

THE ROLE OF HANDICRAFTS IN DEVELOPING BORDER AREAS

"EGYPT AS A MODEL"

Qadriya Tawakkul Al-Bandari *

The Higher Institute of Tourism and Hotels in Ismailia "EGOTH"

Abstract

The traditional crafts are considered an entry point for the development of the border areas in Algeria because they are a heritage It expresses the national identity that characterized Algeria, as it is a group of experiences That have been passed down from generation to generation, and given that today we, as Arab countries, try to The obliteration of the Arab-Islamic identity through the flattening of the world and the melting of civilizations Arabia to dissolve into global entities, and the Arab nation becomes without an identity, no history, or no In the past, and the features of the Arab Islamic nation disappear, and this is how the West succeeds in the name of globalization in The eradication of the landmarks of the Arab nation forever. This is a warning of the danger that the nation must pay attention to The Arab League to try to preserve the industrial, cultural and historical legacies.

Keywords

HANDICRAFTS- DEVELOPING BORDER- EGYPT .

Introduction

Overview of the traditional industry

1- Defining the traditional industry

Handicraft is an essential component the Egyptian creative personality is the mediator between the past today, the world receives it in the form of a small product to reach about an authentic message scented with the scent of earlier civilizations and the cultural human heritage that I fused together through a process history The creative caliphate capacity of the Arab person as a whole general for the craftsman in particular, which shows his pride with its being and its openness to the other, the city of Cairo embraces as well everyone teaches a wide variety of industries and arts

It is the main source of livelihood for a broad segment of the population

Most of them.

Handicrafts and traditional industries occupy an area a wide range of Egyptian heritage in which the manufacturer relies on his individual mental and manual skills, using the raw materials available in the local natural environment or primary materials imported.

The importance of crafts and handicrafts is reflected in that they are indicative on aspects of the national identity of the handicraft producing state and handicrafts, and Egypt could achieve material gains great for their interest in and support for handicrafts, as the size the global trade in handicrafts and traditional crafts exceeds 100 billion Dollars.

The economic importance of handicrafts:

The economic importance of handicrafts can be summarized in next one :

1. The possibility of creating more job opportunities through privatization

Less resources compared to the requirements of other industries and its ability to absorb and operate large numbers of forces a worker with low educational qualifications.

2. Take advantage of local materials, especially available materials In economical quantities.

3. A woman, as a mother and a housewife, can practice the craft in at times that suit her, and in places she chooses or even in her home.

4. Low costs required for training, to be accredited mainly on on-the-job training method as well mostly their use of simple, uncomplicated techniques.

5. Flexibility to spread in various governorates and regions The republic where raw materials are available, leading to achieve balanced development between rural and urban areas And it leads to a reduction in the phenomenon of internal migration and growth New productive communities in remote areas.

6. Flexibility in production and ability to offer products according to [The needs and demand of the consumer or tourist.] Some types of traditional Egyptian crafts:

* Corresponding author: headoffice@egoth.com.eg

Traditional crafts have varied in Egypt since ancient times, and he has excelled the Egyptian factor in various industries, including these Industries:

Khayameya, the art of tali , Egyptian carpets, papyrus , Blown glass makers and engraving on copper.

The most important proposals to activate handicrafts:

For the purpose of developing investment in the field of crafts and industries and the development of their products so that they contribute effectively to economic development It is suggested to work on:

1. Establishing an effective mechanism for coordination between the relevant authorities in the field of traditional crafts and industries

2. Coordination with bodies such as the Ministry of Education and technical education, training programs.

The aim is to develop the skills and abilities of craftsmen in particular for their emerging generations to find a permanent source to supply this sector, with what it needs from a skilled workforce, guarantees continuity and circulation of experience and craftsmanship skills various industries.

3. Craftsmen continue to participate annually in annual and non-annual national heritage festivals and culture.

4. Choose distinctive handicraft industries and opportunity it has the right to participate in international (internal exhibitions and foreign affairs) organized by or participating in our country.

5. Coordination with banks and specialized financial institutions and supportive in the field of lending to finance industries craftsmanship with easy terms and that the financing includes incentives encouragement that makes the craftsman accept its use and benefit from it, and it can be presented in different formats, depending on the circumstances of each case.

6. Paying attention to the marketing activities of handicraft products internally and externally to include these activities inside the country includes artisan centers, tourist markets, hotels, museums, airports and ports, parks publications, exhibitions and festivals. As for marketing

external participates in the external exhibitions, conferences, international fairs and more.

7-Paying attention to activating joint cooperation with the relevant authorities the relationship with handicraft industries in the countries at the level and benefit from the experiences of these countries and in coordination with the parties interested in the industries craftsmanship in those countries.

Conclusion :

Preservation of the handicrafts needs to be taken a set of measures including the need to intensify campaigns informative information that explains the importance of this letter and can be used Ideally locally, as for the external community, it is activated this craft is done by modern means which are the Internet and the creation of websites that support the craft internationally, as well a major national institution should be established to sponsor this activity it attracts investors to set up dozens of craft centers for training, production and marketing inside and outside Algeria, Businessmen must sponsor centers and associations and projects to develop traditional crafts that could return they receive a large economic return, as happened in many countries of the world and including those that invade us with their products today.

There are families in the countryside looking for sources of income this can be used by educating all young men, women and employers .Homes these crafts in order to increase production capacity and achieve good profits, but on the condition to provide the cadres to carry out operations training, necessary materials and most importantly, the necessity of opening markets in different places where these products can be marketed whatever its size.

The peculiarity of each governorate must be taken into account so that training is carried out People are on handicrafts with the materials available in every province from in order to preserve the raw materials in all governorates and trades also.

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