

The revival of heritage buildings activates cultural tourism in the State of Kuwait, a case study of the Kuishk of Sheikh Mubarak Al-Sabah

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Abstract:

The development of Tourism in general faces a lot of difficulty. Especially cultural tourism in the State of Kuwait. Despite challenges, there's interest in urban heritage due to cultural importance. The identity and heritage of the community increases the tourist attraction. Alongside these difficulties, many historical buildings disappear in this urban development movement. Because some international organizations, like UNESCO, value heritage, the Kuwaiti government has recently made a concerted effort to restore some historical structures. An example, The Kuishk of Sheikh Mubarak Al-Sabah in the Al-Mubarakiya area. The subject of this study.

Cultural tourism is built on the country's heritage and history. It also involves the restoration and renovation of historical heritage buildings. The city and its architectural aspects are also highlighted. There can be a sustainable source of income. Alongside an alternative to the only dependence on oil, which is a non-renewable. There is a presence of cultural tourism and interest in preserving heritage buildings. It has many positive aspects and opportunities for diversifying income. There is a chance creating work opportunities for young people. Kuwait can achieve a new regional and global profile.

This research paper aims to study a random sample of visitors to the Mubarakiya area. more specifically The Kuishk of Sheikh Mubarak Al-Sabah. This place is considered in the heart of the Kuwaiti capital. locals, residents, and visitors can learn about the architectural heritage in Kuishk. The place offers knowledge on the methods of preserving heritage and tourism areas. The area identifies the visitors' personal needs. The place seeks visitor commentary for their development .

The research has a summarised set of recommendations. These points must be followed by those who visit these historic areas. The study includes a point to persuade decision makers to enact special tourism-friendly legislation. This would bring sustainability by preserving the architectural heritage.

Keyword:

Kuwait, Sheikh Mubarak Al-Sabah Kuishk , Heritage, Cultural Tourism, Development.

an introduction:

The tourism industry has undergone dynamic change with more communities and people involved in its spread but there is also a need to ensure protection of social and cultural norms and norms among destination communities, along with minimizing environmental challenges to local resources.

Therefore, the development of tourism is an effective tool for economic diversification for many countries around the world, especially in economies that depend on oil, as it can generate large revenues through foreign exchange earnings and thus enable countries to withstand economic fluctuations resulting from non-renewable crude oil resources. Kuwait is an example of these countries that rely on oil as a primary and only source of income. Therefore, the tourism industry has become one of the alternative solutions to find a renewable source of income as well as a source of development and development in all the different fields of the country. Among the types of tourism that can be acceptable and effective in Cuba is cultural tourism, which depends on various cultural activities, visiting historical and heritage places, as well as attending festivals and cultural seasons. Which leads to economic and social development through the revitalization of cultural tourism, which will provide many job opportunities, especially for the youth group, and open space for small and medium enterprises to take off and flourish, and thus lead to reducing unemployment and easing pressures on government agencies.

research aims :

- 1- Highlighting the role of cultural fencing in development and development.
- 2- Knowing the level of awareness of the importance of cultural tourism for the development of tourism in Kuwait
- 3- Recognizing the importance of multiplying cultural activities to stimulate the tourism movement in Kuwait.
- 4- Proposing a number of recommendations that could contribute to the revitalization of cultural tourism in Kuwait

research importance :

The importance of the research is evident in that it sheds light on the importance of developing cultural tourism in the State of Kuwait, especially since academic research is rare on this subject, and if it is found, it is from a Western perspective, so there must be research from within Kuwaiti society. The importance of this is summarized to know the possibility of developing cultural tourism in Kuwait With the possibility of being sustainable, as tourism can be a vital alternative to the Kuwaiti economy, which is currently dependent on a single non-renewable source, which is oil. As well as measuring the level of awareness, both among community members and government sector workers, of the importance of tourism in general and cultural tourism in particular, as it leads to opening the way for young people to work in this important sector and creating job opportunities as well as establishing many small and medium projects. It can also be useful in directing interest and encouragement to invest in the tourism industry, especially if there is a trend for support from the government sector, which will increase interest in historical sites and work on their restoration, and this leads to highlighting the Kuwaiti heritage in terms of architecture as well as history that must be preserved for generations.

Research Methodology :

In order to provide a comprehensive and adequate study, it will rely on both the deductive and inductive approaches, so that the deductive approach is used through the application of the

descriptive method that relies on describing and listing the facts related to the subject of the study, in order to present various concepts directly and indirectly related to the subject and related to the study of revitalization Buildings activate cultural tourism in Kuwait, while the inductive approach relies on the use of the analytical method and the presentation of various results for the purpose of activating cultural tourism in Kuwait, and then some conclusions and recommendations that serve the purposes of the research are drawn. Therefore, a study and evaluation of a questionnaire for visitors to heritage and historical places in Kuwait was used, and it was analyzed statistically using Google Forms, by employing some statistical tools such as the use of frequencies, percentages, arithmetic averages, and standard deviations on the study phrases in order to provide a comprehensive description of the sample data in terms of the characteristics of the degree of approval, study of the correlation matrix. To find out the correlations between the variables of the study, to come up with a result. On the revival of buildings that activates cultural tourism in Kuwait.

Conclusion and recommendations

Through our study, it becomes clear to us that the real meaning of revitalizing cultural tourism in Kuwait can be through the revival of heritage buildings, since cultural tourism depends on the basis of the material provided to the tourist or visitor to these places. Therefore, promoting Kuwait as a tourist destination may help maintain high incomes and create jobs for the local population and new opportunities to help preserve their social status. Therefore, it is considered a means that helps people create their surroundings and develop and preserve their society. Cultural tourism is also a dynamic activity with mutual and effective influence with many The economic sectors in the country, for example, the various services sector for transportation and hotels. The tourist affects the economy of the country he visits according to the reasons for the visit and the country in which he resides through his spending on goods and services. This is what makes knowing the tourist's requirements a very important process to double tourism revenues. And tourism regulations and laws to preserve the cultural heritage and local identity as well as work to provide a cultural environment that takes into account the architectural and historical heritage through which life is restored to these buildings. So that cultural tourism is a means of sustainable development for the local community in all economic, social and cultural aspects.

We summarize the recommendations as follows:

- 1- Conducting further studies of the current situation and developing laws, licenses and systems for heritage villages.
- 2- Supporting heritage talents and establishing projects that support the preservation of Kuwaiti heritage.
- 3- Finding incentives in cooperation with state institutions specialized in investment to support small and medium projects and youth initiatives in the field of restoration and preservation of historical buildings.
- 4- Developing marketing plans for historical and heritage sites

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