

The comparative and competitive advantage of the technical and functional diversity of Arjun and Palm Leaves in developing traditional handicrafts

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Abstract:

The study aimed to invest techniques and methods of artistic works with a technical and functional diversity of the ores of Arjoun and palm leaf as plastic media with a comparative and competitive advantage to develop handicrafts and develop the skills of students, craftsmen and youth in Aswan Governorate, where field visits to craftsmen and training workshops aimed at encouraging women and girls on environmental practices and applying plastic techniques using a mood board to facilitate the materials. The technology saves time during design and implementation, and the study relied on the semi-experimental and applied approach, and recommended support for talents in specialized colleges and schools through specialized workshops and training courses to develop their talents to be a nucleus for trainers for some trades that depend on sustainable environment materials, and to encourage young people to establish small and medium projects. As a comparative and competitive distinction in society, it helps in economic progress and increase in exports.

Key words:

Comparative and Competitive Distinction - the palm Arjun - Folk handicrafts.