

Creating formulations inspired by the visual symbols of the Egyptian heritage and utilizing them in the tourism advertisement design

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▪ Abstract:

Tourism advertisement is one of the important activities that contribute in the development of the tourism industry in Egypt and the support of its economy, thus; the improvement of its national income.

Tourism has an effective role in boosting the culture and awareness of tourists about the heritage arts of Egypt; it is also a statement of the globalization concept. Therefore; tourism represents a type of culture exchange that enables people and countries recognize the historical roots of the human art heritage.

Egypt has many touristic features that represent a main factor for tourism attraction and stimulation; both nationally and internationally. The enormous share of authentic Egyptian heritage is a stand witness for its continuous chain of civilizations; and their heritage treasures which produced a rich proportion of arts.

Each Egyptian heritage art is distinguished by its features, visual symbols and intellectual content.

The visual symbols of the Egyptian heritage is a distinguished source of inspiration due to their authenticity and honesty, as they have emerged from the society conscious, thus; they form a rich inspiration source for design, by activating new frameworks for the advertisement design though creating design formulations for new advertising ideas.

Such advertising ideas arise from the roots of the Egyptian heritage; they provide aesthetic, artistic and beneficial values in a modern way that confirms the individuality and distinguish of the Egyptian heritage and its continuity derived from its authenticity.

Creating new design formulations inspired by the Egyptian heritage may also lead to develop other objectives for the tourism advertisement design, these objectives are concerned with intellectual and cultural communication, ideas and meanings convey; and Egyptian identity confirmation.

This is the reason that the role of the advertisement designer is considered an effective factor in the development and promotion of tourism in Egypt, as these designers form an integrated part of the tourist attraction system, by deriving design elements from their surroundings and adapting them in their designs to demonstrate their distinguished vision.

The individuality of any designer starts by their inspiration source, followed by their ability to derive and adjust different design elements and systems, to create a structure and formulation with the sole purpose of designing an individualized advertising idea

This interaction between the designer and all the elements that surround them leads to create a design system and an advertising idea away from imitation and modularity.

▪ Keywords:

Heritage, Formulation, Tourism advertisement .