applied Study:**Steps and procedures of the applied study:****1-Preparation of the Advertising message:**

Several tourist sites have been filmed in Ancient Egypt and the best picks were selected and processed by Collage (paper scraps) for third-grade students of the Graphic Processing curriculum under the supervision of the two researchers, and then the best results were selected and processed through Graphic programs by the two researchers to produce a group of Advertising posters which were based on the Collage Technology.

2-Designing the questionnaire form and determining its credibility and Stability:

The two researchers designed a questionnaire to measure the success of these touristic posters, and the stability of the questionnaire was calculated and found that the Stability coefficient is 0.81 so the questionnaire is valid for application.

3-Selection of the subjects:

The subjects chosen (60 random subjects) have undergone this experience and the questionnaire form was distributed to them in order to identify their opinions regarding the effect of using Collage Technology as an applied access for the production of effective tourism advertising ideas.

4-Field Application Procedures:

Presenting the advertisement message to the research paper subject, and then distributing the questionnaire to the chosen subjects then receive it from them, and after that statistically monitoring and processing the results.

Samples of the Applied Study Some

1-Design of a touristic poster on al- Mu'ez Street in Egypt-Bayt al-Qadi

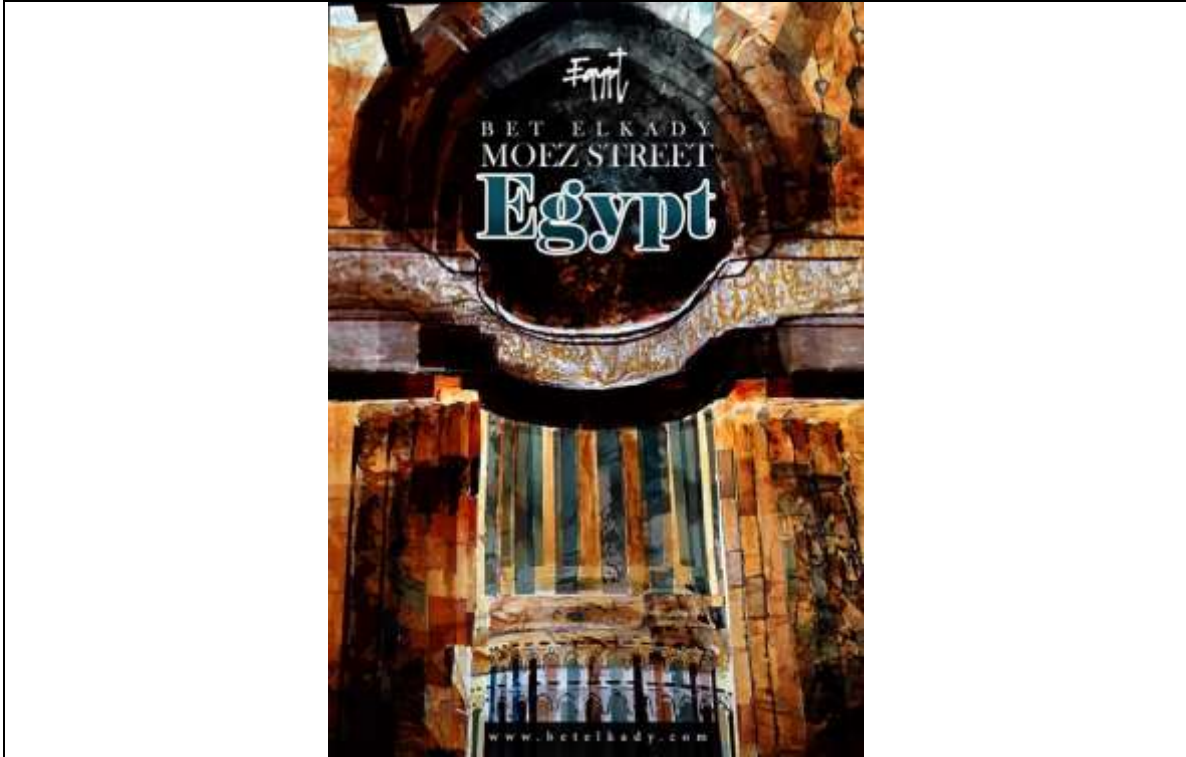


Figure (11) Advertising poster on al-Mu'ez street by the use of collage

2- Design of a touristic poster for the church of Saint George in Egypt

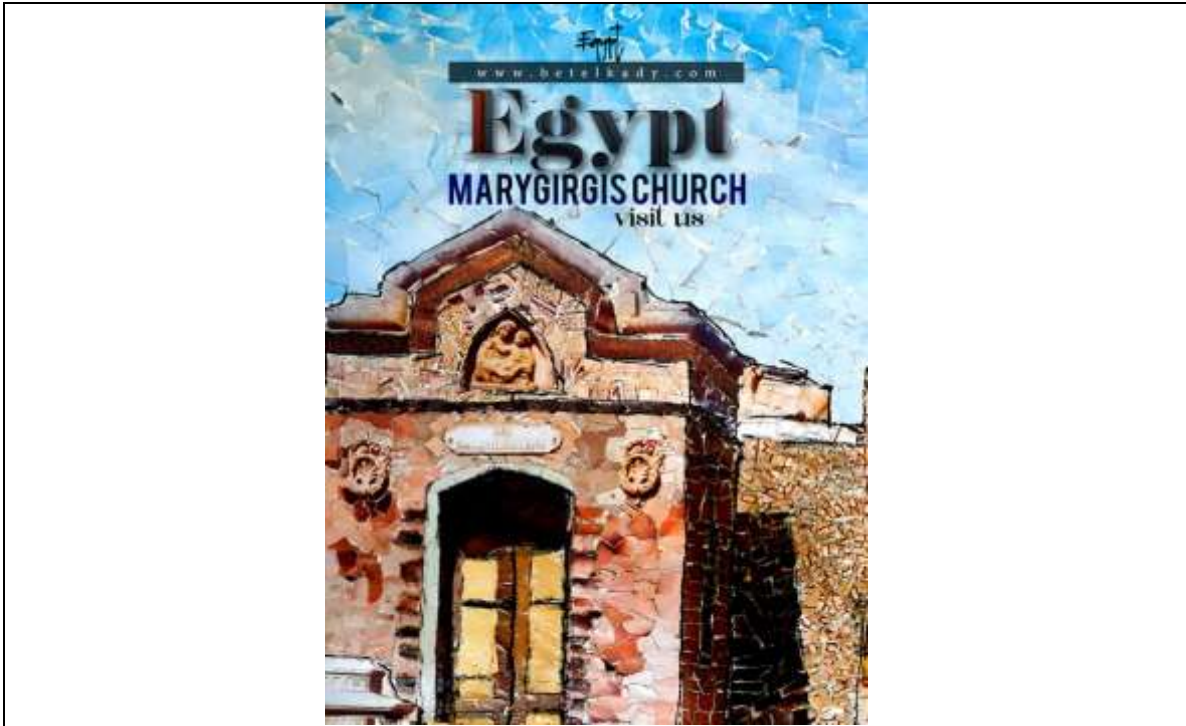


Figure (26) Advertisement poster for the Church of Saint George by the use of collage

3. Design of a touristic poster on al-Moez Street (Sabil-Kuttab of Abdul Rahman Katkhuda) in Egypt:

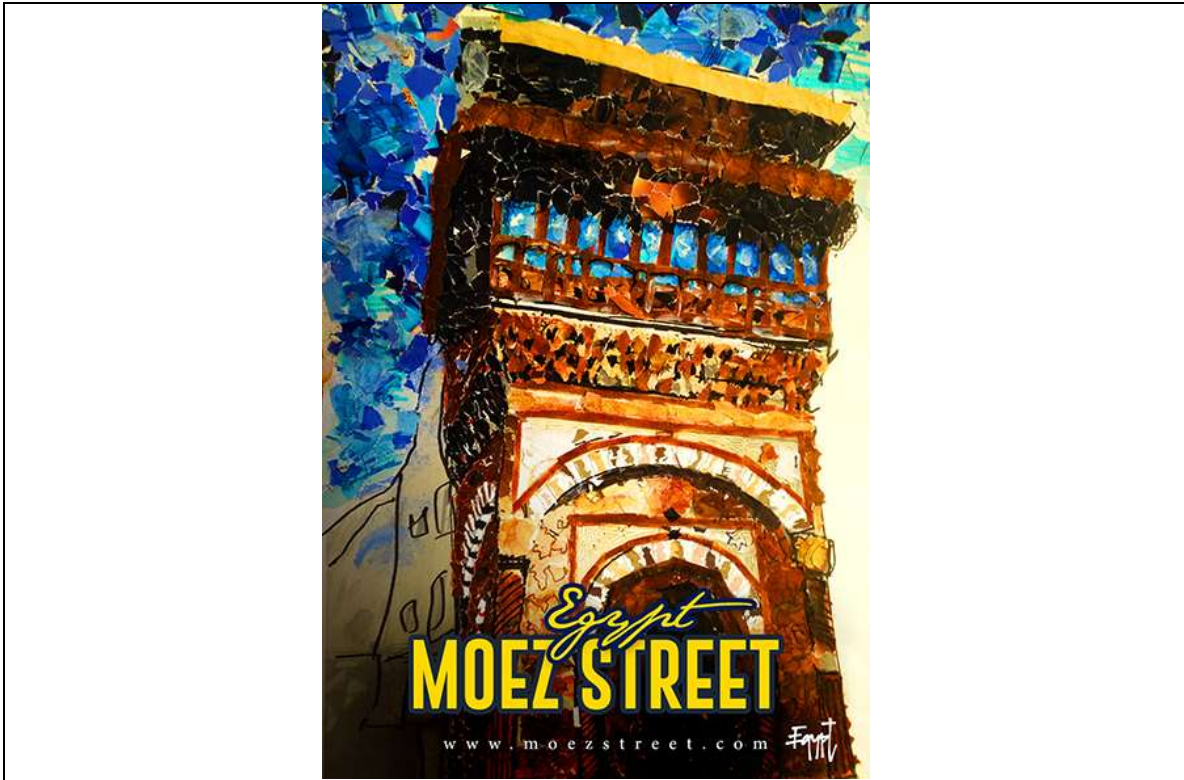


Figure (29) Advertisement poster for al-Moez Street (Sabil-Kuttab of Abdul Rahman Katkhuda)

4. Design of a touristic poster for The Hanging Church in the Religious Complex:

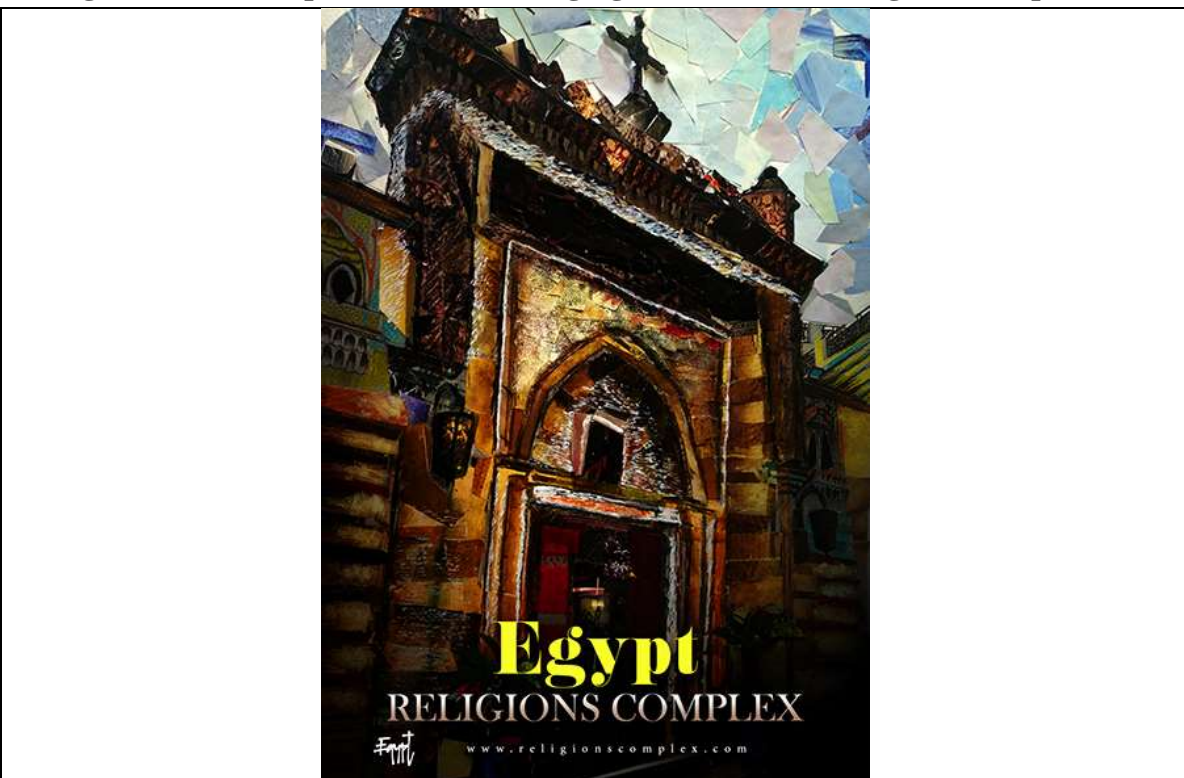


Figure (32) advertising poster for the Religious Complex

References:

1. Abbas, Ahmed Abdul-Aziz: *Identity versus Westernization*, 6th Scientific Conference, Faculty of Art Education, 1997 .
2. Awad, Ismail Ahmed – Samir, Ola Mohamed, Mohammad, Shaimaa Atef: *Random thinking and its impact on Egyptian identity in contemporary interior design*, art and Architecture magazine, Issue 12, October, 2018.
3. Al-Awili, Ashraf al-Sayed: *Folk Art in contemporary Egyptian photography and entry points for its use in artistic education*, unpublished master's thesis, Faculty of Art Education, Helwan University, 1991.
4. Abed, Ilham Subhi: *trading in the Art of Graphic and its contemporary outputs*, Faculty of Fine Arts, Journal of the professor, number 211, 2014.
5. Al-Birzengy, Amal Kamal Hasan: *Tourism advertisement and its impact on the success of Tourism and hotel activities in tourism enterprises*, Faculty of Management and Economics, University Mustansiriyah, Department of Tourism and Hotel management, 2009.
6. -Kana'neh, Sharif: *Studies in culture, heritage and identity*, Palestinian Foundation for the Study of democracy, Ramallah, Palestine, 2011.
7. Al-Khoderi, Mohsen Ahmed: *Tourism Marketing-Integrated economic portal*, Madbouli Library, 1989.
8. Al-Jabri, Mohammed Abed: *Heritage and modernity studies and discussions*, Center for Arab Unity Studies, first edition, Beirut, July 1991.
9. Al-Aalem, Mahmoud Amin: *One civilization and several cultures*, the symposium on the Clash of civilizations or the Dialogue of cultures, Cairo, March, 1997.
10. Sadiq, Marwa Ahmed: *Glass units assembled as a feature of contemporary Egyptian identity for architectural facades*, published research, Journal of Arts and Applied Sciences, Faculty of Applied Arts, University of Damietta, 2016.
11. Al-Qendi, Hiaa Ahmed: *Heritage as a cultural identity for the formulation of contemporary design*, Journal of Science and Art, fourth issue, October 2015.
12. Bernardo and Palma-Oliveira JM : *Place identity: a central concept in understanding intergroup relationships in the urban context. In The Role of Place Identity in the Perception*, Bentham, Danvers, MA, USA, 2012 .
13. María Dolores, José Ramón Valero: *Cuadernos de Turismo*, Universidad de Alicante, 2015 .
14. Petra Barisic, Zrinka Blazevic : *International Science Index*, Economics and Management Engineering Vol:8, No:7, 2014 .
15. Sharpley, Richard : *Travel and Tourism*, London, SAGE, 2006 .
16. <http://www.alkhaleej.ae/alkhaleej/page/ade0362b-1b7d-40d2-98c7>
17. http://malooooooo.blogspot.com/2017/03/blog-post_63.html
18. <http://www.shomosnews.com/%D8%A7%D9%84%D9%83%D9%88%D9%8>
19. <https://ar.wikipedia.org/wiki/%D8%AA%D8%B5%D9%85%D9%8A%D9%85>
20. <https://ar.wikipedia.org/wiki/%D8%AA%D8%B5%D9%85%D9%8A%D9%85>
21. https://arz.wikipedia.org/wiki/%D8%B4%D8%A7%D8%B1%D8%B9_%D8%8
22. <https://ar.wikipedia.org/wiki/%D9%85%D8%AC%D9%85%D9%88%D8%B9>
https://ar.wikipedia.org/wiki/%D9%82%D8%B5%D8%B1_%D8%A7%D9%84