

The Philosophy of Al-Qatt Al-Asiri and the Role of the Woman in the Transfer of the Handicraft Cultural Heritage for the Enrichment of the Textile Hangings and Promotion of the Saudi Tourism Marketing

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Abstract:

The Research aims at highlighting the problem of the Research, which is represented in the “Art of Al-Qatt Al-Asiri” as one of the folk arts known in Saudi Arabia. It is the art of the traditional engraving and decorating on the walls of houses, which was mastered by the women in Asir region. The UNESCO has added this art to the list of the Intangible Cultural Heritage of Humanity, which shall be maintained urgently, whose meeting was held in the Island of Jeju in South Korea during the period from 4th to 9th of September 2017. The Research also highlights the role of the women in Asir in the development and transfer of the handicraft cultural heritage of Al-Qatt Al-Asiri through the recognition of its philosophy, distinguishable colors, and most famous artists. It enables the woman in the community through setting special designs, making workshops, courses, museums, and tourist villages to develop and maintain this tourism heritage, and know its characteristics. It also creates designs that contributes in stimulating the tourism marketing, promoting the public taste, and discovering the heritage identity and the heritage treasures, which makes it at the top of the heritage tourism destinations in Saudi Arabia. The Researcher assumes that the analytical studying of the selected models of the decorations of Asiri heritage will help in recognizing the characteristics of the printing decorations and their effective characteristics, for which the Researcher used the descriptive analytical approach and the experimental approach. This is shown in the Research results through showing the aesthetic aspects of Al-Qatt Al-Asiri through the creative designs that are inspired from this art using the application in the decoration of the tourism hotels in Asir with the outputs of the printed textile hangings, and the impact of this on the Saudi tourism marketing.

Keywords:

Philosophy of Al-Qatt Al – Asiri - Artistic Cultural - Handicrafts -Textile Hanging - Tourism Marketing.