

Research entitle:

"Analytical Study to Monitor and Document the Impact of Globalization on the Emergence of Food Architecture and Its Spread As An Entertainment Architecture In The City of Onaizah, Qassim Region, Saudi Arabia."

Dr. Lameess Said Muhammadi Abdulqadir

Contact: Lamisabdelkader@hotmail.com

- **Assistant Professor in the Architecture Building Technology Dep., Faculty of Technology and Education, Beni-Suef University, Egypt.**
- **Associate Professor in the Architecture Dep., Faculty of Engineering and Information Technology, Unayzah Private Colleges, Saudi Arabia.**

Abstract:

The research aims to monitor the correlation of factoring and its impact on the emergence and spread of food architecture, which is a definition of what contains restaurant buildings, squares, cafeterias, cafes, shopping centers and food courtyards in commercial malls, all of which aim mainly for entertainment and to collect international restaurants and cafeterias in one place, so that the multiple choices of food tastes are grouped in one building, as well as the use of the scene of food culture rising in the world in general and in the city of Unaizah in the Qassim is the subject of study in particular, where the phenomenon of the "restaurant complex" or "food center" appeared and spread rapidly in the area under study in particular, as is the case in the Kingdom of Saudi Arabia in general in the past two decades, whether it is open places and squares or closed places, which is a building that contains restaurants, cafes and anything related to food, and areas called the Boulevard have appeared, which contain cafes, restaurants and cafeterias, which have become a haven for those looking for Entertainment in food and beverages as well as social interaction, as there are many such Buildings and squares between residential neighborhoods, and in order to understand this new trend and its repercussions on people and the built environment, the research used questionnaires and interviews as an attempt to derive results that illustrate the impact of globalization on changing the traditional lives of people in the city of Unaizah in the Qassim region and on the interior design and architectural and urban planning of places and buildings in the city under study, as the restaurant complex, commercial mall or the so-called Boulevard is a modern idea that meets people's needs of entertainment As a source of communication and social interaction in a city with limited entertainment places, and as a result the link between food and architecture led to a change in the lifestyle among people, and the research tries to have a direct relationship between globalization and the change in the form and character of traditional local urbanization in the city of Unaizah in recent decades, which

led to a change in the architectural identity of the city and the culture and life of people in it with the emergence of these buildings, and in general this phenomenon is a direct product of global openness and commercial and cultural expansion. In the context of this rapidly changing and evolving context, food architecture and what it represents have become arenas for social interaction in the city of Unaizah, and have also provided an arena for architectural experiences with creative and innovative designs to attract people with various cultural and social backgrounds.

Keywords: Globalization, Architecture, Unaizah, Qassim Region, Recreational Buildings, Food Courts, Saudi Arabia.

1- Research problem:

The problem of the research is that there are many gaps and scarcity in scientific research related to understanding the relationships between architecture, globalization and food in general and in the study of that idea in the city of Unaizah, Qassim region in the Kingdom of Saudi Arabia in particular, along with some articles and books on this topic in general in the Gulf region, and if there is rare academic research about studying it in the Kingdom of Saudi Arabia in particular. Thus, the problem appears in not addressing the subject of the impact of globalization on food habits and cultures in the region under study and its change and the emergence of urban architecture with a unified global character to show the so-called food centers and food architecture and squares, which the main goal of visiting is to eat and drink, communicate and social interaction, and the impact of this on the disappearance of local architecture and the traditional Bedouin lifestyle and its change to an urban lifestyle in an architectural environment. Completely different from the culture of the place.

2- Research Objective:

The research under study is concerned with the relationship of architectural design and the behavior of building users from, to and inside open and closed food centers, restaurants and boulevards, and aims to monitor, document and analyze the impact of globalization on changing the shape and character of places and urban and environmental planning of the city according to the impact of globalization and cultural and commercial openness and the change of global food culture, where people go to these recreational places first because of the presence of restaurants and cafeterias in them and this is what makes Food is the first goal of people to go out and entertain and their destination for those places and squares.

3- Research Methodology:

Since the research aims to study and document the impact of globalization at the level of architecture and urbanization through the built environment and people in the city of Unaizah, which made it the most important and primary destination for all residents of the surrounding villages, within the framework of clarifying the impact of globalization in the design and development of food architecture in the Qassim region of the Kingdom of Saudi Arabia, and the role of food culture in changing the built environment in the city of Unaizah as food architecture has become the goal and goal and this is what may be called the impact of globalization on Food architecture, as well as studying the role of globalization in the spread of food culture and the emergence of food architecture, and also studying this phenomenon and its impact on people and their built environment in terms of optimal architectural design and interior design The most beautiful and closest to international models and its impact on architecture and local urbanization, it will be first through the work of questionnaires to measure some general architectural concepts of food malls and centers, such as your choice of restaurant based on the architectural design or interior design of the building, and also the preference for the local character in the interior and exterior design of the restaurant or the international atmosphere, and what is the atmosphere of favorite restaurants, and how food culture affected life, buildings, design and even urban planning of the city, and what is your position on the impact of globalization on the emergence of food centers and squares such as the Boulevard Square, for example, and secondly Using structured interviews that specifically examine the design and impact of food centers on the population of the area in question, The study in general and the city of Unaizah in particular, which is the most important city throughout the entire Qassim region, and the study uses this approach as a means to understand the impact of globalization on the nature of entertainment places in it by deriving people's attitudes and their understanding of food centers, their design, qualities and their impact on their daily lives.

1- Introduction:

1-1 Some Important Definitions:

1-1-1 Globalization

Means making something proliferative and universal in scope or application globalization ", which is also the process through which institutions operate and through which globalization is primarily an economic process social and cultural aspects and so on, making something international can often mean making



Figure (1) illustrates the interior design of "Logma Tamam restaurant in Unaizah City", which illustrates the interior design with global identity that is completely different from the local culture of the city. Source: (3)

something appropriate, understandable or accessible to different cultures around the world. And globalization may mean displacing specific fences and barriers between States, peoples, local cultures and each other culturally, commercially, economically and so on, Globalization is not only a financial and economic dimension, but also a vital cultural dimension of all traditions, beliefs and values. Globalization does not recognize a country's geographical boundaries, but has often made the world a small, like-for-like village. And the concept of globalization is used to describe all the processes by which social and cultural relations acquire a kind of indivisibility and a fading distance, Where life takes place in the world as one place or one small village, the British thinker is known "Ronald Robertson" globalization as "a historic trend towards the world's contraction and increasing the awareness of individuals and societies of this contraction", as he defines it "Malcolm Watters", author of Globalization, is "All developments and developments that seek to integrate the world's population into a single global society." (1)

1-1-2 Food architecture:

Food architecture can be defined as the architecture that emerged as a result of the changing needs of the recreational era in the world, so people go out of their work and homes to spend time eating and in family gatherings and with friends or alone outside the home, and consider it an architecture aimed at entertainment in nature in the first place and then communication and social interaction, and therefore buildings appeared for recreational purposes and activities such as restaurants, cafeterias and boulevards, which may include all of the above restaurants And international cafes and some spaces attached as areas for children's play and some accessories that may be interspersed with the water element and gardens, and thus the idea of commercial malls, large shopping centers, squares and food centers has evolved to be a center for entertainment and one of the forms of food architecture entrusted with the research study. (1)

1-1-3 Food Court:

Food courts are open, semi-open or semi-enclosed outdoor places for food. Hence, the study is interested in the relationship of architecture and food, as it has become part of the modern culture in the city of Unaizah subject of research and study, figure No. (1), and the architecture of food has overlooked the expression of identity, it was restaurants and their style and architectural identity of their own, unique and unique place a gateway to understanding people, their traditions and way of life, and for the Arabs, food was coming from the desert and being at the crossroads of trade routes and from the customs of the Arabs, it was considered food a family affair, and it has always been The concepts of hospitality and generosity are hallmarks of Middle Eastern cultures. (2)

As the world becomes more globalized, the identity and character of the local place has been overlooked, and it was not possible to access cuisine from all over the world in one place before, but it is now possible for architecture and architects to bring all culinary tastes and food tastes from the world together to produce a variety of experiences and places, and consequently this may give architecture a distinctive character by mixing all the world's cultures together in a place. As a result, most of the cities of the Qassim region have almost developed their old version, such as the city of "Buraidah" as well, and took the character of globalization, which allowed restaurants from all over the world to meet all in one place that has its own features, unique shape and unique design. (6)



Figure (2) illustrates the international interior design of a restaurant in the city of Unaizah. Source (3)

In the city of Unaizah in the Kingdom of Saudi Arabia, the obsession with food led not to the emergence of stand-alone restaurant buildings in the main streets, but to the emergence and spread of the phenomenon of the food market, food center or food yard, a building that offers food and drinks only in all its forms, and in the city of Unaizah a new architectural innovation was born, Figure No. (2) made a radical shift in the dining experience of people, which is the main food plaza in the city, which is the Boulevard, (5) Despite the provision of other recreational places such as public parks, for example, this has resulted in some negative results, including the impact of these buildings on the residents of the area, which caused increased traffic congestion and the loss of some privacy that was an ingrained part of the culture of the people in the city, and shopping malls and food courts have changed the dynamics of these communities, and they also support an unhealthy lifestyle for people. (6)

2- The impact of the phenomenon of globalization on changing people's lifestyle and the emergence of new buildings for new purposes:

In a Bedouin desert area such as the Qassim region in Saudi Arabia, the relationship between man and nature was the first relationship between people and the food they graze and raise or may hunt and collect and may grow, and so people have always had a link between their food and the places where they eat Whether it was a cave, a house of the little girl, a tent, then an apartment, a café, a shopping center, or a food mall, and by mentioning the experience of eating people connected to their environment, this connection was evident in many early civilizations in Egypt and Mesopotamia. People

built cities along major rivers and used irrigation systems to cultivate the land. Around the world. (5)

Today, the architecture of food and food itself has eventually transformed from a means of survival to an expression of tastes, experiences and even wealth, and it may be closely related to social class and identity, and its behaviors can express the identity of the individual, and the style of using malls and food courts may actually reflect his personality, generation, gender, belief or nation. Figure (3).



Figure (3) shows the façade of the restaurant "Luqmat Tamam" in the city of Unaizah, which is located on the main intersection of the city, and it is noticeable to take the western character in the design with some local decorations, which is far from the local character and culture of the place. Source (3)

In our time, the development of people's perception of food architecture has been directly related to their standard of living, with the emergence of new technologies, ease of travel and global trade, where food and its types have become readily available, and the world has become like a small village and globalization has become a feature of the times, and with the increase in per capita income compared to previous eras and facilitating life, people wanted to try new global kitchens in an architectural environment that is completely different from the identity of the place in which it is presented and the culture of its people in terms of privacy and customs. And the prevailing traditions. (6)

3- The impact of globalization on the way of life in the Qassim region of Saudi Arabia:

Globalization has affected many aspects of daily life around the world in general and in the Qassim region of Saudi Arabia, the subject of study, of course, as part of the world as a result of global communication and openness, and in particular it has affected architecture, food architecture, entertainment places, places of food and consumption, considering globalization as the intensification of social relations so that distant sites are linked to nearby in a way that makes local events as if they are formed through distant events and vice versa, as it is defined as a gradual integration of international economies and societies around the world. Number (4).

As for the research and its subject, many researchers have addressed different perspectives on how globalization affects people and the built environment, and in this context there have been a few studies that have covered the relationship of globalization with the architecture and places of food and its squares, and research shows that the main factors Behind changing dietary patterns are urbanization and distance from Bedouin and rural life and other traditional life then increase income, capital flow and market liberalization, however, the concept of urbanization has been the largest influential force associated with countless lifestyle changes, and today 65% of the world's population lives in urban areas, and is expected to rise to 70% by 2050, and global trade has accelerated the spread of international brands such as cafes and fast food restaurants. In every country in general and in the region under study in particular, research shows that the main factors behind the emergence of so-called shopping malls are urbanization and increased income. Behind changing dietary patterns are urbanization and distance from Bedouin and rural life and other traditional life then increase income, capital flow and market liberalization, however, the concept of urbanization has been the largest influential force associated with countless lifestyle changes, and today 65% of the world's population lives in urban areas, and is expected to rise to 70% by 2050, and global trade has accelerated the spread of international brands such as cafes and fast food restaurants. In every country in general and in the region under study in particular, research shows that the main factors behind the emergence of so called shopping malls are urbanization and increased income. Capital flowed, and the diversity of foods and their choices coming from around the world led to increased competition between restaurants and their diversity to attract the public's attention towards their product, store or café. (6)

Among the challenges of globalization in the subject of food architecture are the severe contradictions, some countries face some economic problems related to food and poverty such as malnutrition, famine and others, and others face the problems of obesity and its side effects, which are not only related to the lifestyle away from sports and movement, but to consider food the only way to feel happy and well-being, this reveals the negative effects of globalization, although it allowed a greater amount of availability Moreover, the imbalance in the relationship of global food supply and demand has been revealed, which has led to increased food insecurity in many countries, and with all that it seems that there is a growing awareness about the negatives of globalization on society and the search for a sustainable culture.



Figure (4) shows the façade of a local restaurant in the city of Unaizah that is predominantly universal and unified away from the character and form of local architecture and the identity of the place. Source (3)

4- Food culture in the city of Unaizah:

The food culture in the city of Unaizah in Saudi Arabia has witnessed rapid growth in the past few years, and food in all its forms, restaurants, cafes and even home businesses have always been a popular small business among young people due to the high public demand, since the population of Saudi Arabia in general who travels a lot, they bring with them new ideas from all over the world, such as Egypt, Lebanon, Morocco, India, America, Italy, Brazil, China and even South Africa. (7) As a result, this dynamic has led to the construction of many food centers or diverse restaurant complexes in a very, relatively short period of time, in the last few years.

5- Example of the popular markets in the city of Unaizah (Al-Masoukf popular market):

Al-Masukf al-Sha'ib (5) is a popular market located in the centre of the city of Aniza, one of the governorates of the Qassim region. The current market was established in 1428 AH in the old style near the site of the old Masukf market, which was removed in 1394 AH, and adjacent to the Bassam Heritage House. The name of the market is attributable to the old removed wool market and it was one of the most famous trading markets in the Najd region at the time. It was home to many shops that varied between women's supplies, perfume, agricultural and household items. The market, currently at the expense of Zamil, was established under the supervision of the Antiquities Office in Aniza. The market is earmarked for general maintenance and market needs, and the market sells, buys and displays heritage holdings People's crafts are practised and heritage shows are held..The market is designed in the old architectural style, with a total area of 5,000 m2 and consists of several sections such as shops known as shops and crafts shops. Some shops have been named after Aniza's ancient neighbourhoods such as Tunisia, Umm Shan, Al Khreiz, Al Bayriyah, Hallal, Al Malah, Al ahal. It also includes people's councils, which are locally known as coffee, open council, showground, arcades, domes, administrative offices, restaurants, folk sessions, main entrance, branch and services. It is held with the annual Popular Maskaf Festival, which is concerned with craftsmen, craftsmen, productive families and popular products .The Festival commemorates the Old Warehouse Market as one of the oldest in Najd, and aims to preserve the folk heritage of both ancient heritage buildings, clothing, art, cuisine and various crafts, as well as a museum set up on an area of 320 m. [6]

6- List of modern restaurants and food complexes in the city of Unaizah in the Qassim region, Saudi Arabia:

M	classification	the name of the building
1	Restaurant & Cafe	A perfect bite

2	Restaurant & Cafe	Toba
3	Restaurant	Golden rice
4	Restaurant & Cafe	Paradise
5	Restaurant & Cafe	Brisaola
6	Restaurant	Avenue Burger
7	Restaurant & Cafe	Roshan and Kayan
8	Restaurant & Cafe	Unaizah Nights
9	Restaurant	Mansi
10	Restaurant & Cafe	Diva
11	Restaurant	Moon Grills
12	Restaurant & Cafe	Platinum
13	Restaurant	Good time
14	Commercial complex and food court	Unaizah Mall
15	Commercial complex and food court	Othaim Mall
16	Food court	Unaizah Boulevard
17	Commercial complex and food court	Al-Masoukf popular market
18	Commercial complex	Tamimi
19	Commercial Complex	Panda Markets

Table (1): List of some complexes and squares of restaurants, cafes, cafeterias and commercial malls located in the city of Unaizah in the Qassim region of the Kingdom of Saudi Arabia, which were opened from 2005-2020, source: (3).

As shown in Table 1, food centers have spread rapidly throughout the Qassim region over the past decade, the complexes have focused specifically on urban areas in the city of Unaizah until 2020, and it is also interesting to see the boom of business activity in the last decade in the city of Unaizah in particular and in the Qassim region in general.

7- Strategies used in research:

In order to understand the multiple perspectives of the research point of view in achieving its desired goals and hypotheses, the study uses more than one method for this, and previously researchers began to integrate and link qualitative and quantitative data, or by analyzing the data side by side to strengthen each other such as the use of qualitative citations that support statistical results. (8)

This strategy becomes necessary to understand some of the phenomena involved, and therefore the research framework for this study used more than one way to study people's diverse perceptions of food architecture and measure their understanding as it relates to their contemporary lifestyles and the impact of globalization in architecture on them, the first stage is an exploratory questionnaire aimed at deriving people's general attitudes

about the subject of research, while the second stage follows the results using interviews, and the interviews aimed to gain insights into how globalization affects changing local architecture. Heritage and local culture and the emergence of food architecture on the residents and visitors of neighborhoods. Figures (5).

8- Study of data collection and analysis:

Computer application software was used to distribute the questionnaire on the Internet, and this was done by sending e-mails from the researcher's contact lists and using various social media for some local residents of the city of Unaizah and its surroundings in the Qassim region, in which



Figure (5) shows the façade of one of the commercial markets located in the Boulevard area of Unaizah, which shows taking the character of the city, which is evident in the features of globalization in architecture mixed with the character of local heritage architecture. Source (7)

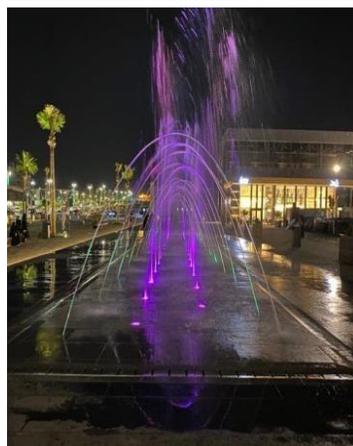


Figure (6) shows the globalized architectural character used in the design of the Boulevard area in the city of Unaizah, which shows the extent of influence on the features of international architecture and the disappearance of the features of the authentic local traditional architecture in the place. Source (6)

the text of the research project was presented and provided a link for interested individuals to participate in the survey, then the second phase of the study used interviews as a platform for dialogue between the residents of the city of Unaizah and its suburbs, and for the residents of the area under study, the researcher visited a number of 5 houses in the area and interviewed the residents, the researcher interrogated people in local food centers, Figure (6) After approaching the interviewee, the researcher provided a brief introduction to the topic, if he is interested, the interview will begin and take from 10 to 25 minutes, and in total the study conducted 12 interviews to reach the sufficiency.

9- Questionnaires:

Through nine questions and 12 interviews, the survey obtained 232 answers, 34 of whom were underage and were excluded, leaving the final number of participants to 202, Table 2 shows the demographic division of the questionnaires, which shows most of the participants from the younger generations in the city of Unaizah with more females than males, the results below are presented by question.

9-1 Demographics of the respondent:

Demographics	Census	Percentage
Male	42	18%
Female	190	82%
Under the age of 35	200	86%
Over the age of 35	32	14%
From Unaizah	199	85%
From outside Unaizah	33	15%

Table 2: The demographic breakdown of the questionnaires shown to the survey respondents is illustrated by the questionnaire participants.

10- The purpose and reason for the questionnaire:

The questionnaires and interviews aim to provide comprehensive insights into the phenomenon of food complex architecture, food parks and centers such as Unayzah Boulevard, as well as independent restaurants and cafes in the city of Unayzah and its impact on people, the built environment and architecture locally and in the region.

The questions was as follows:

First question: In the last thirty days, how many times have you eaten out in restaurants?

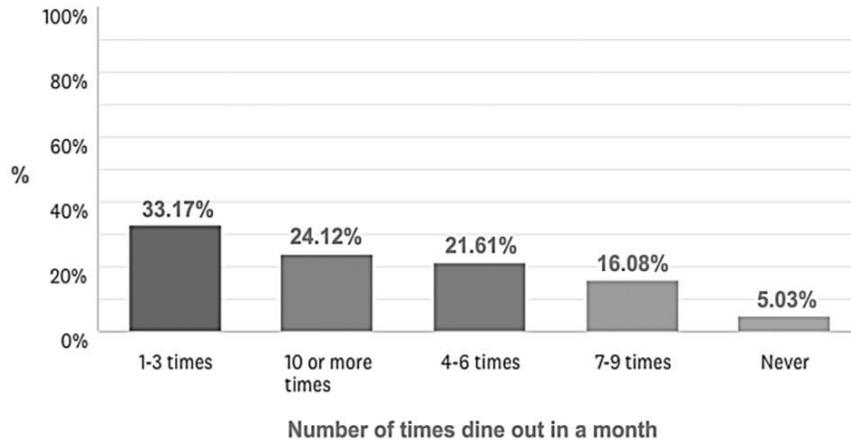


Figure 7: The number of times the participant dined in one of the food courts and restaurants per month.

M	The number of times you ate at a restaurant outside your home in the past month	Census	Percentage
1	1-3 times	68	33.17%
2	10 times or more	50	24.12%
3	4-6 times	41	21.61%
4	7-9 times	31	16.08%
5	At all	12	5.03%

Table 3: Ranking of the frequency of outdoor dining in the city of Unaizah.

Second question: Where do you prefer to eat outside?

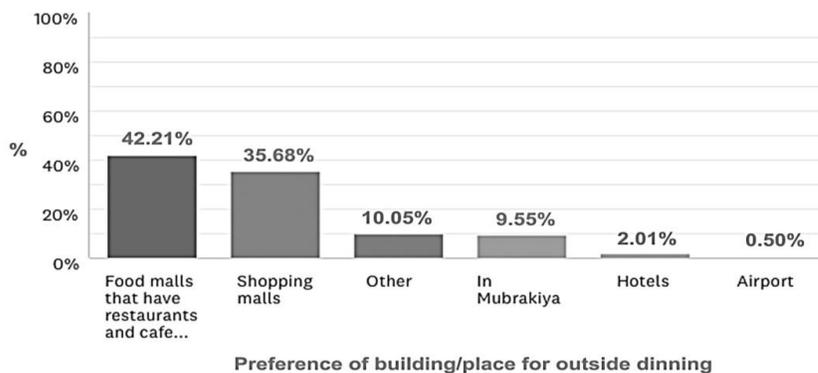


Figure 8: Preference of participants by building/place type to eat in your home.

M	Favorite places and buildings for food outside the home	Census	Percentage
1	Food centers that contain restaurants and cafes such as "Unaizah Boulevard"	85	42.21%

2	Restaurants & Cafes	72	35.68%
3	Commercial Centers	21	10.05%
4	Other	19	9.55%
5	Hotels	4	2.01%
6	Desert and traditional Bedouin area (Al-Baro neighboring villages)	1	0.50%

Table 4: Ranking of favorite places to eat out.

Third question: What kind of restaurants do you prefer to eat outside your home?

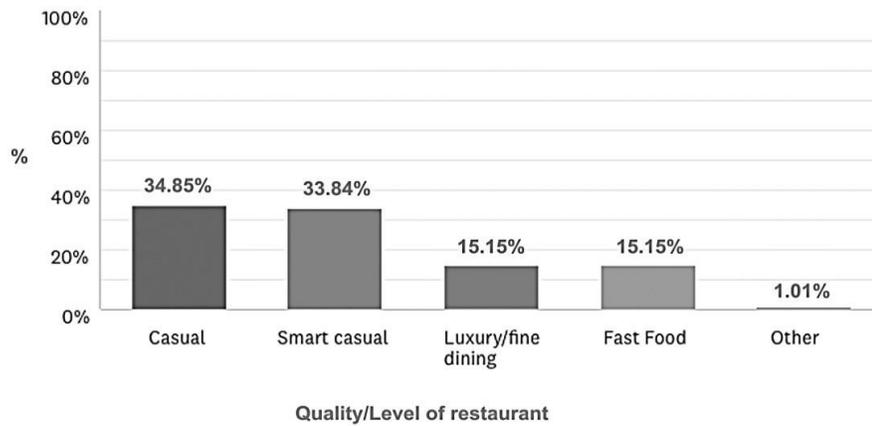


Figure 9: Ranking of the level of the most visited restaurants.

M	The quality and level of the most visited restaurant	Census	Percentage
1	Casual	71	34.85%
2	Smart casual	69	33.84%
3	Luxury/fine dining	30	15.15%
4	Fast Food	30	15.15%
5	Other	2	1.01%

Table 5: Ranking of the level of the most visited restaurants.

Fourth question: Do you choose your restaurant based on the character of its architectural design or interior design?

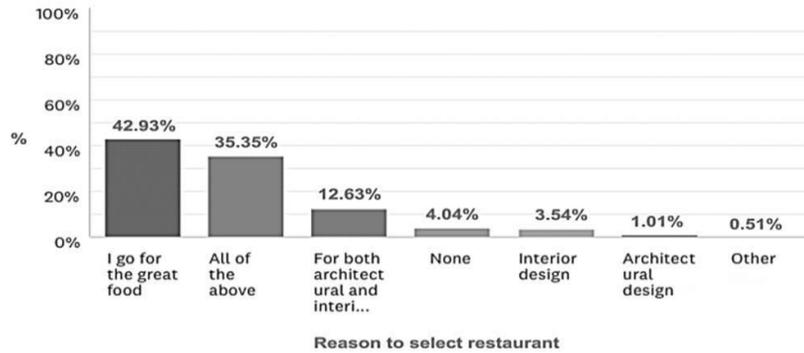


Figure 10: The reason for choosing restaurants in the city of Unaizah.

M	The reason and the goal in your choices for the restaurant	Census	Percentage
1	Going for good food without considering the architectural design of the restaurant	87	42.93%
2	All of the above	71	35.35%
3	The striking and attractive architectural design of the restaurant and its façade	26	12.63%
4	nothing	8	4.04%
5	Good restaurant interior design	7	3.54%
6	Luxury and luxury in the architectural design of the entire building (food court, food court, restaurant)	2	1.01%
7	Other	1	0.51%

Table 6: The reason for choosing restaurants in the city of Unaizah.

Fifth question: What is the atmosphere of the restaurants you want to eat in, do you like the international atmosphere of restaurants or do you prefer restaurants with a local character?

M	Desired ambience at your favorite food center/restaurant/food court	Census	Percentage
1	Relaxation, comfortable seating and a quiet interior environment	105	52 %
2	The wide open space and the overlap of nature with the built environment	22	10.9%
3	Modern interior design of the building	16	7.9%
4	Music used	15	7.4%
5	Lighting in its degrees	13	6.4%

6	Interior colors	9	4.5%
7	No comment	8	3.9%
8	The place should have an open part and a closed part	5	2.5%
9	Hygiene	5	2.5%
10	Grainy Smells	4	2%

Table 7: Arrange the desired restaurant atmosphere identified by the participants.

Sixth question: What are the international architectural designs that you prefer in the architectural design of the restaurant and in the dining places?

Positive design of the restaurant that attracts people:

M	Positive architectural and interior design elements of the food center and its attractive courtyard/restaurant	Census	Percentage
1	Modern and modern	65	%29.3
2	Universal Design	40	%17.24
3	Traditional and heritage design with the addition of a modern spirit	38	%16.37
4	Spacious area	25	%10.77
5	Comfortable seats	22	%9.48
6	Interior lighting	20	%8.63
7	Colors used in interior design and in the façade of the restaurant	12	%5.17
8	Other	10	%4.31

Table 8: Ranking by virtue in choosing the most positive restaurant identified by the participants.

Seventh question: What are the elements of negative and repellent architectural and interior design in the restaurant and food center?

Negative architectural and interior design of the restaurant repellent to people:

M	Passive Architectural Design Elements of People-Attracting Food Center/Restaurant	Census	Percentage
1	Uncomfortable seats and tables	70	30.17%
2	No comment	55	23.70%
3	Voice disturbance	38	16.38%
4	Distracted lighting	35	15.08%

5	Narrow space	25	10.7%
6	Other	9	3.88%

Table 9: Ranking by virtue in choosing the most negative restaurant identified by the participants.

The eighth question: The extent to which food culture affects the life, buildings, design and urban planning of the city.

M	The most preferred feature of the city's food culture	Census	Percentage
1	Food culture is a great culture and has changed the built environment positively.	125	53.87%
2	Unhealthy lifestyle provided by food centers	62	26.72%
3	Food culture has changed the traditional planning and local heritage of life in Unaizah	18	7.76%
4	Globalization has no impact on changing the built environment in the city of Unaizah	15	6.46%
5	No comment	12	5.17%

Table 10: Ranking of the most specific characteristic of food culture in Unaizah identified by the participants.

The ninth question: What is your position on the impact of globalization on the emergence of malls, food centers and squares in the city of Unaizah in particular and in the Qassim region in general?

M	Good luck from the emergence of food centers and yards in Unaizah city	Census	Percentage
1	Positive attitude: It is a successful and great idea	102	43.96%
2	No comment	50	21.55%
3	Negative attitude: the best local culture of the city	27	11.63%
4	Neutral position	16	6.89%
5	It has provided an easier life and changed people's lives to luxury.	15	6.46%

6	Experience a cosmopolitan atmosphere in your local city	12	5.17%
7	I encourage it and I want more of it	10	4.31%

Table 11: Ranking of the most specific characteristic of food centers, yards and food architecture in Unaizah identified by the participants.

9-2 Interviews:

12 interviews were conducted, 6 of them with residents of Unaizah city and 6 with visitors to the city's food centers, Table (12) below shows the demographic background of those interviewed:

Name	Age	Male /Female	Nationality	Employer	Address
1 Resident 1 (R•1)	80	Male	SAUDI	Retired	Unaizah
2 Resident 2 (R•2)	75	Male	SAUDI	Retired	Unaizah
3 Resident 3 (R•3)	61	Female	SAUDI	Retired	Unaizah
4 Resident 4 (R•4)	34	Female	SAUDI	Ministry of Education	Unaizah
5 Resident 5 (R•5)	32	Female	SAUDI	Self Employed	Unaizah
6 Resident 6 (R•6)	21	Female	SAUDI	University Student	Unaizah
7 Visitor 1 (V•1)	20	Male	Egyptian	Emam in a Mosque	Buridah
8 Visitor 2 (V•2)	25	Male	Sudan	Imam in Mosque	Buridah
9 Visitor 3 (V•3)	33	Female	SAUDI	Ministry of Education	Buridah
10 Visitor 4 (V•4)	51	Male	SAUDI	Retired	Badaiea
11 Visitor 5 (V•5)	24	Male	SAUDI	Student	Riad Alhkabra
12 Visitor 6 (V•6)	23	Female	SAUDI	Student	Alrass

Table 12: Shows some information about interviewees.

11- Analysis of data results from the two stages of the study:

11-1 The impact of globalization on the built environment and food architecture and people in the city of Unaizah within the framework of the research topic:

The relationship of the city of Unaizah in particular and the Qassim region in general with food architecture was sophisticated and changing and fast and complex at the same time for the last three decades, and the results highlight that the impact of globalization already exists in every aspect of life and society not only on the region and the city in question, but on all cities and countries of the world as well, and within the framework of the subject of research, the transformation of urban and architectural planning for the city

of Unaizah which has Life has turned around food, fetching and making it in the simplest Bedouin ways and from local and natural products from the desert and countryside in Qassim to a scene of diverse and rich restaurants from all over the world, where a few interviewees addressed this point by one of them, "In the old days, dishes in Unaizah were 99% local, It remained that way throughout the seventies and eighties." (10)

It was only in recent decades that food culture and food architecture developed in this way, as investors began to bring international franchises and had an impact on the city's citizens and residents, and then food became a mix between all Arab Gulf cities and a variety of Western and Eastern cultures.

The shift in food culture has greatly affected the way people relate to their homes and homes, as one interviewee argues, "People no longer go home, they like to go out for walks, shopping and food in one of the shopping centers that have all these advantages of international restaurants and luxury entertainment places, and it is even possible to spend all his day in the mall without knowing, and spend all his money. In it and he is happy! Another interviewee describes that "in the past people ate at home and it was very rare to go to restaurants and food courts and now most people eat in restaurants, and in my opinion there are many reasons why this happens, and it is that the majority of people in society nowadays go to work and don't have time to cook, so this may be what encouraged the development of eating out and the demand for diversity of tastes. and international and local dishes" It also played a very important role in changing the lifestyle of people in the city of Unaizah to Focusing on the places where the food courts are concentrated, restaurants and their luxurious international architecture, and the reluctance to traditional and heritage places that have the culture of the place and consequently transform people's relationship with their food and the places where they eat into the only style of luxury in a city with limited entertainment places. (11)

The impact of globalization on city architecture and people can be divided into the following categories; food as culture, food as entertainment, and how attractive food buildings with a globalized character changed people's lifestyle to an unhealthy life away from the primitive, closed Bedouin life that that region used to be.

11-2 Food culture and its role in changing the built environment in the city of Unaizah:

The vast majority of opinions in the two stages of the study acknowledged the impact of food culture in Unaizah on the architecture of the city in general, and in fact it affected almost every aspect of the people's lives in it, so that one of the interviewees declared: "Our thinking when we decide to go out of our homes for entertainment is what will you do in the city of Unaizah? You go to a restaurant and eat or you go to the movies and eat,

really our day is about food! ", and in the surveys, 90% of the responses were very positive regarding the food culture in the city of Unaizah and 76% considered the food center to be their first choice for eating out, and similarly, in interviews, almost all visitors to the food centers celebrated the diversity of the choice of restaurants in the city's food culture and enjoyed these places as places to study, eat and socialize. (12)

The residents of the city of Unaizah enjoy traveling due to the increasing and constantly increasing number of foreigners, who spend their vacations a lot in Riyadh, the capital, or outside the Kingdom, and get acquainted with a variety of different restaurants and buildings, over time they have acquired certain tastes in food and architecture in particular, which in turn led to the diversity of food architecture and commercial centers, which may be chosen to go to by enjoying its internal and external architecture, and where one of the interviewees said: "I love the culture of food because there are a variety of options offered by modern international restaurants located in the city"

It was also discussed how food architecture is directly related to culture and identity, so it is questioned to what extent the food culture in the city of Unaizah has changed the identity of the people in it, and one of the responses has provided insight into this point specifically, as one of the participants confirms that food centers and yards are an indicator of how people become lazy, so some of them go to eat and in order to go out and social interaction, and it was also noted that obesity levels increased, whenever a person if He spoke to others and noted that he had visited or sat in a more luxurious restaurant/café/food center the better he looked at by others, which leads to spending more money on food, which in turn indicates how this affects personality, culture and identity. (13)

11-3 The impact of globalization to create food architecture has become the goal:

The results and tables above indicate that eating al fresco is the most important few and even rare entertainment methods in the city of Unaizah, about 22% of the responses to the questionnaire reported that they eat outside more than 4 times a month and 24% eat more than 10 times, and the interpretation of this idea was repeated in interviews conducted with many participants, where one of them confirmed that "there is nothing else that can be done." In the city of

Unaizah only enjoy in the areas that include cafes and restaurants, this is entertainment for us here such as the Boulevard of Unaizah or any of the other restaurants with large independent buildings in the city, which is one of the most important places that may gather you, your family and friends here, it is part of social life", while another emphasized this concept by describing food centers as "Recreational areas, there is nothing else to enjoy, if they don't come here, where will people go?" (14)

11-4 The role of food culture in changing the lifestyle of people under the age of 18:

The study also revealed other concepts of food culture in the city of Unaizah and its impact on people and their urban and architectural environment, and the results indicate that the younger generation of those under the age of 18 tend to eat outdoors in food courts and other restaurants open away from other local places that have become in constant extinction, and that is more compared to the age group over 35 years, which about 33% of them said they ate Outdoor food and in open recreational food courts Architectural design 1-3 times a month and only 5% never ate out Last month, all people interviewed in their twenties had positive attitudes towards food culture in open squares, food centers and international restaurants Architectural design in Unaizah.

11-5 Optimal architectural design for food architecture:

The architectural and interior design of restaurants and food centers played a major role in promoting food culture in the city of Unaizah, where the results show people's desire for a quiet entertainment atmosphere (52%), modern and modern (29.3%) and global design with traditional and heritage with addition to the spirit of the age (33.58%), and these percentages may explain the architectural designs that attract users and the different and modern architectural concepts of food centers, which tend to calm international designs that may contain landscapes. Beautiful, waterscapes and views, and the successful architectural design is the one that expresses the desire of its users and affected by the manifestations of modern globalization, and one investor says: "If you want to open a business, or a restaurant today, you need to distinguish the place with a global creative idea and not local or may be influenced by the spirit of the times and be of international quality", and with It doesn't explain why people visit food centers that don't have these physical and spatial qualities, and one participant says: "Some restaurants or cafes have beautiful views like a lake, fountain or landscape, which would attract you to go there and spend or money, but some of them overlook a parking lot, so why would I want to go out when I look at a parking lot." (6)

Along these lines of inquiry, the question arose as to why shopping malls and food buildings that contain only food arose, and why not open a regular mall? Some have called for a mixed-use destination that may provide more services to the city than places that only encourage food consumption, with one participant saying, "The mall should have a playground, a walkway, some shops, restaurants and cafes," and other discussions revealed that these types of businesses are more needed and that would provide higher investment.

11-6 Impact on local neighborhoods:

The results revealed some negative consequences on the residents of the city of Unaizah and the Qassim region and its suburbs as a result of the emergence of commercial centers, squares and food centers, most notably that food centers bring with them increased traffic congestion at the entrances and exits of the region, and less privacy for homes overlooking shopping centers, as a result of these side effects, the city and its recreational areas such as the Boulevard Square, for example, have developed and turned into a semi-commercial residential area that attracts people in the city and in the villages around it. , and the congestion has increased and it has become a destination for hiking and going out. (13)

Due to the high temperature in that desert area under study, walking, hiking and eating outdoors under these conditions is unbearable in the summer time during the day, which may extend to 5 or maybe 6 months a year when temperatures rise, and this explains that the vast majority of people interviewed and surveyed had positive attitudes towards closed food centers. Partly on courtyards overlooking fountains and water lakes, it is a place where they can enjoy their time in an air-conditioned and cool indoor environment, ironically these and similar spaces around the world have led to global warming and rising temperatures even more globally which has led to climate change in cities around the world, illustrating its unsustainable and environmentally unfriendly role.

Many argued that commercial projects should not be allowed to flourish in residential areas, and that it is necessary to plan for the presence of these projects from the beginning of urban planning for the city, and to study the entrances and exits of the proposed project and its relationship to the entrances and exits of the city so that traffic is provided to visitors from outside the city and from its suburbs, and it is also necessary to calculate the impact of such centers and squares on the city's infrastructure, electricity and water consumption.

(14)

12- Recommendations:

The results show how globalization leads to the decline of the architectural and urban environment of the traditional Bedouin city and the authentic heritage that the city of Unaizah was in the past, and for the urban planning of the city, the research highlights the need for accurate and prior planning, which achieves the principles of sustainable and green architecture, which must take into account the customs and traditions prevailing for people in the place and also the local culture for them, and from here it can be directed recommendations through three Points are as follows:

- 1- Education: It is necessary to have an applied educational framework aimed at paying attention to the impact of globalization and the need to root the values of local architecture and the local heritage of the city and respect its principles, as well as study the principles of sustainable and green architecture to achieve sustainable environmentally friendly architecture.
- 2- Community Engagement: Serious initiatives are needed from non-profit community bodies, social media, companies, and interested citizens, so that efforts can be unified and redirected, with the aim of raising awareness towards redefining the better quality of life and adding value to the meaning of entertainment in general, and trying to restore the authentic Arab architectural identity of buildings in the region, and ignoring the features of globalization on the engineering designs of food architecture in the city of Unaizah. (7)
- 3- Legislation: The municipality needs to repeal the law that allows the construction of food centers in residential areas and communities in all urban communities in the Qassim region, which affected the harmony of the built environment with its local architecture. (15)

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