

The Egyptian identity in the design of printing fabrics for tourist souvenirs between digital entrepreneurship and the knowledge economy

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Abstract:

Identity is the outcome of the human production of each society and a mixture of characteristics and features that distinguish it from others. With the advent of the third millennium and its digital transformations in all fields, new concepts emerged, such as digital entrepreneurship and the knowledge economy, which were accepted and applauded for their role in advancing development and supporting the national economy. Developing printing designs fabrics for tourist souvenirs with an aesthetic and functional dimension and the possibility of benefiting from the relationship of new concepts such as digital entrepreneurship, knowledge economy and the field of designing fabrics for tourist souvenirs. Achieving the concept of digital entrepreneurship and the knowledge economy in the field of designing fabric printing of tourist souvenirs. The importance of the research lies in rooting the concept of Egyptian identity as a contemporary trend in designing fabric printing of tourist souvenirs and opening new horizons to reach creative solutions in the field of designing textile printing in general and the field of designing fabric printing of tourist souvenirs in particular. And shed light on the role of the field of textile printing design in supporting the national economy and revitalizing tourism in light of the concepts of digital entrepreneurship and knowledge economy. The analytical description and analysis of some elements related to the Egyptian identity that characterize the aforementioned tourist destinations, as well as the design ideas for printing tourist souvenir fabrics. The research recommends encouraging and supporting designers and producers to design and produce printed tourist souvenir fabrics that express the Egyptian identity to promote the Egyptian tourist destination.

Keywords:

Egyptian Identity - Tourist Souvenirs - Digital Entrepreneurial - Knowledge Economy.

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