

## Utilizing Jute Fabric-Reinforced Composite Materials to Manufacture Egyptian Furniture as A Tourism-Promoting Product

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### **Abstract:**

This study addresses the worldwide economic crisis harmed the furniture industry and the Egyptian economy. The study also investigates how heritage symbols influence tourist souvenir vocabulary and Damietta Governorate's furniture industry's challenges. Thus, the study suggests utilizing composite materials reinforced with jute fabric to produce Egyptian furniture as a tourism promotional product for integrating traditional crafts into the furniture industry. The goal is to create an additional market for local furniture to attract tourists. Epoxy and jute fabric were used to combine traditional crafts and heritage icons into easily disassembled and reassembled furniture. This method preserved the traditional items and improved the composite material. Sustainable heritage tourism marketing strategies are further investigated in the study. It assists in developing promotional materials utilizing the heritage symbol. The objective is to use epoxy products that are common and popular based on a survey to create personalized customer designs. This is employed in furniture to add attractiveness and performance by adding jute fabric to the polymer. An opinion poll investigation of the local market's audience helps create the prototype concept. The findings were analyzed and used to develop a furniture prototype crafted from local wood, strengthened with jute fabric and copper parts, and decorated with traditional copper artwork to attract tourists. One notable characteristic of this item is its lightweight nature, making it effortless to deconstruct and install. A compact box makes it easy to transfer the products after purchasing. The investigation concludes by determining the key target markets and product promotion strategies.

### **Keywords:**

Tourism Marketing; Furniture Disassembly and Assembly; Composite materials; Jute Textile; Traditional Crafts.

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