

Employing The Vocabulary of Jordanian Heritage in The Interior Design of Accommodation Units in Tourist Facilities

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Abstract:

National heritage is considered important pillars of tourism development, tourism in the Jordan hosts a number of important tourist archaeological sites, such as the pink city of Petra; Jerash; the Roman amphitheater. Tourism facilities are considered one of the components of civilization and a vital element in its constructions, this requires the interior designer to link the surrounding environment with the interior design to maintain its originality and heritage identity. Therefore, the interior designer goal is to create a design vision to attract the tourist and push him to interact with the surrounding environment. Moreover, many tourist facilities have appeared in Jordan, but they lack the local identity in interior design and are not connected with the surrounding environment, such facilities also were established on architectural models that do not suit the cultural and civilizational richness of Jordan. Therefore, this research aims to create a design vision to employ Jordanian heritage in interior design and furniture for tourist facilities to preserve its originality and identity, and creating a distinctive and special character for the interior design stemming from the surrounding environment; as well as supporting the functional, aesthetic and cultural aspects of the design process. Hence the importance of the research lies in analyzing the design elements of Jordanian heritage and reviving its design lines to be used in interior design in order to develop aesthetic sense and general taste in the community, which leads to increase the elements of tourist attractions for tourist facilities. The research went on to study and analyze the heritage elements and reduce lines that can be employed in interior design supporting the aesthetic values of the place, this research has reached a design vision to employ Jordanian heritage in interior design in the hotel accommodation room. The researcher also presented a proposal to design a hotel residence room that employed design lines inspired by Jordanian heritage in a reduced style to suit contemporary life and achieve functional and aesthetic aspects in tourist facilities. So, the research leads to a vision of design style for tourist facilities with the heritage identity that has been drawn through two main directions: First: studying heritage elements and analyzing its design lines. Second: studying the engineering design of the interior vacuum to achieve functional and aesthetic standards.

Introduction:

The national heritage is one of the most important pillars of tourism development, tourism is also a means of spreading cultures between countries, tourism in the Hashemite Kingdom of Jordan is one of the most important activities that work on development and prosperity, and the heritage preserves the traditions and customs of the people in the form of accumulated experience made by successive generations, where the image of time and place is reduced in the form of a living heritage that serves as a documented memory to form popular and cultural awareness, and Jordanian heritage represents a bright image reflecting the purity and authenticity of Jordan. The connection between the earth and man includes the historical monuments that the days and events on this earth have melted over this land in various previous civilizations, such as Petra and others, and the costumes of its inhabitants are very beautiful, and tourist facilities are considered one of the components of civilization and a vital element in its construction and expression, which requires the interior designer to link the environment surrounding the interior design to retain its originality and heritage identity and its goal is to create a contemporary design vision to attract tourists and push them to interact with the surrounding environment.

Problem of the Research:

Jordan's tourist facilities lack interior design and furniture expressing the identity of Jordan's heritage.

Objective of the Research:

The research aims to create a design vision to revive and employ vocabulary expressing Jordan's heritage identity in interior design and furniture for tourist facilities.

The Research Importance:

The importance of the research lies in linking the research problem to the realities of contemporary life in Jordan, which is geared towards establishing tourist facilities, but lacks a special character that reflects the identity of Jordanian heritage.

Methodology:

The research follows the historical, descriptive analytical and applied approach to exploring the elements of the research problem, to find a design vision to employ Jordanian heritage in interior design and furniture in the hotel accommodation room.

Keywords: Identity, Jordanian Heritage, Interior Design.

Theoretical framework:

The first axis: study of Jordan's location:

Jordan's geographical location: Jordan is located in South-West Asia, northwest Saudi Arabia and southern Syria, between lines 59 to 31 east and between two 52-width circles. 34 to 15. 39. North, Jordan has only a coastline or sea access in the southernmost city of Aqaba, where the Aqaba coast extends 26 kilometers along the Red Sea-connected Gulf of Aqaba.



Form (1) Illustrating historical and cultural sites in Jordan
<https://sites.google.com/site/jordancivilization/> ,Date:15/7/2021.

Architecturally: Islamic architecture in Jordan has been distinguished like the rest of the Arab countries, using the most important elements of Islamic architecture, which is the interior courtyard as a distinct architectural element commensurate with the Jordanian environment and the customs and traditions of the local community, but in the recent period, it began to lack this element as a result of the social changes experienced by man in Jordan and the trend towards modernity by the association of architectural forms specific to the West, and began the modern view of city planning in terms of land division; building laws; Modern houses have spread instead of houses with a middle courtyard, and apartment buildings are beginning to emerge. Architectural heritage is not only linked to a collection of ancient architectural elements, but also experiences and accumulated knowledge, have produced a building of value that respects environmental, cultural and social privacy. After Jordan's independence, architectural activity increased, coinciding with the beginning of the return of Jordanian architects studying in Arab universities. Among the most prominent Jordanian and Arab architects (Sherif Fawaz Muhanna), (Dr. Sayed Karim), the work of Sherif Fawaz was characterized by the use of local and regional vocabulary and elements in the design of new buildings, and the revival of some vocabulary of the architectural heritage of the region, such as the use of arches in their various forms in the exteriors of buildings, the use of the style of the splint stone associated with Islamic architecture, and the cornice at the end of the building to finish the building gradually, the work was based on achieving the concept of identity in architecture, and the architectural design is linked to the place during the revival of heritage and the preservation of local identity, as shown in Tyre. Some of the artist's works are as follows:



Photo (1) The Jordanian Art House by Fawaz al-Muhanna, showing the preservation of the local identity of the place through the use of arches influenced by Ottoman architecture, and some stone details at the openings

Source: Rafi, Mohammed, 2007

The second axis: Study of Jordanian Heritage

1. The concept of identity:

Identity in language expresses what it is, and identity is a complex term defined by blame and its meaning is the union itself.

The term is the perception of society itself, which is the product of self-awareness, each society has characteristics that distinguish it from others, identity is an affirmation of symmetry within society and difference outside it, and individuals have different and multiple identities, some of which are optional such as faith; some are imposed such as sex or dynasty.

2- The concept of heritage:

Linguistically, heritage is what we inherited from the ancestors;

The term is a dynamic reference and a positive means of growth and change, and heritage is a collective memory of each local area or society that cannot be replaced, represents an important base for development and prosperity at the present and future time, and must include many collective aspects of society that can be transferred from generation to generation to ensure the continuity of desirable community practices.

Architectural heritage is not only associated with a collection of ancient architectural elements, but are well-informed experiences, which have produced a building of value that respects environmental, cultural and social privacy, inspired by the components of nature in which human cultural values harmonize with nature and space, to design architectural compositions of heritage value in a clear character and identity.

3- Study and analysis of Jordanian heritage uniforms:

Traditional costumes are considered cultural components of any society, and an essential pillar of the popular heritage and play a big role in preserving the national identity, and acquire these traditional costumes, this characteristic because of their association with the homeland, and it became a distinctive title of the homeland, and due to the historical and heritage link to originality, civilization, customs and traditions, the interest in these costumes and their preservation permanently through generations, these costumes are constant and do not change with the change of time or place.



Form (2) Shows parts of the Jordanian dress with an geometric analysis to illustrate the value of the rhythm through the method of repetition of the design lines and color groups building and achieved communication and continuity through the design lines where the eye of the viewer by complementing the lines cut can be applied in the interior design and furniture of the hotel residence room.

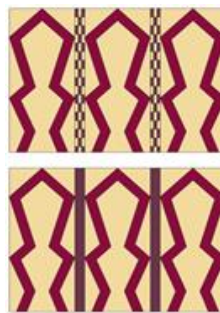
4- Study and analysis of heritage straw dishes:

Straw dishes are ancient handicrafts, and are still pioneering today and serve as a beautiful painting, and have a special interest from society through the ages because they are linked to our history and heritage for decades.



Image (2) showing an ornate straw dish

Source: Youssef Al-Zoubi, Faculty of Archaeology and Anthropology, Yarmouk University, Irbid_ Jordan



Form (3) An engineering analysis of the heritage straw dish illustrates the value of rhythm through the style of gradient and diversity and achieve rapid rhythms with short distances between shapes and slow rhythms for different distances between lines and can be applied in interior design and furniture in the hotel accommodation room.

• Applied study:

In this study we find a design vision to revive and employ the vocabulary expressing Jordan's heritage identity in interior design and furniture through the application in the residence room area of one of the tourist facilities.

Below, we will present perspective footage to illustrate the idea of the proposed design of a hotel accommodation room for a tourist facility in Jordan.



Photo (3) A perspective shot of a hotel bedroom in a tourist facility in Jordan that shows the inspiration from heritage lines and their employment in bed, commode, bed background and ceilings through design lines and colors in a contemporary style to keep pace with the development of our time.

Conclusions:

- 1- Inspiring the positive aspects of heritage and making them appropriate to our contemporary lives, and may help create modern interiors that have a scientific basis when we recognize the aesthetic values of design.
- 2- Using the method of abstraction of traditional vocabulary lines to simplify the design lines for the possibility of employing them.
- 3- Emphasizing the importance of heritage vocabulary and taking advantage of it to enrich the elements of interior design and furniture in hotel accommodation units.

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