



Using the Traditional handicrafts in Applying Sustainability in Hotels, The case of Siwa Oasis

استخدام الحرف اليدوية التقليدية في تطبيق الاستدامة في الفنادق، حالة واحة سيوة

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Abstract

الملخص

Egypt is characterized by the multiplicity of traditional handicrafts, depending on the region and the diversity of history. Traditional handicrafts are one of the factors that distinguish Egyptian tourism and gives its hotels a different image. There is a growing interest from the different parties in the tourism and hospitality industry to search in ways that differentiate their services from other competitors. The use of traditional crafts would enhance the customers' sense of the authenticity of the place and prompt them to search more about the history of these crafts and knowing more about it and enhance the relationship between hotel and guests with a distinctive brand. This study describes the effect of using different kinds of Egyptian traditional handicrafts as Salt, Pottery, and Kilim in Siwan hotels to secure sustainable rates of demand. To achieve the aim of the study, a self-administrated questionnaire was developed and addressed to hotels' guests, 285 forms were statistical analysis. Also, twenty-two Semi- Structured interviewees were conducted with tourism and hospitality experts. The findings of the study reveal that using these crafts in hotels could stimulate consumers' purchasing behavior. Egyptian Tourism Authority should adopt the concept of heritage hospitality and art marketing concept by enhancing marketing efforts through international exhibitions and its official websites. Hotels owners should adopt using of handicrafts to differentiate their decorations, and brand it. Traditional handicrafts men are to differentiate their products to include all amenities as a tool of publicity and marketing the brand name with Egyptian identity.

تتميز مصر بتعدد الحرف اليدوية التقليدية حسب المنطقة وتنوع التاريخ. مما يجعل الحرف اليدوية التقليدية من العوامل التي تميز السياحة المصرية ويمنح فنادقها صورة مختلفة إذا تم استخدام هذه الحرف التقليدية في عملية التصميم وأثاث الفنادق. هناك اهتمام متزايد من الأطراف المختلفة في صناعة السياحة والضيافة للبحث عن طرق تميز خدماتهم عن المنافسين الآخرين. يؤدي استخدام الحرف التقليدية إلى تعزيز إحساس العملاء بأصالة المكان ودفعهم إلى البحث أكثر عن تاريخ هذه الحرف ومعرفة المزيد عن المجتمعات في مكان صنعها وطبيعتها وعاداتها ودعم علاقة التواصل بين الفندق والعملاء. تصف هذه الدراسة تأثير استخدام أنواع مختلفة من الحرف اليدوية التقليدية المصرية مثل الملح والفخار والكليم في فنادق سيوة لتأمين معدلات مستدامة للطلب والإشغال وجذب العملاء. ولتحقيق هدف الدراسة تم تطوير استبيان ذاتي الإدارة موجه لنزلاء الفنادق، ٢٨٥ استمارة للتحليل الإحصائي. كما تم إجراء ٢٢ مقابلة شبه منظمة مع خبراء السياحة والضيافة للوقوف على آرائهم. تكشف نتائج الدراسة أن استخدام هذه الحرف في الديكور والمرافق الفندقية يمكن أن يحفز المستهلكين على الشراء لشراء مثل هذه المصنوعات اليدوية التقليدية. يجب أن تتبنى هيئة السياحة المصرية مفهوم الضيافة التراثية ومفهوم التسويق الفني الذي يشمل الحرف والمنتجات التقليدية / التراثية كاتجاه جديد في السياحة المصرية من خلال تعزيز جهود التسويق من خلال المعارض الدولية ومواقعها الرسمية. على أصحاب الفنادق اعتماد الحرف اليدوية في فنادقهم للتمييز بين ديكوراتهم وعلامتها التجارية. يجب أن تطلب الفنادق من رجال الحرف اليدوية التقليدية تمييز منتجاتهم لتشمل جميع وسائل الراحة المستخدمة في غرف الضيوف والمنتجات الصحية والأماكن العامة مع اسم العلامة التجارية للفنادق كأداة للدعاية والتسويق لاسم العلامة التجارية بالهوية المصرية.

Keywords: Siwa and Egyptian Oases; Traditional Handicrafts; Hotels Sustainability.

الكلمات الدالة: سيوة والواحات المصرية؛ الحرف اليدوية التقليدية؛ الاستدامة بالفنادق.

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Introduction

Traditional crafts, culture, and tourism are inseparable becoming partners, as tourists experience the culture, tradition, heritage, and indigenous way of living through it (Deb, Mohanty, & Valeri, 2022). Traditional handicrafts are one of the most creative tools for tourism promotion and enhancement of the tourist flow to countries. Also, it could be an important means of poverty reduction in some communities. So, traditional handicrafts are of economic, social, and cultural importance to many societies, in addition to being environmentally friendly (khaled, 2022).

Egypt is one of the wealthiest countries in the world in terms of the amount of heritage it possesses; however, it does not have a distinguished image as a tourism destination yet. Siwa Oasis is famous for traditional handicrafts from carpets, textiles, and folk costumes. It is also famous for manufacturing a distinctive style of silver jewelry, natural wellness centers, and luxury hotels built in a manner that seeks to be simple and in harmony with the natural, cultural, and heritage environment of the Oasis. Egyptian heritage environment is full of aesthetic values that can be used in the design of printed hangings inspired by its heritage symbols to give a special Egyptian character to the tourist places in which to confirm its unique identity (Osman & Al Bary, 2019). Therefore, the idea of the research is to study the use of traditional handicrafts in Siwa Oasis hotels to enhance sustainability and achieve its economic, social, and environmental dimensions for the domestic community and the Egyptian destination.

The research Aims to Study the use of traditional handicrafts to enhance the concept of sustainability and in branding Egyptian hotels, determine its' impact on tourist's decision-making as a sustainable competitive advantage for Siwa Oasis and its' hotels. The research has many questions considering studying the traditional handicrafts as an element of tourist attraction, how far traditional handicrafts influence tourists' decision to repeat visits to a tourist destination in general and to hotels in specific. The effect of traditional handicrafts as a marketing competitive advantage to hotels in Siwa Oasis. Measure the cooperation between the owners of traditional handicrafts and hotel managers in Siwa Oasis. Discovering the economic, social, and cultural impact on the local community in Siwa Oasis from because of using traditional handicrafts in the hotels.

Literature Review

Siwa Oasis

Egypt has many unique tourist areas with diverse tourist attractions especially historical, cultural, and environmental with splendid natural scenery. Among them and the most famous is the Western Desert (Haiying, 2020; Elnagar & Derbali, 2020). The Western Desert embraces about two-thirds of Egyptian lands (681,000 km²), it's one of the driest regions in the world (Amara, 2013), It includes many Oases, the best known amongst them are Siwa, Farafra, Bahriyah, and Dakhla and Kharga, each of them has a special nature, environment, and distinguishable architectural style. Therefore, Egyptian oases are still the most diverse in the world (Mohamed, 2020; Ayad & Shujun, 2013; Ayad & Ye, 2015), Bedouin culture is an integral part of the tourist experience when visiting Egypt (Abdelfattah & Eddy, 2019).

The Western Desert and its oases added new dimensions to the Egyptian touristic map. As it has become a tourist destination for lovers of leisure, adventure, sports, relaxation, ancient history, archeology, and geology, and those seeking natural therapy (Amara, 2010). Although the similarity between western desert Oases, Siwa is still the most fascinating among these oases due to its natural beauty, traditions, and culture of its people. It is a magical place for quietness and nature lovers due to its unique environment. Therefore, tourists who visit Siwa Oasis are considered to have special interests (Mohamed, 2020).

Siwa Oasis is located at the farthest western edge of the western desert about 300 kilometers southwest of Matruh city and 65 kilometers east of the Libyan borders, it has a width that oscillates from 2 to 20 kilometers and 82 kilometers long (Rao & Saksena, 2020), it's a natural depression

polder about 23 meters below sea level (Samy, 2010; Asham & Doering, 2022). The Siwa Depression is bounded by the Qattara Depression from the east, the Jaghub Depression from the west, the Great Sand Sea from the south, and the El-Diffa Plateau from the north. (Sallam et al., 2018), it's having an extremely arid continental desert climate (Khalil & Fathy, 2021). So, the best time in Siwa is spring or Autumn. (Rao & Saksena, 2020), people prefer to visit it in winter to enjoy the sun and a healthy atmosphere (Mohamed, 2021).

Siwa, due to its abundant tourism resources has become one of the important Egyptian touristic attractions (Amara, 2010; Ayad & Shujun, 2013). It's the only authentic oasis in Egypt where people live as their ancestors did. Due to its remote location in the Western Desert of Egypt, people there are distinguished by their customs, traditions and special clothes that are distinguished from the rest of the Egyptian population (Khaled, 2022). Furthermore, the environmental and cultural value system. Also, the assets of the traditional society such as the Siwa language, craft production, mud-salt brick architecture, and rich heritage performances inside the tribes, So Siwa was announced as a desert nature reserve characterized by assets of cultural heritage in 2002 (Abdel Aziz, Muhammed, & Mohammed, 2021).

Siwa includes bird habitats, orchards of olive and palm trees about 250,000 palm trees (Rao & Saksena, 2020), In addition to four salt lakes, (about 18.00 meters below sea level), many ancient natural hot and cold-water springs (about 203) were constructed during Roman times (Rovero, Tonietti, Fratini, & Rescic, 2009). It's also characterized by its unique geological compositions (Khalil & Fathy, 2021), in addition, Siwa has been a famous place since the ancient period as a trade center. Many mummies have been discovered in Siwa since 2000 BC nearly. (Rovero et al., 2009). In addition to many archaeological sites including the Temple of Amun, Ain Shams (Cleopatra bath, Ain Hammam), The Temple of Um Ubaida and others (Osman, & Al Bary, 2019; Mohamed, 2021).

Traditional handicrafts in Siwa Oasis

Traditional handicrafts are considered a distinct cultural heritage, distinguished by the Egyptian environment, especially Upper Egypt, North Sinai, and the Siwa Oasis (Salah, 2020). From the earliest dynasties in ancient Egypt, Egyptians assiduously recorded scenes from their daily life and labors on the walls of temples, religious rituals, and the arts. Traditional handicrafts were an important part of these murals, which depicted the making of pottery, glass, papyrus, jewelry, and fabric as well as artisans working stone, metals, wood, and leather (El-Batraoui, 2016). There are many workshops in the Oases mainly focusing on traditional crafts, including hand-made carpets from sheep's wool etc.; Each oasis has its unique model and decoration for its products depending on the surrounding environmental resources for accessories. However, there is a shortage in the number of outlets and marketing opportunities for such traditional handicrafts to market inside and outside Egypt (Mohamed, 2021).

Siwa is known for having the best traditional handicrafts among the oasis of the western desert where it has the best handmade textiles such as embroidered carpets, and desert tonsils with their traditional pyramidal shape-handmade and decorated beautifully, in addition to Pottery handicrafts are considered are of the most distinguished traditional handicrafts in the oasis. (Salah, 2020), including sold products, jewelry, baskets, embroidered women's clothing produced with colourful silk and other artifacts (Rao, & Saksena, 2020).

In addition to the Kilim industry: the multi shapes and colors of the kilim distinguish this traditional industry in Siwa, through reflecting the nature and simplicity of lifestyle, there are different uses of killim as floor carpets; furniture covers; or for wall decoration by hanging, it as a beautiful piece of art (Abdou, Shehata, Mahmoud, Albakhit, & Almahayitah, 2022).

The Importance of Traditional Handicrafts in Tourism and Hospitality

Tourists faced many challenges due to globalization in the 21st century. Many researchers have identified the value of traditional handicrafts and their impact on regional competition, and tourism growth, besides their economic, social, environmental, and cultural advantages. Traditional handicrafts are an important part of the tourism experiment. As it contributes to achieving tourist satisfaction and connecting local culture with tourists (Fresco, 2015). Hence, it become a desirable trend in hospitality and tourism, and it's poised to change the economic and social life for communities (Davies, Donald, Gray, & Knox-Hayes, 2017).

Abou-Shouk, Zoair, El-Barbary, and Hewedi (2018) have confirmed that the traditional handicrafts increase the sense of place or emotional tie between tourists and destinations, Sense of place in tourism refers to the commitment of tourists towards a destination that offers them a unique experience. Globally, the family business that works in Traditional handicrafts occupies an important position by producing and marketing various products in the tourism field. It considerably contributes to the gross Domestic product (GDP). Also, it offers jobs and improves citizens' quality of life, stimulates local and regional growth, boosts civil society development, and serves as the foundation for the middle class (Davies et al., 2017), So Family business in tourism settings ultimately influences the expansion of tourism from generation to generation. Traditional handicrafts creating new avenues of livelihood particularly crucial for rural downtrodden people and enhancing the competitiveness of the destination (Obermayer, Kővári, Leinonen, Bak, & Valeri, 2022).

In study by Deb and associates (2022), traditional handicrafts increases local peoples tie to their land, enhancing local commitment to their communities in many ways and helping to develop the locals' attitude toward conservation of resources. Sustainability is the most important characteristic of traditional handicrafts, as they are made of natural materials and have no negative effect on the surrounded environment, recyclable, safe and non-toxic (Rusu, 2011).

Tourism products including traditional handicrafts should always be characterized by innovation. Many researchers as; (Hjalager, 2015; Booyens & Rogerson, 2016) focused on the importance of innovation, as one of the priority subjects in most tourist destinations, which include product innovation, process innovation, and marketing innovation. Product innovation means providing new tourist goods and services or improving existing tourist goods. Process innovation means introducing new or improved processes in tourism such as developing new ways of distributing and supporting tourism products to improve efficiency and productivity (Booyens & Rogerson, 2016). Marketing innovation is adding changes to product design and the application of new promotional policies in order to increase the attractiveness of products or enter new tourist markets (Elzek, Gafaar, & Abdelsamie, 2020). The artisan economy is associated with tourism shopping, as the tourists spend one-third of their travel expenditure on buying artifacts, purchasing local traditional handicrafts to concretize and preserve their memories of the trip (Khaled, 2022).

Traditional handicrafts have many health benefits, for example, Pottery has many health benefits. It helps in converting the acidity of water into alkalinity and thus increases the rates of blood alkalinity when drinking this water, which increases the percentage of oxygen inside the body, which is reflected in the body's ability to fight cancer cells because of the inability of these cells to live within the alkaline environment and thus works to prevent the formation of infections. In addition to cooking in the clay pot is far superior to cooking with regular utensils because it is considerably easier and results in better-quality meals. Clay pots retain heat and moisture because of the porosity and inherent insulation that clay possesses (Hasballa, 2018).

Rock salt contains 84 of the 92 essential elements for the body, including calcium, iron, zinc, potassium, magnesium, and copper, it has numerous health benefits for the body, skin, and hair (Sarker, Ghosh, Sarker, Basu, & Sen, 2016). Rock salt is one of Siwa Oasis' most famous products, as it Is not used in cooking only, but also as a decoration in the manufacture of lamps, candles, crystals, vases, and valuable gifts with unique geometric shapes, making it one of the best and most

famous products and a popular tourist destination. In addition, thick salt is also well-known for expelling negative energy and relieving stress and anxiety. Rock salt is one of the most important elements used in green hotels in Siwa because rock salt is free of chemicals and pollutants, and it has many positive effects on the skin, hair, and health (Manoharan & Kaliaperumal, 2022).

According to Hwang and Felitti, (2022); Olive oil contains many benefits as it is Anti-inflammation, it has anti-clotting properties as well as healthy properties that help reduce inflammation in the body in addition to being a healthier option for the heart. Antioxidants. Because it contains powerful antioxidants known as polyphenols, many health professionals consider olive oil to be heart healthy. Polyphenols have been shown to slow the progression of atherosclerosis. DHPEA-EDA. One of the most important polyphenols found in olive oil, researchers discovered that it protects red blood cells from damage. Olive oil contains a high concentration of monounsaturated fatty acids, which help to control a person's LDL — or bad — cholesterol while also raising the body's good, heart-healthy cholesterol. This polyphenol class found in olive oil is being studied for its anti-cancer properties. It is thought to offer some protection to the digestive tract.

The Relationship between Tourism and Creative industries

The cultural industry plays a crucial role in tourism marketing and improvement. Numerous nations overall began to involve handicrafts as the focal center of tourism development and marketing, laying out the tourism facilities close to the primary handicraft creation centers (Reffat & Mohamed, 2019). Creative tourism includes the perception of arts; obtain of authentic crafts, cooperation in cooking workshops, and correspondence with the local societies without any obstructions and remaining in a homestay or high level and service lodging like heritage hotels (Khalil & Kozmal, 2020). Traditional Handicraft works are unique and creative expressions of a specific culture or society through local crafts and materials. With expanded globalization, however, products are turning out more and more commoditized and craftsmen find their items competing with products from everywhere in the world (Mahgoub & Alsoud, 2015).

Generally, the traditional craft and tourism industry are connected to traditional handicrafts is considered among the socio-cultural products made by the native people of the tourism destination that tourists are able to see and buy, that means the handicraft products as one aspect of traditional indigenous culture can be used as a fine tool for marketing the tourism destination and attracting more and more travelers (Reffat & Mohamed, 2019). Craftsmanship organizations are a critical part of tourism and the hospitality industry that contribute to targeting tourist satisfaction. However, these types of business make a connection between tourists and local culture (Deb et al., 2022).

According to Richards, (2005) “arts, crafts, culture, and tourism industry are quickly become, indivisible partners. There are many different empirical overviews and researches on the relations between traditional crafts, tourism, and economic development in African nations that bear witness to the positive role it plays in creating employment opportunities, strengthening of the nearby population, and decreasing poverty (Tijani, Ogundele, & Donald, 2012). Furthermore, the main native modern industrial, technological, and vocational activity that is most readily sustainable and accessible to most African nations (Tijani, 2006).

Traditional Handicrafts in Siwan Hotels

Traditional handicrafts are defined as “folk art”, “indigenous art”, “and credulous and also tourist art”. These definitions often answer tourists' questions about “the other” and have sizeable effects on people who produce objects of social value. The term handicraft is mysterious (Abdou, 2020). Traditional Handicrafts creation is a significant type of work in many non-industrial nations and frequently a critical piece of the commodity economy world (Mahgoub & Alsoud, 2015). Handcraft has been described as making something physically, a craft or occupation in which manual qualification is needed e.g. Textile, cutting, and painting (Tijani et al, 2012).

Siwa is A unique Egyptian oasis with conventional characteristics (UNEP, 2002). The extravagant hotel in Siwa is made of traditional houses built of mud and salt serving natural food, suitable for a prince who champions cultivating ruler strategies. Siwa is the possibility of discovering and investing in an area that could conserve and respect natural heritage, a place that is connected to progress, and that could decrease poverty by giving a fine quality of life (Hatem, 2018). Traditional arts and crafts mirror the artistry and creativity of Siwan females. To stay away from the extinction of these traditions, undertakings ought to be planned for those objectives of family-based endeavors (Elkaftangui, Elnokalyb, Awadc & Elseragy, 2015). The craftsmen ought to attempt to reestablish conventional methods with food designs. Handcraft likewise adds to the adjustment of both Urban and Rural Communities in addition to empowering, encouraging and improving local products, arts, and skills that make the greater articulation and development (Tijani et al., 2012; Mohd Suki, 2015).

Lodging and tourism family private business has made significant roles in regional development (Kokranikal & Chettiparamb, 2015). These unbelievable features of handcrafts products sectors have created an excellent tool that can assume a significant role in marketing sustainable development (Reffat & Mohamed, 2019). Arts can be used as a new concept of hotel marketing strategy, to attract guests and to differentiate a hotel from the severe competition, facilitating the possibility of accommodation to stand out in the market and accomplish a positive and sustainable monetary performance (Fresco, 2015). Art marketing has changed into a more active marketing strategy that targets to develop the quality of life by using art as a medium while improving the image of corporations (Kong, 2016).

Lodging and accommodation facilities present many pieces of art in building structures, that as we saw art and accommodation facilities are now seen as connected and because for many hoteliers, they seem sense together, but we can dissect art in lodging facilities as being as well as promotion strategy (Sheehan, 2004). When developing and carrying out service operations, hotels should consider an ambidexterity perspective. Second, hotels that value art should pick a suitable natural setting for their service areas. Third, creating a dedicated position for an artistic manager in the top management group is necessary to introduce art-focused services into hotels. The artistic manager can plan and carry out service projects that are related to the arts. In order to, meet guest preferences, hoteliers seek innovative alternatives to traditional lodging products. Relatively new to the industry, art hotels provide the same facilities as traditional accommodations (Cheng, Tangb, Shihe, & Wangc, 2016).

Hotels invest in art programs and believe in the significance and benefits of art represents to their properties (Fresco, 2015). Arts can explore value for the guests and assist hotels to competitive advantage. Customers that want spiritual fulfillment tend to prefer a service design that enhances their sensory experiences focus on artistic experiential activities and prefer to engage in tourist activities that display cultural authenticity rather than choosing hotel accommodations based on pricing (Cheng et al., 2016). Tourists are particularly interested in the product's quality since they like to purchase local goods as souvenirs. Vendors in a tourist area offer comparable goods, which forces them to set competitive prices (Deb et al., 2022).

The Importance of Sustainability to Tourism, Hospitality, and Ethnic Communities

Tourism at the beginning of the 21st become the backbone of the global economy (Ahla, 2020; Kyrlov, Hranovska, Boiko, Kwilinski, & Boiko, 2020) that play a role in the improvement of the population's welfare and growth the increase in the country's competitiveness in the world markets (Assaf & Scuderi, 2020; Rathore & Dwivedi, 2021), Also it has effectiveness and an impact on the cultural, environmental and social aspects in both developed regions and in developing or poor regions (UNWTO, 2021; UNWTO, 2022).

Sustainable development principles were suggested which are the optimum use of tourist attractions, fulfilling the tourists' needs, and providing job opportunities for local communities (Esmail, 2019). According to Elgammal, (2022) the framework of sustainability has three main dimensions:

economic, environmental, and social. In practice, the economic dimension has received more consideration from decision-makers due to its obvious outcomes related to reducing poverty and generating income and job opportunities. Socially, Sustainable tourism contributes to residents' quality of life, in parallel to creating job opportunities while providing high-quality experiences for visitors. For some Bedouin communities, tourism has been a promising industry and cultural driver for Bedouin community development. Bedouin communities perceive tourism as means to improve the conditions and quality of their lives. In a way, it promotes and safeguards their cultural identity, while at the same time empowering them (Abdelfattah & Eddy, 2019).

Accordingly, tourism is one of the important industries that play an important role in increasing revenue for many local industries and handicrafts, especially in developing countries (Faraji, Khodadadi, Nematpour, Abidizadegan, & Yazdani, 2020; Assaf & Scuderi, 2020). It seeks to narrow the gap between income and employment disparities among regions and help to alleviate poverty and inequality (Haiying, 2020). Thus, tourism according to the sustainability concept isn't only a tool for economic growth tool, but also an instrument for achieving Sustainable Development Goals, geared towards reducing poverty (Haiying, 2020). Tourism is perceived as a major source of potential economic development for ethnic minority communities in developing regions such as the Bedouin communities in the Middle East (Abdelfattah & Eddy, 2019).

Despite the general call for sustainable and green practices worldwide, social and environmental objectives usually take second place to economic objectives, and decision-makers misinterpret the term sustainable tourism and hence fail to achieve a balance among the three agendas of the economy, society, and the environment (Elgammal, 2022). Tourists have a growing interest about hotels' efforts to involve sustainable activities and to preserve the environmental heritage as a major asset on which hotel activities arise and customers care about. Most developing countries as Egypt still have deficiencies in applying and implementing those kinds of activities (Kapera, 2018).

Hotels trying to gain a competitive advantage by adopting activities and services with great efficiency and minimum negative impact and decreased intensity of using the resources, at the same time (Leonidou, Christodoulides, & Thwaites, 2016; Leonidou, Christodoulides, Kyrgidou, & Palihawadana, 2017; MiJatov, Pantelić, Dragin, Perić, and Marković, 2018). Many researchers declared the correlation between tourism and hospitality development and the surrounding environment. They also emphasized the positive effect of tourism economically but at the same time, they agreed that tourism sectors especially the hospitality industry may cause degradation to the natural attraction and the culture, customs, and traditional way of living among the local community (Garay & Jones, 2016). This forces many regions, and countries to monitor tourism and hospitality activities to guarantee sustainable social economic, cultural development without compromising the surrounding environment (MiJatov et al., 2018).

One of the major issues that the hospitality industry is concerned about are sustainability and its effect on the surrounding environment. Many studies emphasized that the hotel industry has a significant negative effect on the environment, due to the high rates of consumption of water and energy used in guests' daily life. Some hotel management was initiative and have responded positively by implementing environmental practices to preserve the surrounding environment and minimize its negative effect (Huh & Chang, 2017; MiJatov et al., 2018).

– There are numerous advantages to greening and sustainability practices in the hospitality industry. In addition to attracting guests, especially those who have environmental concerns and appropriately addressing what many see as a moral duty considering the current climate catastrophe, sustainable initiatives provide incentives for hospitality firms. To encourage "green" enterprise, governments have implemented several programs (Berezan, Raab, Yoo, & Love, 2013). More than merely energy conservation can result from the use of renewable energy, waste reduction efforts, and policies that promote reuse and recycling. Innovative, eco-friendly technologies can also lead to long-term financial savings. Despite the fact, adopting sustainable practices can initially be expensive at the beginning, the cumulative impacts of energy efficiency, waste reduction, and other factors can

contribute reducing costs (Agarwal, & Kasliwal, 2017; Green Hotel Association, 2020; Thipsingh, Srisathan, Wongsachia, Ketkaew, Naruetharadhol, & Hengboriboon, 2022).

- Sustainability plans have been adopted by numerous hospitality firms. Incorporating sustainable techniques into all business processes is part of this deliberate strategy. Plans for sustainability might enhance brand perception (Abdou, et al, 2022; Thipsingh, et al, 2022).

The Growing Interest of Tourists in Sustainability

Many studies clarified that the development of the hospitality industry has a significant contribution to environmental degradation all over the world referring to hotels' consumption of water and energy. A growing claim and demand for hotel management/ administration to adopt and implement environmentally friendly policies (Kapera, 2018; Merli, Preziosi, Acampora, Ali, 2019; Shen, Qian, Chen, 2020; Abdou et al, 2020).

In (2020) Bender, has a remarkable observation about a growing interest among hotel customers to be accommodated in hotels that have sustainable activities. This remark was taken depending on the results of a survey conducted by TripAdvisor showed that almost 62% of travelers are interested in hotel properties with sustainable and environmental activities. One of the greatest green practices in the hospitality industry is using durable items that made from natural resources with limited or negative effects on man's health. International hotel chains became more committed to following sustainable policies especially with the benefits they gain from implementing those policies.

1. Improving usage and consumption of natural resources.
2. Improving the hotel's image.
3. A marketing tool that could attract customers with environmental interests.
4. Reducing costs of the operation and increasing hotels' profits.
5. Improving guests' feelings of satisfaction and loyalty (Abdou, et al, 2020).

Han, Lee, Trang, & Kim (2018) tested guests' loyalty in correlation to their perception of hotels' green practices. Other researchers concentrated on a variety of important topics, such as how to build green hotels, how to reduce energy consumption, how to achieve sustainability with modern technology, and how to employ human resource management techniques to promote sustainable development (Moliner, Monferrer, Estrada, Rodriguez, 2019; Abdou et al, 2022).

Research Methodology

Research design, Collecting Data

The study aims to shed the light on the effect of using different kinds of Egyptian traditional handicrafts in hotels to secure sustainable rates of demand and attract customers. Seven hotels located in Siwa Oases were under study. Tourism and hospitality research is considered applied research and have many methods to collect data (Yusof and Fadil, 2005). A combination of qualitative and quantitative methods is called mixed methods research and it is more suitable for the nature of tourism and hospitality research to stand on guests' preferences and experts' visions (Liang, choi, and Joppe, 2018). Both qualitative and quantitative methods are used in this research to collect opinions, measure attitudes and analyzing information so, the two methods were followed

A self-administrated electronic questionnaire was designed and revised by professionals to ensure the validity and rationality of its questions. To examine the research questions, the questionnaire was distributed to a random sample of guests who have been recently hosted by hotels in Siwa Oases from the 10th of August 2022 and ended on 20 of September 2022. 390 forms were distributed and only 285 forms were valid for statistical analysis with a recovery rate of 73.07%. The questionnaire consists of six axes, 9 questions and 31 statements that were designed by using ranking questions to choose from (1) to (5) as; (1) is the least preference (Strongly Disagree) while (5) is the highest

preference (Strongly Agree). To the Primarily data and give descriptive analyses of the sample, such as means, standard deviations, and frequencies the program SPSS version 17 was used.

The questionnaire addresses the following points

1. The importance of crafts and traditional handicrafts as a tourist attraction.
2. The influence of crafts and traditional handicrafts on tourist decision-making.
3. Tourist opinion on the ability of hotel managers to innovate in using traditional handicrafts to decorate hotels in Siwa Oasis.
4. The extent of the tourist's awareness of the healthy benefits of some traditional handicrafts used in Oasis hotels.
5. How far the marketing efforts of the Oasis hotels represent a source of information for guests about the products and traditional handicrafts of the Oasis.
6. Measuring tourist satisfaction with the use of traditional handicrafts in hotel design and decoration.

To get a deeper vision, researchers conducted semi-structured interviews with several experts to investigate their points of view about the effect of using traditional handicrafts in hotels. Twenty-two semi-structured interviews were conducted between the period the 3rd of August 2022 to the 26th of September 2022. The selection of interviewees was based on their experiences in the field of tourism and hospitality industries and the field of traditional local crafts.

The discussions were mainly focusing on

1. How are traditional and local handicrafts used in hotels and resorts?
2. What type of traditional and local handicrafts could be used in hotels decoration?
3. Hotels as sponsors of Egyptian traditional handicrafts.
4. Using traditional handicrafts as a marketing advantage in hotels.
5. The role of traditional and local crafts in branding the Egyptian tourism and hotels.
6. The role of traditional local handicrafts in creating jobs, and its economic, and social impact on the local community in the oasis.
7. The responsibility of the Egyptian government in preserving and developing the traditional handicrafts business.
8. The needs of traditional craftsmen to make traditional handicrafts more innovative and attractive to tourists and hotels.

Table 1. Interviewees' Profile

Position	Number
1. Tourism Experts	7
2. Owners of traditional handicrafts in Siwa Oasis	3
3. Hospitality Experts	5
4. Hotels Owners	4
5. Hotels General Managers	3
N=	22
Source: Researchers	

Research Results

Validity of the Questionnaire

The Questionnaire was presented in its preliminary form to a group of (7) specialists in the field of tourism and hotels to identify their opinions on the extent of appropriate questions for the subject of

the study. Specialists who revised the questionnaire were chosen according to their background in the field of tourism and hospitality operations, and statistics of quantitative research. After the researcher took the observations of the arbitrators the Cooper equation was calculated as the proportions of the agreement, and the approval rating ranged from 80% to 100%. The Face Validity of questionnaire content was measured by Corrected Item- Total Correlation (CITC), and it is clear from the analysis of the results of Table (1) That (CITC) value for all questions of the questionnaire ranged between (0.368 to 0.770) which indicates the Validity of the Questionnaire used in the study.

Table 2. Validity and Reliability of the Questionnaire

Customers' agreement about the impact of traditional handicrafts and products on their decision-making		
Statement	CITC	Cronbach's Alpha
Traditional handicrafts used in hotels affect your decision to travel and prefer a tourist area over others	0.722**	0.913
The traditional handicrafts used in hotels influence your decision to re-visit the tourist destination later	0.710**	
Did use notice any variation or innovation in employing traditional handicrafts in various uses during your stay in the hotel compared to the previous visit	0.741**	
The hotel owners used the local traditional handicrafts in the decoration, activities and services of the hotels well	0.668**	
Tourists' awareness of Siwa oasis traditional crafts		
Tourist's awareness about traditional handicrafts in oasis	0.668**	0.919
Tourists desire to use Egyptian traditional crafts	0.741**	
Tourist's awareness about the health benefits of some traditional crafts	0.696**	
Continued		
Which of the following traditional handicrafts could be used in hotels		
Pottery	0.689**	0.609
Kilim	0.447**	
Khayamiya	0.718**	
Embroidery	0.407*	
blown glass	0.423*	
Customers' agreement about using traditional handicrafts in the interior decoration of hotels		
Using amenities made from traditional handicrafts enhance the feeling of welcoming	0.411**	0.810
Egyptian traditional handicrafts play a role in differentiating/ branding Egyptian hotels	0.664**	
Customizing a traditional product with the hotel brand name on it is desirable	0.530**	
Having an interest in making Traditional handicrafts	0.637**	
It is preferable to have Showrooms of traditional handicrafts in hotels	0.571**	
Willingness to visit communities where Egyptian traditional handicrafts are made	0.368*	
Willingness to buy a souvenir of Egyptian traditional handicrafts at the end of the visit	0.521**	

Table 2. Validity and Reliability of the Questionnaire

Customers' point of view about areas in hotels where traditional handicrafts could be used		
Hotel entrance	0.589**	0.863
Guest Rooms	0.464**	
Hotels' Lobby and Reception area	0.772**	
Corridors	0.737**	
Restaurants and other food and beverages facilities	0.636**	
Public areas	0.601**	
What kind of hotels fix, furniture and amenities could apply crafts to it		
Guest room amenities	0.775**	0.770
Bathrooms amenities	0.733**	
Food and beverages setup and utensils	0.527**	
Guestrooms Furnishings, Bed linen and Fabrics	0.416*	
Public Areas Furnishings	0.769**	
Public Facilities	0.483**	
Source: Researchers		

The Reliability of the Questionnaire was whit measured by Cronbach's Alpha and the values ranged between (0.609 to 0.919) which indicates the reliability of the questionnaire used in the study.

Analysis of Tourist Questionnaire: Demographic Characteristics

Table 3. Demographic Characteristics

Statement		Freq. (N.=285)	%
Age	Younger than 25 years	31	11
	25-35 years	94	33
	36-45 years	112	39
	More than 45 years old	48	17
Gender	Male	157	55
	Female	128	45
Nationality	Egyptian	114	40
	Foreigner	171	60
Source: Researchers			

This section describes demographic characteristics in terms of gender, age, and Nationality. Table (3) shows descriptive statistics of demographic characteristics. The results indicate that 55% of respondents are males, while the remaining 45% of them are females. concerning age groups, 11% of respondents are 25 years or less, 33% are between 25 and 35 years, 39% are between 36 and 45 years, 17% are More than 45 years old, the results indicate that 40% of respondents are Egyptian while the remaining 60% of them are Foreigner.

Table 4. the level and extent of Approval for each Questionnaire response

Likert Scale	Interval	Description	Availability
1	1.00 -1.79	Strongly disagree	Very low
2	1.80 -2.59	Disagree	low
3	2.60 - 3.39	Neutral	Medium
4	3.40 – 4.19	Agree	high
5	4.20-05.00	Strongly agree	Very high

Table 5. Customers' agreement about the impact of traditional handicrafts and products on their decision-making

Attributes		1	2	3	4	5	Mean V.	S.D.	Availability
Traditional handicrafts used in hotels affect your decision to travel and prefer a tourist area over others	R	0	14	26	54	191	4.48	11.49	Very high
	%	0	5	9	19	67			
The traditional handicrafts used in hotels influence your decision to re-visit the tourist destination later	R	0	6	20	51	208	4.62	11.96	Very high
	%	0	2	7	18	73			
Noticing of any variation or innovation in employing traditional handicrafts in various uses during your stay in the hotel compared to the previous visit	R	181	25	14	5	0	1.55	1.813	Very low
	%	69	14	10	7	0			
The hotel owners used the local traditional handicrafts in activities decoration and activities of the hotels well	R	157	57	31	29	11	1.92	3.366	low
	%	55	20	11	10	4			
Total axis							3.143	7.157	Medium
Source: Researchers									

According to Table (5), tourists' opinions confirmed that traditional handicrafts and products affect their decision-making to prefer to travel to a tourist destination and hotels over others. In addition to its effective role in decision-making to revisit later. With an average (4.48, 4.62) equivalent to (very agree), and According to their personal opinions it has a psychological and emotional impact on the tourist. On the other side, they confirmed that compared to the previous visit, the traditional handicrafts used in Siwa Oasis hotels still lack renewal and innovation in usage and design. Moreover, the hotel managers in Siwa Oasis didn't use traditional handicrafts in the decoration, activities, and services of the hotels well, as their answers were an average (1.55 ,1.92) equivalent to (disagree: don't agree at all).

Table 6. Tourists' awareness of Siwa oasis traditional crafts

Attributes		1	2	3	4	5	Mean V.	S.D.	Availability
Tourist's awareness of Egyptian traditional crafts	R	14	34	80	63	94	3.66	8.341	Medium
	%	5	12	28	22	33			
Tourists desire to use Egyptian traditional crafts	R	0	6	51	100	128	4.23	9.690	Very high
	%	0	2	18	35	45			
Tourist's awareness about the health benefits of some traditional crafts	R	117	86	51	31	0	1.99	2.229	low
	%	41	30	18	11	0			
Total axis							2.47	5.065	Low
Source: Researchers									

According to Table (6), tourists' responses on the second axis (Tourists' awareness about Siwa oasis traditional crafts) were low as the weighted average (2.47). In addition to the previous table, the awareness and knowledge level of the tourists related to the traditional handicrafts in the region is (intermediate), as their answers were an average (3.66). In addition, their knowledge level about the health benefits and merits of some traditional handicrafts which are used in hotels, food, and beverages is (low). Their answers reflected an arithmetic average (1.99). However, on the other side, their desire to use traditional handicrafts and know more about them was (very high). Their answers reflected an arithmetic average (4.23).

Table 7. Which of the following traditional handicrafts could be used in hotels

Attributes		1	2	3	4	5	Mean V.	S.D.	Availability
pottery	R	0	0	14	134	137	4.432	9.989	Very high
	%	0	0	5	47	48			
Kilim	R	0	0	0	71	214	4.751	12.40	Very high
	%	0	0	0	25	75			
Khayamiya	R	0	43	85	71	86	3.702	8.701	high
	%	0	15	30	25	30			
embroidery	R	0	0	0	120	165	4.579	10.831	Very high
	%	0	0	0	42	58			
blown glass	R	0	43	0	151	91	4.018	8.371	high
	%	0	15	0	53	32			
clay and rock salt	R	0	0	0	77	208	4.729	11.988	Very high
	%	0	0	0	27	73			
Total axis							4.369	10.38	Very high
Source: Researchers									

According to Table (7), tourists' responses on the Third axis (Which of the following traditional handicrafts could be used in hotels) were Very high as the weighted average (4.369).

Table 8. Customers' agreement about using traditional handicrafts in the interior decoration of hotels

Attributes		1	2	3	4	5	Mean	S.D.	Availability
Using amenities made from traditional handicrafts enhance the feeling of welcoming	R	0	0	0	17	268	4.940	13.437	Very high
	%	0	0	0	6	94			
Egyptian traditional handicrafts play a role in differentiating/ branding Egyptian hotels	R	0	0	0	68	217	4.761	12.217	Very high
	%	0	0	0	24	76			
Customizing a traditional product with the hotel brand name on it is desirable	R	0	0	0	14	271	4.951	13.506	Very high
	%	0	0	0	5	95			
Having in interest in making Traditional handicrafts	R	0	0	11	80	194	4.642	11.613	Very high
	%	0	0	4	28	68			
It is preferable to have Showrooms of traditional handicrafts in hotels	R	0	0	43	57	185	4.498	11.338	Very high
	%	0	0	15	20	65			
Willingness to visit communities where Egyptian traditional handicrafts are made	R	0	0	17	54	214	4.691	12.124	Very high
	%	0	0	6	19	75			
Willingness to buy a souvenir of Egyptian traditional handicrafts at the end of the visit	R	0	0	0	23	262	4.919	13.299	Very high
	%	0	0	0	8	92			
Total axis							4.772	12.50	Very high
Source: Researchers									

According to Table (8), Customers' responses on the fourth axis (Customers' agreement about using of traditional handicrafts in the interior decoration of hotels) were (Very high) as the weighted average (4.772).

Table 9. Customers' point of view about areas in hotels where traditional handicrafts could be used

Attributes		1	2	3	4	5	Mean V.	S.D.	Availability
Hotel entrance	R	0	0	17	54	214	4.691	12.124	Very high
	%	0	0	6	19	75			
Guest Rooms	R	0	0	0	23	262	4.919	13.299	Very high
	%	0	0	0	8	92			
Hotels' Lobby and Reception area	R	0	0	43	57	185	4.498	11.336	Very high
	%	0	0	15	20	65			
Corridors	R	43	42	114	86	0	2.852	3.028	Medium
	%	15	15	40	30	0			
Restaurants and other food and beverages facilities	R	0	0	0	40	245	4.859	12.901	Very high
	%	0	0	0	14	86			
Public areas	R	11	20	14	83	157	4.246	10.518	Very high
	%	4	7	5	29	55			
Total axis							4.344	10.534	Very high
Source: Researchers									

Based on the above table, tourists are very desired to use traditional handicrafts and products in hotels, especially in the areas mentioned in the table. Where their answer reflected the general mean (4,344), which is equivalent to the agreement (extremely agree).

Table 10. What kind of hotels fix, furniture, and amenities could apply crafts to it

Attributes		1	2	3	4	5	Mean	S.D.	Availability
Guest room amenities	R	0	0	29	42	214	4.649	12.112	Very high
	%	0	0	10	15	75			
Bathrooms amenities	R	0	0	0	43	242	4.849	12.829	Very high
	%	0	0	0	0	85			
Food and beverages setup and utensils	R	0	0	6	51	228	4.779	12.484	Very high
	%	0	0	2	18	80			
Guestrooms Furnishings, Bed linen and Fabrics	R	0	0	9	42	234	4.789	12.628	Very high
	%	0	0	3	15	82			
Public Areas Furnishings	R	0	0	34	54	197	4.572	11.667	Very high
	%	0	0	12	19	69			
Public Facilities	R	0	9	0	68	208	4.667	11.971	Very high
	%	0	3	0	24	73			
Total axis							4.719	12.28	Very high
Source: Researchers									

According to Table (10), tourists' responses on the sixth axis (that kind of hotels fix, furniture and amenities that could apply crafts to it) were (Very high) as the weighted average (4.719)

Table 11. The questionnaire and its axes

The axes	Mean V.	S.D.	Availability	
1	3.143	7.157	Medium	5
2	2.47	5.065	low	6
3	4.369	10.38	Very high	3
4	4.772	12.50	Very high	1
5	4.344	10.534	Very high	4
6	4.719	12.28	Very high	2
total questionnaire	3.969	9.653	High	
Source: Researchers				

According to Table (11), the fourth axis ranked first in terms of the highest degree of approval with a weighted average of (4.772), the second axis ranked last in terms of the highest degree of

approval with a weighted average of (2.47), and the responses of the study sample to the overall questionnaire were high, with a weighted average of (3.969).

Findings from tourists' questionnaire

1. Traditional handicrafts have an impact on the tourist's decision of preference tourism destination or a specific hotel over other competitors. Also, his satisfaction with visits generally
2. There is a positive relationship between the decision of the tourist in repeating the visit to a specific destination or hotel and the extent of innovation in the use of traditional handicrafts as an attraction in the future.
3. Traditional Handicrafts have a psychological and emotional impact on the tourist towards the tourist destination generally and hotels particularly.
4. Some tourists have less awareness of the healthy benefits of some traditional handicrafts used in Oasis's hotels.
5. There is a shortage of promotional efforts for the traditional handicrafts used in the Oasis hotels as a competitive and marketing advantage.
6. There is a positive relationship between innovation in using traditional handicrafts in hotels and the tourist's eagerness to learn more about them and the purchasing rates.
7. There is a shortage in the innovation of design and usage of traditional handicrafts and products in hotels.

Findings from Semi-Structured Interview

According to interviewees' point of views traditional handicrafts and traditional handicrafts play a vital role in branding Egyptian tourism and hotel properties, especially with the variation and diversities of cultures in Egyptian society. So, the use of these handicrafts in hotels is very essential to differentiate hotels' decorations and branding them. It also stimulates consumers' behavior to purchase such traditional handicrafts with Egyptian hands. Using these handicrafts and traditional handicrafts in decorating the different areas in the hotel is considered a kind of support from hotels and resorts owners. In addition, they can host exhibitions for those kinds of products, market those products in gift shops on their properties, organize trips/visits to communities where those products are made, and market traditional food products of productive families in affiliated restaurants.

Interviewees Pointed out that traditional handicrafts are an economic and development project that is highly reliable in creating job opportunities and local development, while preserving an important cultural element and a basic component of national identity and enhancing citizenship and national belonging. They also emphasized on the necessity of documenting craftsmanship by listing the male and female craftsmen and giving them all the required support. Interviewees enumerate the Egyptian traditional local handcrafts including; pottery, glass, papyrus, jewelry, fabric, stone, metal, wood, leather, Khayamiya, Tulle-bi-telli, Egyptian carpet (Silk-Wool Carpet- Aubusson – Jabalan (Kilim) carpets), embroidery, salt, wicker silver, blown glass industry, copperplates and silverware, hand-woven spinning, all kinds of quilts and folk costumes, and the manufacture of nets, cages, vases, pampering, and traditional shoes. They also added that using those products in Egyptian hotels and resorts is considered an excellent channel to distribute the beauty of those products Which helps to revive these products and create job opportunities for a large segment of families in the Bedouin tribes of Siwa and the villages of the Egyptian countryside. It can have a great contribution to preserving the Egyptian identity and heritage of regions such as Siwa.

Interviewees added that the government has a responsibility to preserve and develop crafts and productive families, providing financial support to donor institutions and market their products by holding periodical festivals and events, organizing exhibitions and bazaars according to an annual calendar, in cooperation with charities and shopping centers and supporting the participation of

craftsmen, in addition to implementing a series of courses on some crafts and professions provided by specialists in the field of crafts and human development, thus achieving the preservation of crafts and handicrafts from extinction and the preservation of product quality.

A governmental responsible stated that a major national institution should also be established to sponsor this activity and attract investors who may be interested in establishing dozens of handicrafts centers for training, production, and marketing inside and outside Egypt to invade the international market. There are families in the countryside looking for sources of income and this can be exploited by teaching youth and housewives these crafts to increase their income, but on the condition of providing professionals to carry out the necessary training and how to handle raw materials, and most importantly, the need to open markets in different places to promote those kinds of products. The specificity of each governorate must be taken into consideration, so that people are trained in crafts with raw materials available in each governorate to preserve raw materials in all governorates and crafts as well.

Most of the hotel experts who were interviewed made it clear that tourists strongly want to know about the cultures and civilized societies of the area they are visiting. So, tasting those cultures' food, listening to their music, wearing their traditional costume, and using amenities made from local materials. They also added that these interactions are very essential in making them feel the spirit and the identity of the place as they taste a piece of the nation's culture introducing civilization as a source of fence attraction. Interviewees declared that most of the hotels didn't benefit from the use of traditional handicrafts that represent the Egyptian identity in decorating hotels despite of its ability to enhance the hospitality experience and to raise guests' feelings of loyalty and increase their desire to repeat business. There is a gap in cooperation between hotel managers and owners of traditional handicrafts about traditional handicrafts that can be used to decorate hotels.

limitations and further research

The research is concerned with the usage of traditional handicrafts in applying hotels sustainability and marketing advantages in Siwa Oasis. To increase the credibility of the study, a questionnaire was directed to guests to measure their acceptance of using the handicrafts in hotel decoration and amenities to keep on with sustainable practices. Also, an interview with experts in the tourism and hospitality field and experts in traditional handicrafts were conducting.

A future study could examine the health benefits using of traditional handicrafts in hotels to apply the concept of sustainability in the tourism and hotel industries.

Conclusions, Implementations, and Recommendations

Traditional handicrafts are considered twins for the tourism and hospitality industry, as it represents one of the unique tourists' attractions that stimulate the labor force sector. And it is one of the most important cultural and civilization legacies associated with the Egyptian identity. Traditional handicrafts could have an impact on the tourist's decision when comparing destinations and hotels as they are searching for a different memorable experience.

Using these crafts in hotel decoration and amenities could stimulate consumers' purchasing behavior to purchase such traditional handicrafts with Egyptian hands. Unfortunately, most of the Egyptian hotels in Siwa and the other places didn't benefit from the use of traditional handicrafts as a competitive marketing advantage to the Egyptian tourism product. The Egyptian government should do more efforts to raise the craftsmen and productive families' awareness about the types of amenities and products that could be used by hotel guests.

Egyptian Tourism Authority should adopt the concept of heritage hospitality and art marketing concept which includes crafts and traditional/heritage products as a new trend in Egyptian tourism by enhancing marketing efforts through international exhibitions and its official websites. Promotional activities should Focus on the health benefits of some traditional handicrafts to enhance the marketing advantage of the Oasis region and its' hotels at the local and international levels. The study also recommends shedding the light on the Egyptian traditional handicrafts as a marketing advantage in

branding Egypt as a destination by holding periodical festivals and events, organizing exhibitions and bazaars according to an annual calendar, in cooperation with charities and shopping centers, and supporting the participation of craftsmen.

Innovation and diversity in the designs and uses of traditional handicrafts are required from owners of crafts and craftsmen to encourage hotels to use them in their work, increase sales, and ensure their sustainability as a future tourist attraction for Siwa Oasis and its' hotels. Also, the Chamber of Handicrafts Industries (Ministry of Industry) has a vital role in Preparing training programs and providing the necessary equipment for producers of traditional handicrafts to help them innovate and find diversity in the design and use of traditional handicrafts in the future.

Implementing a series of courses on some crafts and professions provided by specialists in the field of crafts and human development, thus achieving the preservation of crafts and handicrafts from extinction and the preservation of product quality. A major national institution should be established to sponsor Egyptian traditional handicrafts' activities and to attract investors who may interest in establishing dozens of handicrafts centers for training, production, and marketing inside and outside Egypt to invade the international market.

Hotels owners should adopt using of handicrafts in their hotels to differentiate their decorations, and brand it and to stimulate guests' behavior to purchase such traditional handicrafts with Egyptian identity as a competitive sustainable marking advantage. Also, they should organize trips to visit communities where traditional handicrafts products are made and market traditional food products of productive families in their affiliated restaurants. Hotels could play a role as sponsors to traditional handicraft men from the surrounding communities by showrooms to display their products. The study suggests designing a Boucher about the health benefits resulting from the use of heritage products and putting it in the guest room, and hosting exhibitions for Egyptian handicrafts, selling ports and shops in their properties.

Hotels should ask traditional handicrafts men to differentiate their products to include all amenities used in guestrooms, spas, and public areas with the hotels' brand name as a tool of publicity and marketing the brand name with the Egyptian identity. The study recommends that the surrounding culture should reflect on employees' costumes as a marketing tool for traditional handicrafts and open a selling port for their costumes in the same fashion. Hotels could notify their guests with a price list of handicrafts used in their rooms in case they want to buy them.

Finally, the study is considered a call for the parties; Egyptian Tourism Authority, Chamber of Handicrafts Industries (Ministry of Industry), craftsmen, and the hotels' owners to use traditional handicrafts in the Egyptian hotel's decoration and in the amenities provided to their guests, due to its' vital role in branding the Egyptian hotels, differentiating tourism experience, and applying sustainability practices.

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