

Employing Elements of Heritage in Creating Designs for Women's Tourism Products

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Abstract: This research explores integrating heritage elements into women's tourism product design, focusing on preserving Saudi cultural heritage and empowering women. Through surveys, literature review, and participant feedback, it aims to reveal best practices for seamless heritage integration. Findings emphasize consumers' high valuation of heritage elements, recognizing their role in enhancing authenticity, aesthetics, and gift suitability. Identified areas for improvement include product allure and manufacturability. Employing an experimental framework, the study provides insights into suitable heritage elements. Descriptive and analytical methods complement the experimental approach. Drawing from (59) user respondents and (21) arbitrators, the study evaluates designs pragmatically. In conclusion, it highlights the merits of infusing heritage elements and recommends cultivating cultural and philosophical dimensions in women's tourism products. Reflecting on women's tourism product evolution, it enriches discussions on culture and philosophy in contemporary design.

Keywords: Heritage Element Integration, Women's Tourism Product Design, Cultural Preservation, Female Empowerment, Authentic Cultural Experiences, Saudi Heritage.

1. INTRODUCTION

Saudi Arabia boasts a rich cultural heritage, characterized by a diverse tapestry of heritage elements intricately woven into its landscape (Ministry of Culture, 2020). From ancient inscriptions that bear witness to prehistoric civilizations to architectural marvels, these heritage sites hold immense historical significance (Doyle & Kelliher, 2023). However, despite this wealth of heritage, the comprehensive utilization of Saudi Arabia's cultural assets, particularly in the realm of tourism product development, remains largely underexplored (MOC-Report, 2019). This research delves into the

intersection of culture and philosophy, with a specific focus on the feminine demographic and the design aspects inherent in women's products (Richards & Brimblecombe, 2022). Women's increasing propensity for gift purchases serves as a focal point, aligning with a broader philosophical inquiry into cultural narratives as conduits for transmitting values (Achille & Fiorillo, 2022). Moreover, the design features of women's products inherently engage with elements such as shape, color, and size, all of which are intricately intertwined within the rich fabric of Saudi heritage. This interdisciplinary approach aims to establish a harmonious synergy between cultural philosophy and tangible design elements. By leveraging this intricate integration (Ramón-Cardona & Sánchez-Fernández, 2022), the promotion of Saudi heritage takes tangible form, shedding light on local offerings and stimulating the growth of local labor markets—a manifestation of cultural values in the economic landscape (Mathioudakis et al., 2022). This study explores the possibility of incorporating heritage components into the design of women's tourism products across Saudi Arabia. In doing so, it serves as a catalyst that not only amplifies the presentation and preservation of the Kingdom's cultural heritage but also endeavors to reconcile tradition with contemporary design sensibilities, reflecting the philosophical underpinnings of cultural heritage preservation and development (La Felice et al., 2019). Grounded in cultural philosophy and practical design principles, this endeavor aligns with the overarching goals of culture and contributes fresh insights to the exploration of cultural values in the contemporary world.

1.1 Research Background

1.1.1 Exploring Saudi Heritage in Women's Tourism Commodities

Heritage features contribute to constructing a cultural tapestry that interlaces tradition and modernity in fashion and architecture. Integrating historical elements into design conserves traditional values and aesthetics, making them accessible to consumers. In women's tourism goods, incorporating textiles, patterns, colors, and traditional Saudi handicrafts creates immersive journeys for travelers while supporting local communities and safeguarding Saudi cultural heritage.

1.1.2 Redefining Travel with Heritage

In a dynamic global landscape, the tourism industry plays a pivotal role in bolstering international connections and economies. The rising trend of women's travel, including solo and group excursions, demands premium

products tailored to female preferences and needs.

1.1.3 Heritage as the Heart of Tourism

Heritage constitutes the essence of the tourism sector, inviting visitors to immerse themselves in narratives, cultures, and traditions. Integrating heritage elements into women's travel products offers culturally significant experiences, shedding light on overlooked women's stories in historical records.

1.1.4 Empowering Craft Heritage

Infusing heritage elements into women's products, particularly those suitable for gifting, honors cultural landmarks while driving economic growth. These products contribute to revenue generation and serve as a testament to rich cultural heritage.

1.1.5 Preserving and Disseminating Culture

Central to this exploration is the social impact and authentic representation of heritage elements. Involving local communities ensures cultural preservation and integration into women's travel products, resonating deeply with female travelers.

1.1.6 Enriching Adventures Through Heritage

Incorporating heritage themes into women's travel products creates distinctive, culturally resonant experiences, enhancing tourism offerings and safeguarding cultural heritage through collaboration with local communities.

1.2 Research Questions

Main Research Question: What is the impact of integrating Saudi heritage elements into women's tourism product design on cultural preservation and female empowerment within the Saudi context?

Subsidiary Research Questions:

1. How can heritage elements be seamlessly integrated into women's tourism product design to enhance cultural authenticity and aesthetic appeal?
2. What challenges and opportunities exist in incorporating Saudi heritage elements into women's tourism merchandise?
3. How do consumers perceive and value products embodying Saudi cultural heritage, particularly in women's tourism?

1.2.1 Exploratory Questions

1. What are the perceptions and preferences of female travelers regarding souvenir products infused with Saudi heritage elements?
2. How do local artisans and designers perceive integrating heritage elements into women's tourism merchandise, and what challenges do they face?

1.2.2 Comparative Questions

1. How does the integration of Saudi heritage elements into women's tourism products compare to similar initiatives in other cultural contexts?

1.2.3 Longitudinal Questions

1. How do perceptions and attitudes towards women's tourism products infused with Saudi heritage elements evolve over time?
2. What are the long-term effects of incorporating heritage elements into women's tourism products on cultural preservation and economic development in Saudi Arabia?

1.3 Problem Statement

The Kingdom of Saudi Arabia distinguishes itself through its prominence in religious tourism, a sector significantly contributing to the national economy. Aligned with the Kingdom's Vision 2030, there is a strategic imperative to elevate tourism by expanding its scope, attracting a diverse range of visitors, and harnessing the rich tapestry of Saudi heritage. However, the current focus on attracting tourists globally necessitates a comprehensive exploration of cultural and philosophical dimensions, particularly in the context of souvenir products. Notably, the prevailing market scenario indicates a substantial importation of gift products that lack an authentic Saudi cultural essence.

This research endeavors to address this multifaceted challenge by specifically focusing on the design of products tailored for women. Recognizing that women exhibit a heightened interest in souvenir purchases, the study aims to not only fill the existing gap but also contribute to the broader cultural narrative. In doing so, the research aligns with the overarching goal of spreading Saudi heritage through thoughtfully crafted women's products, adding a cultural and philosophical dimension to the Kingdom's tourism strategy. The objective is to create souvenirs that not only cater to the preferences of female tourists but also embody the essence of Saudi culture, offering a transformative and culturally immersive

experience for visitors.

1.4 Research Aim and Objectives

1.4.1 Aim

This study aims to assess the transformative effects of integrating Saudi heritage elements into the design of women's tourism products, with a focus on advancing cultural preservation, fostering female empowerment, and curating authentic cultural experiences for female travellers.

1.4.2 Objectives

(1). Identification of Key Heritage Elements: Systematically cataloging significant manifestations of Saudi heritage, including decorations, inscriptions, clothing, and architecture, to establish a comprehensive foundation for integrating heritage elements and explore the embedded Saudi culture and philosophy.

(2). Seamless Integration of Heritage Elements: Skilfully weaving heritage elements into women's product design to achieve a seamless integration that harmonizes historical authenticity with contemporary design trends, reflecting a nuanced understanding of tradition and modernity within the cultural context.

(3). Global Dissemination of Saudi Heritage: Emphasizing the infusion of modern products with emblematic heritage elements to cultivate broader awareness and appreciation for Saudi Arabia's rich cultural tapestry globally, blending culture and philosophy in the global discourse.

(4). Heritage Preservation and Economic Utilization: Safeguarding Saudi heritage while leveraging its economic potential, underscoring the dual role of heritage preservation as a cultural imperative and an economic catalyst for the long-term sustainability of Saudi cultural and philosophical legacies.

(5). Promotion of Global Cultural Tourism: Catalyzing international cultural tourism by showcasing Saudi heritage landmarks globally, contributing to an enriched cultural tourism landscape and elevating Saudi Arabia's reputation as a distinguished cultural destination with a profound historical and philosophical identity.

(6). Revitalization of Local Industry and Cultural Identity: Revitalizing local industries through the creation of women's products characterized by indigenous designs to reinvigorate local economic sectors and reinforce a sense of exclusivity and cultural identity within Saudi Arabia,

contributing to the preservation and evolution of Saudi cultural identity through cultural and philosophical considerations.

1.5 Significance of the Research

This research holds significant implications for elucidating the strategic incorporation of traditional elements into products, offering a compelling avenue to showcase and elevate appreciation for the cultural wealth of the Kingdom of Saudi Arabia. Moreover, the study critically addresses the underutilization of Saudi heritage components in bolstering the tourism sector, highlighting the imperative to move beyond reliance on foreign imports, especially given the substantial economic contributions of religious tourism to Saudi Arabia. Furthermore, the research underscores the inherent advantages of integrating foundational heritage elements, advocating for substantial investment and innovation in tourism product design. It also delves into the intricate challenges of conceptualizing tourism products infused with cultural heritage, particularly focusing on women's participation in the industry. This comprehensive analysis empowers stakeholders with insights to adeptly navigate challenges, fostering the creation of an inclusive and culturally resonant tourism landscape. By unravelling these critical dimensions, this research offers a holistic understanding of how the infusion of Saudi heritage elements into tourism products can unlock opportunities for cultural promotion, economic growth, and sustainable industry development. It serves as a guiding beacon for the evolution of Saudi tourism products, positioning them not merely as commodities but as cultural ambassadors. Additionally, the study contributes to enhancing diversity and economic prosperity within the nation by fostering women's participation. This research represents a transformative pathway, shedding light on the potential for Saudi tourism products to transcend their traditional role and become conduits of culture, enriching experiences for both residents and international visitors.

2. LITERARY REVIEWS

2.1 Heritage and Tourism

The intertwining of heritage with historical and cultural artifacts has long shaped identities across generations. Tourism intersects inherently with heritage (Ntafotis, Zidianakis, Partarakis, & Stephanidis, 2022), encapsulating a culture's history, traditions, and past (Gopalan & Khalid,

2023). Preserving heritage is pivotal for understanding the present and crafting future solutions (Doyle & Kelliher, 2023). Contrary to misconceptions, tradition remains significant in contemporary and future contexts (Shekari, Ziaee, Faghihi, & Jomehpour, 2022), fostering continuity and connection. Tourism acts as a proactive catalyst in promoting history and culture as travelers seek distinct experiences and insights into local history and customs (Lei, Suntikul, & Chen, 2023).

2.2 Heritage Travel and Enrichment

Heritage travel significantly enriches cultural knowledge and empathy (Shekari et al., 2022). Cultural events and visits to historical sites provide insights into a region's history and culture, fostering mutual understanding among diverse cultures (Burbano, Valdivieso, Izurieta, Meredith, & Ferri, 2022). Heritage tourism also plays a crucial role in safeguarding historical and cultural treasures threatened by disasters, neglect, and misuse (Pekerşen & Canöz, 2022). Notably, women's tourism products are leading the way in infusing historical authenticity to attract female travelers, highlighting the richness of local history and culture (Bertella, 2023). Traditional textiles (Silva, 2022), cuisine, and handicrafts support local businesses while offering unique experiences to female tourists (Lei et al., 2023).

2.3 Integration of Historical Elements in Women's Tourism Products:

The integration of historical aspects into women's tourism products has witnessed significant growth, particularly in merchandise catering to female travellers (Bertella, 2023). This trend enhances the appeal of women-focused travel services and enriches the authenticity of their experiences (Gopalan & Khalid, 2023). Infusing historical elements into designs enables female tourists to engage in genuine encounters with local culture (Belleville Jr & Jolley, 2022). Incorporating historical attractions into tourism offerings boosts customer satisfaction (Silva, 2022), loyalty, and benefits local enterprises and communities. Traditional fabrics, handicrafts, and cultural practices inspire designers to create exclusive and authentic products (Ritpanitchajchaval, Ashton, & Apollo, 2023).

2.4 Empowering Women-Centered Heritage Tourism

Tourist merchandise aimed at women increasingly embraces historical authenticity, paving the way for transformative travel experiences (Zabulis et al., 2022). Designing tourism offerings for women that embrace historical dimensions allows marketers and operators to differentiate themselves in a competitive market. While challenges exist in ensuring

accurate portrayal of local culture and history, incorporating historical inspirations honors communities through unique items that foster cultural preservation (Valenzuela Rubio, 2017).

2.5 Cultural Immersion Through Textiles, Gastronomy, and Handicrafts

Traditional fabrics, culinary practices, and handicrafts are integral to women's tourism products (Kozić & Sever, 2022), encapsulating a destination's culture (Alqahtany & Aravindakshan, 2022). Incorporating these elements provides female travelers with immersive experiences, fostering deeper connections with local culture and history (Lei et al., 2023). Designers and tour operators can create authentic cultural encounters while supporting local communities and sustainable tourism practices (Bertella, 2023).

2.6 Historical Elements for Enhanced Female Tourism

Historical elements within women's tourism products greatly enhance key performance indicators such as visitation rates, trust-building (Sobaih & Naguib, 2022), and sales. Female travelers seek meaningful cultural immersion experiences, and offering opportunities for engagement resonates well with this demographic (Batat, 2020). By integrating historical traits specific to women, designers can amplify engagement and benefit local communities while upholding cultural preservation (Wróblewska, 2019).

2.7 Incorporating Historical Elements: A Call for Innovation

Designers and tour operators must innovate to effectively integrate historical elements into women's tourism products (Soto-Vásquez, 2021). Creatively infusing historical inspirations into various aspects of travel products enables more authentic and immersive cultural experiences. Stakeholders in the industry must adapt to meet the demands of culturally aware travellers (Alqahtany & Aravindakshan, 2022), ensuring that historical authenticity remains at the forefront of women's tourism offerings (Soto-Vásquez, 2021).

2.8 Literature Gap

While Saudi Arabia boasts a diverse array of heritage elements, spanning architecture, visual arts, cuisine, music, and narratives, there is a significant gap in the exploration of how these elements can be effectively harnessed for tourism promotion within the Kingdom. Existing research has predominantly focused on heritage analysis and the documentation of

Saudi heritage characteristics yet falls short in providing actionable strategies for incorporating these elements into contemporary tourism product design. Despite Saudi Arabia's active investments in its tourism industry, the integration of Saudi heritage into product design that aligns with contemporary tourism needs is conspicuously limited. The current research landscape lacks studies that delve into the practical aspects of leveraging Saudi heritage for enhancing tourism advertising and promotional efforts. While insights into the nature of Saudi heritage are valuable, there is a pronounced research gap in transitioning from analysis to actionable strategies for seamlessly integrating heritage elements into the design of women's tourism products. As Saudi Arabia's tourism industry gains momentum, the absence of research bridging the gap between heritage and product design poses a significant challenge. Crafting products that seamlessly merge the richness of Saudi heritage with modern tourism preferences demands a comprehensive understanding beyond mere analysis. A critical research gap exists in outlining strategies and methodologies to harmonize Saudi heritage and contemporary tourism promotion, unlocking the full potential of the Kingdom's cultural legacy to drive its tourism endeavors forward.

3. RESEARCH METHODOLOGY

3.1 Experimental and Experiential Research Approach

The research methodology adopts an experimental and experiential research approach to investigate the integration of heritage elements into the design of women's tourism products. This approach provides a structured framework for exploring the types of heritage elements suitable for incorporation into product designs, considering the unique cultural context and heritage features of the Kingdom.

3.2 Descriptive and Analytical Methods

In conjunction with the empirical framework, descriptive and analytical methods are employed to comprehend how elements of Saudi heritage are integrated into design methodologies for developing women's products. These methods facilitate the analysis of viewpoints from specialists in industrial design, product design, and fashion design, ensuring a thorough examination of cultural and aesthetic influences.

3.3 Cultural and Philosophical Exploration

The methodology places emphasis on delving into the cultural and

philosophical dimensions of employing heritage elements in the design of women's products in Saudi Arabia. Engagement with design experts aims to uncover how design can resonate with cultural and heritage values while adhering to philosophical ideals such as innovation, craftsmanship, and adaptability.

Table 1: Primary Stages of the Methodology, Approaches Employed, Methods, Main Objectives

Stage	Approach	Methods	Objective
Experimental Approach	Experimental	Secondary Data Collection	Study the Impact of Heritage Elements on the Women's Tourism Sector in Saudi Arabia.
Descriptive & Analytical	Descriptive & Analytical	Expert Opinions Collection	Analyze and Understand the Effective Integration of Heritage Elements in Women's Tourism Product Design.
Cultural Exploration	Cultural & Philosophical	Interaction With Design Experts Explore	how Design Aligns with Cultural Values, Heritage, and Philosophical Ideals in the Saudi Context

This concise table 1 outlines the primary stages of the methodology, the approaches employed, the methods used, and the main objectives for each stage, providing a clear overview of the research process. Table 1 provides a structured overview of the research methodology, outlining the key stages, approaches, methods, and objectives employed throughout the study.

4. FINDINGS AND ANALYSIS

4.1 The Significance of Heritage in Cultural Context

Arabic culture places profound significance on heritage (Ntafotis et al., 2022), encompassing both tangible and intangible elements that shape identity and collective memory (Garcia-Fernandez & Medeiros, 2019). Language, music, and traditions play pivotal roles in molding the past and future of civilizations (Ministry of Culture, 2020). Global preservation efforts aim to safeguard these cultural narratives.

4.2 Integration of Historical Elements in Women's Tourism Products

The integration of historical aspects into women's tourism products

responds to evolving market demands, particularly among female travelers seeking unique experiences (Lerario, 2022). By contextualizing historical sites within sustainable, gender-specific frameworks, destinations can attract female visitors, offering profound cultural and historical engagements (Ramón-Cardona & Sánchez-Fernández, 2022).

4.3 Exploration of Saudi Arabia's Ancient Inscriptions

Saudi Arabia's ancient inscriptions, invaluable historical artifacts, illuminate the nation's past and national identity. This historical context presents a unique opportunity to infuse women's tourism products with authentic cultural elements (Burbano et al., 2022).

4.4 Designing Women's Tourism Products with Heritage Elements

Incorporating historical elements into women's tourism products requires a delicate balance between authenticity, relevance, and cultural sensitivity (Knafou, 2017). Survey data reveals high consumer value for heritage expression, aesthetic appeal, and suitability for gifting. However, challenges related to manufacturing feasibility and product attractiveness present opportunities for improvement (Pekersen & Canöz, 2022).

4.5 Empowerment and Sustainability Through Heritage

Heritage-based women's tourism products contribute to sustainable tourism by offering memorable experiences while respecting local cultures (Xu & Li, 2022). These products can foster economic independence among local women, creating a win-win scenario for both travelers and communities (Vision 2030 Kingdom of Saudi Arabia, 2020).

4.6 Challenges and Opportunities in Design

Designing heritage-based tourism products for women involves addressing challenges related to cultural sensitivity, limited resources, and evolving traveler preferences (Ritpanitchajchaval et al., 2023). Despite challenges, opportunities abound to create women-centric products that preserve culture and offer meaningful experiences.

4.7 Sustainable Tourism Practices

Integrating sustainable practices into heritage-based women's tourism

products ensures responsible travel (McLean, AlYahya, Barhorst, & Osei-Frimpong, 2023), benefiting both local communities and the environment. Initiatives include waste reduction (Kozić & Sever, 2022), support for local businesses, and the encouragement of ethical and environmentally conscious behaviors (Bertella, 2023).

4.8 Marketing and Promotion Strategies

Effective marketing of women-focused heritage tourism products involves targeted strategies such as leveraging history (Costa, Montenegro, & Gomes, 2022), utilizing social media, collaborating with influencers, participating in events, and forging partnerships (Gopalan & Khalid, 2023). These strategies showcase the unique value of these products in a competitive market (Quintana, 2017).

4.9 Synthesis of Findings

Incorporating heritage elements into women's tourism products provides an opportunity to offer enriching experiences for travelers, empower local communities, and promote sustainable practices (Gopalan & Khalid, 2023). Understanding the cultural context, designing with sensitivity, and employing effective marketing strategies allow the tourism industry to create memorable and culturally significant journeys for female travelers (McLean et al., 2023).

5. DATA ANALYSIS

In this phase, a systematic approach was adopted to analyze the identified Saudi heritage elements and their integration into women's products. The analysis encompassed multiple dimensions, including the examination of traditional clothing, architectural heritage, aesthetic considerations, and the significance of Arabic calligraphy.

5.1 Analysis of Saudi Heritage Elements in Clothing

The official Saudi uniform and significant decorative elements were subjected to detailed analysis to understand their cultural symbolism and historical context. This examination provided insights into how these elements could be translated into design features for women's products, fostering a deeper appreciation for Saudi heritage.

5.2 Exploration of Architectural Heritage

Architectural firms representing Saudi heritage were scrutinized to identify key design motifs and structural characteristics. By studying prominent buildings and landmarks, the analysis aimed to capture the essence of Saudi architectural heritage and explore opportunities for incorporating architectural elements into product design.

5.3 Consideration of Aesthetic Principles and Arabic Calligraphy values

Aesthetic inherent in Saudi heritage, such as intricate patterns and vibrant colors, were analyzed to discern their relevance to contemporary design aesthetics. Additionally, the significance of Arabic calligraphy in conveying cultural identity and artistic expression was examined, informing decisions regarding its integration into women's products.

5.4 Identification of Key Women's Products

Based on the analysis of heritage elements and market trends, a selection of women's products with strong cultural resonance and commercial viability was identified. These products were evaluated based on their potential to appeal to both domestic and international consumers, with a focus on enhancing the tourism experience through meaningful cultural engagement.

5.5 Design Proposals

Based on the findings derived from the analysis, a series of design principles were established to direct the incorporation of heritage elements into product design. These principles served as a blueprint for curating a cohesive collection of women's products. As depicted in Table 2, the researchers implemented a range of designs, each strategically utilizing prominent forms of Saudi heritage known for their authenticity, cultural significance, and resonance with modern consumers. Table 2 presents a comprehensive overview of proposed designs tailored for women's products intended as gifts.

Each design draws inspiration from a diverse array of Saudi heritage sources, carefully selected by the researchers. These sources encompass various facets of Saudi culture, including clothing, architecture, calligraphy, and decoration. The table 2 provides a detailed examination of how these heritage elements have been integrated into the design concepts, offering a rich tapestry of cultural significance and aesthetic

appeal.

Table 2(a): Proposed Designs and Heritage Form

Proposed Designs	Heritage Form
<p>Design (1): This design concept draws inspiration from the iconic Saudi heritage, the Shemagh, a well-known symbol internationally. Traditionally worn by Saudi men for sun protection, the Shemagh's distinctive white and red colors serve as the focal point. The researcher creatively incorporates the Shemagh motif into various women's handbags, appealing to diverse aesthetic preferences. This thematic integration extends to the creation of makeup products and perfumes, adding a multifaceted cultural and philosophical depth to the resulting artifacts.</p>	



Design (2): Capitalizing on the prominence of Saudi ornamentation, this design draws from the intricate patterns of Al-Qatt Al-Asiri motifs. Recognized by UNESCO, these motifs are a significant heritage art form in the Asir region of southern Saudi Arabia. Known for their elegance and nuanced dark color palette, selected segments of these ornamental patterns are thoughtfully integrated into the design. The incorporation includes both partial and full ornamentation, introducing a diverse range of features that enhance the design's dimensions, encompassing aesthetics, culture, and philosophy.



Design (3): This design embodies an alternative manifestation of abstract decorative art, represented by

Al-Qatt Al-Asiri motifs, characterized by presenting a myriad of vibrant colors arranged in a harmonious aesthetic way. This type of decorative expression is deeply rooted in Saudi Arabian culture, particularly in the southern region. The intentional and purposeful integration of this art form is evident in a series of meticulously crafted designs, reflecting not only cultural richness but also philosophical elements, to meet a variety of user preferences.



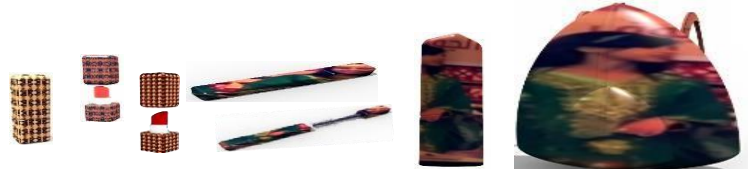

Table 2(b): Proposed Designs and Heritage Form

Proposed Designs	Heritage Form
	
<p>Design (4): Representing a distinct variation of Al-Qatt Al-Asiri art, this manifestation is distinguished by the deliberate use of secondary colors known for their serene and aesthetically harmonious qualities. The researchers purposefully incorporated this captivating art form into women's products, imparting unique impressions distinct from its predecessors and characterized by a serene ambiance. This intentional integration not only reflects cultural richness but also introduces philosophical elements into the designs.</p>	
	
<p>Design (5): The prominence of Arabic calligraphy in Saudi heritage is emphasized by its UNESCO Heritage List inclusion in 2021. This intricate art form, historically associated with adorning sacred architectural structures, is further enriched by Arabic being the spoken language of the Saudi people and the language of the Holy Qur'an. The researchers strategically embraced the advantageous use of Arabic calligraphy in products, guided by a philosophy that seamlessly merges craftsmanship and art, emphasizing presentation beauty, elegant lines, and the cultivation of excellent color relationships.</p>	
	
<p>Design (6): In this conceptualization, the utilization of structures from the historical city of Jeddah, acknowledged by UNESCO and inscribed on the heritage list in 2014, is paramount. These edifices bear a unique Arab character, serving as tangible expressions of cultural authenticity and the enchantment of history. By incorporating these architectural elements into women's products, a deliberate fusion of authenticity and luxury has been achieved, guided by a philosophy that embraces cultural heritage and elevates the aesthetic appeal of the resulting artifacts.</p>	

Table 2(c): Proposed Designs and Heritage Form

Proposed Designs	Heritage Form
	
<p>Design (7): In this proposal, an archaeological panorama from the city of Al-Ula, affiliated with Medina, renowned for its significant archaeological landmarks within the Kingdom of Saudi Arabia, has been judiciously integrated. Identified as strategic focal points by the Ministry of Tourism in consonance with the Kingdom's Vision 2030, these cities have been meticulously showcased on individual products. This intentional integration serves to bestow an expressive aesthetic, encapsulating heritage, cultural values, and a nuanced philosophy. Such a strategic alignment reflects the overarching commitment to preserving and enriching cultural heritage, as delineated in the Kingdom's visionary framework.</p>	
	
<p>Design (8): The utilization of Mada'in Saleh, a prominent landmark of the city of Al-Ula, formerly known as Al-Hijr, represents a deliberate integration of cultural elements into the design. As an archaeological site featuring 153 intricately carved rock facades, Mada'in Saleh has garnered recognition on the World Heritage List by UNESCO. The selection of this site is rooted in its elegance and originality, contributing to the products with a purposeful cultural and aesthetic infusion. This intentional incorporation serves as one of the most significant methods of advertising, reflecting a philosophy of heritage promotion and cultural representation.</p>	
	
<p>Design (9): The incorporation of the architectural form derived from the ancient buildings in the Al-Turaif neighborhood of the city of Diriyah, acknowledged in the World Heritage List since 2014, epitomizes a meticulous integration of cultural elements. Applied individually to the products, this design approach distinctly sets them apart through their resonance with the historic structures. These buildings, serving as a source of pride for Saudis, embody a philosophy of cultural preservation and heritage celebration, contributing to a nuanced representation of the Kingdom's historical identity.</p>	

Table 2(d): Proposed Designs and Heritage Form

Proposed Designs	Heritage Form
	
<p>The intentional inclusion of elements from women's folk costume in loosely fitted products symbolizes a conscious integration of cultural attributes into the design. This costume, representing Saudi heritage, is characterized by vibrant colors and is traditionally worn during national occasions, evoking feelings of pride and joy. The purposeful blending of these cultural elements introduces fresh artistic values to the products, highlighting a philosophy that embraces the diversity of colors as a crucial aspect of cultural representation and aesthetic enhancement.</p>	
	

5.6 Cross-Cultural Evaluation Through Questionnaires

In a bid to assess the efficacy of feminine products imbued with heritage elements, the researchers conducted two extensive studies.

(1) Consumer Evaluation Questionnaire: The primary phase involved the distribution of a meticulously designed questionnaire to a diverse cohort comprising 59 individuals of varied nationalities. This inclusive approach ensured representation across different age groups, national origins, and educational backgrounds, fostering a comprehensive evaluation of the designed products' impact and resonance among culturally diverse demographics. Table 3 for a detailed breakdown of the research sample characteristics. The table summarizes participant demographics, including age, education level, and nationality. It presents the frequency and percentage of participants in each category, providing insight into the diversity of the sample.

Table 3(a): Research Sample Characteristics

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	6	10.2	10.2	10.2
	31-40	15	25.4	25.4	35.6
	41-50	30	50.8	50.8	86.4
	51-60 and over	8	13.6	13.6	100.0
	Total	59	100.0	100.0	

Table 3(b): Research Sample Characteristics

	Frequency	Percent	Valid Percent	Cumulative Percent
Educational level				
Middle level	14	23.7	23.7	23.7
Higher Education	17	28.8	28.8	52.5
Master's	8	13.6	13.6	66.1
PhD	20	33.9	33.9	100.0
Total	59	100.0	100.0	
Nationality				
Saudi	15	25.4	25.4	25.4
Egyptian	7	11.9	11.9	37.3
Indian	2	3.4	3.4	40.7
Malaysian	3	5.1	5.1	45.8
Canadian	3	5.1	5.1	50.8
Ethiopian	9	15.3	15.3	66.1
Other	20	33.9	33.9	100.0
Total	59	100.0	100.0	

(2) Expert Evaluation Questionnaire: The subsequent questionnaire was tailored for experts in disciplines intricately intertwined with the research focus, such as industrial design, product design, and fashion design. It sought to elicit expert opinions, delving into aspects like manufacturing feasibility and adherence to global fashion norms. Table No. (4) presents a representative sampling of specialist evaluators.

Demographic Profile of Specialist Evaluators, this table provides a comprehensive overview of the demographic characteristics of specialist evaluators involved in the study. The evaluators were categorized based on age, educational level, nationality, and specialization in relevant fields such as industrial design, product design, and fashion design.

Table 4(a): Specialist Evaluators

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	1	4.8	4.8	4.8
	31-40	5	23.8	23.8	28.6
	41-50	10	47.6	47.6	76.2
	51-60 and over	5	23.8	23.8	100.0
	Total	21	100.0	100.0	
		Educational_level			
Valid	Middle level	1	4.8	4.8	4.8
	Higher Education	2	9.5	9.5	14.3

Table 4(b): Specialist Evaluators

		Frequency	Percent	Valid Percent	Cumulative Percent
	Master's	5	23.8	23.8	38.1
	PhD	13	61.9	61.9	100.0
	Total	21	100.0	100.0	
	Nationality				
Valid	Saudi	8	38.1	38.1	38.1
	Egyptian	4	19.0	19.0	57.1
	Indian	2	9.5	9.5	66.7
	Malaysian	2	9.5	9.5	76.2
	Canadian	3	14.3	14.3	90.5
	Ethiopian	2	9.5	9.5	100.0
	Total	21	100.0	100.0	
	Specialization				
Valid	Industrial design	6	28.6	28.6	28.6
	products design	6	28.6	28.6	57.1
	Fashion design	9	42.9	42.9	100.0
	Total	21	100.0	100.0	

Table 5 provides a comprehensive overview of insights derived from two distinct groups: user respondents and experienced arbitrators. The data encompass a diverse range of nationalities, professional backgrounds, and educational levels, offering valuable perspectives on the reception of heritage-inspired designs in women's tourism products.

Table 5(a): Comprehensive Overview of two Distinct Groups




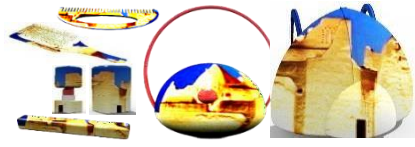

Proposed Designs	Specialists Evaluation		Consumer Evaluation	
	Aesthetic Values	84%	Fit as a Gift	92%
	Heritage	98%	Heritage	99%
	Expression		Expression	
	Manufacturing	89%	Product	87%
	Possibility		Attractiveness	
	Fashion	88%	Product	93%
	Compatibility		Acquisition	
	Total	90%	Total	93%
	Aesthetic Values	90%	Fit as a Gift	93%
	Heritage	92%	Heritage	90%
	Expression		Expression	
	Manufacturing	88%	Product	95%
	Possibility		Attractiveness	
	Fashion	93%	Product	90%
	Compatibility		Acquisition	
	Total	91%	Total	92%

Table 5(b): Comprehensive Overview of two Distinct Groups

Proposed Designs	Specialists Evaluation		Consumer Evaluation	
	Aesthetic Values	91%	Fit as a Gift	94%
	Heritage	92%	Heritage	91%
	Expression		Expression	
	Manufacturing	87%	Product	94%
	Possibility		Attractiveness	
	Fashion	88%	Product	89%
	Compatibility		Acquisition	
	Total	90%	Total	92%
	Aesthetic Values	81%	Fit as a Gift	93%
	Heritage	78%	Heritage	84%
	Expression		Expression	
	Manufacturing	88%	Product	91%
	Possibility		Attractiveness	
	Fashion	83%	Product	81%
	Compatibility		Acquisition	
	Total	83%	Total	87%
	Aesthetic Values	93%	Fit as a Gift	95%
	Heritage	87%	Heritage	83%
	Expression		Expression	
	Manufacturing	89%	Product	93%
	Possibility		Attractiveness	
	Fashion	84%	Product	79%
	Compatibility		Acquisition	
	Total	88%	Total	88%
	Aesthetic Values	86%	Fit as a Gift	94
	Heritage	75%	Heritage	78%
	Expression		Expression	
	Manufacturing	93%	Product	92%
	Possibility		Attractiveness	
	Fashion	90%	Product	91%
	Compatibility		Acquisition	
	Total	86%	Total	89%
	Aesthetic Values	85%	Fit as a Gift	93%
	Heritage	83%	Heritage	85%
	Expression		Expression	
	Manufacturing	95%	Product	87%
	Possibility		Attractiveness	
	Fashion	87%	Product	78%
	Compatibility		Acquisition	
	Total	88%	Total	86%

Table 5(c): Comprehensive Overview of two Distinct Groups

Proposed designs	Specialists Evaluation		Consumer Evaluation	
	Aesthetic Values	73%	Fit as a Gift	92%
	Heritage	79%	Heritage	77%
	Expression		Expression	
	Manufacturing	89%	Product	76%
	Possibility		Attractiveness	
	Fashion	83%	Product	88%
	Compatibility		Acquisition	
	Total	81%	Total	83%
	Aesthetic Values	91%	Fit as a Gift	95%
	Heritage	78%	Heritage	87%
	Expression		Expression	
	Manufacturing	89%	Product	89%
	Possibility		Attractiveness	
	Fashion	88%	Product	92%
	Compatibility		Acquisition	
	Total	87%	Total	91%
	Aesthetic Values	75%	Fit as a Gift	94%
	Heritage	75%	Heritage	89%
	Expression		Expression	
	Manufacturing	98%	Product	76%
	Possibility		Attractiveness	
	Fashion	87%	Product	80%
	Compatibility		Acquisition	
	Total	84%	Total	85%

5.7. Cultural and Philosophical Insights from Data Analysis

Upon conducting a thorough analysis of the findings presented in the preceding tables and the depicted convergence in perspectives and evaluations between users and specialized arbitrators, as illustrated in Figure No. (1), several cultural and philosophical insights emerge:

(1). High Approval and Market Potential: Both users and experienced judges consistently express commendable approval rates exceeding 80%. This unanimous consensus among diverse groups signifies substantial market potential for heritage- inspired designs.

(2). Evaluation of Heritage Expression (Average: 90%): The average rating of 90% for heritage expression underscores the significant value consumers attribute to integrating cultural heritage elements into product design. This highlights the capacity of heritage-designs to enhance the appeal of women's tourism products, particularly for individuals who hold cultural elements in high regard.

(3). Significance of Aesthetic Values (Average: 85%): Aesthetic values are of considerable importance, as evidenced by an average rating of 85%. This emphasizes the pivotal role of visually appealing design in capturing the interest of female consumers. Therefore, prioritizing visually attractive products is imperative within this context.

(4). Suitability as a Gift: Consistently high ratings for suitability as a gift and collectability indicate that consumers perceive heritage-inspired products as fitting choices for gifting purposes, thereby increasing the likelihood of purchases. This cultural insight holds significant value for marketers and designers, suggesting potential success in positioning these products as meaningful and culturally rich gifts.

(5). Areas for Improvement (Manufacturability: 88%, Product Attractiveness: 86%): Average ratings of 88% for manufacturability and 86% for product attractiveness highlight specific areas for enhancement. Focusing efforts on improving manufacturing feasibility and augmenting product appeal can lead to heightened consumer satisfaction and increased market success. In conclusion, the data analysis underscores the promising potential of heritage-inspired designs in women's tourism products. The emphasis on heritage expression and aesthetics is evident, with recommendations to enhance manufacturing feasibility and product appeal to fully capitalize on this market opportunity.

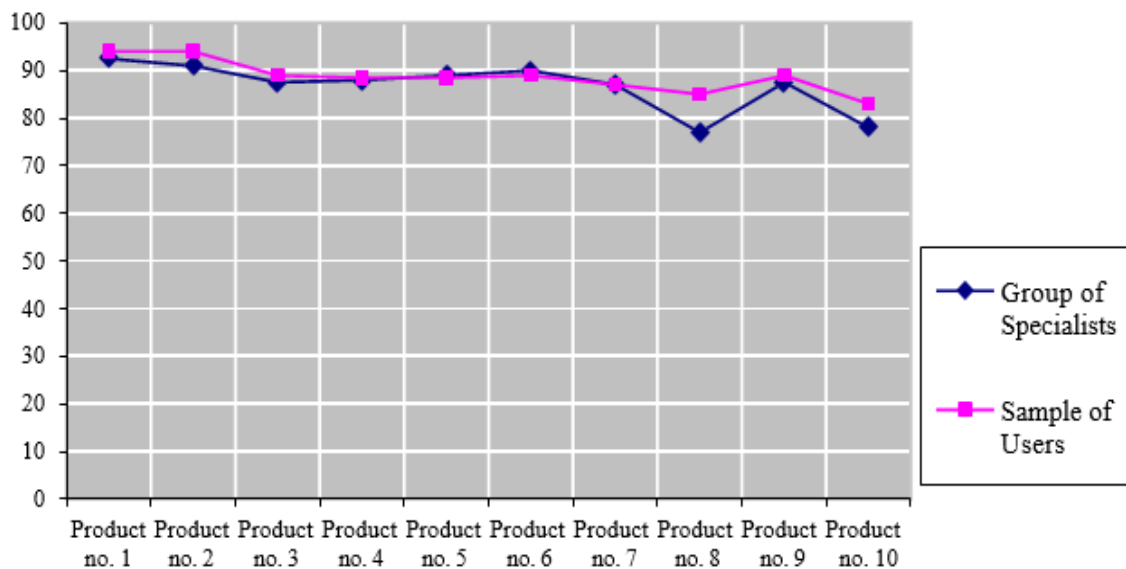


Figure 1: Comparative Statistical Analysis of Consumer and Expert Evaluations

Comparative Statistical Analysis of Consumer and Expert Evaluations (Figure 1), it provides a visual representation of a statistical analysis comparing evaluations conducted by consumers and experts regarding the designs formulated by researchers. Through a series of

quantitative metrics, the picture illustrates the convergence or disparity between the perspectives of these two distinct groups. This comparative analysis offers valuable insights into the perceived effectiveness, appeal, and market potential of the designs, facilitating a comprehensive understanding of their reception among different stakeholders.

6. DISCUSSIONS

The survey findings offer valuable insights into the integration of heritage elements into women's tourism products:

6.1. Heritage Significance: The high average rating of 91% for the value of heritage expression underscores the profound significance of cultural heritage in attracting consumers. This indicates that products infused with heritage elements have the potential to create a stronger emotional connection and a sense of authenticity, thereby enhancing their appeal. By serving as a bridge between the past and the present, heritage elements allow consumers to connect with the cultural narratives of a destination on a deeper level.

6.2. Aesthetic Appeal: The substantial average rating of 85% for aesthetic values highlights the importance of visual appeal in the design of these products. While heritage is undoubtedly essential, the overall attractiveness of the design is a critical factor in capturing consumers' attention and interest. Therefore, designers should aim to strike a balance between heritage elements and contemporary design trends to create visually appealing products that resonate with modern sensibilities. This fusion of tradition and modernity can make heritage-based products more relatable and appealing to a wider audience.

6.3. Versatility: The high ratings for "fit as a gift" and "product acquisition" suggest that these products are well-suited for both personal use and gifting purposes. This versatility indicates a potential market for these products as souvenirs or gifts among travellers. The incorporation of heritage elements can imbue these products with cultural significance, making them thoughtful and meaningful gifts that encapsulate the essence of a destination. This aspect aligns with the growing trend of travellers seeking authentic and culturally rich souvenirs to remember their journeys.

6.4. Areas for Improvement: Despite the generally positive ratings, there are areas that may require attention. The lower ratings for "manufacturing possibility" (88%) and "product attractiveness" (86%) point to potential areas for improvement. While heritage expression and aesthetic appeal are

essential, it is equally crucial to ensure that these products are feasible to manufacture and visually appealing to a wider range of consumers. Designers should focus on creating designs that maintain the authenticity of heritage elements while also being feasible to produce and visually appealing to a broader audience. Exploring innovative production techniques and materials may be necessary to achieve this balance. In conclusion, the survey data provides valuable insights for designers and marketers in creating heritage-based women's tourism products that authentically represent cultural heritage while also meeting contemporary consumer expectations. Strategic refinement in manufacturing processes and design elements can enhance the appeal and viability of these products in the competitive market, ultimately contributing to the success of the women's tourism product market.

7. JUSTIFICATION OF RESEARCH OBJECTIVES

The research objectives were formulated with a meticulous consideration of the evolving landscape of women's tourism products and the significant role heritage elements can play in enhancing cultural preservation and economic growth. The justification for these objectives stems from several key insights derived from the analysis and findings of the study:

7.1. Growing Market Demand: The discernible trend of increasing interest among women in cultural and historical tourism underscores a substantial and growing market demand. This demand signifies a shift in consumer preferences towards meaningful and authentic travel experiences, particularly among female travelers.

7.2. Cultural Significance: The high average rating of 91% for heritage expression and the acknowledgment of aesthetic values emphasize the cultural significance consumers place on heritage-inspired designs. This justifies the need to explore and integrate historical elements into women's tourism products to create a stronger emotional connection and authenticity, thereby enhancing their appeal.

7.3. Market Potential: The consistently high approval rates exceeding 80%, coupled with close consensus among diverse groups, highlight the vast market potential for heritage-inspired designs. This underscores the need to explore and capitalize on this potential to meet the preferences of a wide range of consumers.

7.4. Suitability as Gifts: The high ratings for suitability as a gift and

collectability suggest that heritage-inspired products are well-suited for personal use and gifting purposes. This justifies the exploration of these products as potential souvenirs or gifts among travelers, contributing to the marketability of such items.

7.5. Areas for Improvement: The lower ratings for manufacturability and product attractiveness at 88% and 86%, respectively, point to areas that may require attention. This underscores the importance of addressing these aspects to ensure that heritage-inspired products are not only culturally rich but also feasible to produce and visually appealing to a wider range of consumers.

7.6. Strategic Refinement: The lower ratings in specific areas indicate opportunities for strategic refinement in design and marketing approaches. By focusing on enhancing the manufacturing process and fine-tuning design elements, the tourism industry can create products that authentically represent cultural heritage while meeting contemporary consumer expectations. In summary, the justification for the research objectives lies in the dynamic intersection of a growing market demand, the cultural significance attached to heritage elements, and the potential for strategic refinement to meet evolving consumer expectations. The research objectives, therefore, serve as a targeted and strategic response to the identified opportunities and challenges within the women's tourism product market.

8. CONCLUSION

In conclusion, the integration of historical elements into women's tourism products represents a pivotal intersection for cultural preservation, economic advancement, and enriching travel experiences. The discernible rise in women's interest in cultural and historical tourism signals a vibrant market seeking authentic and immersive engagements with diverse destinations. This study underscores the paramount importance of recognizing and leveraging the potency of heritage within the tourism sector, particularly in catering to the evolving preferences of female travelers. As the tourism landscape evolves, heritage products tailored for women present a promising avenue for preserving culture, driving economic prosperity, and shaping the future of travel in a profound and sustainable manner. Main findings and recommendations:

8.1. Cultural Sensitivity: Embrace a nuanced and culturally sensitive approach when integrating historical elements into women's tourism products, ensuring authenticity and respect for diverse cultural narratives.

8.2. Sustainability: Prioritize environmentally sustainable practices to minimize ecological footprints and contribute to the preservation of both cultural and natural resources for future generations.

8.3. Marketing Strategies: Develop tailored marketing strategies aimed at attracting female travelers, highlighting the unique cultural experiences offered by heritage-based products to resonate with their interests and preferences.

8.4. Community Engagement: Foster close collaborations with local communities to co-create authentic and enriched travel experiences, thereby empowering local stakeholders and ensuring the preservation of cultural authenticity.

8.5. Technological Innovation: Harness technological advancements to enhance the delivery of heritage-based tourism products, offering innovative and immersive encounters that captivate and engage travelers on a deeper level.

These recommendations, derived from the study's findings, offer a strategic blueprint for the development and promotion of women's tourism products infused with heritage elements. By adhering to these principles, the tourism industry can not only cater to the demands of a burgeoning market but also play a vital role in safeguarding and celebrating cultural heritage for generations to come.

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