

Traditional leather industries and their role in the development of tourism

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Abstract:

Cultural heritage is one of the fundamental sources that allow us to know our past and identity, and attest to these archaeological vestiges that make up the heritage, as their nature and function, they reveal a stage of our ancient history, and to preserve this identity, this heritage should be preserved with all that it holds.

The Algerian cultural heritage is rich in many crafts and industries, which are threatened with extinction and erased from popular memory due to the tyranny of modern industries and lack of interest. These industries include: Traditional leather industries, which, despite the tyranny of modern products, are still being made in old ways, whether at the western world or desert regions of Algeria such as Tlemcen and Djanet.

Traditional industries play an important role in the development of tourism in many countries, accounting for 10% of tourism revenues according to the World Tourism Organization, so Algeria also has to promote this sector and pay some attention to its involvement in the development of the national economy.

The study aims to identify the various methods, techniques and materials used in the leather industry in addition to the problems experienced by the industry in our country with a focus on providing effective solutions for the sake of development of this craft.

This craft is considered an important source of tourism in other countries such as Tunisia and Morocco. What are the techniques used in its manufacture? What are the obstacles hinder its development in Algeria to make it an important source in domestic and foreign tourism?

The study concludes that despite the role played by this craft and others in the field of tourism economy for tourism countries, it is in Algeria suffer from many problems, notably neglect, lack of practitioners and poor production and marketing.

Keywords: Leather industries, development, tourism, leather tanning, cultural heritage.

The aim of the research: The study aims to identify the traditional methods and techniques used in the leather industry during the 18th, 19th, and 20th centuries, in addition to promoting the industry to make it an economic resource by identifying the problems it is experiencing and providing effective solutions for its use in promoting domestic and foreign tourism.

The importance of the research comes in providing effective solutions to promote the traditional leather industry sector to be exploited in the development and promotion of tourism, through the creation and promotion of markets, in addition to improving and developing means of work and other solutions aimed at developing this field.

Research problem: What are the techniques used in traditional leather industries? What are the obstacles for their development in Algeria to make them an important resource in domestic and foreign tourism? And what are the ways to prepare it?

The research dictates that traditional industries, especially leather, play an essential role in the development of the tourism sector and contribute to increasing the national income of countries, by developing it while preserving the national identity in its symbols.

Research methodology: We used the historical approach to list some of the methods of preparing leather and materials used in tanning and dyeing processes, and we also used the descriptive analytical approach when presenting the role of traditional leather industries and the problems they face.

Introduction:

Material and immaterial cultural heritage of countries is a witness to the civilizations that passed through and left their mark on their territory, and the central basis for writing the history of these nations and countries, it expresses their identity, self and history. Traditional industries play an important role in the development of tourism in many countries, accounting for 10c/o of tourism revenues according to the World Tourism Organization, so Algeria should also promote this sector and pay some attention to its involvement in the development of the national economy.

The study aims to identify the various methods, techniques and materials used in the leather industry in addition to the problems experienced by the industry in our country with a focus on providing effective solutions in order to promote the craft.

The main problem of the intervention is to answer the following questions: What techniques are used in the traditional leather industry? What obstacles stand in the way of its development and development in Algeria to make it an important resource in domestic and foreign tourism? In addition to what are the basic types of skin, its characteristics and uses? And what are the ways to prepare it?

Definition of skin:

The skin of the organ or the external clothing that covers both human body and animals, it is a protective material by resisting wetness and fluid permeability and maintaining body temperature. It also protects tissues under it from sunlight and other factors, which is an un-stationary organic substance, a network structure of protein fiber, which makes it vulnerable to biological agents and microscopic organisms, and is very sensitive to moisture, there are skins used for writing and skins for industry.

Properties of skin:

The skin has many physical, chemical and mechanical properties that make it an industrial product of great importance, and these properties are already present in the skin or acquired after its manufacture.

Industry skin have been using it since ancient times, in its natural state.

With the passage of time and the development of civilizations, man gradually knew the different methods and techniques of skin industry, with the aim of preserving them for longer periods of time, initially there were traditional methods with simple materials, which accompanied man in

his daily life to meet his needs in various fields, increased consumption called to the manufacturer to search for new materials, and required more skill. The more skill and creativity the greater quantity that can be produced, this led to the development of the materials and technologies used thus entering the era of the machine, which improved the quality of leather and raised its recalibration for various factors.

However, despite this development, traditional methods and materials have retained a prominent place and are still used today.

Industry of leather

The manufacturing process goes through the necessary stages: skin preparation, tanning, dyeing and decoration, to be finally marketed.

Skin preparation

Tanning is the process of preparing the skin to become water repellent, resistant to fungal decomposition and even while retaining its tonality for a long time, namely the transformation of animal skin into a non-rotting, cohesive, porous material and there is vegetable tanning and organic tanning.

Dyeing is the art of leather coloring, defined by ancient people and accomplished by ancient Egyptians, who used natural pigment to produce leathers of high quality in bright and stable colors.

These pigments were of plant and animal origin, where they were able to recognize their characteristics, their persistence and their tolerance against natural influences.

As for the dyes that were used, we find natural and industrial dyes that produced many colors, larger diversity and more stable.

Decoration: the process of decoration aims at giving the aesthetic view of the skin, and suede has many qualities that made it a material that accepts many types and ways of decorations including: Engraving, slitting, printing, grafting, gilding, and embroidery.

The role of the leather industries and the problems:

The role of traditional leather industries:

Traditional leather industries can play a prominent role in the development the country's economy, further preserving the identity and cultural heritage:

- Preserving the identity and history of the country especially in light of the massive technological encroachment.
- Promoted agriculture in the field of animal husbandry by the increasing demand for leather.
- Improve the field of formation and promote it by developing productive professions.
- Establishment of small enterprises working on advertising and marketing of traditional leather products and thus covering local demand.
- Creating jobs and eliminating youth unemployment.

Solutions and recommendations:

Traditional industries play a central role in the economic activity of countries such as Morocco and Tunisia, and are an important resource in their domestic and external tourism

sector, and to achieve this purpose some necessary measures should be taken to promote the sector of traditional industries of various kinds, including:

Raising the fees and taxes of the owners of these professions.

- Activating the chambers of traditional industries.

Facilitating the establishment of small enterprises which are active in the leather industry by granting subsidized loans to those who want and are able to do so.

- Holding exhibitions to promote leather products, and to facilitate the communication of craftsmen with each other to share their experiences.

Providing the raw material of leather, with the possibility of linking the butchers and tanneries owners to facilitate their access.

- Collect leather resulting from sacrifices that are considered lost and untapped wealth.

- Reduce the amount of waste water in the tanning process, by reusing and recycling it.

- Use prevention tools for tannery workers to avoid poisonings and diseases.

- Encourage formation in these trades and develop special programs for them to attract labor.

- Provide the owners of the craft with modern means and technologies in order to improve and raise production.

- Create niche markets to sell these products to prevent speculation and raise prices.

- Advertising these products by making documentary programs to attract foreign tourists.

Conclusion:

Leather industries are among the oldest industries known to man, and they have known many developments both in terms of materials and used techniques.

This type of craft knows many problems and difficulties that threaten to disappear if appropriate measures are not taken, the most important of which are:

Pollution caused by tanning and dyeing processes.

- The craft remains the monopoly of a certain group, namely the sheikhs, and its inheritance is only inside families, with its secrets monopolized and not being taught to new generations.

- The reluctance of young people to practice the leather industry due to their low income and the lack of markets to promote and sell the products.

- Technological development and competition of modern industries.

To promote these crafts and promote them to play their role in the national economy, tourism should be encouraged and promoted as an important resource through exhibitions and seminars.

Improving production and improving its quality.

- Work to eliminate the problem of pollution resulting from leather tanning.

Creating local and foreign markets to market products.

- Preserving the local identity of decorations, forms, and products in this industry because it is a mirror that reflects the cultural heritage of this country.

Results:

- Leather industries are considered one of the oldest industries used by humans and their methods and techniques have evolved over time.

- It is one of the most important tributaries in the development and promotion of tourism, as well as a source of income in many tourist countries.

- Exhibitions should be held to promote and publicize leather products, and facilitate the communication of artisans with each other to share their experiences.
- Training in these trades should be encouraged and special programs should be developed to attract the labor force, while improving working conditions, especially in tanneries and their modernization.
- The local identity of decorations, forms and products in this industry must be preserved because it is a mirror that reflects the cultural heritage of this country.
- **This type of character suffers from many problems, the most important of which are:**
 1. The trade remains the preserve of a certain group, namely the sheikhs, and its family inheritance, with the monopoly of its secrets and the non-teaching of the new generations.
 2. The leather industry is limited to popular places and markets located in the old cities, and does not open them to large markets, which makes it difficult to market and introduce them.
 3. The difficulty of working in tanneries because of the problems caused by it, especially odors and low wages.