The Design Dimension of the Advertisement as a Source to Stimulate Tourism in the Luxor Region

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Abstract

The researcher used shapes, symbols, pictures and hieroglyphs in the tourist advertisement as indications of the greatness of ancient Egyptian art, especially the Luxor area. Renewal in its form and moving away from traditional or known ideas, through the designer's use of the computer and the potential of graphic programs in design and plastic treatments in new artistic formulations. The researcher's use of photographs, changing them and merging them in innovative ways leads to attracting the attention of the tourist to a great extent and achieving the purpose of the advertising message. Pictures are considered a universal and expressive visual language equivalent to a thousand words, so they affect the mind and emotions with better efficiency than words. The text in the advertisement is the most complex element of pictures, drawings or numbers.

Due to the difficulty in understanding and interpreting some verbal symbols for some individual tourists, so it is the advertiser's duty to observe the simplicity and clarity in writing the text, taking into account its link to the design idea so that the advertising message can be delivered to the various levels of tourists and that is the main goal. Tourism advertising has now become an art and science with theories and origins. He studies at the highest level in various universities around the world and is recognized globally as a profession that they all have the trade unions are organized by legislation that achieves tourism advertisements, a rapid and wide coverage of the regions and the masses to whom the message is addressed, which leads to a speedy response to them. By displaying it at airline reservation offices, foreign tourism offices, international airports, and on international websites and social media.

Keywords

Design, Dimension, Advertisement, Stimulate, Tourism, Luxor Region

Introduction

Art has an effective and influential role in developing the aesthetic taste of societies in general, if we realize the basic functions that it performs, even if some of those plastic fields have an aesthetic and also functional dimension, including the various advertising media spread in societies, and on all Social networking sites and the Internet, which are considered one of the most important aspects of contemporary life, due to their association with Real, social, cultural, political, scientific and other life.

The current era is also characterized by rapid changes and successive technological developments, and the information revolution or the so-called knowledge explosion, as the world has witnessed in recent years remarkable progress in the development of knowledge, science and advertising technology with all its means, which had a great impact in pushing many societies to introduce many tangible radical changes. , In its political and economic plans, system and methods of research operations in order to keep pace with this scientific, cultural and technological progress.

It is known that advertising work has gone through a series of successive developments during the past decade, which came as a result of tremendous technical progress in the field of communication and information, which reformulated many principles and axioms in the field of advertising, as well as reformulating the role and influence of advertising in various political, economic, social and cultural fields.

Thus, advertising has become an important role in communicating cultures and social customs to all societies to make individuals relate to the unity of the community entity, and positive moral, cultural and social values that contribute to solving community problems, which leads to the realization of the effective forces of advertising media in modifying the negative behaviors of society.

Just a discretionary process only, but it is subject to correct scientific and technical foundations, which increases its effectiveness. The choice of innovative contemporary advertising ideas will not become discretionary unless these ideas stem from the integrated mix of specialized scientific study. The development of advertising came as a reflection of a number of the aforementioned factors that led to making it active It is necessary and indispensable, and the art of advertising makes use of this technology in various ways, so tourism advertising is considered an activity An entrepreneur who uses innovative methods to design persuasive, effective, and effective communication mass means of communication with the aim of increasing the demand for the advertised commodity, and creating a good mental image of the declared establishment consistent with its achievements and efforts to achieve the satisfaction of consumers' needs and increase the social and economic well-being.

The designer in how to formulate the advertising message that the audience receives, which requires the designer a great effort to reach the most recent designs to be easy and aesthetically pleasing.

Advertising design is part of graphic art through its various uses and techniques, as well as the tremendous development that this art has made in terms of progress, as it is a human phenomenon that has made it strong and connected relationships between it and all members of society in various aspects of life as it is an important means of transferring cultures and concepts between peoples. Some of them are to each other, and Luxor is considered one of the tourist governorates in Egypt that lacks the tourist advertisement in the modern scientific and technological form in the guide of official tourist sites of Egypt on the Internet sites because Luxor is located in southern Egypt that combines the past and the present associated with the modern era at one time and one so that a place in Luxor is not devoid of the speaking effect With the greatness of the ancient Egyptians thousands of years BC, where the city of Luxor alone contains a sixth of the world's monuments and a third of the monuments of Egypt, which have been known through different ages by many names.

At its inception it was called the city of "West", then the Romans called it "good", and it was called as well. The city of one hundred doors, as described by the poet, the Greek Homer in the Iliad, and it was also called as "The City of the Sun", "The City of Light", and "The City of the Scepter".

The founding of the city of Thebes dates back to the age of the Fourth Dynasty around the year 72 BC. Among the relics of Luxor, for example, the effects of the eastern mainland, the Temple of Karnak and Luxor and the Rams Road that connects the two temples. and from the effects of the western mainland are the Cemeteries of the Valley of the

Kings - the Cemeteries of the Valley of the Queens - the tombs of the nobles - the Ramesseum Temple - the Colossi of Memnon - the Medinet of Habu - the Temple of Hatshepsut and tourism in Egypt is considered one of the most important sources of national income due to the foreign exchange earnings Which enabled it to participate significantly in the gross domestic product and Egypt is one of the most prominent tourist countries in the world, with the number of tourists coming in the world, and its distinction with the abundance of tourist attractions of all kinds.

The shorter areas are among the most attractive areas for tourists and UNESCO has chosen six diverse Egyptian cultural heritage sites. Between ancient Egyptian and within the list of World Heritage Sites. And through the researcher's visits to many countries of the world, he found the interest of those countries in the role of advertising and its effectiveness in stimulating tourism through advertisements of all kinds in all means of transport, transportation, streets and also on Internet sites.

Therefore, the researcher's thinking was to find a way to stimulate tourism in the Luxor region, and given the cultural, historical and archaeological heritage that the Luxor area possesses, and the infrastructure that strongly supports this activity on which a large proportion of the population of Luxor depends as a source of income. and it acquires a large proportion of the numbers of inbound tourism to it, and our cultural heritage represented in ancient Egyptian art, especially the Luxor region, enjoys an inestimable richness, as it is a true mirror that reflects, honestly and positively, various life styles and cultures, and the ancient Egyptian artist was the first to record and even monitor these phenomena, innovations and cultures and connect them To us in artistic and aesthetic images with distinct characteristics and features that reveal the secrets of that civilization, which includes many artistic and aesthetic values with a creative depth, as it is a true spring of inexhaustible giving and making use of the technological advertising means and cultural heritage in designing advertisements as a means of tourist attraction to the Luxor region when it enjoys that The charming city of beauty, originality and heritage.

Research Problem

The field of designing tourism advertising, especially printed matter, is one of the most important technical and communication fields important, which plays a key role in supporting and attracting tourists in the western countries to Egypt, so the declaration is submitted.

Tourism has an extension, artistic and commercial role as an important tourist attraction and as a source of income this is why advertisements have an effective role as an important and required way to attract tourists from abroad, as well as guiding and inviting them to visit the antiquities of ancient Egypt for the Luxor region, which enjoys a very specificity of the huge and varied amount of antiquities and what this place represents in terms of real historical and aesthetic value in benefiting from Some of its architectural elements, including antiquities, temples. Symbols and characters in revitalizing the tourist side, the Saha sector witnessed in the recent period a state of stagnation and depression, and through the researcher's visit to the Luxor region, he was saddened and shocked by the scarcity and lack of the number of tourists in these places that used to dictate noise from different parts of the world The researcher saw, during his multiple visit to Luxor, the numbers of tourists were very modest, due to the presence of many factors that affected their few numbers in these places full of great historical monuments and temples.

Those places were also a great source of livelihood for sellers and makers of reproductions, and you saw broken faces. And the sad and the accumulation of tourist souvenirs and archaeological reproductions topped with dust. The sad scenes that haunt that ancient and great Egyptian civilization affected Ashjan the researcher and his concerns because ancient Egyptian art is a deep cultural heritage estimated at thousands of years and has an artistic and aesthetic value - and ancient Egyptian art is characterized by diversity and is a heritage, creativity and embodiment of the ancient Egyptian civilization that took on thousands of years on the banks of the Nile River We must take care of those archaeological sites and develop them in shape.

It is decent, and art has a great role in developing awareness, enriching aesthetic taste, preserving what our great ancestors bequeathed to us, and inviting to visit those magical places of that civilization internally and externally because those areas have open spaces, as well as the researcher tries to take advantage of modern technology in designing these advertisements and programs Modern graphic design and also the attempt to publish posters that express that great civilization on the Internet and social networking sites worldwide, which constitutes the main repository of recorded human knowledge, which relied on its communication and communication and storing its symbols and letters in digital form.

So the research problem becomes clear in finding a way to attract tourists to those diverse regions rich in our great ancient monuments by designing a tourist advertisement from the researcher's work as a means of tourist attraction that can be placed in international tourism offices and airline reservation offices in their countries and international websites, and the researcher follows world tourism sites and Social communication abroad has also found the modesty of advertising campaigns to publicize the value and greatness of historical Egypt throughout the ages, especially the ancient Egyptian art and the Luxor regions.

Theoretical Framework

In the early nineteenth century, the use of advertising spread for multiple products in addition to what was previously followed by traditional advertisements, with the entry of the twentieth century, the invention of cars and the development of their industry, The prepared roads spread and thus the means of displaying advertisements in their various forms developed, and the industrial and technical development contributed to the emergence of modern forms of it such as neon-lit electric advertisements, and electrical posters installed on lighting poles and sidewalks and other forms of modern advertisements.

This contributed to its emergence in a renewed and varied way, and thus increased attention to it. These advertisements have foundations and rules for their industry in addition to scientific and technical assets like all other large industries.

It witnessed the last decade of the twentieth century and the beginning of the twenty-first century, Tremendous advances in computing and communication technology are still growing to this day, and accelerating, at a wide and faster pace than yesterday, and this era has produced many mechanisms for the manufacture of knowledge and more modern technological means that have made the world a small global village whose people interact in the East with the inhabitants of the West as if they were neighbors in one house, and computer technology represented in the Internet has a great role in transmitting the information and technological revolution from the north to the south, passing through the east and the west at the same moment, and all of this has weighed on all political and economic systems. Cultural, educational, social, media and advertising for all societies. So, the individual has become living in a rapidly changing era that requires skills and information to help him communicate and develop research in the era of the information technology revolution. "A delegation of international organizations such as UNESCO has been interested in holding international conferences that recommend the necessity of highlighting the role of advertising in changing trends and guiding the behavior of societies, including the United Nations conference held in Stockholm, which recommended the effectiveness of the role of advertising through its various means in increasing awareness of global societies.

The approaches to designing the tourist advertisement differ in dealing with its indicative and advocacy topics. The Luxor area is covered by the researcher in terms of form and not the historical or ideological content, as these elements were characterized by flexibility in terms of the possibility of reformulating them in the design process. The advertisement can be exposed to the public, and its design is required to combine a specific, brief message that is absorbed in a specific time, and a visual effect. It competes to get the receiver's attention from the things around it in addition to conveying the advertiser's message to the recipient at the same time, it is a visual message resulting from the merging of the image and the written text into a single entity that should have a direct impact, in order to make it easier for the recipient to perceive it while he is moving, whether he is walking or riding any means of transport.

And the role of the technical design process and its connection to the propaganda purpose in a way that increases the value of the advertisement, as the main goal of it is to urge the recipient to perform an action, and technically it can be seen as an interesting work of art in itself, and unify the size of the tourist in the appropriate place in the places allocated to him, whether In places of flight reservation and trips, tourism has an influential, effective and appropriate role for the size and area of the place designated for it, making the elements of the advertising message addressed to the public have an effective visual impact, in addition to the fact that the appropriate size gives an impression of confidence and the importance of the advertiser.

The advertisement is characterized by its low cost compared to other large advertising means in relation to its spread, frequency and number of viewers to it, and to keep pace with the technical development processes through the use of modern digital technologies in designing and printing the advertisement.

Application Framework
Graphic Illustrator

It is well known that the advertising design includes one or more items of multiple types and directions, and the conceptual connotations achieving an interactive energy that is visually influencing in several approaches in a manner that attracts attention, taking plastic formulas in harmony with the shapes and artistic methods to fuse together and interact with the terms of the intellectual and written content through the title of the general form of the design Contemporary advertising and in the field of advertising design, the research was not limited to the local vision, but rather the research aimed at the global vision, and the researcher used the images that were taken during his visit to Luxor regions through a simple design that combines the image, symbol, or hieroglyphic letters and the text in an integrated manner, so that it has a strong impact and concise, so that the poster is easily visible, clearly understood and can be remembered.

Ads are characterized by simplicity of design in the use of colors associated with the ancient Egyptian civilization, images, graphics and specific expressive text, taking into account clarity in the advertising message. "The main pictures or drawings are the ones that make up the bulk of the design elements of the advertisement and are often included in the tourist advertisement. As for the pictures and complementary drawings, their use is optional. Pictures and drawings are divided into two types, which are photographs and handicrafts, as each of them contributes very effectively to advertising posters so within the researcher a picture or a main drawing in order to attract the viewer's attention and not to be distracted by a lot of pictures or complementary drawings.

The researcher thought that the size of the pictures and drawings affect the attention of the audience, so the larger the size of the images and the drawings, the greater the audience's attention to the advertised item. The researcher also emphasized that the pictures and drawings in the advertisement should be It is simple and clear, as it is a means of clearly communicating information and ideas so that it is not difficult for the audience to understand them and thus the poster loses its purpose, there should be a link between the content of the images or fees and the advertised commodity or service so that there is no waste of the poster space without any benefit accruing to The advertised good or service, the more the pictures or fees are related to the commodity or the idea of the advertisement, the higher the degree of tourists 'ticket for the advertisement.

The most complex element of pictures, drawings or numbers due to the difficulty in understanding and interpreting some verbal symbols for some members of the tourists, so it is the duty of the advertiser to observe the simplicity and clarity in writing the text, taking into account its association with the good or service or the idea of the advertisement so that the advertising message can be delivered to different levels of the audience The main objective of the advertising text - which represents the main element of the advertisement, so each successful advertisement has an advertising text that contributed to its success, such as the invitation to visit Egypt and Luxor in particular, and a simple brief summary of the monuments and temples in it.

The advertisement text in the poster attracts the public's attention by paying attention to it and addressing the individual It is not in the plural form and the use of clear expressive words, in addition to the use of ideas appropriate to the customs and traditions of the society and prevailing in it, as the advertising text plays an active role in increasing the desire of tourists to Egypt by clarifying the advantages of the archaeological area and its healthy atmosphere and climate and viewing the ancient historical monuments that are characterized by greatness and glory The advertisement text increases the conviction of the audience with the subject of the research, through commitment to honesty in the formulation of the advertisement and the advertiser He died and mentioned evidence of the quality of the advertised goods,

taking into account the ideas and experiences of the public, in addition to using the appropriate language for each community in order to increase the reliability of the poster.

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