
THE ROLE OF HANDICRAFTS IN THE DEVELOPMENT OF BORDER AREAS (EGYPT AS A MODEL)

Qadria Tawakkul AL-BANDARI *

The Higher Institute for Tourism and Hotels in Ismailia (EGOTH), Egypt

Abstract

The traditional crafts are considered an entry point for the development of the border areas in Algeria because they are a heritage. It expresses the national identity that characterized Algeria, as it is a group of experiences That have been passed down from generation to generation, and given that today we, as Arab countries, try to the obliteration of the Arab-Islamic identity through the flattening of the world and the melting of civilizations Arabia to dissolve into global entities, and the Arab nation becomes without an identity, no history, or no. In the past, and the features of the Arab Islamic nation disappear, and this is how the West succeeds in the name of globalization in the eradication of the landmarks of the Arab nation forever. This is a warning of the danger that the nation must pay attention to the nation.

Keywords

Handicrafts, Development, Border Areas, Egypt.

Introduction:

is an essential component The Egyptian creative personality is the mediator between the past Today, the world receives it in the form of a small product to reach About an authentic message scented with the scent of earlier civilizations And the cultural human heritage that I fused together through a process History The creative caliphate capacity of the Arab person as a whole General for the craftsman in particular, which shows his pride With his being and his openness to others, Cairo embraces as well Everyone teaches a wide variety of industries and arts It is the main source of livelihood for a broad segment of the population Most of them, in addition to what they add to the elegance and splendor of the various Its features and spaces, which makes it enjoy a special place in The souls of different visitors who come to it from different Nationalities. Egypt could make material gains great for their interest in and support for handicrafts, as the size of the global trade in handicrafts and traditional crafts exceeds 100 billion Dollars.

Many countries have recognized the importance of investing their heritage Literal, so it set up thousands of workshops and factories. Hence, creating hundreds of thousands and possibly millions of opportunities to work for its youth, and to open markets to sell its products everywhere a place, what made them transform from poor countries, or consumer countries Produced by others .. of fashion, furniture, furnishings, and household items and all the needs of daily life, to rich countries of return exporting its abundant

* Corresponding author: qadria@gmail.com

handicrafts products to various parts the world, in addition to its deepening of the cultural dimension as countries with a legacy. My civilization makes it stand tall in front of the developed countries of the era

Globalization, without a competitive advantage other than its popular innovation.

The economic importance of handicrafts:

1. The possibility of creating more job opportunities through privatization

Less resources compared to the requirements of other industries. And its ability to absorb and operate large numbers of forces. A worker with low educational qualifications.

2. Take advantage of local materials, especially available materials

In economical quantities.

3. A woman, as a mother and a housewife, can practice the craft in at times that suit her, and in places she chooses or even in her home.

4. Low costs required for training, to be accredited mainly on on-the-job training method as well mostly their use of simple, uncomplicated techniques.

5. Flexibility to spread in various governorates and regions the republic where raw materials are available, leading to achieve balanced development between rural and urban areas .And it leads to a reduction in the phenomenon of internal migration and growth new productive communities in remote areas.

6. Flexibility in production and ability to offer products according to the needs and demand of the consumer or tourist.

The efforts of heritage protection associations to preserve tents:

Heritage protection associations have called on the Ministry of Culture to protect Islamic heritage from extinction and preservation, in light of

The tents' craft is facing collapse, as they demanded to put it down as a heritage craft on the map of tourist attractions and preparation

Booklets that shed light on its history as an Islamic heritage, to be known

It includes the Arab and foreign tourists, as well as the Egyptian citizen

Who does not know much about this craft, although it is a profession and a craft Parents and grandparents, requiring heritage centers to train young people I have to craft to prepare new generations that have the ability to revive.

The most important proposals to activate handicrafts:

For the purpose of developing investment in the field of handicrafts and traditional industries and developing their products so that they can contribute effectively to economic development, it is suggested to work on:

1. Establish an effective mechanism for coordination between the relevant authorities in the field of crafts and traditional industries.
2. Coordination with bodies such as the Ministry of Education and Technical Education, setting up training programs aimed at developing the skills and capabilities of craftsmen, especially for the younger generations, in order to find a permanent source to provide this sector with the skilled labor it needs to ensure the continuation and circulation of expertise and craft skills in various industries.
3. The continuing participation of craftsmen on an annual basis in the annual and non-annual national festivals for heritage and culture.
4. Choosing the distinctive handicraft industries and giving them the opportunity to participate in international exhibitions (internal and external) that our country organizes or participates.
5. Coordination with specialized and supportive banks and financial institutions in the field of lending to finance handicraft industries on easy terms and that the financing includes encouraging incentives that make the craftsman accept to use it and benefit from it, and it can be presented in different formats according to the circumstances of each case.
6. Paying attention to the marketing activities of the handicraft products internally and externally, provided that these activities inside the country include artisan centers, tourist markets, hotels, museums, airports and ports, public parks, exhibitions and festivals. As for external marketing, it is represented in the external participation in exhibitions, conferences, international markets and others.

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