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Role of Cultural Identity in Designing Touristic Souvenirs to Develop Domestic Tourism and Economy in Kingdom of Saudi Arabia

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Abstract

Traditional industries are considered a part of the kingdom identity, culture and civilization, in addition to being an economic resource and factor for development of tourism. they are facing many dangers related to sustainability and continuity under the shade of technology. This research highlights design elevation for souvenirs through development of techniques for products design and uplifting aspects of creativity and skill for graduated females of the applied arts department- faculty of design and architecture, Jazan university, and link it to identity in order to innovate unique souvenirs. The research problem is defined in how to benefit from study of aesthetics of the diversified cultural identity of Saudi Arabia and progress of traditional industry to enrich industry of souvenirs and development of local tourism? The research goal is identifying benefits of traditional and modern means for textile printing and formation of metals to uplift traditional industries and design souvenirs with multi-identities. The research followed the descriptive analytical and experimental methodology, a statistical sample of the research has been applied on 50 tourists, visitors and crafters to evaluate souvenirs and their influence on development of traditional industries and promote the Saudi identity for souvenirs to authenticate a local brand.

Keywords: *Aesthetics of Multi-Identities in the Kingdom- Identity Design- Touristic Souvenirs- Development of Traditional Industries- Internal Tourism.*

Introduction

Crafts and handmade industries are considered of the creative local industries that are expressing interaction of citizens with their environment to reflect its roots, history and civilization, as well as identity and culture. It is significant for economy, also being a fertile field for creativity and innovation, providing job opportunities and income improvement to minimize poverty, ensure equality and accomplish local development (Hassan, 2020). This sector has a huge capability in pushing economic and social progress through its contribution in production and investment, hence economic and competitional capabilities that help exporting and bring foreign currency. This sector also provides daily necessities especially in villages due to its geographical spread which lead to balance among cities and villages (Hammadi & Arqoub, 2020). That's how the launch of development of traditional industries and crafts the subject of the study for challenges and obstacles they are facing, as extinction due to digital transformation, which led to the significance of preserving such inheritance from being lost and transfer to current generations to ensure preserving identity from demolishing, also make them gain skills that can be utilized in the future of Saudi industries for diversity of income resources and economic development (Alkaid , 2023).

Textile printing, metal crafts fields are in continuous development through the used means, equipment, materials, and techniques, their application in the manufacture of souvenirs is contributing in innovation of unique souvenirs with competitive qualities. The study aims at allocating benefits of means of textile

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printing and metal formation whether modern or traditional to elevate traditional industries and innovate souvenirs that carry aesthetics of diversified identities of environment and culture of Saudi Arabia.

Theoretical frame

Research Axes

First Axis: Concept of Cultural Identity and its Styles.

What is identity?

The theory of identity is philosophical by Freud; which is considered the obvious answer to the question who am I? It is not limited to the individual but for the group and society as Ericson explained in his theory and expressed “it is the amount of feeling of belonging inside individuals and interactions among groups” (net,1). Understanding identity with its whole meaning is a significant and essential thing for the contemporary generation. The whole meaning of identity is to understand the motives that the genuine and heritage thought was built upon and how it was crystalized, then how the applied aspects have appeared as an active formulation for this thought. The importance of understanding identity comes parallel to the importance of the process of revival, what is meant by revival isn't to copycat heritage and walk its path but revival out of the concept of finding bridges between originality and contemporary (Felemban, 2023).

Cultural Identity and its Relation to Culture

Culture is considered of the most elements adhered to identity, hence it is the actual embodiment for various elements composing it along the historical act even if it appears independent, so culture is almost an equivalent for identity, so the concept of identity cannot be handled isolated from the cultural dimension which is known as “cultural identity” and it was identified as “the core of the individualistic and collective personality and the factor that determine behavior and types of decisions, and the active element that allow nation to cope with development and creativity with keeping its own cultural compositions” (Jaffal & Talha, 2018). The concept of cultural identity for the West is close to the Arab, as it means “distinguished features for a group who lives in a particular region that has traditions, religion, language, lineage and social structures” (Ahmed & Ibrahim, 2017). We can hypothesize that cultural identity is “a group of cultural features that distinguish people of certain community from other peoples of other communities, that brings a feeling of familiarity and social cohesiveness and belonging to this community, which express the cultural individuality that characterizes peoples from each other, it is liable for development and

renovation while keeping its steady characteristics that were defined by history, language, values and religion” (Muhammad, 2019).

Identity Design

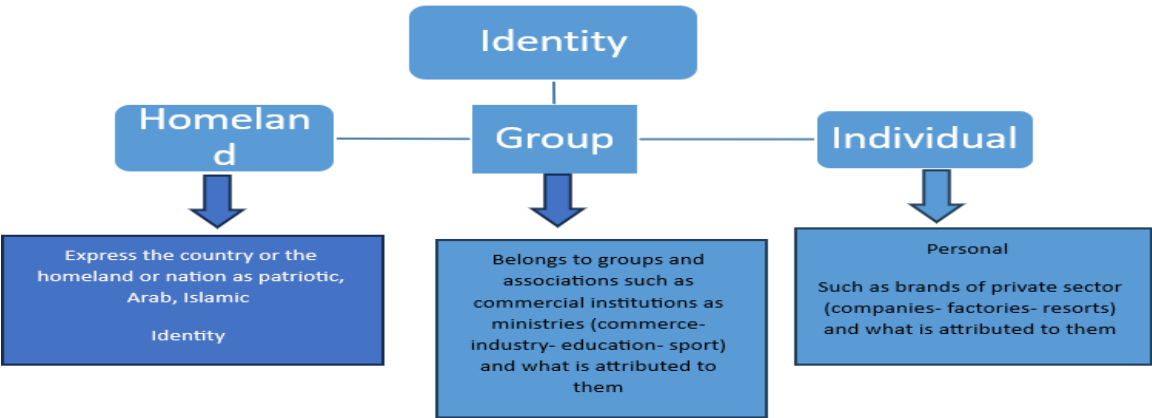
The process of identity design holds the identity culture and integrate it with expressive elements such as name, term, sign or symbol or design or a mix of them all, and distinguish a product or a service for its identification or description of it, and that include many significances and trademarks such as industrial, touristic and commercial trademarks as they are closely linked to the main aspects of culture of the place identity, and it is not just a logo or symbol or an image despite the meaning of the name or logo, as it also reflect identity, personality, reputation, promise, price and added values for beneficial elements of products that are being compared to their competitors, (El-Nahas 2022). Of the important factors that are being integrated within the potentials of design identity are (name, character, color, symbol, history, habits and traditions, exquisite products, distinguished architectural style). “The process of creating identity becomes a strategic mission that include purposed use of lines, shapes, colors, letters, images and various groups of it, where each element has a specific

goal and performs special functions in transmitting the required identity image, (Songsak & Upala,2024).

Identity Styles

“Intellectual schools in literature of identity tend to focus on personal and social contents” (net,2). It is considered one of the common styles in the society that include environmental, athletic, heritage and educational identities, where a deep look has been provided for the relation between the individual and the society or the specialized destination. We can tell that the care of the kingdom towards this subject is noticeable due to identity reflection within the minds of the citizens and tourists. The identity culture is diversified generally to 3 levels which are: Individual level: It is known as individualistic identity and points at culture of every individual of the society personally, social level: known as the collective identity, it is linked to the influence of a group of individuals who represents the common cultural identity in the society they belong to., National level: known as the patriotic identity, it gathers both individualistic identity and collective identity in one group and is considered the main component for cultural identity that refers to individuals as well as groups within the one country

Figure 1: Clarification of Styles of Identity.



Effect of identity on societal behavior: Curricula of social identity focus on explaining situations and behavior as a result to interaction among psychological processes with social, cultural and political circumstances, it was confirmed that the way psychological processes are being handled depends on how the social world is structured. There are three special features to this curriculum which are: First: It focuses on processes that are distinguished among groups and the means by which people can identify themselves and others as members of social groups, Second: According to social identity curriculum, the group identity is what makes the group behavior possible as it changes and transforms basically psychology of people and their behavior so that they think, feel and act not just as individuals

Third: Group identities provide a sense of belonging with leaning linked to pursuit of positive distinguishment of the group. So, social identity curriculum can be summarized as “people always seek hardly to get a positive sensation with their individualistic group, hence they are being motivated to evaluate their group positively and create a preferable distinguishment for their own groups against other groups (favoritism within the group contribute in positive composition), (Verkonten, 2021).

Diversity of cultural identities in the kingdom environment and 2030 vision

Forms of identities in the kingdom have been attracting a great attention in many directions on both governmental and private sectors as it copes with 2030 vision for Saudi Arabia. Enhancement of national identity is a civilized and patriot demand in our current time coping with speed and technology and fast

humane communication through social media means and internet with various and different resources and purposes, that might form a danger to individuals and groups and countries or the entire humanity as well, which imposed certain contemporary challenges on peoples and nations to preserve the essence and the identity in such an open and renovative globe. 2030 vision has been based on creating a citizen cherishing his/her identity, capable of serving the country and the nation, Saudi kingdom 2030 vision”, (Al-Haleel,2022)., The identity might be affected by cultural phenomena that characterize those groups such as languages, habits, traditions, food, cloth, and ceremonies that include many heritage inheritances, also other types of identities might interact such as environmental identity where natural habitats are varied from one place to another, some of those places are characterized by nature that distinguishes them and grant them uniqueness which contributes in their unique identity, islands habitats are different than mountains habitats which are different than desert habitats and so on, also places within these categories are also varied, plants, animals, typographic features, landscape (hills, rocks, sand dunes, lakes and rivers), (AL-Baluz, 2022).

Figure 2: Examples of Diversified Cultural Identities for the Kingdom Environment on the three levels.

				Patriotic identity celebration of the national day and founding day	Identity
				Identity of groups, ministries and associations	
				Individual identity for most famous brands in the kingdom	

Second Axis: Touristic Souvenirs and Their Styles- Their Importance in Progressing Domestic Tourism

Souvenirs

High associations for tourism have realized the economic and cultural importance for souvenirs and included it among tourism services as it is considered an effective element in increasing the local income. Crafty souvenirs products are one of cultural elements of attraction, they vary in their types, shapes, sizes and purposes of their use, they are mainly shaped as (embodied pieces, murals, boxes, tonsils, office tools, cloth, accessories, toys). Materials used in production vary as well, they may be (fabrics, metal, ceramic, glass, plastic, wood, etc.) (Al-Munif. & Shafi'i, 2023). “Manufacturer of souvenir symbol adds a special style to it matching the place that it expresses, it shows the emotions around the place and what

it follows of spiritual and material richness that express the essence and originality of the place.” A souvenir carries an individualistic style that isn’t similar to any other place, (Qurban, 2020).

Concept of a souvenir: Something that the tourist or the traveler get as a reminder for the place he/ she visited, they are considered a genuine part of the trip and occupy the mind of the tourist wherever they go, it could be a factor that make you repeat your visit, (Raslan, 2019). Mostly it is handmade and produced from protected raw materials by the hands of local crafters to be an artwork that carry the style of the country it was produced in, linked to habits, traditions, environment and heritage, and reflects common social and intellectual life and crystalizes art and reflects current culture. Souvenirs play a role in opposing global followership especially in the field of art; through rooting individual culture within the society with all what it contains of various forms of cultural inheritances that carry genes of cultural identity and transform them to the society for the aim of establishing a common awareness that representing its individual culture transformed into activities, actions and behaviors, (Nour-Alden, 2021). Through it the civilized essence of the society can be discovered, which can lead to mental cognitive conscientiousness linked to its cultural origins to lead to intellectual, creative, technical and artistic diligence dedicated to productivity. Souvenirs are considered an everlasting means for promotion that give a long-lasting effect and is considered a silent ambassador if it were perfectly executed, (Al-Munif. H. & Shafi'i. W, 2023).

Features and Characteristics of Good Souvenir Products

The most important features for souvenirs that allow it to be a source for attraction for the tourist to collect them, is to be clearly expressive about the identity of the region, also to carry some decorative features of the country it was produced in, to contain a collection of artistic techniques and motif elements extended from the heritage of the region, it must be light, small, easy to carry, and affordable, (Hamid. Etc., 2020).

Most Important Features Characterizing Souvenir Crafty Products

Authenticity: A producer is an original crafter who is trying to find what is different in his life, he doesn't only look for authenticity of the product itself, but also cultural and social circumstances that the product has been made within its frame.

Most Important Characteristics of Authentic Products Are

Uniqueness- Historical and cultural connection- Crafty skill- Original not fake- Locally manufactured - Integration between aesthetic and functional characteristics (quality of design), (Khalil. etc., 2021).

Most Important Characteristics of Souvenirs Products

1. To have authenticity.
2. Affordable for the tourist.
3. Light and easy to carry.
4. Quality and attractive packaging with instruction manual.
5. Carry local features of the host region.
6. Use of contemporary techniques extended from the heritage.

Importance of Souvenirs

Touristic countries in general and Saudi kingdom in particular pay attention to souvenirs, officials, and art associations focus on preserving the national style of the touristic destination through industry of souvenirs, (Hamid. Etc., 2020). In addition, it is considered one of the most important factors for cultural attraction by being a promotion tool of the product and the touristic purpose, a souvenir invites for

knowledge, culture and maintain the mental image of the touristic destination, it contributes in increasing its attractiveness and transmitting its history and culture and preserves its distinctive identity, (Hussien. 2020). Souvenirs of the kingdom highlight its diversity in environmental, and cultural identities of the kingdom and its effect on development of economy.

Cultural Resources for Tourism in the Saudi Kingdom

They are represented in tourism styles and various terms describing them (religious, environmental, curative, sportive, shopping, entertainment, business, cultural), in addition to the previous elements composing tourism, there are two basic styles as well: Global tourism: Activity that is being exchanged among countries and travel across borders., Domestic tourism: Activity that is performed by citizens of a country for its various cities that have touristic attraction or sightseeing worth watching, clarifies various styles of tourism in Saudi Arabia, (Al-Barqi, 2011), (Religion - Environment - Therapy - Sport - Entertainment and shopping - Business (exhibitions and conferences) – Culture)

Third Axis: Role of Designer and Crafter in Developing Traditional Industries Through Creative Merge Among Designs and Traditional and Contemporary Techniques in Both Fields of (Textile Printing, Metal Artworks) to Elevate the Industry of Souvenirs in the Saudi Kingdom.

Identification of Crafts and Traditional Industries

There are a huge multiplicity and diversity among terms of identification of handmade crafts, some terms are about” these industries that are done by crafters depending on mental and manual skills that they gained from development of craft work experience, using primary materials available in the local environment or imported, and he handling using simple tools, (Ibrahim, 2015). Also “they are the simple handmade crafts that don’t need many workers or machines but only need skill and experience”, (Madi. etc., 2014).

Significance of Traditional Crafts

Traditional crafts and industries for all people of the world represent one of the foundations of the basic patriot personality, they distinguish individuality of the society and root its identity and authenticity, they occupy a high rank in economy due to their effective role on various aspects as the following:

Cultural significances: Expressing the nation identity, it is one of the means of preserving the inheritance and heritage, till recently it was to satisfy local needs and matches requirements of living, (Hassan,2020). Handmade crafts currently represent a part of a system for introducing culture of the people and preserve it, it is an extension from crafts of the past to modern industries, producing products that represent history and civilization, (Ahmed & Almulla ,2020).

Economic significances: The importance of traditional industries relies in its role in dimensioning unemployment especially in large sector of the youth- ignorant crafters with no education (Zakria. 2020), provide job opportunities for the largest category of man power with low or medium qualifications, it is important to crafter as it provides income and added value through linking it to tourism sector, (Alkaid, 2023). It plays a developing role in the local environment that the crafter works at by using local resources in crafty industries especially at country and mountains regions, (Hassan, 2020).

Touristic significances: Traditional industries play a vital role in supporting and promoting the tourism sector as they represent 10% of tourism income according to UNWTO (world tourism organization), handmade crafts and traditional industries play an important role in sustainability of tourism, there are many styles of tourism but they all agree upon that eventually the tourist is looking for souvenirs that

reflect the culture of the hosting country, (Alkaid, 2023). Which confirms the importance of souvenirs to develop local tourism and national economy.

Most Important Traditional Crafts in the Kingdom

Traditional handmade crafts represent a part of the folk Saudi heritage and a piece of the kingdom legacy, it is the best that can be inherited by generations as it is an extension of the past crafts to modern industries, for the continuous flow of authenticity, it produces goods that represent history of civilization, the most important traditional industries in handmade crafts are: Daggers industry - Accessories industry: (NET, 3)- Craft of sewing Pasht: Pasht is considered the official uniform in celebrations and ceremonies, (Al-eujaji, 2013).

Wicker craft- Carpentry and wood engraving craft - Pottery craft: Homeland of such craft is Al - Ahsa governorate, centered in Al- Qara mountain that the large Hajar jars were used as accredited standard for all people in the island for centuries, (Tawfiq & Al-Mulla, 2020).

Crafts and Traditional Industries and Their Role in Preserving Cultural Identity

Crafts and traditional industries are considered products of the habitats where people are living, distinguished costumes and traditions appear for each local community and that's how it preserves its distinctive identity. "Handmade crafts and traditional industries contribute in increasing local development as handmade, crafty and heritage industries contribute in achieving developmental justice and geographical balance among regions of the country and contribute in reducing regional economical variance. Such industries are flexible in transferring among areas and governorates which helps in building limited markets and productive communities in such regions, such industries have ability for allocation which reduces costs of transportation, (Hassan,2020).

Role of Designer and Crafter in Developing Crafty Products by Creative Merge Among Traditional and Contemporary Designs and Techniques in Fields of (Textile Printing- Metal Artworks)

First: Crafty Products and Techniques of Textile Printing

Field of manual textile printing is of the most exciting branches of arts in combining multiple concepts and techniques, through its wide distinctive range of His artistic potential that is allowed through continuous experimentation. That's how experimentation in field of textile printing is one of the modern intellectual trends that researchers in this field are looking forward to create changes that keep up with the current era. (Abdul Karim, 2018).

Table 1: Means for Textile Printing.

Traditional Manual Printing		Semi-Automatic Printing	Automatic Printing
1- Exposed and isolated (knot and connect-Patck)			1- Circular Chablons printing
2- Prominent and sunken (monoprint-Lino)		1- Flat chalones	2- Flat chablons printing
3- Open and closed (stenciling- silk chablons)		2- thermal transition printing	3- Cupper cylinders printing
			4- Molds printing
			5- Digital printing divided into:
			a _ink spread direct printing
			b-indirect printing (thermal transition) (NET.4)

The Research Paper Has Handled Both Traditional Manual Techniques and Modern Digital Techniques as Well

A- Manual Techniques (Traditional)

Stenciling Manual Printing

Stenciling represents one of the direct manual printing methods that relies on the printing surface through voids (opened or closed), on an isolating thin material where the part required to be printed is evacuated in the design that has been transferred and evacuated, the design can be transferred on variety of surfaces through evacuated spaces in the model made of isolating layers, un-evacuated areas isolate colored materials on the printing surface. It is considered of the simplest means of manual printing that suits beginners, the most important methods for Stenciling printing are (evacuation- pestle- spray- squirt-etc.). (Al-Hariri, 2022).

Silk Screen Printing Technique (Chablons)

It is one of the manual ways that depends on (opened and closed) and it is considered the development of Stenciling, it is a tight porous textile extended on a wooden frame or metal, it is treated with different ways as open spaces allowing for passage of coloring materials through them to the surface required to be printed, and other distances are closed to prevent leakage of color, according to required design to be executed through a sensitive material that close pores of the textile in the unprinted spaces that don't represent the design where the coloring material passes through the porous tissue using the printing ruler, (Ibrahim& Shaker, 2018).

B- Digital Printing Techniques

Digital printing: It is known as the printing that interpret digital system and transmit it to the printer then transmit the image to the materials required to be printed upon, (net.5). The current study discusses the second type of indirect digital printing (Thermal transfer printing).

Thermal transfer printing: It is known as printing with sublimation as distracted inks or dyes sublimate from solid to gas without passing through the liquid state, it is through special thermally treated papers, as dyes are being transmitted from printing surfaces in the thermal paper to fabrics through heat and pressure, using (thermal pressers). This method is being used with processing fibers such as polyester, recently mixed cotton fibers are being used such as (satin- amaranth- tulle-towel- chiffon- etc.). This method is known globally in fabrics markets as thermal transfer printing and is divided into two divisions, (Saleh. 2020):

- 1- Transfer printing
- 2- Sublimation printing

It was used in printing applications for crafty products as it is a wonderful way to communicate with audience, and guaranty satisfying standards of branding and accomplishing success that souvenirs aspire to.

Second: Crafty Products and Techniques for Metal Artworks

Methods of metal formation techniques have been divided into.

First part: cold formation): Such as Ripose'- notching- engraving- bending- manual assembly- cutting-rolling- mining and stamping- evacuation with hand saw- hand assembly for making half sphere or formation adding wire- prominent or sunken formation on metal (by elimination such as engraving'- or with no elimination such as Repose), in all these means fermentation process of metal is being done, with exposing it to heat, fermentation isn't the base for the formation process, formation doesn't happen during fermentation but fermentation happens to ease the process of formation which is done by elimination on the metal surface, whether mechanical peeling by scraper, freeza, or circled grinding stones, etc., or chemical peeling using chemicals;

- a) Direct use of chemicals has been applied in production of artworks, they are used on surfaces of metals as being treated by acids and salts in the process of acidic engraving (etching).

- b) Indirect use of chemicals as chemicals are part of composition of some materials that are being relied on in production of artworks, (Abdel Hamid, 2016).

Second Part (Hot Formation): Using high temperature and is basically applied to plumping process and metal should be completely liquified and molten in molds to give the required shapes, basic stages which the plumping process pass through whether evacuated or solid plumping can be as the following: (create a model- form a mold- liquify a metal- pour and freeze- extraction-cleaning- treatment of the surface- refinement). With the technological development in fields of professional programs and equipment that has a huge effect in the possibility of using computer as a technical tool for product design, (Al-Sayed, etc. 2018). Stages of product manufacture including design till execution using machines that are controlling them digitally as programs such as (CAD-CAM-CAE), (computer controlled design, manufacture, test) are considered of the biggest influences that added many potentials to design and manufacture in addition to connection between machines with digital control and the design which helps the designer to create and for the primary idea to reach good manufacture and execution, also ease in executing geometrical and creative designs with high quality and repetitive manner, (Ibrahim.2022). Despite all that and despite it is so hard to develop traditional crafts without using digital machines, benefiting from skillful crafters and creative designer and traditional equipment to produce goods characterized with accuracy, and speed to realize a creative product carrying the cultural identity and root a distinguished style in the minds of tourists, the subject of research paper clarifies how to link role of designers and develop handmade products as decorative souvenirs and connect cultural identity in developing traditional ways to revive traditional inherited handmade crafts and preserve them to cope with contemporary fast life style.

It is preferable to use mechanical machines in developing techniques of metal formation with handmade crafts particularly, such as mechanical scissors, bender and (milling machine) to create molds with mechanical formation where circular cutters work to cut various materials, the cutting process depends on some orders to determine the depth and direction and cutting angle, (lathe machine) is used in lathing and manufacturing metal through cycling of materials required to be lathed, (Al-Halabi ,etc. 2023). Mechanical pressers can be used in some products after using sorting machines and formation of mold for mechanically pressing on the mold with controlled cutting of the piece, some easy molten metal alloys can be used and poured on molds of thermal gypsum after accurately engraving the design and forming it on the mold, some other lissome materials can also be poured to the molds then the stage of refinement, painting, coloring and finishing. That's how we can develop traditional crafts and help crafter at some stages of manufacture and time and effort saving to achieve high quality, mass production in an economic way. Which requires the link between the designer and the crafter to preserve cultural identity which helps in opening many small projects and open fields for job opportunities for many societal categories, support major local institutions in the kingdom to fund small projects and executive workshops that adopt creative thinking to develop traditional handmade crafts which realize 2030 vision for the kingdo

Fourth Axis: Research Experiments and Statistics

The current study aims at developing traditional industries (souvenirs) as they are on their way to demolish. So, the current study in order to benefit from aesthetics of diversified cultural identities in the kingdom and link it to aspects of technique and skill by using both traditional and developed techniques in both fields of textile printing and metal works to realize quality in design (functional and aesthetical values). Coming up a chosen collection of the study experiments for

some executed models and some are suggested to be executed:

Table 2: Analysis of Model (1) an Applied Design for Souvenirs Using Traditional Printing Methods (Handmade) to Design a Souvenir.
















The applied model			
Type of product	T-shirt	Laptop case	Gift bag
Design Dimensions	29.7x21.0cm- 180 gm	29.7x21.0 cm – 300gm	29.7x21.3 cm- 80 gm
Material	Cotton 100%	Industrial fabric	Unwoven fabric
Technique	Silkscreen manual printing		
Artistic analysis for design elements			
The inspired by symbol			
Significance of the symbol	(Educational identity) The design represents Jazan university in Saudi Arabia, a slogan featuring simplicity and originality that reflect the concept of the university and its aims, inspired by local natural environment of Jazan.		
The identity	The name of the university is written in Arabic as a sailing boat that represents the university being a pioneer in the field of education in Jazan region., It is also written in English as a proof for the university openness to foreign languages and the rounded slogan background reflects the future vision of the university.		
Shape	The name of the university is written in Arabic as a sailing boat that represents the university being a pioneer in the field of education in Jazan region., It is also written in English as a proof for the university openness to foreign languages and the rounded slogan background reflects the future vision of the university.		
Color	Inspired from the local environment, gold resembling golden sand, blue resembles the clear see, green is for mountains and green landscape.		

Table 3: Analysis of Model (2) an Applied Design for Souvenirs Using Traditional Printing Methods (Handmade) to Design a Souvenir.

The applied model			
Type of product	Printed fabrics	Female bag	T-shirt
Design dimensions	48x45 cm – 180 gm	40 x49 cm – 220gm	40x45 cm – 200 gm
Material	Duck fabric	Duck fabric	Cotton 100%
Used technique	Stenciling manual printing		
Artistic analysis for design elements			



The inspired by symbol	
Significance of the symbol	(Patriotic identity)
The identity	The souvenir is inspired by the identity of the 93 Saudi national day integrated with heritage decorations for Jazan region.
Shape	Lines were chosen carefully to fit design of the logo that suits all applications and products.
Color	Inspired from the dreamy local environment, gold resembling golden sun that shines to fulfil dreams, green is for mountains and landscape, it symbolizes safety, progress, glory and hope, and the Saudi identity.

Table 4: Analysis of Model (3) an Applied Design for Souvenirs Using Sublimation Printing to Design a Souvenir.

The suggested applied model			
Type of product	The design idea carries the identity of Saudi foundation day	Laptop case	Razor case
Design dimensions	30x40 cm	25.50 x37.20 cm - 350 gm	22x18 cm – 90 gm
The suggested applied model			
Type of product	Cards wallet	Thermal insulator	Paper case
Design dimensions	7x10 cm – 40 gm	10x10 cm – 50 gm	20x30 cm – 75 gm
Material	Processed Europe union fabrics for printing		
Used technique)Sublimation printing(
	Artistic analysis for design elements		
The inspired by symbol			



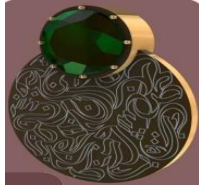
Significance of the Symbol	(Cultural identity) The souvenir is extended from the identity of the Saudi foundation day that consists of 5 basic icons (the Saudi flag- palm tree- Arabian horse- hawk- market) palm tree symbolizes life and generosity and the council symbolizes unity and cultural harmony, horse symbolizes knighthood and championship of princes, the market is signifying economic movement and openness to the world. It enhances the Saudi identity, in addition to Najd decorative elements, we can notice unlimited diversity of products and potentials of digital printing and its accuracy and high performance to communicate which contribute in creating diversified unique souvenirs with competitive advantages.
The identity	
Shape	It is inspired of many manuscripts that documented history of the first Saudi country.
Color	Inspired by desert environment which is the coolest of artistic environment with its colors, shades, gradation, lines and infinity, with a deep beauty requiring an artist to meditate in.

Table 5: Analysis of Model (4) an Applied Design for Souvenirs Using Sublimation Printing to Design a Souvenir.

The suggested applied model			
Type of product	The design idea carrying the identity of Diriyah cultural urban heritage	Printed textile hanging carrying the identity of Diriyah heritage	Pillows
Design dimensions	40 x60 cm	70x100 cm – 600 gm	40x45 cm- 150 gm
Material	Processed cotton canvas	Processed cotton canvas	Chanelia fabric
Used technique)Sublimation printing(
Artistic analysis for design elements			
The inspired by symbol			
Significance of the symbol	(Cultural heritage identity) The souvenir reflects the identity of historical urban cultural heritage for Diriyah, it points at historical legacy and architectural dimensions and enhancement of historical and cultural identity of Diriyah. In addition to the cultural inheritance for Najd doors.		
The identity			
Shape	Its forms are characterized by a unique architectural style and impressive geometrical motifs with its clay houses that reflect authentication of Saudi identity.		

Color	Najd doors are characterized by their bright colors, houses take colors of clay that carry authenticity and originality of cultural inheritance.
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Table 6: Analysis of Model (5) An Applied Design for Souvenirs Using Milling Machine for Metal Formation.

The applied model			
Type of product	Creative design for a Brooch	Executed shape for a Brooch design	Creative design for an earring suggested for execution
Design dimensions	4x4 cm – 18 gm		3x4 cm
Material	Copper, iron and zinc alloys		Copper chips and painted wires
Used technique	Prominent and sunken technique by formation on the mold using milling machine (advanced traditional methods).		Manual sawing, wire formation and inlaying
Artistic analysis for design elements			

The inspired by symbol



Significance Of the symbol	Identity slogan for the national day and mentioning the unification of the national Saudi kingdom expressing stability.
The identity	
Shape	The circular shape with Arabic calligraphy to express authenticity of the kingdom.
Color	Green and white, colors of the Saudi flag

Table 7: Analysis of Model (6) An Applied Design for Souvenirs Using Milling Machine for Metal Formation.

The applied model			
Type of product	Pendant		Suggested design for a pendant
Design dimensions	4.5x3 cm- 4gm	Material: gold	
Used technique	Metal formation by (manual traditional methods)	manual sawing, filing, welding, refining	
Artistic analysis for design elements			

The inspired by
symbol



Significance of the symbol The identity	National day slogan, the kingdom flag, palm tree logo and the two swords to realize (patriotic identity).
Shape	Arabic calligraphy palm tree, Swords, square, circle,
Color	Green symbolizes the Saudi flag and it is the color of progress and nourishment

Table 8: Analysis of Model (7) An Applied Design for Souvenirs Using Milling Machine for Metal Formation.





0			
Type of product	Brooch		
Material	Copper, iron and zinc alloys		
Used technique	Prominent and sunken technique by formation on the mold using milling machine (advanced traditional methods)		
Artistic analysis for design elements			
The inspired by symbol			
Significance of the symbol	The foundation day slogan is composed of the Saudi flag, a palm tree, a hawk, an Arabian horse, and a market, they are five essential elements reflecting a lively heritage harmony and continuous styles.		
The identity			
Shape	Circular shape to express awareness and use of the holy symbol of Kaaba and calligraphy with Masnad lines.		
Color	Green, white, light turquoise		

Table 9: Analysis o Model (8) an Applied Design for Souvenirs Using Milling Machine for Metal Formation.

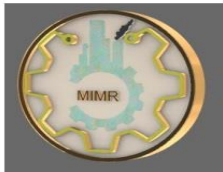





The suggested applied model			
Type of product	Armor plate	Medal	Brooch
Design dimensions	10x17 cm	6x6 cm	3.5x 3.5 cm
Material	metal chips , white plastic Acrylic,	Copper	Copper, iron and zinc alloys
Used technique	Prominent and sunken technique by formation on the mold using milling machine.		
Artistic analysis for design elements			
The inspired by symbol			
Significance of the symbol	It symbolizes the industrial identity for ministry of industry and development in Saudi Arabia expressing map of the kingdom and quality of product.		
The identity			
Shape	Map of the kingdom, a buckler and an abstract shape for factories and chimneys.		
Color	Green, white, gold		

Table 10: Analysis of Model (9) A Suggested Applied Design for Souvenirs Using Milling Machine for Metal Formation.

The suggested applied model		
Type of product	Medal	Design dimensions:5x5 cm
Material	Copper, iron and zinc alloys	Used technique: Prominent and sunken technique by formation on the mold using milling machine.
Artistic analysis for design elements		
The inspired by symbol		
Significance of the symbol	Symbols indicate preservation of environment and transformation of energy sector, programs of sustainability for green future.	
The identity		
Shape	the Kingdom map English letters for the word Saudi, green tree branches,	
Color	Green and gold	

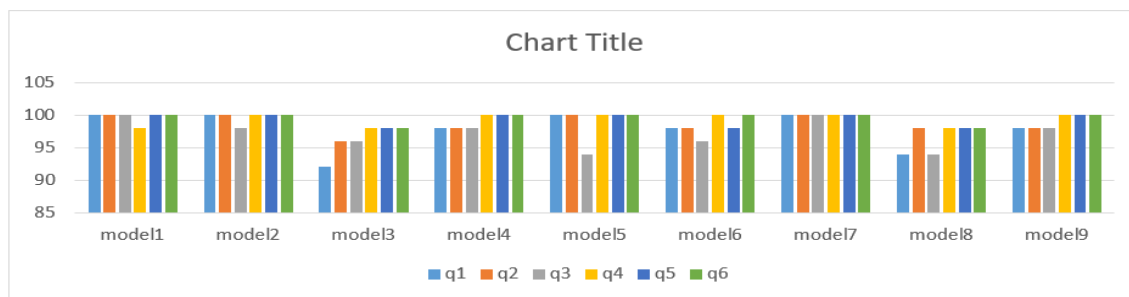
Discussion of the Results

Acceptance ratio of the design according to the two axes of the research (extremely agree- agree- agree to some extent)

Arranged according to printing models first then metal models.

Table No 11: Showing the Final Result of the Questionnaire After the Poll for 50 Visitors and Relatable Categories (Producing Families- Crafters- Designers- Professionals at Fields of Crafty Products and the Industry Whether Academic or as A Profession, Etc.).

Souvenirs	M	Axes					
		First axis			Second axis		
		Q1	Q2	Q3	Q4	Q5	Q6
Printed models	model(1)	100	100	100	98	100	100
	model(2)	100	100	98	100	100	100
	model (3)	92	96	96	98	98	98
	model(4)	98	98	98	100	98	98
Metallic models	model(5)	100	100	94	100	100	100
	model(6)	98	98	96	100	98	100
	model(7)	100	100	100	100	100	100
	model(8)	94	98	94	98	98	98
	model(9)	98	98	98	100	100	100



The Poll Was Done to Measure.

1- The first axis: Range of benefits of aesthetics of Saudi cultural identities and link it to products to realize qualities in design to highlight the Saudi identity of souvenirs and authenticate a local brand through the following limitations for all models:

- 1-1-Does the creative souvenir design realize the Saudi identity?
- 1-2-Does the souvenir design realize quality in the design?
- 1-3-Do creative souvenirs highlight the diversity of identities in the Saudi environment?

2- The second axis: Development of traditional industries (souvenirs) and its influence on advancing local tourism and economy in the Saudi kingdom through the following limitations for all models:

- 2-1-Can creative souvenirs achieve progress for traditional industries for crafty products comparing to reality of current souvenirs in the Saudi market to cope with modern developments?
- 2-2-Does collaboration between the designer and the crafter represent a necessity to rise up with traditional industries?
- 2-3-Does use of techniques of (textile printing - metal formation) in manufacture of souvenirs, enhance the image of cultural identity within the mind of tourists in what reflects on tourism development?

Achieved Results

- 1- **The first axis:** results of the poll ranging between 92%- 100% have proved that aesthetics of diversified cultural identities for the kingdom (heritage- cultural- patriotic- environmental- industrial- educational- etc.) and link them to products to realize quality in design for souvenirs confirm its role in highlighting the Saudi identity and produce souvenirs that realize competitive advantages.
- 2- **The second axis:** positive results of the poll ranging between 98%-100% have confirmed the success of the research experiments for the produced souvenirs executed by methods of textile printing and metal works have achieved all assumptions of the research with their active role in progressing traditional industries (souvenirs) compared to reality of souvenirs in the local market and enhance the image within the mind of tourists in what reflects on tourism and economy development.

Results have confirmed the importance of collaboration between designer and crafter to rise up with this industry, it was confirmed by ratio of voting for models (1, 2) for printed souvenirs and models (5, 7) for metal souvenirs that achieved votes of 98%-100% which confirm the role of identity for handmade and semi- mechanical crafty products which were the most acceptable by voters, in addition to its role in elevating the skillful and creative side and experience in touristic markets for workers in the industry and provide job opportunities for freshly graduates.

From the technical side; the study also confirms that the use of developed and technological techniques can contribute in diversifying products base and provide more alternatives that save time and effort and quantities to cope with the current development and competition and confirm the success of the research experiment as ratios of votes were close for handmade, semi- manual and developed products, which can contribute effectively in authentication of local brand for souvenirs in Saudi Arabia.

Recommendations

- 1- Take into consideration continuous development processes of traditional industries (crafty products) with considering cultural identity as a dynamic sustainable element.
- 2- Necessity for continuous training and qualifying workers in the field of design and production of souvenirs and improve methods of production with developing means to cope with the progress in local and global markets.
- 3- Build up more brands for souvenirs especially with the use of distinguish production methods that contribute in building strong brands being more communicative with visitors.

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