



## Take Advantage of the Semantics Considerations in Shape to Design Cars Tourism in the Sports Festivals

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### Abstract:

*The research concern with festival tourism and take advantage of sporting events current and future revitalization of tourism festivals from the standpoint of industrial designer. The research aims to make a festival sports a new and unique not where one of the world's major sporting events , especially football because of its popularity global also the World Cup , which is the largest forum athletic world , which will be held in the Arab region for the first time in the history of the game as well as the research aims to tourism and the establishment of festivals during major sporting events , similar to what is happening in some countries that benefit from tourism important events the researcher designed methods and tools to work and attract tourists to Arabic festivals and by designing cars with semantics in the form that can be used at festivals in football for the transfer of all of the fans and players.*

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**Keywords:** *Art Cars, Fans, Industrial Designer, Semantics, Temple Cars, Sports Festivals, Tourism Festivals*

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### 1. Introduction

Egypt suffers and the Arab region than double the inbound tourism from abroad for many reasons I can remind one not to make the most of the tourism available and not to take advantage of the experiences of other countries in the activations of tourism and invent new ways to attract tourists, and that tourism festivals of the most important types of tourism which works to attract tourists to Egypt, and stressed the government's role in activating this type of tourism , because tourism festivals today's leading industries , which had sought the attention of the world has received the industry's interest to many countries and introduced them many new ideas that are commensurate with customs and traditions and culture of each country , which have had their contributions to the development of the economies of the countries growing and effectively in recent years , reaching revenues today to billions of dollars. The development of the growing economies of the world called developed and developing countries to think and search for new ideas can do from economic sectors and various tourist and highlights more on the culture and history of countries which may be absent from the minds of many people so he proceeded to organize festivals. And because the world today has become aware of the economic benefits of festivals has sparked a competition between the countries, which make them resort to modernization and continuous improvement and continuous events and programs of festivals in order to attract and attract of visitors and investors from different countries through what is organized exhibitions specializing in various fields as well as organize seminars and conferences and the establishment of economic competitions diverse artistic and sports , cultural , and highlight the institutions and sectors of governmental and private. So heading towards take advantage of sporting events current and future revitalization of tourism festivals from the standpoint of industrial designer design methods and tools work to attract tourists to festivals

Arab and by designing cars with semantics in the form that can be used at festivals in football for the transfer of all of the fans and players.

## **2. The research problem**

The problem with search in the low turnout on tourism in Arab countries compared to other countries in spite of a lot of tourism potential that looks tourists to it , but we lack the tourism festivals and especially sports festivals as it should be or as do the countries major tourist from good use of those important events.

## **3. Objective of this research**

The research aims to make a festive sports a new and unique not where one of the world's major sporting events , especially football because of its popularity global also the World Cup , which is the largest forum athletic world , which will be held in the Arab region for the first time in the history of the game as well as the research aims to tourism and the establishment of festivals during major sporting events , similar to what is happening in some countries that benefit from tourism important events.

## **4. Significance of the research**

1. Search is working to revitalize tourism from abroad during and after the tournament, which generates income and enormous economic popular.
2. The festival contributes to increased income from tournaments during match's ads.
3. The festival is working to raise the name of the Arab region and high support in the field of sports and tourism.

## **5. Product semantics**

This term was commonly used by industrial designers from the 1980s onwards and indicated an increasing preoccupation with gaining an understanding of the ways in which form, decoration, colour, and other visible features of products could communicate additional meaning to consumers and users. The form of an object can be more than just "styling", it can communicate meaning. Product semantics is an attempt to convey what a product is or does through its form. Following this method, the designer uses shape, texture, materials, and color to convey meaning. A designer using product semantics in place of mere "styling" creates products that are understandable and engaging. The goal is to make products intuitive, that is the user knows how a product works and what it does without instructions. Product semantics can tell the user about the product's: Identity: What is the object (e.g. a chair) Character: What kind of chair is it (e.g. a lounge chair) Affordance: What benefit does the object give me? (E.g. relaxation) Operation: How do I use it? Remember: If it needs a label to show how it works, a product is poorly designed.

## **6. Temple cars festival**

A large number of devotees witnessed the procession of five temple cars taken out in succession around Lord Natarajar temple at Chidambaram near here on Monday. As part of 'Aani Thirumanjanam' festivities, as shown in figure (1), the cars carrying presiding deity Lord Nataraja, Sivagama Sundari, Vinayaka, Muruga and Chandigeswarar were drawn by devotees through the east, south, west and north streets, surrounding the temple. Earlier, women decorated the entire path of the procession with colourful 'kolams.' The festivities started with a flag hoisting ceremony on June 17.

After the car procession concluded, the idols of Nataraja and Sivagam Sundari were taken to the thousand pillars 'Mandapam,' where special pujas were performed. The idols would remain there

till Tuesday afternoon for public 'darshan.' After completing the rituals, the idols would be taken in palanquins to the sanctum sanctorum. Ananda Thandava Dikshithar led the car procession in which executive officer of the temple Sivakumar and Additional Scores of devotees turned up in Tirunelveli town on Monday and witnessed the temple car festival organized as part of 'Aani Thiruvizha' celebrations at Swami Nelayappar Ganthimathi Ambal Temple. Special prayers were offered by the devotees on the occasion. The festival got off to a start on June 24 with flag hoisting. The car festival, the main highlight of the programme, was organized here on Monday. The devotees pulled the temple cars and took part in the procession that went through the four car streets around the Temple. Local holiday was declared to help devotees take part in the celebrations. District Administration had made necessary arrangements in the interest of devotees.



**Figure 1. showing temple cars festival**

## **7. Art cars festival**

Art cars are street legal vehicles that artists have permanently modified into a work of art. They bring creativity and individual expression into people's lives 365 days per year as shown in figure (2). Art car artists come from many backgrounds. Some are self-taught folk artists, while others have formal art-school training or even custom car backgrounds. Art car artists follow their individual notions about how to create or customize their vehicle. Almost half of our artists are female.

An Art car is often a fantasy made into a reality. It is in itself a symbol of being free; it expresses the ideas, values, and dreams of an individual.

Art cars are street-legal vehicles that have been permanently transformed into mobile sculptures. These aren't parade-floats; they're registered, insured automobiles that artists work on for years and exhibit to anyone who will look up.



**Figure 2. Showing art cars festival**

### **8. Sports Car Festival**

The researcher Displays in the field of motor sports festivals method of characterization of the festival as well as the agenda of the festival on the drivers and spectators from all over the world to illustrate the importance of the festival and to be an incentive to attend the festival and this year before the establishment of the festival, which starts in 2014 in September. The Researcher displays the time table to illustrate how to exploit the economic and sporting events as follows:

Sep 25, 2014: From Thursday 25th September until Sunday 28th September 2014 Kitzbuehel is holding the 5th Int. Sports Car- Festival with more than 50 of the most luxurious sport cars of our time. We expect a range of cars to make your mouth water, such as Ferrari, Wiesmann and Lamborghini as shown in figure (3).



**Figure 3. showing sports cars festival**

After the welcoming evening on Thursday, Friday and Saturday will be taken up with a cavalcade, driving through the most beautiful routes and mountains in our region. In previous years we have toured from the Grobglockner, Berchtesgadener Land, Konigssee and to Zell am

See. We have also visited some well known companies in the region, such as the Riedel Glass. The evenings are taken up with cultural events such as the culinary delights of a Gala Dinner, with a 'Tyrolian Evening' and a party in the well known local Take Five. The highlight to the Sports Car Festival is at noon on Sunday when we have a parade through Kitzbuehel and the cars will stand on display for viewing while the drivers then meet for a communal lunch in Hotel Zur Tenne.

## 9. Cars design for sporting festival

### 9.1 Car ride to fans

In this area suggests researcher designing cars to organize a festival mathematically to one football tournaments with a population density of fans with different affiliations imported from various countries participate in the tournament , so the work of the researcher to design cars with significance in the exterior of the car on a ball painted with the flags of States participating in the to deduce the tournament fans , and their presence in the place gathered them in the event to encourage their teams beginning of the exit from the hotel until the arrival of the stadium which will be held games. Electric - powered car fans to be environmentally friendly is so changed the concept of design in terms of shape, performance and key components of conventional cars as they work compatible with the spirit of the times it's also multiple formats as follows: a – Inspired of the first form of the car from the basis of football in the design of its Ordinary fans of non - participating countries as shown in Figure (4).



**Figure 4. Car for fans of non - participating countries in the form of football**

As mentioned above- that based on the significance of design in the shape of the car take the forms of flags of States participating in the tournament in the treatment of the external appearance of the car in order to be used by fans of the participating countries to take them from the hotel to the stadium as shown shapes (5,6,7,8).



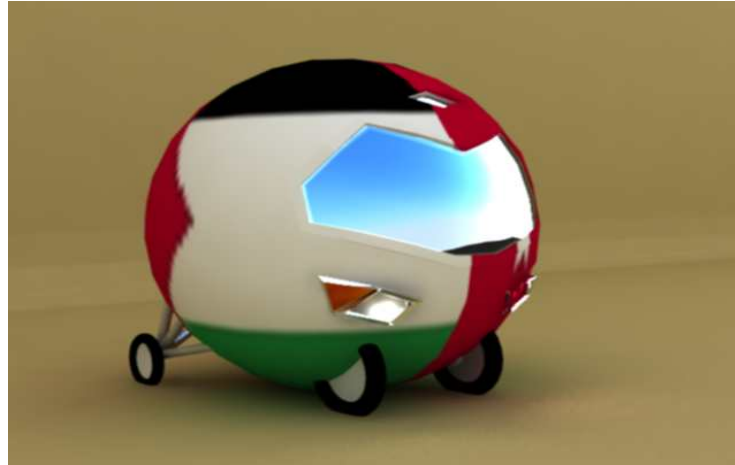
**Figure 5. Shows the flag of Lebanon**



**Figure 6. Shows the flag of the Arab Republic of Egypt**

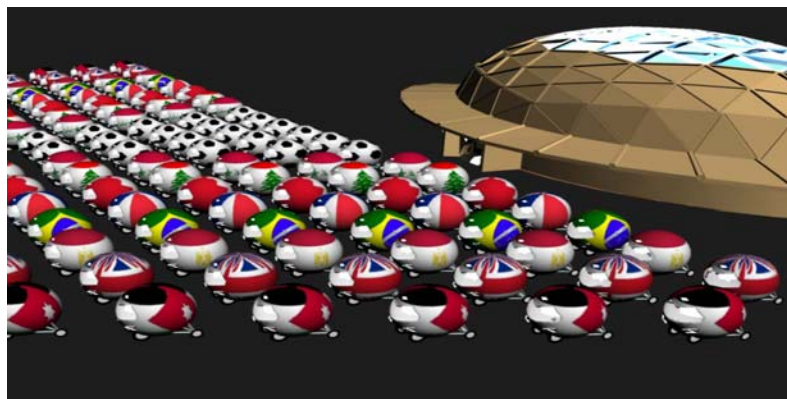


**Figure 7. Libyan flag of Iraq**



**Figure 8. shows one of the flags of the participating Arab countries**

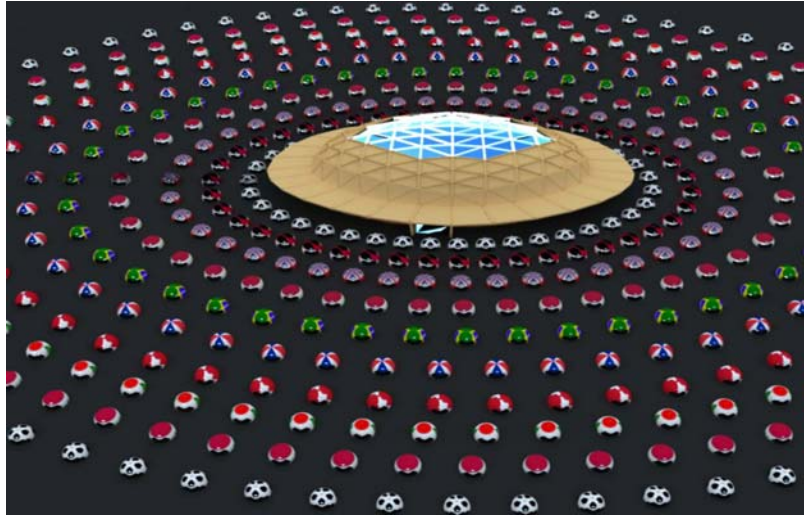
When Seen fans in front of the stadium are gathering to watch the game in front of screens in front of the stadium and appear in the form of celebratory watching the game from home and abroad before the game and after the game and those celebratory pose a festival day for cars everywhere are held on the tournament as shown in forms (9,10,11)



**Figure 9. Shows the cars grouped in front of the stadium**



**Figure 10. Shows the cars around the stadium to watch the match through external monitors**



**Figure 11. Shows the shape around the stadium from the top**

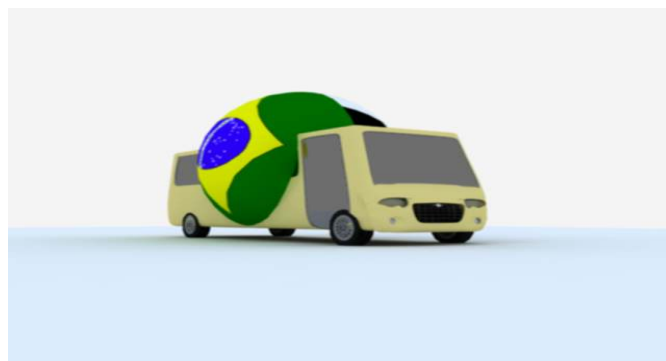
### **9.2 .Bus team**

From the hotel to the stadium In this type of car designer can use a pre - made bus for processing for the occasion as described in fig. (12)



**Figure 12. Shows the bus team showing football**

And ball of fiberglass on the two halves indicates someone on the football and it another half aware of the band indicates the country of the team that afford the bus for more attention fans during the movement of the hotel, until they arrive at the stadium as shown in the form (13.14)



**Figure 13. shows the truck team, using science team Moved**





**Figure 14. Shows the hemispheres truck team.**

That's ceremonial researcher wishes to provide a new form of celebrations and festivals that may contribute to raising the demand for incoming tourism to the Arabic region and Egypt

### **Results**

The study proved a number of the following results:

1. The festivals of all kinds increase of tourist turnout States held by the state.
2. The study proved that some countries evaluated specifically for festivals promoting tourism in their countries.
3. That festivals cars or auto attendant for different occasions have a significant impact in raising the importance of the festival.

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