

## **Employing Traditional Folk Values in Architecture and Interior Design for Developing the Domestic Tourism**

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### **Abstract**

Given the political and economic conditions that Egypt is going through in particular and the region in general, we find that the movement Tourism to Egypt has been greatly affected, which in turn affected the Egyptian national income, and from here it was necessary for everyone to think, according to his specialization, in creative and innovative solutions to overcome this problem, including reliance on domestic tourism as its components are the length and width of Egypt. As well as the large Egyptian population that can be To play a major role in compensating for the shortage in foreign tourism, as well as linking Egyptians to their different environments and increasing their awareness of the Egyptian folklore in all parts of the country. Dependence on the popular heritage from construction systems to internal design supplements will greatly guide the expenses of tourism establishments, as well as relying on local operators, which will in turn reduce the reservation prices of these establishments and Encourage the low-income citizen to engage in the experience of domestic tourism.

## **Keywords**

Employing, Traditional Folk, Values, Architecture, Interior Design, Domestic Tourism

## **Introduction**

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## **Research Problem**

1. Weak national output from external tourism due to political and economic conditions.
2. Lack of attention paid by officials towards domestic tourism.
3. The high prices of current hotel reservations due to the high cost of construction with modern methods, as well as the cost of operation.

## **The Concept of Heritage**

### **Defining Heritage Linguistically**

The heritage in the dictionaries of the Arabic language and in the Arab scientific literature is (what we inherited from the ancestors) and its origin is from an inheritance. That is, he remains after me, and he becomes his inheritance, and it is said (the thing was inherited by his father) or (he bequeathed some from one foot) or he bequeathed (kaber on the authority of Kapper) and it was narrated from The Prophet Muhammad (PBUH) said that he said: “Confirm your feelings, for you are the legacy of Abraham’s legacy. It is said: He inherited. Money and glory on behalf of so-and-so if someone's money and glory be to him, and in light of the linguistic term we see that heritage is a term that includes material and intangible matters it consists of all that the fathers and grandfathers keep for the children and grandchildren.

It is above all this land on which we live; it must be kept by the heir. Heritage is the complete record of human activity in a society over a long period of time, in other words preserving the entirety of human activities in the collective memory of a people so that they reflect themselves in the nation's present in thinking and behavior. This heritage record may be a poem, a historical document, or an innovation. A literary or scientific invention, a cultural composer, a plastic painting, an art sculpture, an architectural figure, a mythical fable, a folk example, a folk celebration, a family tradition, or a social custom. In short, heritage is a historical accumulation. Polytechnic (cultural, literary, economic, social, political, architectural, etc.), and this record, in its entirety, constitutes the identity of each society and its specificity that distinguishes it from other societies.

## **General Characteristics in the Folklore**

### **1.Environmental**

There are many forms and uses of folklore, including kilims, mats, chains and pottery vessels And jugs decorated with geometric shapes and embroideries on clothes, jewelry, etc., depending on the special environment in which the folk artist lives and the materials available to him in this environment. Moreover, the pottery covers a large proportion of the needs of the farmer's house. Many farmers also used to spinning wool and cotton with hand spinners.

These textiles are distinguished by their natural colors and their many decorations with bold stripes in natural dark colors. As for the desert or the Bedouin environment, the newspaper industries take the first place, where the palm is an important source of the primary raw materials needed for traditional crafts. Cages, chairs, beds and small tables are made of beautiful designs, and the wicker is dyed in bright colors, and it is used in the decoration of various products. As for the pastoral places where life is based on shepherding and goats, the popular industry that imposes itself is the manufacture of carpets and the wool with geometric decoration in colors and spinning wool taken from sheep's wool.

## **2. Objectivity**

Folk art is an aesthetic art that does not know individuality. Because it is the art of the broad masses and it is all art that serves human needs, so it is practiced by the common people, and the folk artist deals only with topics. Known as a hereditary knowledge that responds to the needs of the society in which he lives. Chaabi represents a mental reality more than a visual reality. Also, drawing is a definition of things by means of drawing as an alternative to speech, and it shows in one picture a group of scenes as if it tells a story. He paints visible and invisible objects as long as the invisible is known.

### **3. Simplicity of formation**

Popular art is an ancient art that combines simplicity and beauty, in which the artist relies on decorating his products. Two elements: the first is simple geometric units, and they are mostly used in products that impose their manufacture and the material used in these units, meaning that the geometric motifs are mostly born out of the same manufacturing method, and the other element: simple organic decorations that depend on a few soft curved lines also or as a small branch. Simple-structured flowers or the movement of water waves and their jolting, and folk art does not recognize the rules of perspective.

### **4. Gravity**

Popular art is automatic artistic expressions stemming from customs and traditions and tends to adornment, which is a nature inherent in the human being, and has always been required of popular adornment units in various places. Different peoples may draw attention, whether because of the color, shape or sound, and all the elements are achieved in the popular jewelry, and there is no doubt that we can find a relationship in terms of shape between the cardan and the necklace that used to cover the chest, and it is most likely that it is composed of rows of colored beads or sheets of wrought gold, and studded. Most of the decorations are geometric, based on lines and triangles, and they are often occupied with thin strings of metal (gold or silver), Applied - Volume Two - Number Three).

## **Definition of Tourism**

Tourism is travel for the purpose of entertainment, medicine or discovery, and tourism includes the provision of travel-related services. A tourist is a person who moves for the purpose of tourism a distance of at least eighty kilometers from his home.

## **Globally**

According to the world ranking, France comes first in terms of the number of tourists in the first ten countries for the year 2014, and the number of tourists in it reached 83.7 million, followed by the United States of America, 74.8 million tourists, then Spain, 65 million tourists, then China, 55.6 million tourists. Then Italy, 48.6 million tourists, then Turkey, 39.8 million tourists, then Germany, Britain, Russia, and then Mexico, and it becomes clear from this statistic that Egypt is absent despite its money from history and inherited from the primacy it deserves Well deserved.

## **Arabic**

Saudi Arabia ranked first in the Arab world in terms of the number of tourists during 2014, including the number of tourists Pilgrims, the number has reached 15 million, an increase of 12.8% over 2013, and Dubai comes after Saudi Arabia with 13.2 million tourists, and in third place Morocco with 10.3 million tourists, then Egypt with 9.6 million tourists, then Tunisia, Jordan, Qatar, and finally Lebanon. It is also not befitting of Egypt's stature and its legacy of wealth to come to fourth place in the Arab world.

## **Tourism in Egypt**

Tourism in Egypt is one of the most important sources of national income, as it provides annual dollar revenues. And the foreign currency earnings that enabled it to participate significantly in the GDP, and to combat Unemployment by employing a wide segment of the workforce in Egypt. Egypt is one of the most prominent tourist countries in the world due to the number of incoming tourists in the world, and it is distinguished by the abundance of tourist attractions of all kinds, the spread of temples, museums, monuments, historical and artistic buildings, and the vast parks on its land, and its possession of a strong infrastructure that is based on serving the tourism sector.

Hotel rooms, villages, tourist resorts, tourism companies and airline offices, and the regions of Luxor, Aswan, Cairo, Alexandria, the northern coast, the Red Sea, and South Sinai are among the most attractive areas for tourists in general, and the history of tourism in Egypt dates back to the ancient Egyptians, and it continued as a desirable tourist destination. Over the past centuries and throughout contemporary history, UNESCO has chosen six Egyptian cultural heritage sites as diverse as Ancient, Coptic, and Islamic, in addition to a natural heritage site, as part of the heritage sites list Global.

### **Domestic Tourism**

Or, as some call it, local tourism is an internal tourist activity from the same country. Any of the residents of a particular country who are traveling from their place of residence for the purpose of tourism, for a distance of eighty kilometers and for a period of at least 244 hours from their home or place of residence within the borders of the same country, and does not exceed the limits of the year with return to the original place of residence, and domestic tourism has two main values:

#### **Cultural Value**

In terms of cultural and social tourism satisfaction, it makes sense for the global tourist to first get acquainted with: The landmarks of his homeland and his culture through the human heritage portal, whether natural or cultural heritage.

#### **Material Value**

Domestic tourism remains in second place in terms of interest in planning policies and tourism orientation, which is mostly directed to foreign inbound tourism, due to the factor of attracting and pumping hard currency into the local economy. At this point, the type of inbound foreign tourism outperforms the type of domestic tourism, despite its importance. Mobilizing the national and local economy, and compensating for any emergency shortage in the number of arrivals from foreign tourists, especially in the fragile economies of the South and the Third World as a whole.

## **The Role of Domestic Tourism in Economic Development**

In light of the current political and economic conditions and the consequent state of weakness that dominates the tourism sector, especially external ones, we find the opportunity to revive the national economy internally through domestic tourism, which can play a very important role in reviving the national economy if the people in charge pay attention to the matter. This source. Countries such as Egypt with a high population density have paid attention to the role of domestic tourism in the economy, and for example we look at the experience of China. The Chinese spent 68 billion dollars on domestic trips in one week in 2016 on the Chinese National Day holiday, or the so-called Golden Week, and this comes according to the National Tourism Authority.

### **Results**

1. The political and economic conditions of the region in general and Egypt in particular have affected the foreign tourism movement to Egypt.
2. Domestic tourism has become an urgent necessity to revive the Egyptian national economy.
3. Reliance on folklore grows the domestic tourism movement.
4. Reliance on environmentally compatible folklore reduces construction and operation costs, and thus reduces the added burden on the local tourist.

### **Recommendations**

1. The necessity of a strong trend towards the development of domestic tourism.
2. Preserving the Egyptian identity and linking the Egyptian people with his popular heritage.
3. Developing Egyptian designers' awareness of popular and environmental design, starting with the study stage, especially for art colleges.

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