

VISION رؤية

2030

المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA



Culture Heritage



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National
Transformation
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Cultural Heritage

KSA is situated in the Arabian Peninsula at the crossroad of ancient Arab civilizations and kingdoms and It has authentic cultural customs, traditions, values, life styles, and traditional handicrafts, and distinct natural, tangible and intangible cultural heritage.

Cultural heritage tourism depends on cultural heritage programs, attractions and experiences including intellectual, aesthetic, and entertainment experiences and Saudi tourists target visiting and experiencing rich cultural heritage sites that include archeological, heritage, historical centers of cities, towns, and villages, heritage buildings and landmarks, cultural heritage facilities, museums,

exhibitions, traditional souks, traditional food and handicrafts festivals and markets, and the unique KSA natural heritage.

In view of 2030 vision and the national transformation plan, the Red Sea project masterplan integrates cultural heritage tourism development in the project zone on stories and places through interpreting the cultural heritage scenes, restoration, rehabilitation, and regeneration and development of cultural heritage sites such as archeological site of Mada'in Saleh, Hejaz railway, Hajj routes, historical centers in Al Ula, Umluj, Al Wajih, Al Ais, Al Fera, heritage fort buildings and structures.

The masterplan enhances the visitors and tourist's many experiences and journeys through the development of the proper cultural heritage infrastructure in the project zone. This must be achieved through public and private investment schemes to ensure equitable job opportunities and improve the local and KSA economy at large.



The majlis of qasr Al Rashid,





Camel event



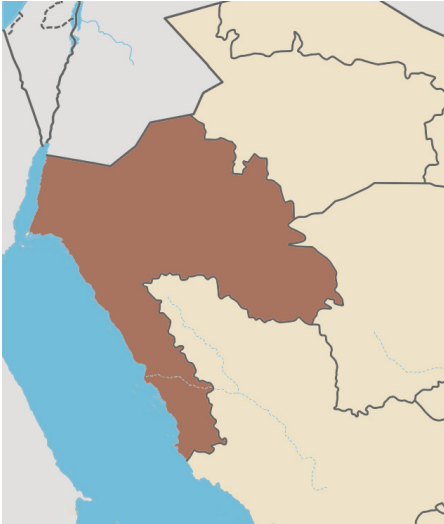
Traditional events



01 HERITAGE SITES AND TREASURE TRAILS



1. HERITAGE SITES AND TREASURE TRAILS



Location of Tabuk Region



Old Al Hejaz Railway

- The Red Sea Project zone has very authentic, rich, and diverse cultural heritage with many heritage sites and treasure trails.
- Natural and manmade elements of cultural heritage are integral to the Red Sea Project -- a defining feature of the Red Sea project masterplan and infrastructure design.
- The Project approaches the Zone as a National Park, which protects the natural and cultural heritage of the Zone as precious assets to be appreciated by visitors.
 - These assets include built heritage and the intangible heritage experiences of art, music, festivals, food, and stories of age-old journeys through the region.
 - Mada'in Saleh, Hejazi railway and the Egyptian and Syrian Hajj Route, and historic centers in towns of Al Ula, Umluj, Al Wajih, Al Fera, Alshabah, and Al Ais



Event in And Sites



- The Project provides a gateway to world class heritage experiences in three ways:

**1 Social experiences -
Souqs, Festivals, Local
Products, Food**

**2 Legends and Stories - Sindbad,
1001 Nights, ancient tribal folklore
- Connecting the Four Worlds of
the Project**

**3 Knowledge, inspiration,
and creativity**



- The project embraces KSA's 2030 vision and national transformation program by integration of the unique richness and diversity of cultural heritage tourism into the Red Sea project and consider it as a crucial success factor for the achievement of all goals.



- The project recognizes that exploring of cultural Heritage, be its natural or manmade elements, is a defining feature of the Red Sea project masterplan and design of its tourism infrastructure.



- The project is based on the core values of respect of cultural heritage and its diversity and comes in support of KSA heritage law and the value of cultural heritage for people and environment and aims for its protection, conservation, promotion and enhancement by adopting plans that contribute to improving the environment and the quality of life and play a significant role in strengthening the local and regional social fabric and its economic advancement.





Source: US Library of Congress



Source: Albert Robida (1848-1926)



Source: Milo Winter (1914)



The Egyptian Pilgrimage Route

- The project seeks to encourage and facilitate the implementation of the heritage-related best practice by advocating a shared and unifying approach to cultural heritage tourism and how it should be managed to ensure integrated conservation of KSA cultural heritage within the requirements of integrated conservation of the archeological, urban, and architectural heritage and the involvement of all the major players at the local, national, and international levels.
- The project pursues an inclusive, creative and innovative approach that involve all cultural heritage tourism in the project zone along with surrounding major heritage sites such as Mada'in Saleh, Hejazi railway and the Egyptian and Syrian Hajj Route, and historic centers in towns of Al Ula, Umluj, Al Wajih, Al Fera, Al Shabah, Al Ais as ideal venues for meeting and dialogue that stimulates thought and encourages dialogue and highlight the history and value of KSA to the global culture.
- Culture heritage integration in to the project is based on three components: a social component that focuses on the relationship between cultural heritage tourism and economic benefits to local towns through integration of planned journeys to the sites to experience the local cultural festivals and traditions, visit souks to purchase local products and enjoy foods that promote and fosters meetings between tourists and peoples and their cultures and nurtures mutual respect and understanding; a second component that seeks to strengthen the contribution of cultural heritage tourism to sustainable development through satisfying tourists' expectations by exhibiting the tangible and intangible cultural heritage in narratives based on famous legendary tales such as one thousand nights and one, Sindbad sea journeys, ancient tribal folklores, and local cultural heritage stories of sea, desert and mountains, in order to offer tourists authentic cultural experiences by linking all cultural heritage sites in the four worlds identified in the Red Sea project masterplan in an eloquent trip scenarios while staying in different types of innovatively designed project resorts that suit the experience desired; a third component of the strategy is for tourists and visitors to the project zone to gain knowledge and raise their awareness about the rich and authentic cultural heritage of KSA to promote its exploration as a source of knowledge, inspiration and creativity and to induce the visitors to come back



02

SOCIO-ECONOMIC FACTORS



2. SOCIO-ECONOMIC FACTORS



Umluj Before



Umluj Now



Umluj open air fruit market



Al Wajih before



Al Wajih Now

- Umluj and Al-Wajih are the main socio-economic hubs of the Tabuk Region and thus are important destinations in the Red Sea Project Zone. Cultural and nature-based tourism are a growing attraction of both hubs with increasingly popular local cultural festivals, a beautiful coastline, sea-based recreation and open beaches. Many people visit for a few days especially during the holidays to enjoy the festivals, beautiful coastal scenery and local cuisine.
- As the Red Sea Project progresses, tourism, especially cultural tourism, is expected to follow the national trend of rapid growth domestically and steady inbound growth. Nationally, the industry already generates over 1.2 million jobs, which the World Travel & Tourism Council (WTTC) forecasts will increase to 1.6 million in a decade. Even more rapid growth is expected by WTTC in the contribution of tourism to the country's GDP growing from US\$71.3 billion in 2017 to US\$160.5 billion in a decade. With the Red Sea Project attracting visitors from around the country and the world, Umluj and Wajih will be well-positioned to benefit substantially from this growth.
- Umluj is the largest administrative zone in the region comprising a total area of 12000 square kilometers and a population of 69,000, of which 60,000 live in the city of Umluj and 9,000 in the adjacent villages of Al-Shadkh, Al-Hurra, Al-Nasebah where most inhabitants belong to the local tribes of Juhayna and Beli.
- The villages' economy depends mainly on agriculture, especially dates, vegetables, sheep and camel grazing whereas the city of Umluj depends mainly on fishing and boat construction; the port area is home to 3500 local fishing boats. Some residents are also employed by Government in security, municipal administration, public health, and education, as well as in commercial trade, light industry and workshops. Several thriving shopping areas sell multiple products and goods serving the local population.
- The Al Wajih zone comprises a total area of 4000 square kilometers and a population of 51,000. The zone includes 17 villages with many inhabitants coming from local tribes. The villages' economy depends on raising camels and sheep, as well as small scale agricultural, particularly dates and vegetables. The city of Al Wajih depends on the regional airport, which serves the entire region, including Umluj. And, like Umluj, fishing and boat construction, trade and retail activities are also important.



Umluj and Al Wajih Zones

An aerial photograph of a traditional village built with mud-brick. The buildings are arranged in a dense, grid-like pattern of rectangular blocks. The walls are thick and made of a reddish-brown earth. Some buildings have small, dark openings for windows or doors. The ground is dry and dusty, with some sparse, dry vegetation. The overall scene is one of a well-organized, traditional settlement.

03

REGIONAL DESIGN
CHARACTER AND
ARCHITECTURAL
ELEMENTS

3 Regional Design Character and Architectural Elements



Al Wajih Old Souk



Al Wajih - Zereep



Moshrafa Palace at Alfera



Al Wajih Sansui heritage mosque



Mada'in el Saleh

Saudi Arabia encompasses a greater variety of traditional urban and architectural styles that cover the different geographical areas of the Arabian Peninsula. Its main regions of the Red Sea coast, the northern inland oases, the southwestern mountains, the central plains of Najd and the eastern Gulf Coast, each has its own physical and cultural characteristic and include more than one traditional urban and architectural style inside the region because of varied physical characteristics, cultural factors, local building material (lime, adobe mudbrick and stone) and construction methods and technology available in the region.

Hence, more than six different vernacular architectural styles exist in Saudi Arabia. Limestone load bearing walls construction and intricately carved wooden bay windows (roshans) in the façade of lime washed buildings in cities and towns along the Red Sea coastal areas and its off-shore islands, to stone architecture in cities, towns, and villages in foothills and the north-south Sarawat mountains chain, to traditional tent structures and mudbrick adobe architecture in towns and villages in plains and desert areas, to an architecture of adobe brick and sandstone stone of buildings with large courtyards in towns and villages overlooking wadis and the central Najd plateau regions to coral sandstone building architecture in cities and towns along the eastern coastal areas of the Arabian Gulf. Many and varied colors, textures, scales, shape of openings, arches, doors, carvings, patterns, motifs, decorative elements. These traditional architectural styles symbolize and reflect the traditional Arab Islamic urban and architecture design principles of community, livability, spirituality, and economic and environmental sustainability.



Al Wajih - Zereep Fort



Al Ula Ruins

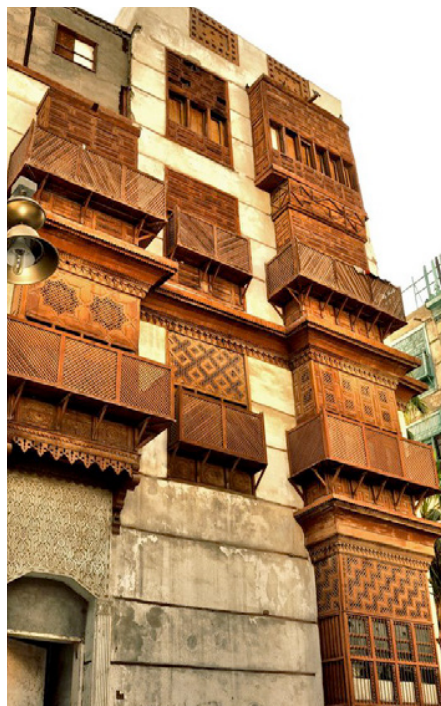
3. REGIONAL DESIGN CHARACTER AND ARCHITECTURAL ELEMENTS



In the Red Sea project zone, all these distinctive typologies of the traditional architectural styles in Saudi Arabia could be applied depending on the region within the zone while considering the local variation that are unique and entirely distinctive in character in terms of massing, spatial organization, patterns, decorative motifs, lines, colors, textures, local materials and method of construction. The Red Sea project design strategies, approaches, principles, and guidelines which are used in the master planning, urban design and architecture design of all service clusters, islands, facilities, and buildings abstracts patterns, textures, lines, colors from local natural environment in addition to weaving design elements and symbols from the traditional urban and architectural heritage context and integrate them into world class contemporary design strategies and approaches to create a more contextual and distinctively unique, ultra-contemporary and more sustainable urban and architectural design for all types of luxury resorts, residential developments, G20 facilities and all other support facilities in all regions of the Red Sea project zone including the islands, coastal areas, plains and desert area, wadis and mountain areas. By doing this, the design will achieve and offer visitors and tourists an opportunity to embrace the different experiences during their journeys in the project zone and explore and be educated patterns, colors, textures, materials, shapes, lines abstracted from the traditional urban and architectural design and integrated into themes and settings connected to Local cultural heritage and be immersed in settings with architecture related to the internationally known and more appealing Arab Moslem cultural heritage stories such as one thousand and one nights and Sindbad voyages

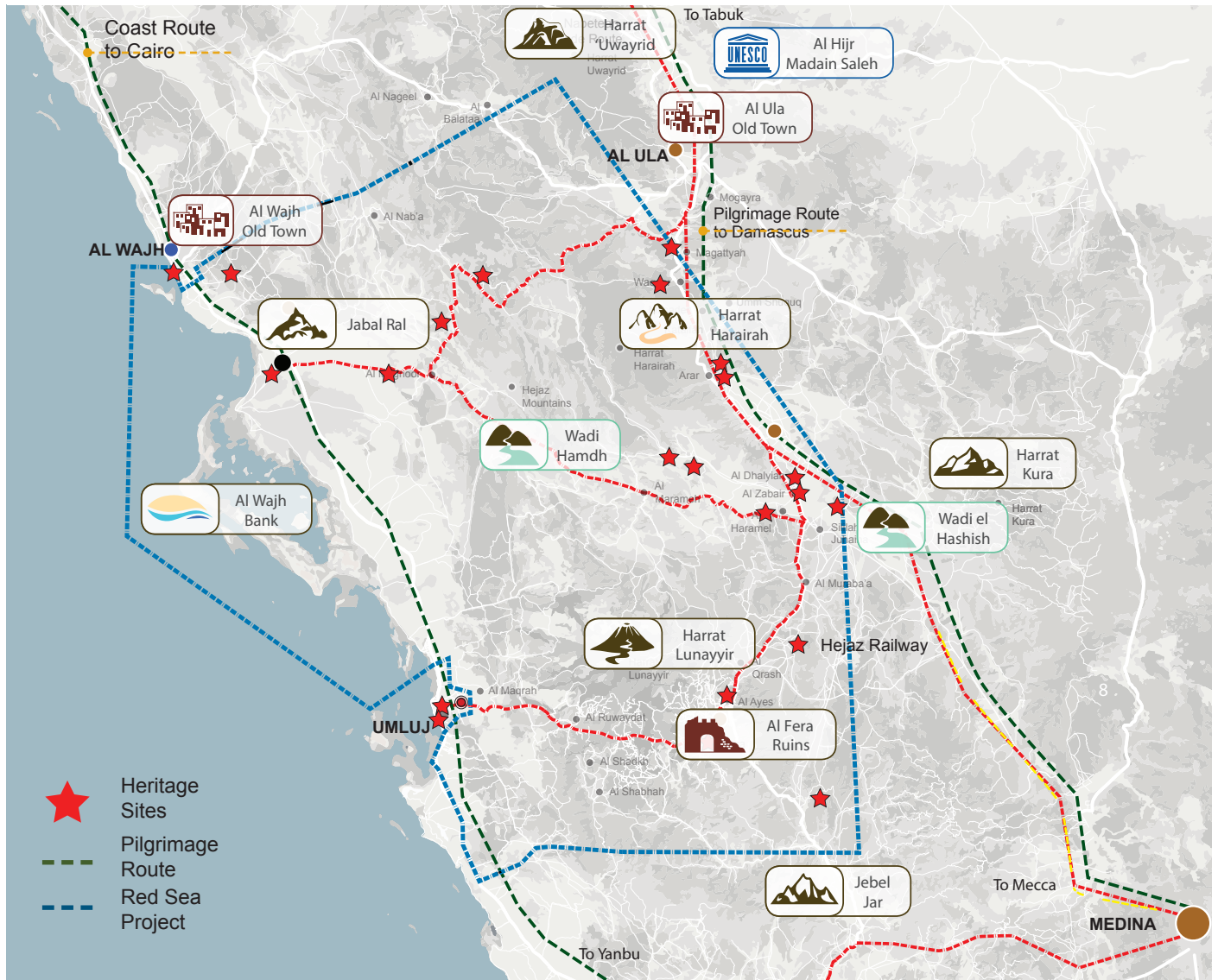


Al Wajih Old House



Al Wajih Castles

Tangible Cultural Heritage Sites



PATTERNS





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