

Designing a Tourist Logo Inspired by the Folklore of Al-Qunfudhah Governorate of Saudi Arabia

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ABSTRACT

This study aimed to identify the concept of folklore, its significance, the role of tourism and culture and their impact on the economy. It also aimed at creating a tourist logo inspired by the Saudi folklore of Al-Qunfudhah Governorate, and use the Saudi folklore in Al-Qunfudhah Governorate in designing the tourist logo. Another objective was to present a proposed tourism logo that contributes to encouraging the employment of folklore in designs. The researcher used the descriptive research which aims at casting light on current issues or problems through a process of data collection that enables them to describe the situation more completely than was possible without employing this method (Fox, 2007). The study has produced different tourist logos inspired by the Saudi folklore of Al-Qunfudhah Governorate. The researchers have presented some recommendations as follows:

Making use of heritage and historical sources in highlighting the national identity.
Paying more attention to the design of tourism logos by researchers, because the tourism logo has a great role that no one else can perform, and the correct promotion process can only be done with it.
Designing tourist souvenir products based on the logo to highlight the national identity of Al-Qunfudhah Governorate.
Developing curriculum units for school students in various artistic fields to be concerned with preserving and documenting traditional folk arts.
Conducting more studies and future research in the field of traditional folk arts, especially for Al-Qunfudhah Governorate.

Keywords: Al-Qunfudhah Governorate, Saudi folklore, tourism, tourist logo

INTRODUCTION

Man has been in constant movement and continuous interaction with surrounding environment with the aim of surviving and securing his needs, whether individually or collectively, since God Almighty created on earth. Sometimes this interaction becomes a form of existence, survival and self-awareness, trying to tame the environment for his/her will or adapt and comply with its requirements.

Art was one of the means by which man was armed in confronting and taming the environment and achieving his purposes from it. Prehistoric cave paintings are one of the important

evidences of man's magical use of art as a way to obtain his share of food and survival (Al Alawi, 2014, 1).

Each environment has its own characteristics and components that distinguish it according to what it contains of natural features and social and civilized life. It has an impact on human behavior and relationships with others, and can determine the style of his life, his thinking, culture and art, (Hamid et. al, 2020).

The Kingdom of Saudi Arabia is also rich in civilized and cultural heritage and a historical legacy that confirms its role in human civilization, where many civilizations of the world intersected on its land. The Saudi folklore includes a great wealth of literature, values, customs, traditions, popular knowledge, material culture and plastic arts. It also includes all arts and folk traditions such as poetry, singing, music, popular beliefs, stories, tales and proverbs that are told by the common people, and the customs of marriage and various occasions, including the inherited methods of performance, forms, dance colors, games and skills (The General Authority for Tourism and National Heritage, 2020).

The Saudi folklore is characterized by a special and distinctive character, which carries a diverse aesthetic value, and arts that have a special aesthetic and functional character and thought. Saudi schools and colleges focused on teaching handicrafts and traditional arts as a result of increased popular interest in everything related to traditional and heritage knowledge. It was noted that there is an increased awareness among educators on the significance of consolidating the technical practices necessary to achieve a handicraft that needs many constituents similar to what fine arts need in terms of technical proficiency and knowledge of design principles, (Qurban, 2020).

God has blessed the Kingdom of Saudi Arabia with a great diversity of environments, and this can be attributed to its large geographical area, so its terrain varies. The city of Al-Qunfudhah is one of the important cities in the Kingdom because of its special nature and cultural and civilizational heritage.

The city of Al-Qunfudhah has witnessed many important historical events; it was the starting point for Muhammad Ali Pasha's war campaigns on Asir and the battlefield for the warring forces of the Ottomans and Italians. Warships sunk in the waters of the Red Sea south of Qunfudah as a result of the bombing of Italian battleships stands as an evidence on these events.

Al-Qunfudhah was also a base for the campaigns of the Ottomans and their allies who were controlling Asir, and it was previously called (Al-Bandar) by the Ottomans, which means (the market) in Turkish, (Al-Ajlani, 2010).

Accordingly, the researcher sought to shed light on how to benefit from the folklore of Al-Qunfudhah city to create a tourist logo of a special nature to the region and its role throughout history.

RESEARCH PROBLEM

The Kingdom of Saudi Arabia has witnessed a technological development. Nevertheless, there has been a decreased interest in the estimated value of traditional and artistic work, as well as

a decreased interest in various fields of folklore. Thus, artifacts became just a historical heritage for which museums are established, instead of becoming a base for construction and live interaction with the development of heritage that revive it again with a contemporary thought characterized by originality. Thus, there were reliance on the ready-made western models that are far from the Saudi Arab identity that are characterized by an authentic Islamic character (Qurban, 2020).

The city of Al-Qunfudhah in the Kingdom of Saudi Arabia has a rich heritage that has been greatly influenced by its charming nature and its presence on the western coast of the Red Sea. The region's past has succeeded in ensuring that present and future generations enjoy a proud historical and cultural heritage. The region has flourished through its popular heritage and customs that stood witness to its ancient past and history.

The problem of the study lies in how to make use of the folklore of Al-Qunfudah Governorate in creating a tourist logo that consolidates and enhances this heritage and keeps pace with the state's trends in development and growth. Thus, the following research questions arise as follows:

1. What are the most prominent features of the folklore of Al-Qunfudhah Governorate in the Kingdom of Saudi Arabia?
2. Is it possible to benefit from designing a tourist logo inspired by the folklore of Al-Qunfudhah Governorate in enriching the folklore?

RESEARCH OBJECTIVES

1. Identifying the concept of folklore, its significance, the role of tourism and culture, and their impact on the economy.
2. Creating a tourist logo inspired by the Saudi folklore of Al-Qunfudah Governorate.
3. Use the Saudi folklore in Al-Qunfudhah Governorate in designing the tourism logo.
4. Presenting a proposed tourism logo that contributes to encouraging the employment of folklore in designs

RESEARCH SIGNIFICANCE

Emphasizing the importance of folklore in the Kingdom of Saudi Arabia, especially in Al-Qunfudah Governorate.

1. Take advantage of folklore in the manufacture of tourist souvenirs.
2. Shed light on folklore and the importance of linking it to the design of tourist souvenirs.
3. Opening new horizons to reveal the aesthetic values in the Saudi folklore and the artistic and symbolic elements it contains related to the original customs and traditions, and using them in tourist souvenirs.

RESEARCH MYTHOLOGY

- The researcher used the descriptive research that can be explained as a statement of affairs as they are at present with the researcher having no control over variable. Moreover, "descriptive studies may be characterized as simply the attempt to determine, describe or identify what is, while analytical research attempts to establish why it is that way or how it came to be (Ethridge, 2044). Three main purposes of descriptive studies can be explained as describing, explaining and validating research findings. This type of research is popular with non-quantified topic. Descriptive research

is “aimed at casting light on current issues or problems through a process of data collection that enables them to describe the situation more completely than was possible without employing this method.” (Fox, 2007)

- Theoretical framework: to list, organize and analyze data, describe and analyze scientific terms, by analyzing the theoretical content of the folklore of the Saudi province of Al-Qunfudhah, and the possibility of using it in designing a tourist souvenir.
- Practical framework: developing a design for a tourist souvenir inspired by the folklore of Al-Qunfudhah Governorate in the Kingdom of Saudi Arabia.

THEORETICAL FRAMEWORK AND PREVIOUS STUDIES

First: Folklore, Heritage

Heritage is included in everything that the previous generations inherited from the present generations including places, customs, traditions, etiquette, values, and popular, cultural and material knowledge, (Alyan, 2015, 1), to be an example from the past to the present, and an approach from which children draw lessons to pass into the future (Al-Jabri, 2019, 13). It is the cultural identity of nations, without which nation could decay and disintegrate internally. It may be culturally integrated into one of the strong global civilizational and cultural currents, as it represents the living memory of the individual and society, and thus an identity by which people can identify peoples of other countries (Al-Deeb, 2018, 18).

Ibn al-Manzur (2004) states that the origin of “heritage” is a word taken from “inherit,” which indicates in ancient Arabic archeology books and linguistic dictionaries the extension of the ancestor, and the continuation of the exploits of grandparents, parents and grandchildren. As you say: “We inherited it: we inherited it from one another to the other. And heritage: what a man leaves to his heirs.

The researchers differed in defining the idiomatic concept of the word “heritage”, as there are many perceptions and visions in it.

Hussein (1991) stated that heritage in its broadest sense is what the predecessors left behind in terms of material and moral values of any kind.

In the same context, (Idris Qaroura, 2011) sees that “the heritage is a form or a spiritual pattern that extends over long periods of time, in which all grandparents, fathers and ancestors participate. It includes huge accumulations of various human activities, whether individual or collective, and many - although sometimes contradictory- intellectual, cultural, political, and economic currents”.

Types of Heritage

Heritage can be a historical event, a creativity in the field of literature, a painting, a scientific invention, a sculpture, an architectural building, folk proverbs, or a specific tradition, as it varies greatly, (Al-Jabri, 2019). Some types are related to science, art or morals or customs or beliefs, and other are related to industries and professions, (Al-Deeb (2018). Several types of heritage emerged and differed from one people to another, but they were united in a basic unit; that is continuity. Heritage is what shapes the identity of societies and distinguishes them from others. Every society has a culture that distinguishes it and crystallizes its beliefs, principles, social relations, behavior patterns and ideological biases (Al Theeb, 2019, 37). Every country has

many different ethnic groups in terms of language, beliefs, and other differences. Each group contributes to the heritage of that country, and adds to it everything that is new and different, and this is called cultural diversity or cultural pluralism (Al-Jabri, 2019, 41). According to the UNESCO Convention of 1972, the world heritage has been divided in two types as follows:

Natural heritage

The natural heritage is represented in the natural features consisting of geological formations, areas that contain endangered animals and plants that are of high and distinct value, and areas that have natural beauty that must be preserved, (Sbeita, 2019).

Cultural Heritage

Cultural Heritage includes monuments of sculpture, architectural works, depictions on buildings, elements or formations of an archaeological nature, inscriptions, caves, and groups of features of exceptional universal value from the point of view of history, art or science" (Sbeita, 2019, 19). Interest in heritage is an urgent matter and is considered one of the pillars of national identity and an essential component of collective memory. Therefore, it is considered the vessel that derives from its faith, traditions, authentic values, language and ideas, (Aqil, Yaqoub et. al, 2018). Countries also consider folk arts an important part of their tourist façade, and therefore are always keen to promote them" (Al-Jallad, 2017, 38).

Significance of heritage for tourism

There are many areas that can benefit from the popular cultural heritage, and perhaps one of the most important of these sectors is the tourism sector. Tourism is at the forefront of areas that can bring great and rapid material benefit to a given country, and heritage is of great importance and multiple fields, including:

1. It consolidates the national identity
2. It is considered one of the most important economic resources for the state.
3. It preserves the cultural heritage as it is considered a reference for any society that seeks to investigate the civilization of countries.
4. Tourism is important in developing the economy and thus helps in solving political problems and developing relations between countries.
5. Tourism has an important role in preserving the environment by preserving the tangible heritage that exists in the country such as inscriptions, drawings or urban monuments.

Tourism is one of the most important and most growing industries all over the world. Today, many countries pay great attention to tourism as one of the important sources of local production. It is a constantly renewable source that needs study. "Tourism, from an economic perspective, is perceived as a productive sector that plays an important role in increasing the domestic product and improving the balance of payments, a source of hard currency and an opportunity to employ manpower, and a target for achieving development programs" (Ajaj, 2007, 18).

Looking at tourism from a social perspective, we find that it has an important cultural role in communication between societies. "It is a dynamic movement linked to the cultural and civilizational aspects of man, meaning that it is a bridge for communication between cultures and human knowledge of nations and peoples, and a natural outcome of the development of tourist societies and the rise in the standard of living of the individual" (Rayan, 2018, 2).

Looking at tourism from an environmental point of view, we will find that visiting natural places with their various characteristics is a source of tourist attraction and satisfying the desires of tourists to visit these places and learn about the customs and traditions of local communities. Tourism is a very important sector, not only because of its prominent impact, but also because it is a rapidly growing industry. (Islam, 12, 2014)

The tourism sector in the Kingdom of Saudi Arabia is one of the emerging sectors in which interest is increasing year after year, and there are many tourist areas in the Kingdom of Saudi Arabia.

There are entire cities dedicated to tourism and are considered a World Heritage Site. These cities are rich in natural features throughout their vast area, ranging between coasts extending on the Red Sea in the west and the Arabian Gulf in the east, and include hundreds of islands, green mountains in the southwestern regions, and agricultural oases in Al-Ahsa, as well as forests in Asir and Al-Baha.

Today, the Kingdom is working through the Ministry of Tourism and the Saudi Tourism Authority to make a major shift in the tourism industry in the coming years, by providing a qualitative infrastructure that includes all regions in order to promote tourism. Natural diversity and historical treasures will have a presence in shaping the tourism sector in Saudi Arabia that would enable the kingdom to compete regionally and internationally.

The tourist cities in Saudi Arabia have a civilizational heritage for thousands of years, extending in areas registered in the UNESCO World Heritage, most notably the historical Diriyah, Jubbah heritage cite in Hael, the historical Jeddah, the Al-Ahsa Oasis, the Asir region and Al-Qunfudhah.

History of Al-Qunfudhah Governorate

Al Qunfudhah (Arabic: القنفذة), also known as Kunfuda, is a Saudi city in the Tihamah region on the coast of the Red Sea. Its population is the fourth largest in Makkah Province, the area of the governate is estimated at 5,195 km, which occupies about 3.65% of the area of the region and is ranked ninth among the governorates of the region in terms of area. It is also one of the large sea ports of the Kingdom of Saudi Arabia on the Red Sea. Al Qunfudhah was founded in 1311 A.C-709 Hijri according to the ancient sources.



Figure (1) A map showing the location of Al-Qunfudhah Governorate

Al Qunfudah's origins date back to 709 at the beginning of the eighth century Hijri. Since ancient times, it received ocean-going trade caravans that traveled from Yemen to Syria and vice versa. The name Al Qunfudah did not appear in historical writings until with the beginning of the ninth century AH after the collapse of the Sultanate of Hali bin Yaaacob of Banu Kinanah tribe in Hali south of Al Qunfudhah.

The thirteenth century was the starting point for the campaigns of the Muhammad Ali Pasha, as it was an arena for fighting between the Ottomans and Italians. The wrecks of Ottoman ships sunk by the Italians are found in the waters of the Red Sea, south of Qunfudah.

It is also the base for the campaigns of the Ottomans and their allies supervising Asir, which has been previously called (Bandar) by the Ottomans, which means (market) in the Turkish language. King Ibn Saud ordered the Prince of Al Qunfudhah Sharif Abdullah ibn Hamza to leave it in April 1344 AH and appointed Mohammed ibn Agag prince on Qunfudah and Turki bin Mohammed Ibn Madi as the financial agent. As that port Qunfudah was an important port on the Red Sea coast where it contributed to receive large ships loaded from Yemen and the Levant. This port received Greek and Roman ocean- going ships to get the gold that exists in this region. It also received trade caravans and pilgrims to Mecca even after the takeover of the Saudi forces. The harbor was also receiving pilgrims from south of the Arabian Peninsula and pilgrims from South East Asia, particularly India pilgrims.

We note a noticeable diversity in the topography of Al-Qunfudah Governorate, and we can summarize this diversity in three main aspects:

Marine Coastal Plains

These plains extend from Asila and Duqa in the north to Wadi Dhahban in the south, and their width ranges from three to seven kilograms. Salt domes and sabkhas form part of this coastal strip (Al Sharif, 2004, 252). Abd al-Lati mentions that the coast appears straight to some extent, but it is punctuated by significant rush of sea water, forming heads, bays, and swamps, and this was helped by the presence of depressions in its north on the one hand and the estuaries of valleys in its middle on the other hand. This coastal strip corresponds to many islands that are full of different types of trees, and among these islands (Al-Batain, Umm Al-Had, Jabal Duqa, Umm Ali, Seyhan, Umm Al-Rak, Al-Dhahra, Al-Sada, Al-Dhahr, Jabal Al-Sabbaya, Umm Al-Ashm, Umm Al-Qamari, Umm Lasifa) (Abdul-Latif, 45). Coral reefs are abound in the sea and they are habitats to many types of fish, turtles and herbs (Al-Rizki, 1426).

Inland plains

These plains extend parallel to the coastal plain from the east, with the same length and width ranging from thirty to fifty kilos. These plains are penetrated by a group of main valleys that make up the lands of the Al-Qunfudah region. The most important of these valleys, from the south to the north, are as follows: (Wadi Helli, Wadi Yeba, Wadi Qanouna, Wadi Al-Ahsbah, Wadi Duqa).

Hills and Heights

It represents the edge of the main collapse of the Sarawat Mountains, taking its extension from north to south, and the administrative interactions between the Al-Qunfudah region and its neighbors control the length and shortness of this extension. These heights fall on the hills in the northern and southern latitudes (Al-Biladi, 340). The maximum height of these heights form

at the slopes of the Sarawat Mountains (approx. 500 m), while there are some medium-altitude mountains in the two latitudes, whose height ranges from (600-1200 m).

Climate of Al Qunfudhah

Al-Qunfudah is located near the Red Sea coast, and therefore it is characterized by a hot and humid climate in summer, warm in winter, and rains are few in the winter and rare in summer, and dust-laden winds abound during autumn. Abd al-Latif (2000 AD) mentions that western winds prevail in Qunfudhah governorate in specific months of the year, as the northwestern winds blow over it in winter, and in the summer months, winds blow on Tihamah and stir sand, causing a lack of vision in many parts of its coastal and interior plains. The climate is generally "unsteady" throughout the entire year. Therefore, the climate of Al-Qunfudhah is considered a tourist destination, as a result of its location and its various tourist attractions.

Tourism in Al-Qunfudhah

Al-Qunfudhah is famous for being one of the most important tourist cities on the Red Sea coast, as well as one of the third most important governorate in the Makkah region. This city is famous for agriculture as a result of its fertile lands, and for fishing due to the waters of the Red Sea. Because it is considered a tourist city, many hotels and resorts have been constructed for rest and recreation times as well as for enjoying the beaches of the Red Sea.

Al-Qunfudah is considered the beauty of the South because it has a number of small islands such as Umm Al-Qamari Island, which serves as a destination for tourists in which they can dive into the waters of the Red Sea and discover the marine life there.

Qunfudhah is a tourist destination for those who want to get away from the hustle and bustle of city life and escape to rest and tranquility, and enjoy the waters of the Red Sea.

Al-Qunfudhah abounds with many public facilities and tourist sites. These facilities are divided into two main sections. The first section is located in the city of Al-Qunfudhah itself and includes the southern lakeshore, the southern and western seashore, Hanish Beach and Al-Qunfudah Beach. These sites have been given special attention by Al-Qunfudah Municipality (Al-Ajlani, 2010, 91).

Al-Qun'a Beach has a limestone sea mountain called Jabal Al Qunaa. It is located southeast of Al Qunfudah. It consists of a rocky extension with lime soil and a white sandy elevation. There are palm trees confined between the sea shores and the limestone mountain. The land of the palm site is covered with a green carpet of weeds and palm trees.



Figure (2) Al-Qunaa Beach in Al-Qunfudhah Governorate

There is also the protected area of Umm al-Qamari Island which is located southwest of the city of Qunfudhah in the Red Sea. It consists of two islands, Umm al-Qamari al-Barani and Umm al-Qamari al-Fuqani. The total area of the two islands is about 4.03 square kilometers. It was called Umm al- Qamari because of the large number of Collared doves in it, especially during the migration season.



Figure (3) A map showing the location of Umm al-Qamari Island

The surface of the two islands consists of limestone reefs, with an average height of three meters above sea level, and white coastal sand. The coral reefs on the island of Umm al-Qamari are distinguished by the fact that many of them are alive and diverse, which makes them distinguished for study. Plants abound in the middle of the two islands, the most important of which are *Salvadora persica*, *Suaeda*, *Aloe Vera*, *Cyperus conglomeratus*, and *Atriplex*, which also abound on the coasts.



Figure (4) Umm Al Qamari Island

In addition to migratory and local birds, there are many types of seabirds, shorebirds, and a number of wild birds such as eagles, herons, egrets, and the African collared dove. As for marine life, it is characterized by a huge diversity of coral reefs and marine invertebrate animals.

In addition to Umm al-Qamari Island, Qenuna Valley Park is one of the most beautiful parks in Al- Qunfudah, which is characterized by its abundance of fresh water, streams running throughout the year, and vast green spaces that bring comfort and tranquility. The Qenuna Valley is located in the southwestern region of the Kingdom of Saudi Arabia. The length of this valley is estimated at about 108 km.

Among the features of this valley is the presence of one of the most famous ancient markets, which is the Habasha market. The Qenuna Valley Park is characterized by picturesque flowering orchards with bright colors and different crops of wheat, sesame, millet and others, next to the palms that embrace the two banks of the valley. All of these components of orchards, stunning views, a mild atmosphere and green areas have increased the beauty of Qenuna Valley Park and made it a place to attract trekkers from all over the Kingdom to enjoy the beauty of the calm nature. Also, adventure lovers can enjoy the sport of hiking (climbing).



Figure (5) Wadi Qnouna in Al-Qunfudah Governorate

The importance of tourism promotion

Promotion is defined as the coordination between the seller's efforts in establishing information outlets and in facilitating the sale of the commodity or services or in accepting a particular idea. Promotion is one of the elements of the marketing mix and is affected by decisions related to the commodity, price and distribution. For example, some pricing decisions are easy to promote, while other policies may not be accepted by consumers even after promoting it.

"Promotion overcomes the problem of consumers lack of knowledge by providing information about the company, the commodity, the brand, prices, the provision of the commodity and the uses of the commodity. The promotion also overcomes the consumer's hesitation by tempting him and creating a certain psychological state whereby the consumer accepts what is offered to him. In other words, tempting the consumer to act in a certain way that the seller is satisfied with. (Al-Alaq, 2007, 9).

Al-Taie (2009) defined promotion as any identification or education of a specific thing within the framework of an integrated system based on transferring information about a specific thing in a persuasive manner to a target audience to get individuals to accept this thing through a promotional network consisting of several elements:

- Advertising
- Advertising, publishing and publicity
- Sales Promotion
- Public Relations

In this study, the research focuses on the use of logos to promote tourism in Al-Qunfudhah Governorate. It also use advertising because it is the main factor in promoting designed logos in the tourism sector.

Semiotics of Logos

The simplest and most widely used definitions of semiotics are the feature system or the network of sequenced systematic signs according to agreed linguistic rules in a specific environment, and there is almost agreement among scholars that gives an independent status to language that allows the definition of semiotics as the study of non-linguistic signs and patterns. However, the sign may be in its origin linguistic or non-linguistic" (Mubarak, 1987, 17).

The contemporary logo is a semiotic sign that acts as a message bearing contents and meanings that are distinguished from other artistic subjects that the designer seeks to present to the viewer in a simple and intense manner that does not defy easy comprehension in various areas of life, which makes it an important field of artistic creativity in our time. It is "one of the means of communication that depends on brevity in conveying the idea or message" (Rashad, 1985, 21), "being a message addressed to the recipient and with semiotic significance on meanings related to a specific objective. This message is a brief formal structure. It is a visual function that evokes the viewer with meanings and concepts that affect his sensory, mental and emotional perception by its constructive and fruitful artistic style" (Diab, 2021, 225).

Features of logo design

A logo is a layout that expresses the entity's subjectivity and content, whether its owner is a company, institution, specific product, or service. It usually consists of a symbol, color, or text that may combine all or some of these elements (Al-Ani, 2014). Therefore, logo design does not only require fertile imagination, artistic sense and drawing skill, but also requires taking correct and sound practical steps in order to convey a clear message about the content of the institution, product or service for which the logo is designed. These scientific steps are the specifications, features and characteristics of contemporary logo design, which will be addressed in the following points:

1. Simplicity of method
2. Unique and distinct
3. The structural texture
4. Semantic characteristics
5. Readability
6. Versatility of use
7. Takes into account movement of sight

Tourism logo

We all carry in our minds images of things and places, and when we are asked to depict what is in our minds about these places and things, we respond to this request by expressing our opinions, which are in fact a reflection of the images we carry in our minds about these places, which may be positive or negative or neutral. Therefore, the image represents a decisive factor or a basic variable in the equation of interpreting the behavior of the tourist, and influencing his decision to choose a particular tourist attraction rather than another" (Al-Ta'i, 2009, 370).

The mental image, as defined by Boulding (1956), "is feelings that we have of anything that can be perceived". This definition includes important elements such as attitude, behavior and motives, and each of these elements plays a significant role in tourism in general, and when designing a particular logo, each element of the design in the logo must be carefully studied taking into account the basis and elements of design.

Previous studies

Nour El-Din (2021) dealt with artistic printing and how to benefit from it in implementing designs for tourist souvenirs derived from the Saudi heritage using artistic printing techniques that add to it a kind of uniqueness to emphasize the aesthetic and functional value in it. The research problem was summarized in the following question: How possible it is to use the field of artistic printing in implementing designs for tourist souvenirs derived from the Saudi heritage. The research also aims to use artistic printing in implementing designs for tourist souvenirs derived from the Saudi heritage.

Al-Fiqi (2021) aimed at identifying the strengths and weaknesses by analyzing the designs of the sixth edition coins in terms of the cultural and historical values that exist within each category. Al-Fiqi aimed to develop designs commensurate with the developments the Kingdom is witnessing, leading to Saudi Arabia Vision 2030. The research assumes that it is possible to benefit from the cultural and urban heritage to issue innovative monetary designs that are in line with the Kingdom's vision 2030.

Qurban (2020) aimed to identify the possibilities of benefiting from the art of Al-Qatt Al-Asiri in creating metal tourist souvenirs. The researcher also aimed to create contemporary designs of tourist metal souvenirs that use the decorative units of Al-Qatt Al-Asiri art. The researcher hypothesizes that the symbols of Al-Qatt Al-Asiri art can be used in formulating designs for contemporary metal tourist souvenirs.

Haroun (2016) aimed to develop ceramic tourist souvenirs that bears the characteristics of folk art in Sinai, and to employ the Egyptian Sinai folk heritage in ceramic artifacts with a contemporary vision. Haroun used a methodology of three axes: The first axis: an analytical study of the ceramic patterns in the artifacts of the Sinai Bedouins, the second axis: craft projects and their connection to tourism and heritage, the third axis: the experimental study of ceramic tourist souvenirs inspired by the Sinai folk heritage.

RESEARCH FRAMEWORK

This part of the research deals with the proposed designs inspired by the folklore in Al-Qunfudhah Governorate, and they were designed in Adobe Illustrator. The proposed designs consisted of two logo designs using color effects that express heritage and are inspired by folklore. A group of images of Al-Qunfudhah Governorate were used to inspire the proposed design, and the following is a presentation of the design.

The most important elements that were taken into account when designing the tourism logo for Al-Qunfudhah are as follows:

The design was adapted from a group of pictures of Al-Qunfudhah Governorate, which varied from landscapes or heritage landmarks in the region:

1. Umm al-Qamari Island
2. Doves
3. Bajafar Well
4. The marine nature of the province

The design of the tourism logo focused on the distinct colors of nature in the province, where God Almighty has blessed Al-Qunfudhah with a diverse and beautiful nature, and this emerged through its diversity and gradation of colors.

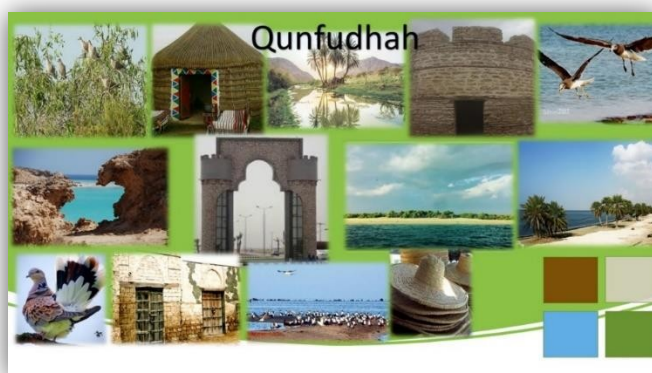


Figure (6) Pictures from Al-Qunfudhah Governorate

PROPOSED DESIGNS



Figure (7) The proposed logo

The design in green is the letter (Q) which is the first letter of the name Qunfudhah in English. On the right side a shape of a bird (to denote the dove bird or Columbidae) and in the middle are two trees (to denote the dome trees that are scattered in Qunfudhah governorate) and at the top of the logo is the form of arches, which is taken from the famous gate of the Qunfudhah governorate that serves as entrance to the well of Bajafar (Al-Qunfudhah Digital Portal website).

The colors used in the logo design are inspired by the marine nature of the governorate (blue color), the trees in the area (green), and the color of the governorate's monuments (sand and brown colors).

Final colors used in the logo

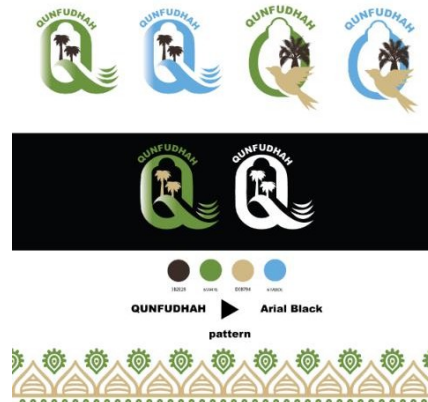


Figure (7) proposed colors for the logo

Proposals to use the logo as souvenirs

First proposal: Book breaks containing phrases and the proposed logo



Figure (8) Proposed book breaks

Second Proposed Design: Logo designs on accessories and clothing accessories:



Figure (9) Logo design on clothes accessories

Third Proposed Design: Consumer Products



Figure (10) Logo design on consumer products

RECOMMENDATIONS

1. Making use of heritage and historical sources in highlighting the national identity.
2. Paying more attention to the design of tourism logos by researchers, because the tourism logo has a great role that no one else can perform, and the correct promotion process can only be done with it.

3. Designing tourist souvenir products based on the logo to highlight the national identity of Al- Qunfudhah Governorate.
4. Developing curriculum units for school students in various artistic fields to be concerned with preserving and documenting traditional folk arts.
5. Conducting more studies and future research in the field of traditional folk arts, especially for Al- Qunfudhah Governorate.

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