

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 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.