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Innovative Visions to Revive Folk Crafts in Support of Sustainable Development Goals

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Abstract: In this paper, we address the formulation of folk crafts with a new concept and vision to produce artistic works characterized by modernity and contemporary while preserving the authentic Arab character, including artistic and creative features. It also aims to assert the importance of the role of folk crafts in supporting the goals of sustainable development. Moreover, it reviews the theoretical framework. Then, a technical analysis of the proposed designs is conducted. Finally, the results and recommendations are presented. Methodology depends on the descriptive approach of handicrafts in addition to the experimental analytical method in producing innovative designs inspired by the folklore in Najran region.

Keywords: Folk crafts, Sustainable development, Innovation.

1 Introduction

Rapid scientific developments and the accumulation of scientific knowledge in various fields of life have encouraged several countries, including Saudi Arabia, to attempt to cope with this continuous development and benefit from its culture and heritage in support of sustainable development goals that involve the environmental, economic, social and cultural aspects, preserve the cultural heritage and ensure long-term sustainability in a balanced manner between these aspects. This requires the provision of an integrated vision with other aspects that depend on it in the long run with regard to its development as well as social, heritage and economic effects on the society. Mullah (2020) states that the revival of heritage requires a new innovative vision to achieve its goals within the framework of sustainable development. Hence, the present study aims to find new innovative visions to revive heritage crafts in support of sustainable development goals.

Abu Salem (2011) defines innovation as a process by which something new is added or the artist may add new characteristics of artistic value. Hence, artwork is more convincing for the recipient when it is inspired by the nature and customs of the region and popular or historical heritage. Mahmoud (2019) and Assaf (2015) support this perspective. Sustainable development depends on cultural and cognitive foundations that ensure a balance between reconstruction, investment and environmental preservation. The Saudi society is innovative, creative and productive of science, technology and knowledge.

Statement of the Problem

Based on the nature of Najran region and its distinguished folk heritage, it was noted that folk crafts receive much attention as efforts maximize to assert the social and cultural importance of these crafts which represent a part of the national cultural heritage. The problem of the study is to adopt new visions of folk crafts in Najran region and address their role in supporting the goals of sustainable development and achieving the goal of social and economic development and the development of old crafts to suit them with changes in taste and choice as well as the development of the craft. They help in the growth of economy by creating ideas for new job opportunities, reducing unemployment, achieving sustainable economy through small and medium-size projects and improving efficiency in using the resources available for local production. *The present research seeks to address the issue by raising the following question:*

1. What are the major characteristics of folk crafts in Saudi Arabia?
2. What is the role of folk crafts in supporting the 2030 sustainable development goals in Saudi Arabia?
3. What is the possibility of benefiting from these features in presenting innovative artworks that

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contribute to the growth and development of traditional crafts?

4. Are there statistically significant differences between the averages of the implemented pieces evaluations in achieving the innovative aspect?

Objectives

The present research aims to address folk crafts and preserve the Saudi identity, employ artistic formation methods in folk crafts, support sustainable development goals for social and economic development as well as innovation using innovative technical methods for folk crafts in line with the Saudi vision 2030 and improve the quality of life by creating job opportunities and establishing projects.

Significance

1. Stressing the role of the cultural heritage of folk crafts in measuring the civilization and progress of peoples.
2. Promoting the aesthetics of folk crafts by formulating them in an innovative way to be consistent with the contemporary forms.
3. Clarifying the role of artistic production in supporting sustainable development goals.

Hypotheses

1. There are statistically significant differences at the significance level of (0.05) due to the revival of folk crafts and their impact on achieving sustainable development goals.
2. There are statistically significant differences at the significance level of (0.05) between the average scores for evaluating the implemented products due to the optimal method adopted in implementation.
3. There are statistically significant differences at the significance level of (0.05) between the averages of the evaluation scores of the implemented products due to the innovative side.
4. There are statistically significant differences at the significance level of (0.05) between the average degrees of evaluation of the implemented products due to the joint effect between implementation method, innovative aspect and sustainable development goals.

Limits

Objective limits: They were represented in the limits of knowledge and skill.

Cognitive limits: Enriching the role of folk crafts in creating contemporary artistic designs, sustainable development and its goals as well as the different methods that go along with folk crafts.

Skill limits: Producing innovative artistic designs inspired by folk art.

Spatial limits: The research experiment is conducted in the laboratories of the Department of Home Economics, College of Education, Najran University.

Temporal limits: The practical part of the study lasts for 10 weeks and the theoretical part is based on the time plan of the supported research.

Tools

To achieve the objectives of the study, the two researchers will use an opinion survey form for specialists in the field.

Method

The present research adopts two approaches: A descriptive approach related to identifying the skills and theoretical knowledge associated with folk crafts and sustainable development as well as an experimental approach associated with the research experience and the production of innovative artistic designs inspired by folk art.

Definition of Terms

Folk crafts: According to Al-Shayeb (2002), they represent the traditional industries that were the backbone of the traditional economy in the past. They are the inherited professional craft industries that help reduce unemployment and benefit from all future human resources.

Sustainable development: It is the one that fulfils the needs of the current generation without compromising or diminishing the ability of the next generation to meet their needs (Hall, Gossling, & Scot, 2015).

Innovation: Creating a dynamic change that aims to add value to educational processes that can be applied at different levels (OECD, 2004).

2 Review of the Literature

Sustainable development is a new challenge facing the world today in light of the rapid growth rates. Thus, the Saudi Vision 2030 was a roadmap to move forward towards the Kingdom's advancement and achieve the 17th goals of sustainable development, including industry and innovation, which represent the second domain of the research. However, several studies addressed the first domain, i.e. sustainable development. For example, Al-Rasheed (2020) aimed to examine the level of inclusion of sustainable development goals for Vision 2030 in the academic year 2018/2019 in the science book for the 3rd grade primary stage students. The results showed that only two dimensions of sustainable development, the social dimension and the environmental dimension, are available in the science book for the 3rd grade primary stage students.

Mahmoud (2019) aimed to analyze the reality of the strategic performance of the faculties of education in the Egyptian universities by brainstorming a group of experts

specialized in faculties of education, assert the problems facing the reality and develop a model for its development in light of the requirements of sustainable development. The results indicated poor strategic performance within the faculties of education in the Egyptian universities at teaching, research or service levels. Consequently, the researchers developed a model for improving the strategic performance of faculties of education in light of the requirements of sustainable development.

Al-Saud (2020) aimed to define the role of folk and traditional crafts in sustainable tourism development in Al-Ahsa Governorate. The study recommended prioritizing these crafts in media as well as supporting their owners to have a better sustainable tourism development. Al-Hayaji (2020) aimed to cover the importance of industries of craftsmanship and the relevant obstacles, propose a strategic vision for their development and activate their role in sustainable development in heritage environments. Al-Saidi (2020) addressed the importance of folklore and handicrafts to productive families and tourism revitalization in Al-Ahsa Governorate.

3 Theoretical Framework

Hassan (2020) claims that traditional and handicraft industries and crafts are among the creative local industries that express in one aspect the interactions of the citizens with their local environment. For any country, they are tool for creating job opportunities, improving income, raising standards of living, observing gender justice, reducing poverty, achieving local development and encouraging investment. Moreover, they are ones of the sources of local economic development and factors for maximizing trade and tourism exchange between countries. Folk crafts are types of handicraft, one of the most important basic activities in several societies and skills inherited by generations. They also show the history and culture of nations (Al-Sa'adi, 2007).

Technical values of handicraft products

1. They reflect the ability and high technical skill that came through experience, practice, accuracy and sincerity at work.
2. The nature of handicraft artists is due to the presence of the effect of the human touch and the spirit of the craftsman, which expresses the technical problems in formation and innovation at every moment.
3. The original decorative vocabulary found in handicrafts is consistent with the environmental and heritage aspects accumulated through ages.
4. Production of handicrafts is flexible and capable of facing development. Moreover, their richness and internal fertility make them appropriate for growth and self-renewal, combining stability on ends and flexibility in branches and means.

Functional value of handicraft products

1. Providing job opportunities and raising the economic and social levels.
2. The possibility of developing them into an industrial product.
3. Positive interaction with tourism sector.

The economic importance of handicrafts and traditional industries

1. Various economic characteristics distinguish handicrafts and traditional industries from other industries, which are considered within the framework of small industries that reduce unemployment. Al-Shayeb (2002), Al-Qahtani (2006) and Abdul Rahim (2010) state the following characteristics of handicrafts:
2. Relatively low capital costs, i.e. these activities do not require a large capital compared to other sectors.
3. Low production costs of the raw materials.
4. Combining management and ownership in view of lack of a large capital and the low cost of production factors, the craftsman can manage the activity and own it at the same time.
5. Providing job opportunities for many age groups as this activity can be done at home, which provides job opportunities for the elderly or women who do not prefer to work outdoors.
6. Handicrafts and traditional industries increase local production. This activity has achieved an important part of the added value, which may be high in other sectors due to its reliance on manual labor and raw materials available in the local environment. Al-Qastali (2006) addressed handicrafts without the net and indicated that this activity contributed to 10% of the GDP and 15% of the total exports and provided approximately (650) thousand job opportunities for you. B 2.2 of exports.
7. Contributing to the development of talents and innovation. The human element represents the essence of the development of crafts and handicrafts as the total number of the Saudi artisans registered is approximately (3.587) craftsmen and craftswomen and the number of craftsmanship canters is (17).

Balance between material values and human moral values: The nature of the present era is characterized by materialism as well as scientific and technological progress. Comparing my two lines in the twentieth century shows that material progress maximized, while the other goes to the starting point. This means a clear imbalance in the basics of the social structure.

Second: Narrating the aspects of the history of human thought: The heritage school gives us a closer idea of clarity about human thought and its development through generations and the development of the study of how humans interact with the environment and images of this

interaction over times through the characteristics of spread, circulation and accumulation that characterize heritage.

Third: The values of national identity are religious: The heritage similarity between the sons of one nation gives nationalism additional concepts to strengthen its power and consolidate its roots (Arif, 2000).

Accordingly, studying handicrafts and folklore has become important. The present research reviews the most important folk crafts and industries in Najran region:

Pottery: Turning clay into household items, pots, bowls, and cups. It is also formed using manual machines, then it is burned in special kilns to be dried. Finally, it is manually decorated with some popular drawings and colors.

Wickers: Palm is an important aspect of life in Saudi Arabia. Hence, we note the presence of Saad palm tree in several industries and its spread throughout the Saudi regions, including mats, fans, brooms, and decorative baskets in their various forms.

Leather: Najran region has been famous for leather industry, including water-soluble, ghee-pumps and their wallets as well as the manufacture of baby cradles. They are made of camel, sheep and goat skins after tanning, dyeing and decorating them with different colours.

Ropes: It is the industry of twisting ropes. Palm fiber is used to manufacture ropes of different thicknesses and sizes. They have multiple uses. This industry requires skilled workers despite its extinction at the present time (Hassan, 2020)

Innovation is one of the most important goals of sustainable development in the Kingdom's Vision 2030, where innovation supports the sustainable development process through economic development. It is also one of the important sources and an essential element of economic activity. *Achieving sustainable development requires the following aspects:*

1. A political system that adopts the effective participation of citizens in decision-making.
2. A social system that seeks to eradicate poverty and provides adequate job opportunities, education of the leader and decent living conditions.
3. A productive system that respects and preserves the environment.
4. An advanced technological system that helps solve problems.
5. A flexible administrative system that corrects its sources towards achieving sustainability.
6. A cultural system that rests on individuals' aware of the problems facing society and the environment.
7. An international system that promotes cooperation and experiences exchange (Mohammad, 2019).

The role of innovation in achieving sustainable development:

1- Innovation is the amortization of commercial or market value on a new idea or invention
2- The economic and developmental importance of innovation
3- It leads to new products and then new investments
4- It raises growth rates with the same available resources
5- It works to achieve comprehensive economic development and overcome its challenges
6- It boosts spending on scientific research and raises exports of high-tech goods
7- It significantly affects the three dimensions of sustainable development
8- It is the family portal for corporate underwriting of new technology
9- It creates more job opportunities, raises income levels and the efficiency of resource and reduces cost of modern products (Ali, 2019).

4 Framework Applications

Ten artistic artefacts have been executed, divided into two parts: (5) pottery and (5) wicker crafts. Pictures and technical analysis of the artifacts are attached:

(1) A pottery pot that was transformed into Crafted number.
(2) A pottery pot that was converted into a holder for pens.

Decorative piece (vase) using decoupage art using stencil art (make no sense)

(3) A pottery dish that has been transformed Busy number . (4) said to grape leaves has been transformed (make no sense).

a mirror using a cordon (Qattan) to a battery-powered lighting unit using the art of printing.((make no sense)

Busy number (5) It is said to grape leaves, it has been converted to Hanging using the art of macrame and burlap (make no sense)

Crafted number . (6) decorates a serving plate of palm fronds No. (7) has converted a table of palm fronds

Palms with flowers of fronds colored in acrylic for hanging by adding pictures and crocheted roses (make no sense)

Occupied number . (8) Mutrah transformed into a spoon, using macrame threads and roses (make no sense)

Occupied hanging number . (9) A serving plate of palm fronds that was converted Using macrame threads and flowers for a mural using decoupage art (make no sense)

Busy number (10) a basket of fronds Transformed into a satin-lined bag decorated with rose (make no sense)

5 Results

Analysing the perspectives of the participants on innovative visions for reviving folk crafts in support of sustainable development goals.

Corrected on a three-point scale “strongly agree, agree, neutral” with weights (3, 2, 1) respectively, and the range was calculated by subtracting the smallest weight from the highest weight in the scale (3 – 1 = 2), then dividing the range (2) on (3) to define the actual length of each level. It was (2 □ 3 = approximately 0.67), which means that the “neutral” level is between the value (1) and less than (1 + 0.67), and that “agree” level is between the value (1.67) and less than (1.67 + 0.67), and “strongly agree” level is between the values (2.34) and (3).

Thus, the relative weight of the answers to the questionnaire statements is, as follows:

1-1.66 (Neutral)

1.67 – 2.33 (I agree)

2.34 – 3 (strongly agree)

To ensure that the evaluation elements were achieved in the executed works, the researcher calculated the arithmetic mean, standard deviation and the relative weight of the participants' perspectives towards each of the evaluation elements in the executed works as a whole for each of the questionnaire’s domains. The results were, as follows:

First: Achieving the implementation method in the executed works.

Table 1: Arithmetic means, standard deviations, relative weights, and "Ka2" test results for the participants' perspectives towards the achievement of the implementation method in the executed works.

Evaluation items	Arithmetic means	Standard deviation	Relative (%)weights	Opinion direction	Ka2 test	
					Ka2	Significance level
Appropriate execution method with occupied material	2.60	0.62	%86.67	Strongly agree	85.32	0.001
The implementation method achieves a functional aspect of work	2.70	0.54	%90.00	Strongly agree	118.92	0.001
The user's style is characterized by modernity	2.67	0.56	%88.89	Strongly agree	105.88	0.001
Implementation	2.66	0.58	%88.52	Strongly	308.57	0.001

Table (1) shows that the level of participants' perspectives was high as they fell at the level of "strongly agree" for all elements of assessment and for the first domain as a whole (the implementation method). The arithmetic means were (2.60, 2.70, 2.67), relative weights were (86.67%, 90%, 88.89%), and the arithmetic average for the first domain as a whole was (2.66) with a relative weight of (88.52%). All "Ka2" values for the evaluation elements and for the first domain as a whole were statistically significant, which indicates the achievement of the implementation method of the executed works.

Second: Achieving the innovative aspect of the executed works.

Table 2: Arithmetic means, standard deviations, relative weights, and "Ka2" test results for the participants' perspectives towards the achievement of the innovative aspect of the executed works.

Evaluation items	Arithmetic means	Standard deviation	Relative (%)weight	Opinion direction	"ka2 test "	
					Ka2	The level of significance
Achieving the aesthetics and technical values in the product	2.67	0.57	%89.11	Strongly agree	110.68	0.001
Modernity of the design and consistency with fashion lines	2.57	0.66	%85.56	Strongly agree	77.32	0.001
excellence and Achieving innovation in the product the product and achieves the objective of the study	2.59	0.62	%86.22	Strongly agree	79.36	0.001
Innovation aspect	2.61	0.62	%86.96	Strongly agree	264.69	0.001

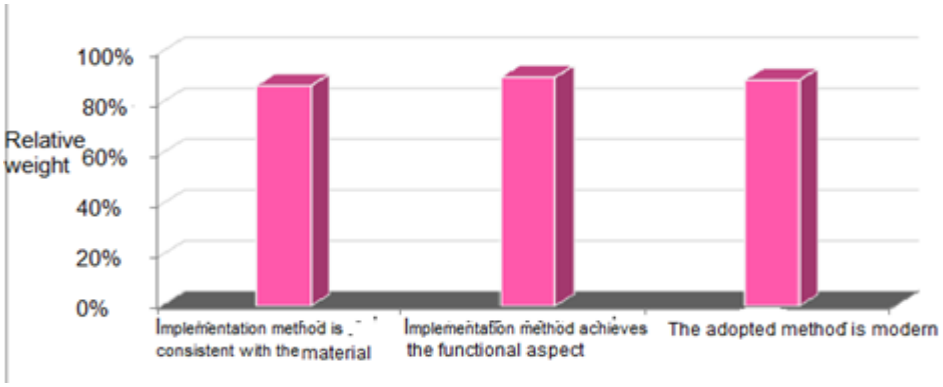

Chart 1: Evaluation elements of the first domain (implementation method) according to their relative weights.

Table (2) shows that the level of the participants' perspectives was high, as the opinions fell at the level of "strongly agree" for all evaluation elements and for the second domain as a whole (the innovative aspect). The arithmetic means of evaluation elements of the implementation method were (2.67, 2.57, 2.59) and their relative weights were (89.11%, 85.56%, 86.22%). The arithmetic mean for the second domain as a whole was (2.61) with a relative weight (86.96%). All "Ka2" values for the evaluation elements and for the second domain as a whole were statistically significant, which suggests the achievement of the innovative aspect of the executed crafts.

Achieving sustainable development in the executed works.

Table 3: Arithmetic means, standard deviations, relative weights, and "Ka2" test results for the participants' perspectives towards achieving sustainable development in the executed works .

Evaluation elements	Arithmetic means	Standard deviations	Relative (%)weight	Opinion direction	"ka2 test "	
					Ka2	Level of the significance
Highlighting innovation as one of the development goals	2.61	0.60	%87.11	Strongly agree	87.64	0.001
Promoting and stimulating innovation at the local level	2.70	0.54	%90.00	Strongly agree	118.92	0.001
Maximizing productivity and reinforcing economic competition	2.75	0.53	%91.56	Strongly agree	145.72	0.001
Sustainable development	2.69	0.56	%89.56	Strongly agree	346.36	0.001

Table (3) illustrates that the level of the participants' perspectives was high, as the perspectives fell at the level of "strongly agree" for all elements of assessment and for the third domain as a whole (sustainable development).The arithmetic means of the elements of assessment of the implementation method were (2.61, 2.70, 2.75) and relative weights were (87.11%, 90%, 91.56%). The arithmetic mean for the third domain as a whole was (2.69) with a relative weight of (89.56%). All "Ka2" values for evaluation elements and for the third domain as a whole were statistically significant, which indicates the achievement of the innovative aspect of the executed crafts.

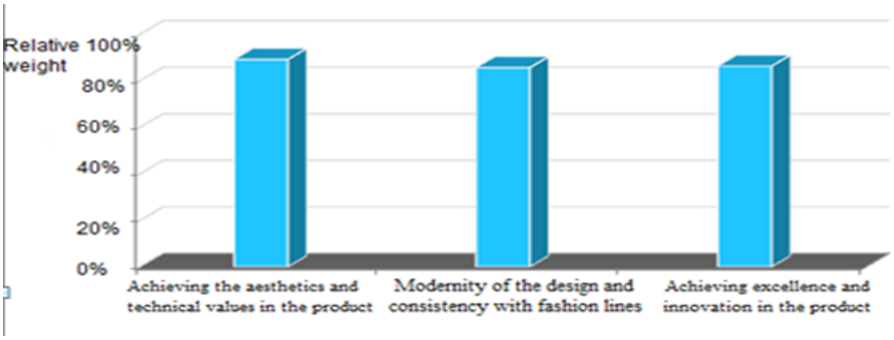

Chart 2: Evaluation elements of the second domain (the innovative aspect) according to their relative weights.

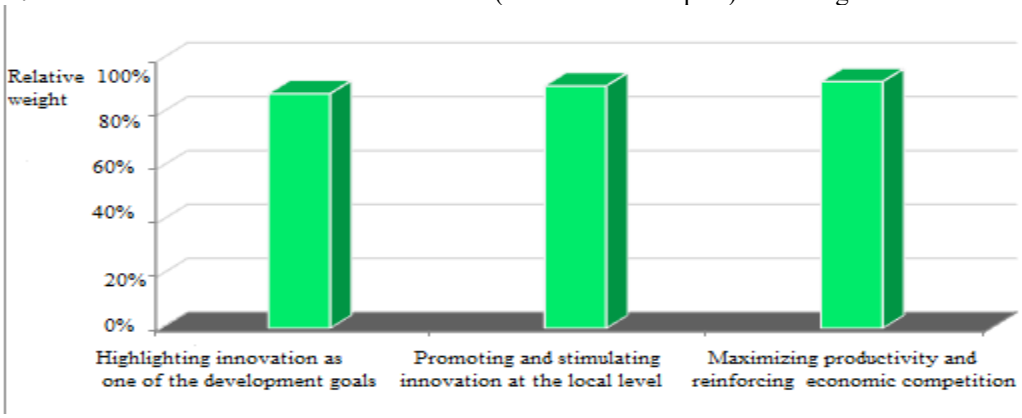

Chart 3: The elements of the assessment of the third domain (sustainable development) according to their relative weight.

Results of the statistical hypotheses tests for the research

Results of the 1st hypothesis

To verify the validity of the 1st hypothesis, the researcher adopted the arithmetic mean, standard deviation and "Ka2" test to indicate the differences between the implemented products.

Table 4: Arithmetic means, standard deviations, relative weights and the results of the "Ka2" test to indicate the differences between the implemented products according to the participants' perspectives towards reviving folk crafts and their impact on achieving sustainable development.

Executed products	Arithmetic mean	Standard deviation	Relative (%)weight	Opinion direction	Ranking	"Ka2 test	
						Ka2	Significance level
First product	2.53	0.66	%84.44	Strongly agree	8	4306	0.001
Second product	2.64	0.57	%88.15	Strongly agree	6		
Third product	2.47	0.73	%82.22	Strongly agree	10		
Fourth product	2.84	0.37	%94.81	Strongly agree	3		
Fifth product	2.60	0.58	%86.67	Strongly agree	7		

Sixth product	2.49	0.69	%82.96	Strongly agree	9
Seventh product	2.69	0.51	%89.63	Strongly agree	5
Eighth product	2.89	0.38	%96.30	Strongly agree	2
Ninth product	2.93	0.25	%97.78	Strongly agree	1
Tenth product	2.78	0.47	%92.59	Strongly agree	4

Table (4) shows that the level of the participants' perspectives was high as the perspectives fell at the level of "strongly agree" for all the implemented products. The arithmetic means for these products ranged between (2.47 – 2.93) and their relative weights ranged between (82.22). % - 97.78%). The value of "Ka2" was (43.06) and it was statistically significant at the level of (0.001), which indicates statistically significant differences between the implemented products. The ninth product was ranked the first, followed by the eighth product, and the fourth product came in the third position.

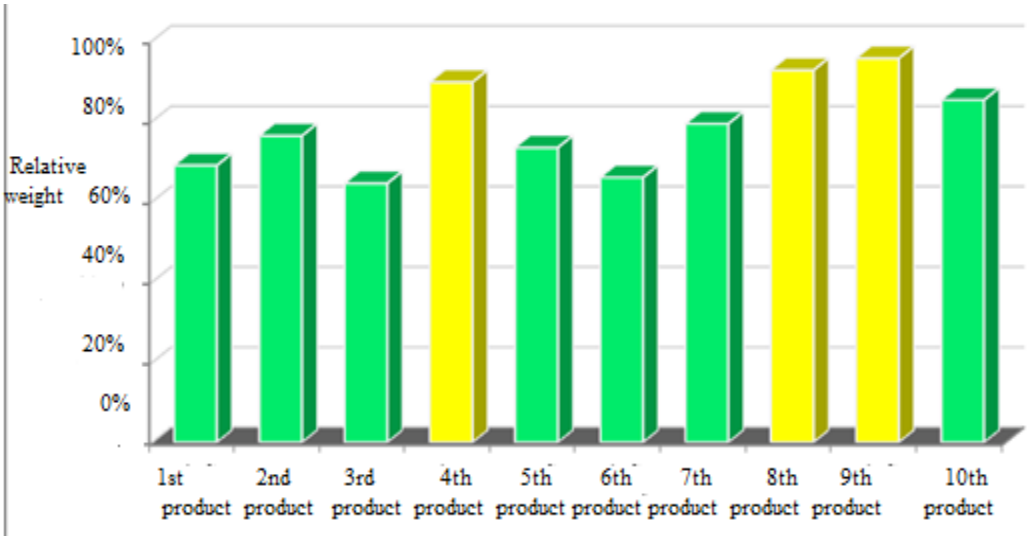

Chart 4: The executed products according to their relative weights.

Figure (4) shows the executed products according to their relative weights.

Table (4) and graph (4) reveal that the first hypothesis of the research has been verified.

Results of the second hypothesis

To verify the validity of the 2nd hypothesis, the researcher adopted the arithmetic mean, standard deviation and

Table (5) demonstrates that the level of the participants' perspective was high as the perspective fell at the level of "strongly agree" for all the implemented products. The arithmetic means for these products ranged between (2.38 – 2.87) and their relative weights ranged between (79.26). %-95.56%). The value of "Ka2" was (49.13) and it was statistically significant at the level of (0.001), which suggests the statistically significant differences between the implemented products. The ninth product was ranked the first rank, while the fourth and eighth products were ranked the second.

Table 5: Arithmetic means, standard deviations, relative weights and results of the "Ka2" test to identify the differences between the implemented products according to the method used in implementation from the participants' perspective.

Executed products	Arithmetic mean	Standard deviation	Relative (%)weight	Opinion direction	Ranking	"ka2 test "	
						Ka2	Significance level
First product	2.38	0.75	%79.26	Strongly agree	10	49.13	0.001
Second product	2.62	0.61	%87.41	Strongly agree	6		
Third product	2.47	0.66	%82.22	Strongly agree	9		
Fourth product	2.84	0.37	%94.81	Strongly agree	2		
Fifth product	2.53	0.63	%84.44	Strongly agree	7		
Sixth product	2.53	0.59	%84.44	Strongly agree	7 Duplicate		
Seventh product	2.80	0.40	%93.33	Strongly agree	4		
Eighth product	2.84	0.42	%94.81	Strongly agree	2 Duplicate		
Ninth product	2.87	0.40	%95.56	Strongly agree	1		
tenth product	2.78	0.52	%92.59	Strongly agree	5		

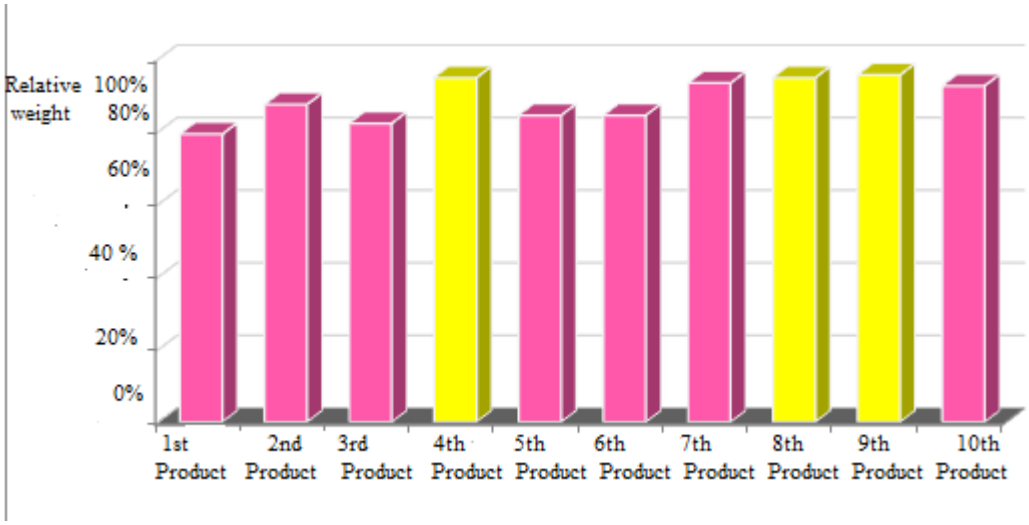

Chart 5: The executed products according to their relative weights.

Figure (5) shows the executed products according to their relative weights.

Table (5) and graph (5) illustrate that the second hypothesis has been verified.

Results of the third hypothesis

To verify validity of the 3rd hypothesis, the researcher used the arithmetic mean, standard deviation and "Ka2" test to indicate the differences between the implemented products.

Table 6: Arithmetic means, standard deviations, relative weights and the results of "Ka2" test to indicate the differences between the implemented products according to the innovative aspect of implementation from the participants' perspective.

Executed product	Arithmetic mean	Standard deviation	Relative (%)weight	Opinion direction	Ranking	Ka2 test	
						Ka2	Significance level
First product	2.56	0.66	%85.19	Strongly agree	7	11.21	0.885
Second product	2.62	0.61	%87.41	Strongly agree	5		
Third product	2.47	0.73	%82.22	Strongly agree	10		
Fourth product	2.69	0.56	%89.63	Strongly agree	3		
Fifth product	2.51	0.69	%83.70	Strongly agree	9		
Sixth product	2.53	0.63	%84.44	Strongly agree	8		
Seventh product	2.67	0.56	%88.89	Strongly agree	4		
Eighth product	2.73	0.50	%91.11	Strongly agree	1		
Ninth product	2.71	0.55	%90.37	Strongly agree	2		
Tenth product	2.60	0.65	%86.67	Strongly agree	6		

Table (6) demonstrates that the level of the participants' perspective was high as the perspective fell at the level of "strongly agree" for all the implemented products. The arithmetic means for these products ranged between (2.47 – 2.73) and their relative weights ranged between (82.22 % - 91.11%). The value of "Ka2" was (11.21) and statistically insignificant, which indicates the convergence of the innovation aspect in the implemented products. The eighth product was ranked the first rank, the ninth product was ranked the second rank and the fourth was classified the third.

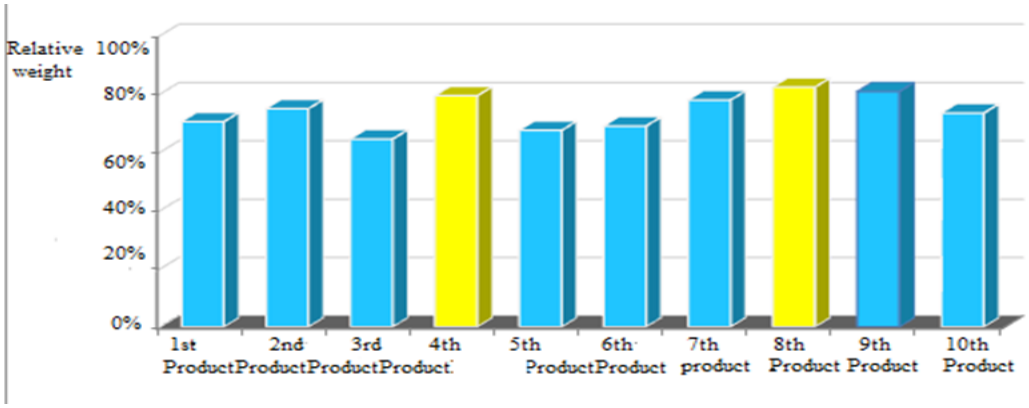

Chart 6: shows the executed products according to their relative weights.

Figure (6) shows the executed products according to their relative weights.
Table (6) and graph (6) show that the third hypothesis of the research has been verified.

Results of the fourth hypothesis

To verify validity of this hypothesis, the researcher used arithmetic mean, standard deviation, and "Ka2" test to indicate the differences between the implemented products.

Table 7: Arithmetic means, standard deviations, relative weights, and results of "Ka2" test to indicate the differences between the implemented products in the overall evaluation from the participants' perspective.

Executed product	Arithmetic mean	Standard deviation	Relative (%)weight	Opinion direction	Ranking	"Ka2 test	
						Ka2	Significance level
First product	2.49	0.69	%82.96	Strongly agree	9	80.77	0.001
Second product	2.59	0.61	%86.42	Strongly agree	6		
Third product	2.47	0.70	%82.22	Strongly agree	10		
Fourth product	2.79	0.44	%93.09	Strongly agree	3		
Fifth product	2.55	0.63	%84.94	Strongly	7		
Sixth product	2.52	0.63	%83.95	Strongly agree	8		
Seventh product	2.72	0.50	%90.62	Strongly agree	4		
Eighth product	2.82	0.44	%94.07	Strongly agree	2		
Ninth product	2.84	0.43	%94.57	Strongly agree	1		
Tenth product	2.72	0.56	%90.62	Strongly agree	4 Duplicate		

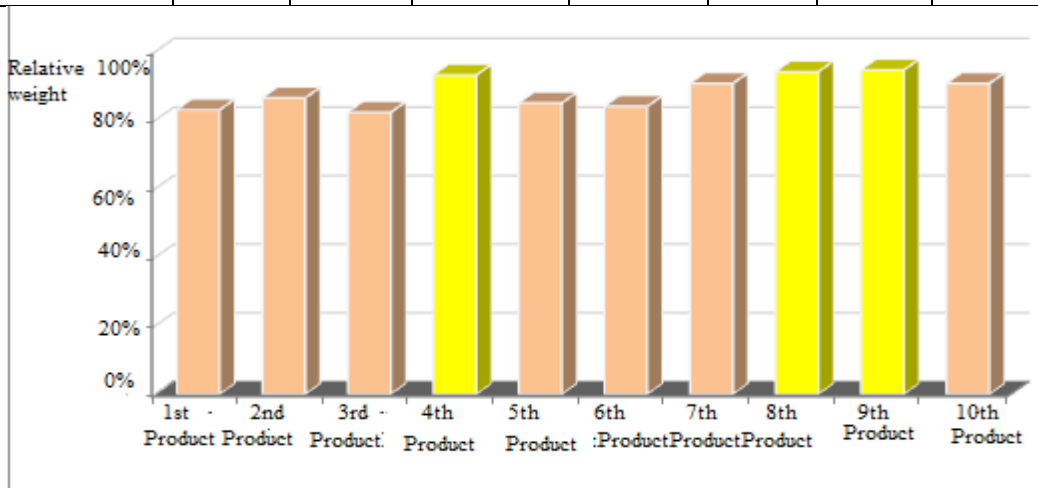

Chart 7: The executed products according to their relative weights.

Figure (7) shows the products implemented in the overall evaluation according to their relative weights.

Table (7) and Chart (7) illustrate that the fourth hypothesis has been verified.

Table (7) manifests that the level of the participants' perspective was high as the perspectives fell at the level of "strongly agree" for all the implemented products. The arithmetic means for these products ranged between (2.47 – 2.84) and their relative weights ranged between (82.22 % - 94.57%). The value of "Ka2" was (80.77) and statistically significant at the level of (0.001), which indicates the statistically significant differences between the implemented products. The ninth product was ranked the first, the eighth product was ranked the second and the fourth product was classified the third.

6 Conclusions

In this paper, we discussed the formulation of folk crafts with a new concept and vision to produce artistic works characterized by modernity and contemporary while preserving the authentic We focused on the role of folk crafts to support the goals of sustainable development. The methodology used depends on the descriptive approach of handicrafts in addition to the experimental analytical method in producing innovative designs inspired by the folklore in Najran region. It is shown that |(i)- the folk crafts can be used to support the 2030 Sustainable Development Goals in the Kingdom of Saudi Arabia and create opportunities for small projects, (ii) the old folk crafts can be used to present innovative artworks that contribute to the growth and development of folk crafts, (iii) there is a demand for artworks with popular features. Finally, the present work proved the role of the method used in achieving the desired innovation and achieving sustainable development goals, especially in stimulating innovation and creativity.

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