

The Philosophy of Nostalgia in Heritage Hotels Design: An Integrative Vision between Interior Design and Textile Printing Design

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Abstract:

Nostalgia is considered one of the most important concepts affecting the polarization of tourism, as it represents a strong motivation for the tourist to choose his/her travel destination in the first place, and to repeat his/her experience in the second place. The tourist seeks to temporary escape from the present reality to find a unique experience, and to relive it again and again. Egypt has an ancient civilization and a rich heritage that gives it a competitive advantage to create a Stimulating environment for tourists' nostalgic feelings. In this context, it is a must to design a style that confirms the Egyptian identity not only in the external architectural form, but also in the interior design components of touristic hotels and resorts to make a qualitative leap in the design of Egyptian Tourism establishments. The research problem depends on searching for novel solutions to revitalize the tourism sector in Egypt especially after the coronavirus pandemic that has caused tourism stagnation around the world. Here comes the essential designer's role to link civilization, heritage and the arts together for enhancing sustainable tourism development, so the designer links the legacy of the past with the requirements of the present. The research aims to establish a design vision for hotel rooms that endures an exact Egyptian heritage feature in details as a past duplicated. The research supposes that the integration between the interior design and textile printing design for coping the interiors and textile designs of ancient Egyptian ears and simulating the historical reality, will create a concrete experience makes tourists coexist with Egyptian heritage items, lefts a deep impression in themselves, evokes satisfaction and increases their attachment with the place. The researchers innovate a design idea for a hotel room based on simulating the reality of Egyptian heritage, concerning the philosophy of nostalgia as a partial perception of research idea.

Keywords:

Nostalgia, Sustainable Tourism Development, Egyptian Heritage, Textile Printing Design, Interior Design.