

## **Proposal on the enhancement of Afro-Arab cultural identity**

### **Culture among Arabs and Africa : History shaping up the future**

#### **Overview:**

Culture represents the basis of nations' identity. Indeed, nations that allow the loss of its culture would also lose its identity. Undoubtedly, when one loses his/her identity, he would compromise all of what he has, thus losing self-confidence.

The technological advancement in mass media has enabled several cultures to enter every household and address every household whether or not we agree to the contents of such cultures.

In the absence of the convenient alternative that attracts the interest of families, they would be attracted to the other mass media instead.

It is well known that by preserving and reviving our cultural heritage, we can achieve our development goals, as culture represents that starting point for identifying our civilization needs. Also, culture affects the nature of our perspective of work and production.

It also represents an incubator for development and investment sectors, such as tourism. For instance, the development of tourism industry in any country largely depends on its cultural content. Such an industry, no doubt, has

become one of the most important sources of income for many world countries. Thus, all may be conscious of the fact that Africa in particular and the Arab world in general are in need of such resources.

On the other hand, the Afro-Arab common trend towards taking interests in the enhancement of the cultural aspects of their composite relations would constitute a groundwork for taking such relations to new heights, in addition to the direct revenues that all parties can gain in terms of boosting the cultural sector in their own countries.

**Nature of the proposed project:**

The proposal is an educative and documentary project. It sheds light on the Afro-Arab cultural and civilization component, and attempts to project the areas of interplay between the two civilizations as well as the prospects of reviving and entrenching it in a way that serves the interests of both parties and achieve their objectives of raising the profile of their cultural and civilization identity among the cultures of civilized world.

**Objectives:**

- Creating an awareness of the importance of reviving and maintaining Afro-Arab identity;
- contributing to the dissemination of Afro-Arab cultural heritage through all available means.
- facilitating the possibility of member countries utilizing the experiences of one another in terms of the optimal way of preserving and reviving the cultural heritage.

-Paving the way for establishing a cultural village in Africa and another one in the Arab world as a preliminary step to establish an Afro-Arab cultural heritage.

-preparing streamlined legal frameworks for the potential development of existing bilateral agreements among member countries, as well as opening up an avenue for signing multilateral agreements in this regard.

### **Implementation Mechanisms**

-Collecting as much documents and propaganda materials as possible on the cultural components of ASSECAA's member states.

-Conducting specialized studies in the same field, and producing assorted publications and carrying out interactive activities such as symposiums, workshops and seminars.

-launching a special cultural page on ASSECAA's website to publicize the multi-faceted Afro-Arab cultural output.

-launching a call for celebrating an Afro-Arab day or week paving the way for establishing an Afro-Arab cultural village , apart from establishing national cultural village in every and each member country where no such village is not yet established.

### **Expected outputs**

-Promotion of awareness among member countries of the importance of reviving and maintaining of cultural component, and asserting its role in supporting the efforts at development

and civic progress and their importance in enhancing the Afro-Arab relations.

Development of internal tourism and inter-tourism in member countries.

Elevating knowledge of the cultural content among member countries, sensitizing them to the importance of helping one another, and working together towards the establishment of an Afro-Arab cultural center.

-Enhancement of the trend towards developing traditional handicrafts and small industries and linking them to relevant tourist sectors.