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## TECHNICAL WORKSHOPS AS AN ENTRY POINT TO PRESERVE THE CULTURAL HERITAGE IN THE ARAB WORLD AND MOTIVATE YOUNG PEOPLE TO ESTABLISH AND MANAGE SMALL ENTERPRISES

*Yasser Mohamed Fadl Ibrahim* \*

Art Education Department, Faculty of Specific Education, Assiut University

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### **Abstract**

*Technical workshops as an input to preserve cultural heritage in the Arab world and motivate young people to establish and manage small projects This research contributes to the discovery of the importance of technical workshops in preserving the material cultural heritage in the city of AlAhsa in Saudi Arabia and its investment in the field of development and preservation of national identity and strengthening the sense of belonging through the production of paintings and murals in the field of plastic and wall paintings inspired by symbols and elements of heritage, Which is part of the memory of individuals and nations and is specific to national identity and is preserved in the face of the currents of globalization. Planning for the establishment of small projects and the participation of students in art education and motivating them towards professional and professional work in these projects is an urgent necessity because the most important type of capital is the kind of capital that invests in people. The aim of the research is to activate the role of the student of art education as a product graduate by participating in technical workshops and motivating it towards managing small projects and producing works inspired by the cultural heritage in the Arab world, accepted by the consumer society and preserving the Arab identity. Using the descriptive and analytical descriptive approach using the methods of equal groups that include more than one experimental group with one control group. This study is useful for students of art education and the corresponding colleges and labour market destinations where the student of art education gained the skill of managing the work team, production, marketing skills, and feasibility studies.*

### **Keywords**

**TECHNICAL WORKSHOPS- ENTRY POINT- CULTURAL HERITAGE- YOUNG PEOPLE- MANAGEMENT- SMALL ENTERPRISES.**

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### **Introduction**

Artistic workshops upgrade the minds and feelings of male and female students and help to consolidate the values associated with public taste, self-discipline and love of work. They also work to modify students' behavior or add behavior through their practice of an artistic activity, such as painting and plastic photography, wall photography, ceramic molding, Printing, graphics and other fields of art.

The researcher focuses on workshops that deal with teaching art through economic goals and contribute effectively to the process of transforming the economy of creative action into an industry and market, based on knowledge of the sciences of artistic technologies. The trend of establishing technical workshops has become a major part of any successful educational system for university students and others interested in establishing and managing small businesses. The role of those in charge of these workshops lies in launching the spirit of initiative, cultivating the mentality of creative practice, and creating environments that can achieve and simulate the real reality and its requirements, leading to the creation of young people able to act in leadership in all aspects of life in addition to the possibility of meeting the requirements of the labor market.

Based on that, there was an urgent need to know what artistic workshops are and their effective role in the artistic production process, as they are an integral part of the education process in the field of art education, in the workshop there is interaction between the elements of the educational position in the fields of art education, as it helps to build skills It provides opportunities for individuals to interact with each other through planning and implementation periods.

Therefore, this study seeks to reach a strategic thought to establish a specialized technical workshop through which it is possible to interest in employing cultural heritage symbols in the Arab world in the production of artistic paintings bearing the features and characteristics of the tangible cultural heritage, as it is a pillar and a source of pride for every people, because its symbols are evidence of authenticity and originality. It

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\* Corresponding author: fadlyasser@yahoo.com

must be preserved and transmitted between current and future generations, so many countries seek to maximize the return of cultural heritage in the process of economic development as a tributary of the national economy. Likewise, globalization currents that threaten many national and local identities with fading can be addressed, and this is an incentive for training students to Establishing and managing small projects that capture the interest of a large number of all countries of the world, international and regional organizations and bodies, and researchers because of their pivotal role in production, operation, income generation, innovation and progress in light of a national economic perspective based on the outputs of small enterprises.

**Research problem:**

Planning for the establishment of small projects and the participation of art education students and their motivation towards professional and professional work in these projects has become an urgent necessity because the most valuable type of capital and the most important of which is the type of capital that invests in people through technical workshops.

After the art education student is a great human wealth and one of the pillars of a productive society if he employs the elements and symbols of cultural heritage in the Arab world as a source of inspiration and a vital source of contemporary creativity to produce artistic works of material productivity, in addition to forming productive human minds that know the standards of the economy and the standards of productive work that affect Their future life and their activities in public life change with this thought the concepts of future youth who know the value of what is produced and know the value of time and its relationship to production, gain and loss, and on the impact of the whole society changes after a while in forming a generation that confronts the currents of globalization that threaten many national and local products With fading, therefore, there is an urgent need to know the nature and effectiveness of the workshops in motivating art education students to establish and manage small projects that are concerned with preserving the symbols and elements of the tangible cultural heritage in the Arab world.

**The research will answer the following questions:**

- What are the most important steps taken to set up a technical workshop?
- What are the specifications that a student of art education should have in managing small projects?
- Can a typical proposal for a specialized youth workshop be implemented?
- Is it possible to produce art paintings in the field of drawing, plastic photography and wall photography inspired by the tangible cultural heritage in Al-Ahsa city in Saudi Arabia with the proposed artistic workshops?

**First:** Concepts, the importance of heritage and the motives for preserving it:

The heritage of each people gives its identity that distinguishes it from other peoples, and gives it its social, artistic, scientific and educational value, and it is the basic component of civilization, because it represents a group of experiences accumulated over the ages, as their accumulation and accumulation lead to the formation of the memory that makes individuals link their previous experiences Therefore, it is better for every people to preserve and protect their heritage, as its loss and its demise lead to the disappearance of its identity and the loss of its memory.

Heritage also represents a major entry point for comprehensive economic development, being one of the sustainable resources that can be re-employed and invested in setting up small enterprises in order to achieve financial returns. The relationship of heritage to culture Heritage is an inherent component of culture, which produces and produces it. It is this element that gives culture an embodiment and potency on the one hand, and stability and continuity through time on the other hand. Heritage also includes the entirety of identity-bearing symbols, symbols that derive their meanings, connotations and emotional charges, from culture. With this definition, heritage is located between culture and identity, as it derives from culture its forms and meanings, so identity derives from it its limits.

**Heritage classifications:**

The specialized organizations and bodies, most notably the United Nations Educational, Scientific and Cultural Organization, called UNESCO (UNESCO), have made a classification that reflects the multiplicity of the concept of cultural heritage as follows:

**First: tangible cultural heritage:**

This is what the predecessors produced from real estate (ancient buildings and heritage cities), and tools (weapons, jewels, ceramics, pottery, clothes, utensils, doors, paintings, and decorations) and can be divided into:

1- **Fixed heritage:** It is represented in buildings, archaeological sites, inscriptions, rock drawings, museums and historical centers and includes:

**Archaeological heritage:** It contains traces of all human activities that are found within archaeological sites and ancient monuments.

**Urban Heritage:** It includes heritage cities and buildings, traditional neighborhoods, historical centers, monuments and architectural works.

2- **Movable heritage:** It is represented in museum artifacts, stone inscriptions, drawings, paintings, pictures, coins, engraved seals and stamps, and includes:

**Documentary heritage:** It includes written or printed works in ancient languages.

**Second: Intangible Cultural Heritage:**

It is all the inherited cultural experiences and manifestations that are passed on from generation to generation, and everything that reflects a sense of belonging and identity. Among the components of the intangible cultural heritage is the oral tradition (languages, tales, poems, proverbs, songs), and it also includes movable artifacts, handicrafts, folk art, traditional knowledge, rituals and rituals, ceremonial events, visual and performing arts, and literature. Language, dialects, traditional medicine, culinary traditions and festivals.

From the above, we find that cultural heritage includes both material and material values that accommodate the technologies, experiences, knowledge, beliefs, and customs that our ancestors left us behind. Preserving these two elements is preserving the nation's identity and memory and also means preserving the products through which you can We measure the level of civilization for this or that nation. Hence, the research aims to preserve and develop the tangible cultural heritage by introducing some elements and symbols thereof in an artistic workshop whose output is artistic works inspired by that heritage with the aim of preserving it from extinction or distortion.

**The role of artistic workshops in talent discovery and nurturing:**

The objectives of the artistic workshops specialized in the basics of art education organized by the Department of Art Education at King Faisal University go beyond introducing participants from different age groups to the styles of art such as drawing, plastic photography, wall photography, calligraphy and the art of Islamic decoration and refining their skills, as the department and the college seek through these workshops to discover talents Promising and keen to follow and care for them through continuous communication, and provide incentives to encourage them and develop their capabilities.

The College of Education, through these workshops, conducts a direct link between the creative energies and prominent artists in Al-Ahsa, with the aim of learning about their successful artistic experiences and benefiting from their technical expertise. The Training and Community Service Agency at the College of Education is keen to present a set of programs to nurture these talents from Among them are organizing their own artistic workshops and exhibitions, as well as advanced courses to hone and develop their skills.

**Benefits of technical workshops:**

Directing the efforts of individuals towards building good thinking and distinguished and effective cooperative work .

Motivating individuals towards respecting other opinions and points of view, and accepting them with open arms .

- Promoting the concept of belonging, cooperation between individuals, and working as one family to increase the level of knowledge of individuals on a specific topic, and activate their capabilities and develop them.
- It enhances their ability to persuade, confront with logic, and correct thinking.
- Take advantage of the special capabilities of each participant in the team, and activate and develop them.
- Motivation to assume responsibilities, and to face obstacles and difficulties.
- It enhances the self-confidence of the participants, and gives them the courage to express their opinions.

**Specifications that a student of art education should have in managing small projects:**

- Perseverance and setting realistic, achievable goals.
- The ability to build successful human relationships and communicate with others.
- They are fun, cheerful, cooperative, and fit.
- Self-discipline and acceptance of responsibility.
- Dealing with failure as lessons learned and experiences.
- They enjoy energy, energy and high fitness.
- The ability to think innovative and know-how.
- They look to benefit from the experiences of others.
- They have the ability to complete financial reports and deal with numbers.
- Have scientific knowledge and an understanding of technical terms.

**research results:**

- 1- Artistic workshops specialized in the field of plastic art helped produce artistic murals bearing the features and characteristics of the tangible cultural heritage in Al-Ahsa region.
- 2- A cadre of students participating in the technical workshops were trained in the arts of coordination, leadership and organization in order to qualify them to establish and manage small projects.

- 3- Participating students were directed to offer their services to school administrations within Al-Ahsa, aesthetics, school walls, to train them in marketing their technical and technical skills in mural photography.
- 4- Providing the art education student with the skill of managing the work team through the distribution of multiple tasks among them.
- 5- Individual skills were discovered in artistic workshops for use in festivals and art exhibitions.
- 6- Students participating in the technical workshops were empowered with the skill of production and the conduct of feasibility studies through its ability to divide the wall work into multiple areas of different sizes, and estimate the needs of each space in terms of materials and tools.

#### Research recommendations:

- 1- To invite artists and craftsmen interested in dealing with symbols of cultural heritage in Al-Ahsa Governorate, Saudi Arabia, to hold artistic workshops in order to learn about their experience and benefit from their artistic expertise.
- 2- Paying attention to establishing and financing specialized service centers in organizing technical workshops within Arab universities.
- 3- Holding artistic workshops on tangible cultural heritage throughout the Arab world.
- 4- Urging the art education teacher to seek inspiration from the national cultural heritage in the subjects that he presents to his students.
- 5- Discovering creative cadres in technical workshops, providing them with appropriate training courses, and supporting them financially and morally to establish and manage small projects.
- 6- Training teachers and academics on how to use arts to generate ideas for small projects.
- 7- Facilitating the provision of loans for young technical colleges graduates with personal guarantees in order to encourage them to establish and manage small enterprises.

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