

## **Activating the environmental design to establish the urban identity in contemporary touristic facilities**

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### **Abstract:**

Tourism represents one of the important activities in the Arab Republic of Egypt, which has a great impact on the national economy due to its areas that enjoy tourist attraction.

Due to the different attractions and activities, as well as the different cultures, and the variety of building materials and techniques that differ from one environment to another, there has been a confusion between the different civilizations in the design of the tourism facilities, and they no longer belong to a specific identity in itself, and different materials have been used ,not only it is not from the materials of the surrounding environment, but it is also not incompatible with it.

Here, the research problem lies in the need to strengthen the urban identity in contemporary tourism facilities due to the lack of employment of cultural heritage, the lack of serious attempts to link or integrate between authenticity and contemporary, and the weak link of communication between architecture, interior design and cultural features of the place and not consulting specialists, and the lack of design standards Specific to each region, according to its nature, to be guided in the design of tourist facilities. Here lies the importance of the research in focusing on the importance of activating the urban identity of the touristic cities, and linking the original cultural heritage with the requirements of contemporary life.

Therefore, the research aims to provide clear mechanisms to revive heritage and rooting identity in the field of architecture and interior design in touristic cities, through highlighting the features and characteristics of the environment for each city, and the link between the cultural aspect of the society and the raw materials of the surrounding environment, leading to the design that reflects the culture and civilization of the society and contributes to the formation of the urban identity of contemporary touristic facilities. The research followed the descriptive and analytical approach by presenting models of touristic facilities in one of the cities in Egypt, and identifying the design style and the method used in them. The research reached some results, the most important of which are following the scientific principles and design standards, taking into account the functional and aesthetic requirements, also optimal use of local resources and the components of the surrounding environment in the design of contemporary touristic facilities, which leads to the distinction of each city with a design matching with its urban style and compatible with the environment according to its data. The research recommends that designers should follow the geographical, social, cultural and economic systems that affect the design of touristic facilities and give them a character of their own to keep the urban identity in the touristic cities.

### **Key words:**

Environmental Design, Identity, Originality, contemporary, Tourism, Siwa .

**I-Introduction:**

Touristic facilities represent an important model for the expression of urban identity in the touristic cities. The concept of urban identity is not limited to the architectural image or urban features and the impact it leaves on its visitors only, but also, those touristic facilities should be effective and distinctive, and reflect the surrounding nature, the authentic local culture, and the customs and traditions of the region's residents in the interior design as well. The urban identity is related to the physical characteristics of the place, including its geographical and environmental characteristics, which result in the architectural designs of the facilities. Identity is also related to non-physical characteristics such as cultural, religious and social features, customs and traditions, etc., during different time periods.

One of the most important features that characterize the urban identity is keeping the identity of the environment with a distinctive character for each region, which make a strong challenge in the concept of the tourism development process and retaining the aesthetic components of the environment that are distinctive to it.

As the architectural heritage is considered an evidence of the civilizations of nations and peoples' cultures and is a symbol of their development over the course of history, that is why it must be preserved for passing it on to future generations, and ensuring the continuity of the identity of nations and societies.

Heritage preservation does not mean the imitation of the past, outright transfer of architecture or the simplification of its components, but it is actually rooting for its spirit and philosophy.

Therefore, it is imperative that there be adequate studies of the elements and constituents of the architectural and interior design of the facilities in the touristic cities, highlighting the features and characteristics of the environment of each city and more focusing on the functional, aesthetic, human, and social requirements.

**Research problem:**

- The need to strengthen the urban identity in contemporary tourism facilities due to lack of employment of cultural heritage, the lack of serious attempts to link or integrate between authenticity and contemporary.
- The weak link of communication between architecture, interior design and cultural features of the place, and not consulting specialists.
- The lack of design standards for each region, according to their nature, to be used as a guide in the design of touristic facilities.

**Research importance:**

**Shedding light on the importance of** activating the urban identity of the touristic cities, and linking the original cultural heritage with the requirements of contemporary life.

**Research aims:**

- Providing clear mechanisms for reviving heritage and rooting civilized identity in the field of architecture and interior design in touristic cities by highlighting the features and characteristics of the environment for each city.

- The link between the cultural aspect of the society and the raw materials of the surrounding environment, leading to the design that reflects the culture and civilization of the society and contributes to the formation of the urban identity of the touristic areas.

### **Search limits:**

- Spatial boundaries: Siwa Oasis, one of Egypt's tourist cities.
- Objective limits: studying models for touristic facilities in Siwa Oasis.

### **Research Methodology:**

The research followed the descriptive, analytical and inductive approach through the information and concepts of the principles of environmental design to establish the identity and also the foundations and the scientific design standards of the tourism facilities, which are compatible with the environment according to their data, and conduct a comparative analysis of some models of the tourism facilities in the Siwa Oasis in Egypt and identify the style and the way of design followed in reaching results and recommendations.

### **Procedural steps for the research:**

First: Identity between originality and contemporary.

Second: The concept and role of environmental design in rooting identity.

Third: Design standards for touristic facilities.

Fourth: A comparative analysis of models of touristic facilities.

Fifth: Results and recommendations.

### **Conclusion:**

The environmental design philosophy must be based on meeting the functional and aesthetic requirements in a framework of environmental suitability, which must be compatible with the site, its topography, the climate, the culture of the place, the user and the society in an integrated framework.

To ensure the keeping and developing of the environment in order to reach a distinctive urban environment of a special nature, specific policies and strategies must be developed that include the following:

- Integration and consistency of the site.
- Keeping the architectural and formative character of the building blocks.
- Highlight the features and characters of the environment of touristic cities.
- Encouraging the use of building materials from the surrounding environment.

### **The formation of the urban identity in the touristic cities**

The formation of the urban identity in touristic cities is related to the levels of intervention to develop those cities, whether they are levels related to the traditional urban environment, the historical environment, or the natural environment, and there is special importance to keep the elements of symbolic expression that the identity carries through its architectural and heritage features and symbols.

It is necessary to emphasize that the rooting of the urban identity in the touristic cities and the keeping of the history of these cities and their ancient heritage is not considered an imitation of the past or an imitation of its architecture or a simplification of its elements, but rather a rooting for the spirit of the place through the application of its environmental components in construction in line with the requirements of the present and future.

### **The main steps for rooting the urban identity in touristic cities:**

- Study the current conditions in tourist cities and understand the natural environmental context for them.
- Study the historical and cultural background in touristic cities and analyze the historical and urban values in them.
- Elicit urban and visual constituents that constitute the elements of the identity of touristic cities.
- Establishing rules and control systems for the urban character, which ensure the keeping of the urban identity in touristic cities.

### **Keeping the authenticity of the tourism facilities is committed to the following:**

- Keeping the largest amount of the original materials used in construction.
- Maintain harmony between the old and the new.
- Taking into account the originality of the various techniques and styles in the tourism facilities.

### **Results:**

- The optimal use of local resources and the suitability of the touristic facilities to the surrounding environment leads to the realization of the urban identity that distinguishes each touristic city with its own character.
- Applying the scientific foundations and design standards and taking into account the functional and aesthetic requirements in the design of touristic facilities leads to the development of the environment and the improvement of its services to the place visitors and the local population.
- The architectural and interior design of the touristic facilities, inspired by the local heritage, has a greater tourist attraction than the facilities that are distinguished by modernity and contemporary.
- Heritage elements are a fertile source for designs in contemporary touristic facilities, and at the same time they reflect the identity and personality of the place.

### **Recommendations:**

- The need for architects and designers to follow the geographical, social, cultural and economic systems that affect the design of touristic facilities that give them a character of their own to keep the urban identity in touristic cities.

- Putting laws and confirm specialized building requirements for each city so that cities do not lose their environmentally distinct personality.
- Strengthening partnerships among private and governmental sector institutions, and civil organizations to solve the problems facing projects to keep the urban identity in touristic cities.

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