

Promoting Tourism in Yanbu (The Cooperative Role of Interior Design in the Historical Yanbu Area to Stimulate its Tourist Attraction)

Shahad Alsufyani

Master's Researcher, Department of Interior Design, College of Design and Art,
University of Jeddah, Saudi Arabia
Email: 2400076@uj.edu.sa

Reem Alsabban

Professor, Department of Interior Design, College of Design and Art, University of
Jeddah, Saudi Arabia
Email: rfalsaban@uj.edu.sa

ABSTRACT

The historical and cultural resources in Yanbu make this a potential city for the development of tourism in the area. This paper aims to show how the cooperation between interior design can contribute to the revival of the historical destination of Yanbu for the purpose of making it a superior tourist destination. The study is based on the analysis of how the reconstruction of historical areas could be conducted in a way that the original and authentic character of the buildings could be kept but transformed for the needs of more modern and contemporary tourism. The paper uses a mixed methodology that involves observation and case study for three regions: AlUla as a local case study, Dubai as a regional one, and Spain as a global one. Results show that the sensitive incorporation of modern design in architectural structures while maintaining historic traits can evoke a compelling atmosphere for tourists. Key design principles include the incorporation of local materials, the inclusion of provincial motifs, and the maximization of function spaces to ensure historical accuracy and tourist comfort. The findings have assisted in developing a reference point through which other cities that boast rich heritage in other parts of the globe could pursue sustainability initiatives in their interior design for the promotion of tourist products. The issues investigated in this research strengthen the scholarly base on the relationships amongst design, culture, and tourism and the impact of the design of cultural heritage on culture and tourists.

Keywords: Local architecture, Interior Design, Heritage, Hijaz, Cultural landmarks ,
Historical Yanbu, Promoting tourism, historical sites, West Coast.

Introduction:

National cultural icons and artworks convey the intrinsic features of a nation and unite the past and the present as well. The cultural heritage we have is made up of material and cognitive legacies that have been left behind by our ancestors who are able to survive for as long as it is being preserved and its importance and values are known from one generation to the next. Cultural heritage, broadly understood, represents the living memory of the individual and society, and it is what preserves their identity and belonging. It is the foundation upon which the nation rests in building its renaissance, and the historical roots that constitute its continued existence, uniqueness, and originality, and helps it face the challenges and fluctuations of time that it encounters. The cultural heritage of a society is the vital source of inspiration for its thinkers, intellectuals, and creators, from which they derive their creativity that connects them to their past and enhances their presence in the international cultural arena. It can be said that heritage, in its broad sense, is the summary of what past generations have inherited from current generations, and which remains in the lives of the present. As a result, nations make concerted efforts to safeguard the core of their historic cities and devise strategies to both preserve and enhance these areas to align with evolving societal and cultural changes.

The Kingdom of Saudi Arabia is one of the largest countries that has a rich heritage in its various parts and regions, has many archaeological and tourist areas with a long history that tells the story of civilizations throughout the ages, as each region is distinguished by the richness of its arts and historical monuments. The cultural value of historical city environments is represented by the perception it provides about the civilization of fathers and grandfathers and the extent of their adaptation to the urban environment and the methods of development of human culture throughout history (Al-Zamil, 2018). Yanbu Governorate is considered one of the most wonderful cities located on the western coast. Three sections overlap in the city of Yanbu, resembling small independent cities: Yanbu al-Bahr, Yanbu al-Nakhl, and Yanbu al-Sinaiyah, and each of them has captivating details. “Yanbu al-Bahr” is located in the middle of the country and contains extremely beautiful ancient buildings, made of clay and stone, and historical sites that have been standing for hundreds of years. Given the Kingdom’s interest in the tourism, archaeological, and development aspects it would place the Kingdom on the global map strategically and economically. Vision 2030 is subtitled with keeping the national identity unchanged while maintaining the historic sites within the region. In this context, the Ministry of Tourism has formulated the paramount goal to guard and regain these national treasures by enhancing their worth and the overall service experience of visitors. It is the first aim in the execution of the goals in Vision 2030 as the cultural diversity not only will reinforce the sense of national identity but also protect the cultural heritage of the kingdom.

Interior and architectural design are among the necessary elements in creating and preserving heritage in societies, as it is considered a special kind of art that can only be mastered by those with a fertile imagination and high sense. The focus of

interior design refers to plan and designing spaces, which are shown to be the reflection of human values and needs thus makes a building safe. Interior design is concerned with many aspects, including technical and planning, and it is also concerned with aesthetic and artistic aspects as well. Interior design has a very important and significant role in trying to highlight the attractiveness of these historical areas. Hence, the problem of the study emerged in analyzing and monitoring the collaborative role of the interior designer in stimulating tourism to these historical areas and enhancing the user experience to achieve the goals of the future vision of the Kingdom of Saudi Arabia. This research aims mainly and effectively to reach design standards for services provided to visitors to the historical area of Yanbu Governorate.

Methodology :

Literature Review	Literature Review		
	<p>Research Problem The needs to identify and propose strategies to enhance the attractiveness of the historical area in Yanbu to increase tourism visits and participation.</p>	<p>Methodology Type Descriptive analytical method Literature search, site analysis, observations and case study as tools in the study .</p>	<p>Research Objective The primary objective of this research is to discover practical and coherent strategies to boost footfall in Yanbu City's historical area . Create new experiences in the region.</p>
	Data Analysis		
Data Collection & Analysis	Case Study		Field visit
	<p>Conducting an analytical case study of historical areas in three regions. AlUla as a local example ,Dubai as a regional example and Spain as a global example . The most important elements were analysed such as : seating areas, lighting, signboards, gathering area (Barhat), floors and catering services.</p>		<p>A field vist was conducted to the historical Yanbu region in the Kingdom of Saudi Arabia. Analysis of the most important existing architecture elements.</p>
Research Outcome	Discussion, Recommendation, Conclusion		
	<ol style="list-style-type: none"> 1. Paying attention to the region's unique and heritage culture by supporting and sponsoring cultural events, art exhibitions, and tourism festivals, in addition to holding seminars on the importance of spreading the culture of preserving the historical region and the important buildings located in it, to work to increase the awareness of citizens and visitors and their interest in the region's urban heritage. 2. Referring to the local environment in Yanbu and using inspired and sustainable elements when restoring contemporary buildings, similar to traditional buildings. 		

Previous Studies:

The study (Al-Yazidi, Al-Zamil, 2022) entitled “Policies for the Preservation of the Urban Heritage of Historic City Centers: Jeddah’s Historic City Center – A Case Study” highlights the importance of protecting historic city areas from potential urban

damage in compliance with UNESCO recommendations and the rules for preserving world heritage. The study suggest several recommendations based on the findings.

The study (Abdul Tawab, Al-Darwish, Al-Mutaher, 2021) entitled “Achieving Sustainable Preservation of Historic Commercial Urban Spaces” aims to demonstrate that sustainable preservation of commercial spaces in traditional areas facing various challenges can be attained through the proposed model in the study. The study evaluates the sustainability of conservation operations conducted within commercial urban spaces.

The study (Hani Khalil Al-Farran , 2019) entitled “ The importance of the role of interior design in enhancing the Arab cultural identity of the interior space”. The problem of the research is summarized in the absence of cultural identity for the interior spaces in terms of the design style followed, the furniture used, the materials and the different functional styles. The research aims to highlight the importance of the role of interior design in enhancing the cultural identity of the interior space and adapting all design elements, furniture pieces, colors and materials to achieve this goal. The research will address this goal. Mechanisms for enhancing cultural identity in interior spaces and analyzing different design styles with the aim of highlighting their role and effectiveness with the aim of applying them to achieve an interior design that has a cultural identity that distinguishes it from others.

1. The Importance of Yanbu Governorate from a Regional, Historical and Tourism Perspective.

Yanbu Governorate is one of the governorates of the Medina region in the Kingdom of Saudi Arabia on the coast of the Red Sea, about 200 km west of the administrative capital of Medina, and 1,047 km from the capital, Riyadh. Yanbu Governorate is classified as Category (A), is affiliated administratively with the Medina region, and is considered the second largest. Its governorates, along with seven other governorates, overlook the westward coast of the Red Sea. It is bordered to the north by Al-Ula Governorate, to the west by Umluj Governorate in the Tabuk region, to the east by Medina, and to the south by Badr Governorate. Its area is 10,680 km², with its affiliated centers, which number 11 centers. Yanbu Governorate includes within its borders three sections that overlap in the city of Yanbu, resembling small independent cities: Yanbu al-Bahr, Yanbu al-Nakhl, and Yanbu al-Sinaiyah, and each of them has captivating details.

Yanbu is considered the cornerstone of the Kingdom's industrial economy due to its hosting of the Royal Commission in Yanbu project, which is one of the most important industrial clusters in the Kingdom. It is also considered the largest oil refining center in the world, as the number of huge basic industrial complexes in Yanbu Industrial City is (58) industrial complexes, while the number of industrial complexes is Light and support industries (148) industries, which made Yanbu Industrial City the best choice for investors in the field of petrochemicals and energy-intensive industries. The volume of industrial investment in it reached (329) billion riyals. Yanbu Governorate is considered the fifth tourist destination in the Kingdom due to its distinguished location. It is strategic on the Red Sea coast, with its tourism resources and capabilities that support the chances of successful tourism investment in light of the development of beach tourism and the increasing demand of tourists on the Red Sea beaches. These distinguished tourism resources and capabilities form the foundations and patterns of multiple and sustainable tourism development.



Figure1: Map of Saudi Arabia showing the location of Yanbu (Created by Norman Einstein, February 10, 2006)

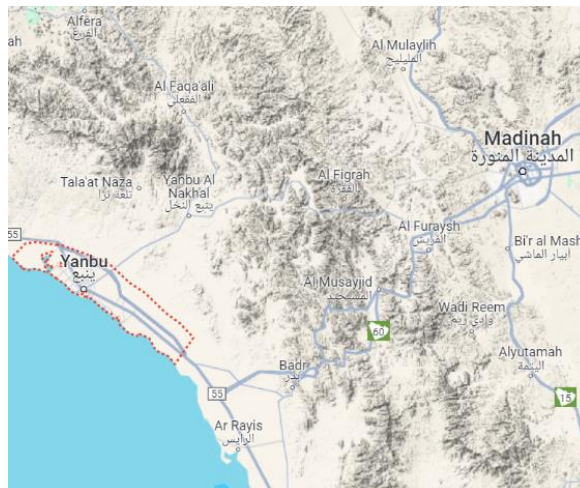


Figure 2: Map of Saudi Arabia showing the location of Yanbu (By Google Map , May 25, 2024)

Architecturally, Yanbu constitutes a series of cities, each distinct from the other, divided into three main parts: To the north lies Yanbu al-Bahr, which overlooks the Red Sea coast, and represents the historical part of the city, as it dates back about 2,500 years, and includes a historic port that was a port. A major part of the ancient trade and pilgrimage routes. On the coast of the Red Sea, south of Yanbu al-Bahr, is located Yanbu Industrial City, which includes oil facilities and refineries. It represents the economic industrial appearance of Yanbu, through hundreds of small factories that practice a wide range of specialized crafts with high skills. In the eastern part of the governorate is Yanbu al-Nakhl, a small village famous for its abundance of palm plantations and springs of water. On the southern side, Yanbu al-Bahr preserves its historical heritage and contains extremely beautiful ancient buildings, made of clay

and stone, and historical sites that have been standing for hundreds of years, such as: the Night Market, Al-Senussi Mosque, and handicraft shops, in addition to popular restaurants serving local dishes with authentic flavors. Yanbu's rich history spans 2,500 years, making it a fascinating hub of diverse cultures, peoples, and events. Coming down from the central life of Yanbu al-Bahr, on the southern coast of Yanbu Governorate, this old-fashioned city spans over 45 thousand square meters and offers more than 100 ancient structures.

2. The Role of the Interior Designer in Developing the User Experience in the Historical Area of Yanbu Governorate

2.1. A Historical Overview of Traditional Architecture in Yanbu Governorate

Yanbu Governorate is known for its rich historical architecture, particularly in the old town of Yanbu Al-Bahr. Traditional buildings in this region were constructed using local materials and exhibit distinct architectural features such as; coral; The coastal location of Yanbu made coral a popular building material. The builders would make use of coral stones by using either the whole pieces or cut and shaped to form foundations, walls, and decorations. Also, Mud and Clay: Mud and clay were the most popular building materials of earlier civilizations such as those constructed using adobe bricks. They were abundant and kept the heat inside. Apart from last, the main internal materials we used for furniture making are wood from trees and palm fiber. Though woods was less amply found as compared to corals and mud, it was still used for creating doors, windows, and decorating elements. Teak and other hardwoods usually made it to the market for making such furniture. Fronds of palm trees were used for roofs and overhead coverings, this aided in the protection of people from the hot rays of the sun.

Based on what the researcher observed during the field visit to the historic Yanbu region, it was noted that; Yanbu's historic buildings are featured with those colors of light and nature. The primary colors in this region were whitish. It mirrored sunlight hence, cooled buildings in the extremely hot weather. For instance, you would notice white-washed walls over other traditional Yanbu architecture. Earthy hues of historical architecture in Yanbu Governorate was the color palette. There were colors like light beige, brown and terracotta that constituted a good combination with the surrounding desert. The other colors used include coral stones and other natural stones in their original colors contributing to the total color palette. These shades may have had a reddish, sandy tone, giving a sense of unity with the environment. However, the main color scheme tended towards earth tones and white, a few lively colors were also used, such as blue, green, and red to enliven decorations or to identify the doors and window frames.



Figure3: Mood Board displays materials used for construction in historical Yanbu.



Figure 4: Map of Yanbu showing the location of Historical Yanbu (By Google Map , May 25, 2024)

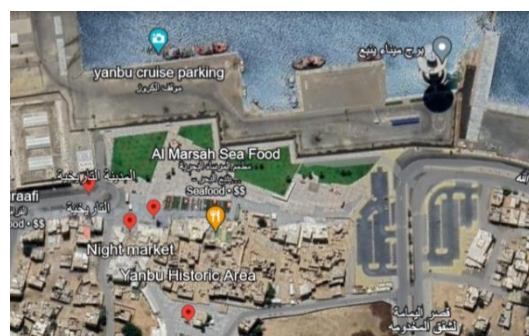


Figure 5: Plan showing the route followed during the field visit.







According to what the researcher observed, Yanbu Al-Bahr constitute a notable group in the facade of architecture and cultural heritage of province of region. Such as; Ornate facades: Yanbu is full of old buildings that have painted doorways. Intricate geometrical carvings and calligraphy and floral motifs are commonly and painted over the wall surfaces. Such decorative attributes reveal the level of finishing and the artistic skills possessed by the local builders. Arched windows and doors: the arches are historically one of the main structural elements found in old architectures. The lines of arched windows and doors decorated with ornate carvings form the basis of classical symmetry. The arches may be pointed, round or other specific forms, depending on the style an architect wants to use. Carved wooden Screens (Mashrabiya): These beautifully carved wooden raised lattice is installed on windows and balconies for privacy, air circulation, and shade from the sun. Mashrabiya features elaborate geometric designs and a latticework of intricate patterns which makes it highly decorative as well as visually appealing. Courtyards and inner gardens: the central part of courtyards which is used in traditional buildings as the Hosh is considered the most important feature. The courtyards serve as open, private spaces that provide natural light, ventilation, and a sense of tranquility. Some courtyards may include gardens with trees, plants, and water elements such as

fountains or pools. Tower-Like Structures (Barjeel): Specifically, barjeel, such as wind towers which are traditional architecture elements invented to attract, as well as concentrate strong winds to the spaces within them. These cylinder-shaped structures are commonly placed on the rooftops what have openings on different sides to ensure maximum air comes through. The open air gallery acts as a passive ventilation system and also assists greenhouse regulation during the hot desert conditions. Roof terraces: In the typical building Yanbu, roof mostly is flat. And it becomes a place for extra living. These roof terraces are equipped with open spaces for various activities like social gathering, drying dates and simple chatting with neighbors or or simply enjoying the views. The roofs are typically constructed using locally available materials, such as mud, clay, and palm fronds and finally; Narrow streets and alleyways: The map of Yanbu Al-Bahr historic neighborhood features regularly twisted roads as well as the winding pathways. An aspect like this proved helpful by offering some shade, sense of privacy, natural lateral ventilation through the narrow openings. Those design elements are not only pleasing to the eye, they also tell us about the practical considerations of space allocation and cultural attributes, which tell us how creative the traditional builders were to survive the adverse weather and geographical conditions.

2.2. Defining the Term Facilities and Mentioning the Most Important Services or Facilities Supposed To Exist In Historical Areas

According to the Architectural Research Centers Consortium (2023), the facilities concept In the field of architecture literally means the spaces, buildings, and infrastructure which are created and built in the course of designing and constructing for the many activities that occur. These facilities belong among the first in the development, construction, and research process. The overall meaning is the facilities represented by both tangible and intangible resources provided in support of the smooth running and functionality of an organization, system, or activity. Facilities encompass the concrete framework, instruments, and aids that are responsible for making the process of doing, overseeing, or conducting an activity possible. It consists of all types, but to some extent the main objective is to enhance performance of an institution. Such a facility is a building, structure or other feature that is used to animate the activity and provide utilities, amenities, etc. The researcher conducted a case study that illustrates the most important points of the historical areas (seating areas, lighting, signboards, gathering area (Barhat), floors and catering services) of AlUla, Dubai, and Spain region.

2.2.1. This table explains a case study of the old town of AIUla region as a local example







Element	Illustrative image	Description
Seating areas		There are several seats distributed over the entire area, some made of cement, some made of wood, and some made of stone. It is available in several shapes, including rectangular and circular.
Lighting		Lighting is available in the area and in all corridors, as floor lighting, in addition to hanging lighting and wall lighting.
Signboards		Information signs are available in the area and are made of metal and painted in a brown color that matches the surrounding environment, in addition to the translation of texts in Arabic and English.
Gathering area (Barhat)		Al-Barhat in AIUla are located in different areas, as they are also illuminated and have several shaded seats.
The floors		The floors in the old city of AIUla are located on several levels, with terraces and slides that serve people with special needs, in addition to being made of stone, and some floor areas are made of sand.
Catering services		The food services provided in the old town of AIUla are ideal, as they have allocated specific spaces to provide food services, with shaded and unshaded seating available for every restaurant or café.

Al- Ula is a cultural heritage that has spanned thousands years by archaeological sites and historical structures. In addition to this Al-Ula is famous the breathtaking natural landscapes made up of canyons, rock formations, and desert terrain. The unique geological attributes and stunning views of the area lead to the selection of those attributes for the design of the city. Based on observation and analysis, the design was inspired by the cultural legacy of AlUla and attempted to express the historical importance and unique architectural style of the region. Apart from the integrated design of the built environment with the natural environment conservation, protection of the natural heritage, and creation of sustainable outside places could be the key in designing.



Figure 6: Mood Board displays the theme design for AlUla region .

2.2.2. This table explains a case study of the Dubai region as a regional example




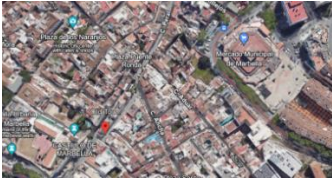


Element	Illustrative image	Description
Seating areas		The seats available to everyone in Old Dubai are bleachers
Lighting		Lighting is available in the area and in all corridors, as floor lighting , in addition to hanging lighting ,wall and spot lighting
Signboards		The area has informational signs above each store made of wood compatible with the surrounding environment, in addition to translation of texts in Arabic and English.
Gathering area (Barhat)		Al-Barhat in Old Dubai are located in different areas, as they are also illuminated .
The floors		The floors in the Old Dubai area are distributed on several levels, with terraces, in addition to the fact that these floors are made of stone, and some floor areas are made of wood.
Catering services		The food services provided in Old Dubai are distributed in different areas and do not have a specific area, with shaded and non-shaded seating areas available for each restaurant or café.

Old Dubai reflects typical Arabian architectural style, the traditional features of which are distinguished by wind towers, courtyard houses, and embellishment with motifs and carvings like geometrical patterns and intricate joinery. The architectural designs of buildings in Old Dubai are quite similar to the traditional elements in that area, hence giving the district a unique visual identity. The original plan of Old Dubai is based on the typical Dubai architecture. It aims at the conservation and exhibition of the Emirati traditions, ethics and craftsmanship. This becomes clear through the design of cultural centers, museums and galleries that celebrate Emirati art, music and dances.



Figure 7: Mood Board displays the theme design for the old Dubai region .

2.2.3. This table explains a case study of Spain as a global example

Element	Illustrative image	Description
Seating areas		There are several seats distributed in front of the restaurants, made of wood. They are available in several shapes, but most of them are circular.
Lighting		Lighting is available in the area and in all corridors, such as wall lighting and hanging lighting.
Signboards		There are informational signs available in the area that are not identical in size and shape, made of metal, wood and fabric, and are available in several colors compatible with the surrounding environment, such as brown, beige and light colors.
Gathering area (Barhat)		Al-Barhat in Spain are distributed in different areas, and are also illuminated and have several shaded benches on the side of the roads.
The floors		The floors in the old city of Spain are distributed on several levels, with terraces and slides that serve people with special needs, in addition to being made of stone.
Catering services		Food services provided in Spain are available next to the roads, and most of them have outdoor and shaded seating.

The architecture and culture of Spain is prodigious, and often in the historic urban spots Moorish traditions can be ascertained, such as Cordoba, Granada and Sevilla. The Moorish style of architecture was distinguished by the richly ornamented arches and carved tiles (azulejos), square-shaped courtyards (patios), and geometrical shapes. This style of architecture has played a pivotal role in the development of the region. The Spanish architecture in most cases consists of patios or inner gardens, thus making the architectural composition more pleasant and provides privacy. The arcades will open as you walk on the streets and will be decorated with fountains, plants and various arcs with tiles of colors which will provide you the green oasis. These things together, and others, have contributed yet further to this mix of different styles, cultures, and values, which is now a characteristic feature of the architecture of historic areas in Spain.

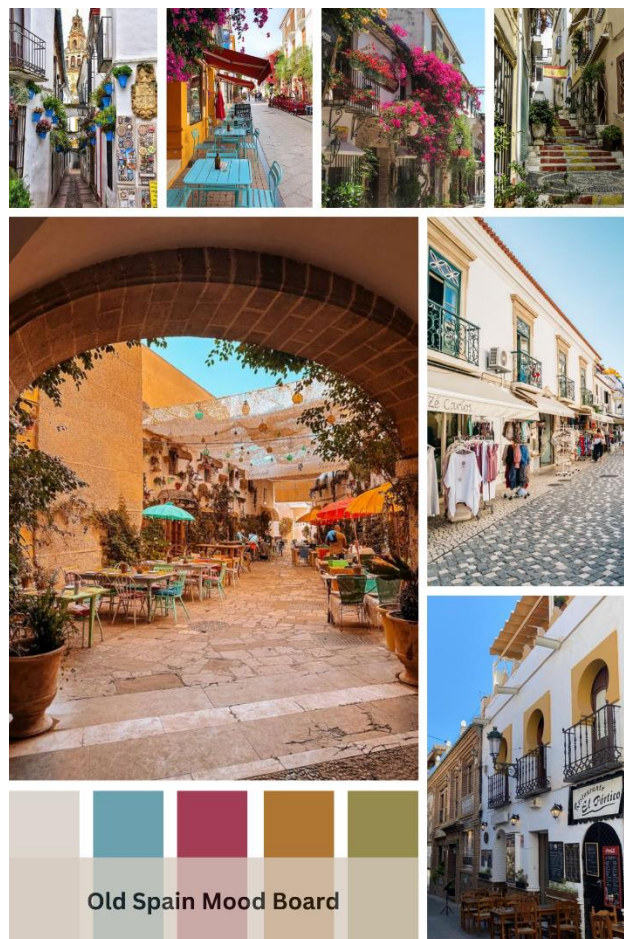


Figure 8: Mood Board displays the theme design for the old Spain region .

2.3. Dimensions of (Signboards, Lighting and Seating) In Tourism Public Spaces

Before looking into the dimensions, It is worth noting that the dimensions indicated are only the common standards and they vary according to the localization procedure, guidelines, and design of the area.

- **Signboards**

Wayfinding Signs: Visualized wayfinding signs that lead visitors towards main points of attraction, landmarks or some amenities will mostly be big enough to be visible and readable from afar. The size can go from 24 to 48 inches in width and 18 to 36 inches in height.

Informational Signs: Indicative signs that make known about a particular attraction, historical point or cultural event to remain smaller, but these are focused on clear and concise information. Such markers may vary in their size from 12 inches to 24 inches of their width and 18 inches to 30 inches in their height.

Directional Signs: Those that are bigger are set apart from others and not just any of them because they point the way to specific places like parking, restrooms, or visitor centers and can be easily seen from a little distance away. Size ranges from 12 to 18 inches in length to 18 to 36 inches in height.

Interpretive Signs: The interpretation panels that embrace the subject of a site or an exhibit in most cases are creative in their approach and visually attractive. The signs vary in terms of their width which starts from 18 inches and ends at 36 inches, and their height which goes from 24 inches to 48 inches.

Regulatory Signs: Signs such as these regulations which include rules, restrictions and security information happen to be of the same size with the ones we see in other public areas. This indicator can be of various sizes, 12 to 24 inches across and 12 to 18 inches tall.

When dealing with the characteristics of signage related to amenities for tourists in the public area, various considerations need to be noted like viewing distance, lighting conditions, and accessibility just to mention but a few. Local laws and rules may also decide the sizing of these indications and where they should be located.

- **Lightings**

Lighting Fixtures: The sizes of the lighting fixtures are changeable in proportion to the size of the features they are used for and the desired aesthetic to produce.

General wayfinding and area lighting: generally, fixture sizes are typically in the range of 12 inches to 24 inches in height and 6 inches to 12 inches in diameter.

Accent or focal lighting: various types of among the 6 to 12 inches tall fixtures and the 4 to 8 -inch-diameter popular range are typically used.

Mounting Heights: The degree to which the lighting fixtures on tourism public spaces are installed depends on the amount of lighting wanted, the sort of the source of the lighting, and the general design.

Pedestrian-scale lighting: such as bollards or path lighting, the typical mounting height is between 30 inches to 48 inches above the ground.

Overhead lighting: example, ceiling, wall-mounted, and pole-mounted, the fixture heights can range from 144 to 240 inches based on whether ceiling or walls are used and the level of the lighting coverage intended.

Illumination Levels: The required level of light intensity for serving tourism spaces can range from 5 lux (lx) to 20 lux (lx) for general lighting and wayfinding, and 15-50 lux (lx) for illuminating interesting places.

Lighting Color Temperature: The fact of the light color temperature in the tourism public space, entitles one of the most important points, because it can change the atmosphere and visibility as well. The results of applications having warm color temperatures, from the neighborhood of 2,700 Kelvin (k) to 3,000 Kelvin (k), are normally agreeing with the creation of a friendly and inviting feeling around. The cooler color temperatures (4,000 K-6,500 K) may be applied to specific purposes, such as highlighting some architectural features and assisting in the visibility of security such cases.

- **Seating**

Benches: Width: Typically between 48 inches to 96 inches. Depth: Approximately 16 inches to 24 inches. Seat Height: 16 inches to 18 inches from the ground.

Individual Chairs: Width: Approximately 18 inches to 24 inches. Depth: 16 inches to 22 inches. Seat Height: 16 inches to 18 inches from the ground.

Picnic Tables: Table Top Width: 30 inches to 36 inches. Table Top Depth: 60 inches to 72 inches. Seat Height: 16 inches to 18 inches from the ground.

It's important to note that the dimensions mentioned above are general guidelines, and the actual dimensions in tourism public spaces in Saudi Arabia may vary based on the following factors:

Accessibility requirements: All the furniture for the disabled should be designed, that should have appropriate dimensions.

Cultural and aesthetic considerations: The furniture design will include a mix of the traditional Saudi Arabian architectural styles and the cultural preferences of the customer.

Site-specific requirements: The dimensions and layout of furniture can be configured to fit each specific site of the tourism public space according to its size, form, and layout. Finally, the goal of these design proposals is to ensure the furniture is comfortable and accommodates visitors and tourists of different ages and abilities within the tourism public spaces in Historic Yanbu Saudi Arabia.

3. Design Proposals For The Development Of The Historic Yanbu Area Located In Yanbu Al-Bahr.

The design suggestions intend to harmonize preservation of Yanbu's historical ambience with improvements to new facilities, activities and fiction to better the visitor's experience and further the area as a whole. The central goals are to safeguard the cultural heritage, bring life to the public realm, instigate the cultural programming and the tourism, better accessibility and connectivity, as well as, good governance and stakeholder involvement. In addition to improving the visitor experience, these

initiatives will also help the visitors appreciate the individuality of the old quarter and participate in the preservation and enriched culture of the area.

- **Preservation of Historic Structures:** The first step is to identify the historic structures and prevent their destruction, since they form the identity of the area. Carry out adequately the evaluation of the existing buildings, warehouses, and industrial facilities and determine their priority for restoration and adaptive reuse. Through this strategy the area's historical importance will be conserved but will also be integrated into the modern development.
- **Enhancing Waterfront Promenade:** To create a pleasant sea marking pathway along the shoreline and allow the public access to the water and the true marine character of the district. Design the promenade with a combination of pathways for pedestrians, trees, sitting area and playground. Incorporate elements like a fishing pier, marinas, and boatdock maybe to let the resident utilize water-related activities and bring the community close to the marine environment.
- **Interpretive Signage and Wayfinding:** Create informational web and printed maps that are masoned with historical information and that help people to orient and recognize the key points of interest. Embedd different activities that people might use through QR codes or augmented reality that allow them to acquire more information regarding the history, importance, and stories attached to what's seen in the location. This way, the guests' journey is made richer and more closely linked to Yanbu's port and industrial identity.
- **Cultural Events and Festivals:** Install recurring cultural events and festivals which praise the maritime and industrial heritage of Yanbu as a key factor of its identity. These can be marine-themed festivals, industrial heritage exhibition , local craft shows as well as the exhibitions that display local songs, dances and food. Such events will attract visitors and locals alike. These events will result in a sense of pride not only among the locals but also economic growth.
- **Sustainable Design Considerations:** Insist that any newly planned activity in this area be structured in line with sustainability principles. Adopt the highest energy-efficiency, green building practices and convert the renewable energy sources where ever available.. The utilization of indigenous planting, rain water harvesting mechanisms, and waste disposal methods that allow us to be environmentally responsible and keep the region's natural splendor intact.
- **Industrial-themed Public Art:** Spread out a number of industrial-themed public art installations across Yanbu to glorify the local heritage and display a visual flair. Public art pieces like sculptures, murals, and interactive pieces can be install throng in the public spaces and can be used as landmarks . Those art installations among others may contain the maritime history of Yanbu in them for example, the shipping containers, cranes, and ship components can be used as a source of inspiration.
- **Maritime Heritage Museum:** Fostering a maritime heritage museum in the Yanbu area, visitors will experience how the local maritime history has been preserved over time. The museum should be constructed in the old building which portrayed the

maritime, industrial, and historical memoirs of the region and exhibit artifacts, photos, and interactive displays. This will be an education center for the community whereby locals and tourists will be enlightened on the history of Yanbu.

- **Mixed-Use Development:** Jumble a blend of uses in the historic neighborhood, which include such as residential premises, commercial, cultural, and entertaining spaces. Promote the new businesses coming in the area (shops, startups, creative industries) as those will have a positive impact on the local economy and will make the community vibrant. Establish, or ensure, adjustability and versatility of the spaces by creating rooms that have options to be arranged in various ways or can easily change when the need arises. The existing road networks should be innovatively designed with wide sidewalks, shaded areas and sitting arrangement to promote walking and social interaction. Develop pedestrian and cycling routes that link the main historical zone outlets, good provision of accessibility and connectivity.

Conclusion:

This paper has revealed that interior design can be a powerful tool in improving the attractiveness of the historical Yanbu area as a tourist destination. Focusing on preserving the architecture of traditional buildings, using local building materials and design elements, designing memorable experiences are the means by which interior designers can help portray Yanbu multiculturalism and history. The results clearly indicate the potential that can be realised through strategic for interior design targeted interventions in the built environment with the necessary alignment with local authorities and tourism stakeholders to achieve the overall tourism development aspiration of historical Yanbu. Not only do such design approaches help to attract more visitors to the region, but they also foster a deeper appreciation and understanding of Yanbu's unique identity among both domestic and international tourists. In conclusion, this study clearly highlights the untapped potential that would come about when interior design is included in projects that would advocate and conserve the historic built environments in Yanbu and other cities. It is therefore an important resource for other regions which envisage the role of design-driven tourism development as a transformative one.

Recommendations:

1. The role of the interior designer is to attract visitors and tourists through designs that serve to enhance the cultural identity of the historical region of Yanbu, which means consolidating the cultural identity.
2. Enhancing the cultural identity of the interior space through the interior design of the community constitutes an image that reflects cultural and cognitive progress.
3. Referring to the local environment in Yanbu and using inspired and sustainable elements when restoring contemporary buildings, similar to traditional buildings.
4. Paying attention to the region's unique and heritage culture by supporting and sponsoring cultural events, art exhibitions, and tourism festivals, in addition to holding seminars on the importance of spreading the culture of preserving the historical region and the important buildings located in it, to work to increase the awareness of citizens and visitors and their interest in the region's urban heritage.

References

1. Al-Aroui, M. S. M., & Maram Saeed Mokbel. (2023). The role of sustainable development of coastal areas in attracting tourists: a case study of Yanbu Industrial Lake. *Arab Journal of Tourism, Hospitality and Archeology Sciences*, 4(6), 43-72.
2. Al-Farran, Hani Khalil. (2019). The importance of the role of interior design in enhancing the Arab cultural identity of the interior space. *Journal of Architecture, Arts and Humanities*.
3. ARCC. (n.d.). ARCC. <https://www.arcc-arch.org/>
4. Badawy, S., & Shehata, A. M. (2018). Sustainable urban heritage conservation strategies—case study of historic Jeddah districts. In *Cities' Identity Through Architecture and Arts* (pp. 83-97). Routledge.
5. Dimensions | Database of Dimensioned Drawings. (n.d.). Dimensions.com. <https://www.dimensions.com/>
6. Heritage Books. (n.d.). Heritage Commission. <https://heritage.moc.gov.sa/en/heritage-books>
7. Majar, A., Ahmed, & Ghoneim. (2022). Developing a tool to measure the efficiency of the digital transformation of Arab cities towards smart cities by applying it to two case studies: the city of Yanbu al-Bahr and the industrial city of Yanbu in the Kingdom of Saudi Arabia. *International Journal of Development*, 11(1), 61-82
8. Nada Siraj Al-Yazidi, & Walid bin Saad Al-Zamil. (2022). Policies for preserving the urban heritage of historic city centers: Jeddah's historic city center - a case study. *Journal of Gulf and Arabian Peninsula Studies*, 48(185), 363-398
9. Yanbu Historic District. (n.d.). Visit Saudi Official Website. <https://www.visitsaudi.com/en/yanbu/attractions/yanbu-historic-area>
10. Yanbu. (n.d.). Visit Saudi Official Website. <https://www.visitsaudi.com/en/yanbu>