

Experimental approach using the collage art to empower the heritage of touristic advertisement

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Abstract:

Arab societies face many challenges to root their Cultural Heritage that grants them a distinctive cultural identity, having regard for the heritage inventory of the Arab countries across the different ages which gives each Arab country its own character and identity. The Arab Republic of Egypt is characterized with many heritage sites represented in the districts of Old Cairo which is replete with heritage sites, that include but are not limited to Muizz Street, which is considered one of the most important historical streets in Old Cairo, as it includes many Antiquities like Bayt Al-Suhaymi, Beshtak Palace, and the Mosque of Sultan Al-Nasir Muhammad Ibn Qalawun. That makes it a fascinating tourist destination given the fragrance of history that it includes inside. The Research Paper problem lies in how to employ the art of collage to enhance the competitiveness of the tourism advertising to revive the ancient heritage of Egypt to confront the traditional in the tourism advertisement which in turn affects the tourist attractions. Hence, the Research Paper took into consideration following the experimental approach through the display of several Egyptian tourism advertising trials using the art of collage. The Research Paper aims to revive the heritage of ancient Egypt by using the art of collage to enhance the competitiveness of tourism advertising and confront the tourism stagnation under the current conditions, which contributes positively in the growth of the Tourism Sector in Egypt and contributes in accelerating development.

Key Words: Heritage – Collage Art– tourism advertising.