

Hotel Workers' Uniforms Express Egyptian Heritage and Identity

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Abstract:

Egypt has a charming nature, a moderate climate and diverse touristic regions. Egypt has touristic elements that are rarely found in any country in the world. Hotel workers' uniforms play a major role in hotel performance and in promoting tourism. The uniforms of Egyptian hotel workers do not express the Egyptian identity and heritage. The research problem lies in the fact that hotel uniform designs in Egypt are merely an imitation of Western designs and do not express Egypt's diverse heritage. A training study was implemented as part of the graduation project for students of the Ready-Made Garments Department, Faculty of Applied Arts, Damietta University. The aim is to design and implement a modern hotel uniform that is characterized by elegance and carries authentic heritage meanings to revive Egyptian heritage, deepen belonging to the homeland and activate Egyptian tourism in addition to serving the community. The project is inspired by five Egyptian tourist areas, which are "Nubia - Siwa - Giza - Sinai - Damietta and the Canal Cities".

The results showed that the Giza Group hotel uniforms are the best in terms of design quality, the Sinai Group uniforms are the best in terms of quality of connection to the source of inspiration and modernity, and the Siwa Oasis Group uniforms are the best in terms of quality of adjustment, comfort and suitability for functional performance. The results showed that the designed hotel uniforms are characterized by elegance and modernity, express Egyptian heritage and identity and help promote tourism. Egypt possesses tourism assets rarely found in any other country in the world. Egypt boasts a rich history, deeply rooted in the history of the world. Egyptian antiquities include Pharaonic, Islamic, Coptic, Greek, and Roman antiquities. Egypt boasts a captivating natural landscape, a temperate climate, and diverse tourist areas. Hotel workers' uniforms play a significant role in hotel performance and in promoting Egyptian tourism. Therefore, they must reflect Egyptian identity and the identity of the tourist area in which the hotel is located. Therefore, researchers directed final-year students in the Ready-Made Garments Department at the Faculty of Applied Arts at Damietta University to develop a graduation project. They designed and created hotel staff uniforms that express Egyptian identity and the identity of Egyptian tourist areas. The goal was to design and create modern, elegant hotel uniforms that embody authentic traditional meanings. This goal is to revive Egyptian heritage, deepen national belonging, stimulate Egyptian tourism, and serve the community. The project is inspired by five Egyptian regions: Nubia, Siwa, Giza, Sinai, Damietta, and the Canal Cities.

Research Problem: The uniforms of Egyptian hotel workers do not reflect Egyptian identity or the identity of the tourist areas in which these hotels are located. This is despite the fact that tourists prefer the atmosphere of the hotels they stay in to reflect the identity of the country in which they are located. The research problem lies in the fact that hotel uniform designs in Egypt are mere imitations of Western designs and do not reflect Egyptian identity, despite its richness and diversity. Therefore, modern hotel uniforms must be designed that express Egyptian identity and help promote tourism in Egypt.

Research objectives: 1. Drawing inspiration from the heritage of Egyptian tourist areas (Siwa, Sinai, Nubia, Giza, Damietta, and the Canal cities). 2. Designing and implementing modern, elegant hotel fashions that reflect Egyptian heritage and identity.

Result and discussion: The results are summarized in the following points:

1- Design Group No. (3), inspired by the tourist areas in Giza, received the highest rating (88%) in the design quality axis. The inspiration was drawn from the solar boats in the Pyramids area. This demonstrates the civilization's grandeur through the decorative forms and their harmony with the materials, resulting in a high-quality design inspired by the Pharaonic era.

2- Design Group No. (4), inspired by the tourist areas in Sinai, with their unique nature, received the highest rating (87%) in the quality of connection to the source of inspiration and modernity axis. This indicates that the inspired shapes are characterized by distinctive bright colors, such as red and green, with high precision. The inspiration illustrates the intertwining of the mountains with the sea, which is appropriate for the functional form of hotel attire.

3- Design Group No. (2), inspired by the tourist areas of Siwa Oasis, received the highest rating (90%) in the quality axis, the functional aspect, suitability, and comfort of performance. The inspiration for this group was predominantly drawn from palm trees and the picturesque nature, with the colors of ripe snow, the reflection of sunlight on the sand, and the extent of its effect on the material. This group is considered the highest in hotel suitability.

4- The hotel fashions that were designed are characterized by elegance, modernity, and authenticity, expressing Egyptian heritage and identity and helping to promote tourism.

Paper History:

Paper received January 10, 2025, Accepted April 4, 2025, Published on line May 1, 2025

Keywords:

Hotel Workers' Uniforms, Heritage, Identity, Tourism

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CITATION : Naglaa Teama, et al (2025), Hotel Workers' Uniforms Express Egyptian Heritage and Identity, *International Design Journal*, Vol. 15 No. 3, (May 2025) pp 597-611
