

The role of arts in reinforcement self-employment against government jobs for the development of Crafts in the Alhsa area

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Abstract:

Small industries are one of the axes of economic development, and their role reflected in improving the standard of living, increasing growth rates, and reducing the burden on countries to provide government jobs. The current research aims to investigate the role of the arts in promoting self-employment as an alternative to government work and providing job opportunities for graduates in craft industries that contribute to economic development. In terms of development, some of the cornerstones of industrial operations are expanding the manufacturing process, developing the economy, absorbing renewable energies and the growing number of graduates, and utilizing local skills. The research methodology relied on the descriptive analytical method to study the effect of some technical courses offered by the Department of Art Education at King Faisal University in enhancing graduates' work in craft industries. The research sample consisted of 50 students. A questionnaire with 32 items distributed, covering three categories, proposals for developing craft industries, the role of craft industries in achieving development, and the role of plastic arts in qualifying students to work in the field of craft industries. The results revealed that the sample members were aware of the importance of self-evaluation. The findings of the study demonstrate that craft industries help to achieve development, and the participants expressed good attitudes toward self-employment and a desire to improve their abilities in the arts to manage craft industries more effectively.

Keywords: Crafts, Development, Self-employment, plastic arts, Art Education.

1.Introduction

In recent decades, there has been a growing interest in craft industries around the world, whether in developed or developing countries, as one of the most important means of transmitting cultural heritage through generations (Hassani, 2015), as it is an important source of economic growth and an essential axis for progressing the wheel of development. As well as it is one of the most important economic sectors, and pillars of national income in tourism sectors (Günlü, & al. 2009). Craft also seen as the backbone of sustainable development and a lifeline for getting out of economic crises and improving the investment climate.

The social and social role that plays a prominent role in the development of societies (Nguyen, 2015). Solving the problem of unemployment because of limited job opportunities and the steady increase in the population requires the solidarity of all responsible bodies and institutions to work to promote manual labor, not only for its economic gains but also because of the benefit of pursuing a more sustainable approach (Günlü & al., 2009). Statistics indicate that the craft sector is experiencing a boom (UNWTO, 2017).

An increase in small projects contributes to development, improving economic conditions, achieving the highest employment growth rates, and recording a large percentage of industrial production in rural

areas by removing the concentration of industrial activities in a small number of geographical centers. The small industries sector contributes up to 40% of total industrial value added (Satinder, 2014), and one of the economic pillars that achieves the element of competition is the use of environmentally friendly raw materials. All studies support the importance of craft industries in industrialization programs, as well as the economic and social benefits they provide (Madariaga & Asencio, 2019). One of the main reasons for choosing the subject of study was the Al-Ahsa region's inclusion in the UNESCO Creative Cities Network in the field of crafts and folklore. As this represents a motive for promoting the participation of crafts in advancing development, in addition to King Faisal University's vision and mission in community participation in academic, educational, research, and training activities to develop the university's institutions for the local community.

1.1 Statement of the Problem :

According to research (Couenne, 2020), craft industries are among the productive economic sectors, and their contribution to employment, production, and traditional cultural promotion emphasizes their role in consolidating cultural outcomes and representing an economic hub. The lack of alternatives to self-employment, which is one method of absorbing human resources, as well as the absence of profiting from human potential and local raw materials in the Al-Ahsa region, have led to government jobs imposing a significant burden on the state. The purpose of this research was to address the following key questions.

What role do the arts play in providing job possibilities for graduates in craft sectors that can contribute to the Al-Ahsa region's development and production process? Further questions arise:

- What are the ideas that support the development of craft industries?
- What role do craft industries play in development?
- Is there a role of the arts in qualifying students to establish craft industries?

1.1. The significance of the research:

A- Theoretical importance:

- The research's significance stems from the significance of its subject, which is the prospect of using the arts to generate job possibilities for craft businesses that contribute to development and solve unemployment without relying on government jobs.

- Determining the crucial variables for undergraduate students and their involvement in development, particularly in terms of characteristics of their tendency to engage in professions and craft industries.

B- Practical importance:

- The findings of this study may help to focus the attention of individuals interested in small businesses and craft work on the possibility of using the energies of university students for crafts work, which has low prices and a simple infrastructure compared to other medium and big enterprises.

The findings of this study can assist graduate students and educators in developing programs that use the visual arts to promote small businesses and self-employment.

1.2 Research objectives

- 1- Present ideas for developing and nurturing crafts from the standpoint of the study sample.
- 2- Assist the Al-Ahsa region's growth by providing job opportunities for small producers.
- 3- Discuss how plastic arts might help students prepare to create their own craft companies rather than relying on government jobs.

1.2. Definitions of the Main Concepts:

Plastic arts: This term refers to one of the oldest artistic human activities that uses a lexicon of form, such as color, space, line, and others to encapsulate them in an aesthetic work that achieves visual enjoyment of things: the noble art laws of creativity. It practiced mainly for its aesthetic value and its beauty rather than its functional value. Plastic arts involves the physical manipulation of a plastic medium by shaping or modeling, such as sculpting or ceramics. The term can be used broadly for all the visual arts (such as painting, sculpture, film, and photography, each), Materials used in the plastic arts, in the narrowest definition, include those that can be carved or shaped, such as stone, wood, concrete, glass, or metal (Witzel, 2012).

Self-employment:

This term refers to an independent job that does not have to adhere to inescapable standards and does not always require association with handcraft. One of its advantages is the freedom to choose the time and job without any restrictions or obligations that distract from work and it is always a good source of income for many and offers great solutions. Self-employment addresses the issues of unemployment and the deteriorating economy, and helps the individual to start a decent life. Its concept includes a strong desire to practice a profession or work in a certain entity, so that working in it is better than working in another, even if the wage is lower, because it satisfies psychological needs, as always accompanied by a practical desire, or a placebo reaction (Lingya, 2017).

Development:

Development is the process of recognizing the need to achieve economic growth in line with environmental capabilities, on the basis that achieving economic development and preserving the environment takes place within the framework of an integrated process through the rational use of natural resources, the use of which does not exceed the rates of natural renewal. Defined as the process that meets the aspirations and requirements of current generations without compromising the ability of future generations to meet their needs, and includes all agricultural sciences, environment, economics and sociology (Cox, & Bebbington, 2015).

Craft:

This term refers to industries of an environmental or artisanal, produced in small places. These industries depend on manual skills with minimal use of machines. Craft' usually taken to mean an object, which has a high degree of hand-made input, but which is not necessarily made or designed using traditional materials. Craft usually produced as a one-off or as part of a small batch, the design of which may or may not culturally embedded in the country of production. It also sold for profit. 'Craft enterprises' are those involved in the production of crafts on a part-time or full-time basis. The burden of managing and operating those falls on one person, who is responsible for production, marketing, financing, and

technical aspects. A craft industry is any activity or group of activities that produces, transforms, or restores an artisanal product without being governed by specific standards or systems, and is dominated by manual labor and artistic taste. Craft industries use traditional manufacturing methods and produce manual and traditional products, such as leather products and furniture, serving the lower income classes (Dormer, 1997).

2. Literature Review

2.1. The characteristics and advantages of small Craft industries and their social, environmental, and cultural returns:

Craft industries play a role in advancing development because the goods and services they provide are related directly to the lives of community members, and they play a role in providing income-guaranteed job opportunities through the active operation of capital. They also play a role in environmental preservation because a large part of these industries based on the recycling of environmental waste and does not deplete natural resource. This makes it a tool in the system for establishing economic balance and assuring the continuity of its operations, as well as avoiding many problems in the field of importing mechanisms and raw materials, which are common in developing nations' industrial sectors. It also helps to diversify output and achieve the fundamental goals of economic development. (Loup, & Rakotovahiny, 2010).

Craft distinguished by their flexibility, as they depend on the materials available in the local environment. This leads to a balance between rural and urban areas, reducing internal migration, and forming productive communities in remote areas, which makes them better able to reduce regional inequality and thus contribute to achieving geographically balanced growth through similar rates of long-term economic growth in all regions of the country. Craft industries do not require large investments because the bulk of the burden falls on the skill of the worker, which accounts for about 40-60% of the cost of production, with lower training costs due to its dependence on on-the-job training (Billet, 2018). Craft industries improve social development by providing new jobs that help change some groups in need of assistance into productive groups that contribute to their own self-sufficiency, as well as converting the graduate from a job seeker to a worker. It creates job opportunities, shielding society from the social, security, and psychological consequences of widespread unemployment (Munck, 2019).

Small industries help to reduce the cost of transporting goods and services to consumers, allowing goods and services to reach the poorest segments. Those in charge of craft industries have a better ability to adapt to market conditions and search for markets to conduct production, and they can be set up in small spaces and meet production requirements due to the simplicity of their operations. Innovation is a feature of the craft industry, with high aesthetic level due to their reliance on specific products, which leads to a higher skill level of the worker and an increase in his productivity (Ruel, 2007). Industry can absorb the energy of women through their participation in the manufacturing process, whether in workshops, production units, or at home.

Small businesses rely on individual and direct management in the production and marketing processes, and they contribute to the accumulation of administrative expertise and the equitable distribution of incomes because they require simple investments that many people can make, helping to expand the middle class and reduce the size of the poor class in society, thus contributing to social stability. It is an

effective technique to battle poverty and unemployment in societies because it prioritizes attention to the neediest or disadvantaged social segments, which reduces disparities between them and so alleviates poverty (Rotman, 2003).

The simplification of administrative and practical procedures is one of the ingredients for the continued success of these industries, but implementing small projects without prior training and qualification carries a high risk factor. (Alenzy,2018) emphasize the social and economic role of small projects, which contribute to the preservation of about 80% of total job opportunities in most economies around the world and contributes about 85% of the gross domestic product of most countries around the world. It also have an advantage in terms of organizational skills, the ability to innovate, and the ability to recognize market demands. (Cécile & al., 2003) emphasize the role of crafts in the economic contribution and calls them cultural crafts, and they state that small and medium enterprises enjoy a favorable tax environment.

2.2. The role of craft industries in developing the economy and achieving development:

The economic development of society through traditional craft tourism necessitates a thorough grasp of three key elements (the tourism industry, traditional craft sectors, and the community), all of which are intertwined (Nguyen, 2015). Craft industries are a set of good qualities that qualify them to achieve sustainable development due to their positive impact on supporting self-employment, namely:

1- The cost of employment opportunities for all sources of employment in the craft industries represents a small value compared to the costs of large industrial establishments. The investment cost is low, as the establishment, establishment, and operation of a craft industry does not require large capital and the requirements for infrastructure and production requirements are simple, which encourages large numbers of owners of limited capital to enter the industry. The activities of a craft industry are fast and flexible (Parts, & al.2011).

2- Craft industries contribute to the development of tourism due to the possibility of exploiting the human energies of both sexes, preparing and rehabilitating them to have a direct impact on promoting self-employment and achieving sustainable development (Ginolin, 2004).

3- The craft industries are a future pillar in expanding and diversifying production and contribute to achieving the basic objectives of economic development, such as increasing the volume of sales, in addition to their role in achieving development integration between the economic activities of medium and large enterprises (Aljenaby, 2017).

4- These industries are a fertile field for the development of domestic savings and positively directing them, a product that contributes to maximizing the economic surplus of the community, due to the low rates of domestic savings in general, which leads to the dispensation of external financing. There are several influences controlling the activation of the economic and developmental role of handicrafts, and the components of training and financing lead to not playing the real role of the owners of small industries to perform their projects scientifically. (Marof & Fariborz, 2011).

3. Materials and Methods

3.1 Research Sample:

The study population consisted of 50 students enrolled in the free course (textiles and carpets) at King Faisal University's Art Education Department, College of Education, in the first semester of the academic year 1440 AH,

3.2 Research Instrument

The two researchers designed a questionnaire to reveal the role of the arts in promoting self-employment in exchange for government work to develop Craft industries in the Al-Ahsa region. Plastic arts in qualifying students to establish Craft industries .The validity of the questionnaire, verified by the apparent honesty of the arbitrators, where the arbitrators agreed on a rate of 91% of the total paragraphs of the questionnaire. All the notes of the arbitrators proved. The questionnaire distributed through Google to the target group. As for the stability of the tool, it was measured using the midterm segmentation of the questionnaire questions, where its paragraphs were divided into two parts, the first representing the individual questions and the second representing the even questions. The correlation coefficient (R) calculated between the scores of the odd and even questions was 0.996 as seen in **table.1**.

Table.1. the stability of the resolution using split-half

Reliability Statistics				Mean	Variance	Std. Deviation	Correlation Between Forms	
							0.993	
							Spearman-Brown Coefficient	
Cronbach's Alpha	Part 1	Value	.994	74.5800	305.310	17.47312	Unequal Length	Equal Length
		N of Items	23 ^a				0.996	0.996
	Part 2	Value	.994	73.9600	339.141	18.41579	Guttman Split-Half Coefficient	
		N of Items	23 ^b					
	Total N of Items (Both Parts)		46	148.5400	1283.274	35.82281	0.996	

Table.2:

shows there is a statistically significant correlation at the level of 0.01 that confirms the internal consistency of the questionnaire's dimensions and axes, thus confirmed the validity and reliability of the questionnaire's paragraphs. Equivalent ratings for each question in the questionnaire were given from 4 as the highest score to 1 as the lowest on the Likert scale (strongly agree, agree, neutral, disagree), respectively.

Table.1. Spearman Correlation Coefficient between the (axes) of the questionnaire

Spearman's rho	Ideas for developing craft industries	The role of craft industries in	The role of the arts in qualifying students to
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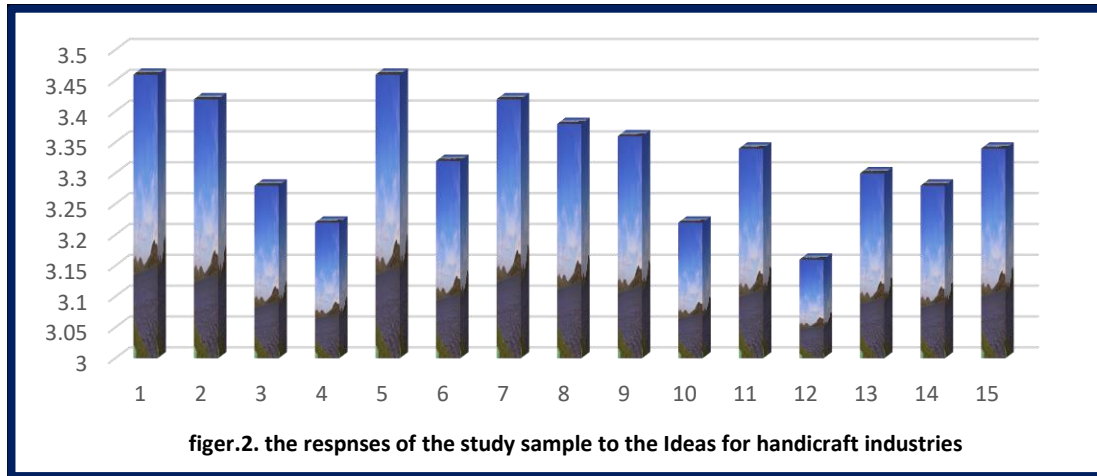
			achieving development	establish craft industries
Ideas for developing craft industries	Correlation Coefficient	1.000	1.000**	1.000**
	Sig. (2-tailed)	.	.	.
	N	4	4	4
The role of craft industries in achieving development	Correlation Coefficient	1.000**	1.000	1.000**
	Sig. (2-tailed)	.	.	.
	N	4	4	4
The role of the arts in qualifying students to establish craft industries	Correlation Coefficient	1.000**	1.000**	1.000
	Sig. (2-tailed)	.	.	.
	N	4	4	4

4. Results:

To verify the main question (i.e., “What is the role of the arts in providing free job opportunities for graduates in Craft industries that contribute to development and advance the production process in the Al-Ahsa region?”), the researchers extracted the arithmetic averages and standard deviations of all tool axes, as shown in Table (3).

Table.3. Averages and standard deviations of the responses of the study sample on the axes of the questionnaire

Cronbach's Alpha	Std. Error	Std. Deviation	mean	total	disagreed	neutral	agreed	agreed very much	field
0.908	83.75299	167.50	187.7500	751	21	69	303	358	Ideas for developing craft industries
					2.80	9.19	40.35	agreed	
	38.34275	76.68	100.0000	400	20	55	136	189	The role of craft industries in achieving development
					5.00	13.75	34.00	neutral	
	45.99366	91.98	112.5000	450	21	48	172	209	The role of the arts in qualifying students to establish
					4.67	10.67	38.22	disagreed	



figer.2. the responses of the study sample to the Ideas for handicraft industries

Table.5. responses of the study sample about the ideas of developing Craft industries

phrase	The importance	result	Std. D.	Std. Error	Mean	disagreed	neutral	agreed	agreed very	Repetition
Ideas for developing Craft industries										
Bringing to light the most pressing issues confronting the Craft industries in the Al-Ahsa region that are impeding their development .	1	agreed very much	.70595	.09984	3.4600	1	3	18	28	R
						2	6	36	56	%
Determining the reasons for young people's aversion to working in Craft industries in	3	agreed very much	.73095	.10337	3.4200	1	4	18	27	R
						2	8	36	54	%

the Al-Ahsa region.											
Introducing Craft industries to younger generations and influencing their attitudes regarding working in this industry.	11	agreed very much	.67128	.09493	3.2800	1	3	27	19	R	3
						2	6	54	38	%	
Creating a database on Al-craft Alesha's industries, assessing their existing state, and developing a vision for their development in accordance with societal demands and expectations.	13	agreed	.81541	.11532	3.2200	1	9	19	22	R	4
						2	18	38	44	%	
Providing workshops for artisans on topics such as selling, marketing, feasibility studies, management planning.	2	agreed very much	.67643	.09566	3.4600	1	2	20	27	R	5
						2	4	40	54	%	

Activating the media's role in the craft industry by airing regular shows on the subject, which attract researchers by promoting their pioneering spirit in developing tiny craft companies.	9	agreed very much	.81916	.11585	3.3200	2	5	18	25	R	6
						2	10	36	50	%	
Developing and teaching a particular curriculum for Craft industries at all levels of education	4	agreed very much	.70247	.09934	3.4200	1	3	20	26	R	7
						2	6	40	52	%	
Organizing student craft competitions and awarding a yearly reward for the finest student craft product.	5	agreed very much	.66670	.09429	3.3800	1	2	24	23	R	8
						2	4	48	46	%	
Holding an open day for craft industries in colleges and schools to educate students	6	agreed very much	.72168	.10206	3.3600	0	5	21	24	R	9
						0	10	42	48	%	

about their value.											
Providing information to artisans about potential markets and market capacity for the things they make.	14	agreed	.76372	.10801	3.2200	2	4	25	19	R	10
						4	8	50	38	%	
Increasing permanent and movable craft product and outlet displays and outlets in airports, transportation stations, gas stations, market complexes, and festivals.	7	agreed very much	.89466	.12652	3.3400	2	8	11	29	R	11
						4	16	22	58	%	
Creating tourism brochures for the Al-Ahsa region's craft industries sector and distributing them to the appropriate authorities.	15	agreed	.84177	.11904	3.1600	2	8	20	20	R	12
						4	16	40	40	%	
Increasing the number of websites that promote	10	agreed very much	.78895	.11157	3.3000	1	7	18	24	R	13
										%	

craft products and provide state support.											
Increasing artisans' education and training, as well as their abilities and performance skills, and establishing workshops to impart technical expertise.	12	agreed very much	.78350	.11080	3.2800	2	2	22	22	R	14
						4	4	44	44	%	
Increasing the social status of craftspeople to improve the conditions of craft industry.	8	agreed very much	.74533	.10540	3.3400	2	2	23	23	R	15
						4	4	46	46	%	

This field included the views of the study sample in fifteen-paragraphs relating to how to develop craft industries. Most of the students' answers were favorable, and from **Table.3**. The average percentages for all items of proposals for the development of craft industries were as follows:

- 47.67 % of the research sample agreed very much with the proposed points.
- 40.35 % of the research sample agreed with the proposed points.
- 9.19 % of the research sample were neutral on the suggested points.
- 2.8 % of the research sample disagreed with the proposed points.

The two researchers extracted the arithmetic averages and standard deviations of the first axis related to the study of proposals for the development of craft industries. **Table.4**. and **Figure.2**. show the total responses of the students who answered "strongly agree" and "agree", 661 readings, while the total responses of the neutral and non-conforming students was 90. **Table.5**. shows the order of the phrases in order of importance. The first, fifth, second and seventh phrases came from the axis phrases at the

top of the order, while the twelfth, tenth, and fourth phrases were the axis phrases with the least responses.

4.2. Answering the second question (i.e., “How do craft industries contribute to development?”), **Tables.3, 6, 7.** In addition, **Figure.3.** Record the views of the study community on the role of craft industries in achieving development as follows:

Table.6. responses of the study sample about the role of craft industries in achieving development and the role of plastic arts in employing environmental materials and developing craft industries

Total	The role of the arts in qualifying students to establish craft industries									Total	The role of craft industries in achieving development								scale
	9	8	7	6	5	4	3	2	1		8	7	6	5	4	3	2	1	
209	20	22	22	28	26	22	21	22	26	189	26	19	23	24	24	24	24	25	agreed very much
172	21	18	18	18	16	21	21	23	16	136	17	22	15	14	15	17	19	17	agreed
48	7	4	3	3	7	6	7	4	7	55	5	8	11	7	4	8	6	6	neutral
21	2	6	7	1	1	1	1	1	1	20	2	1	1	5	7	1	1	2	disagreed

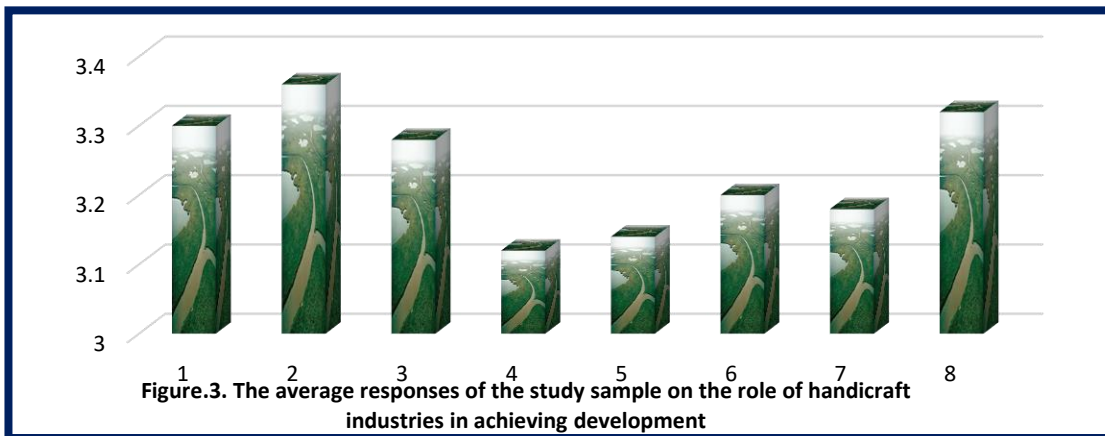


Table.7. responses of the study sample about the role of craft industries in achieving development

Phrase	The result	Std. D.	Mean		disagreed	neutral	agreed	agreed very	Repetition		
			Std. Error	Statistic							
The role of Craft industries in achieving development											
Craft industries help to improve the economy and increase productivity.	3	agreed very much	.83910	.11867	3.3000	2	6	17	25	r	1
						4	12	34	50	%	
	1		.77618	.10977	3.3600	1	6	19	24	r	2

Craft industries are bringing back some of the lost basic professions.		agreed very much				2	12	38	48	%	
Craft industries profit from local raw materials and wealth.	4	agreed very much	.80913	.11443	3.2800	1	8	17	24	r	3
						2	16	34	48	%	
Craft industries contribute to the creation of job prospects for recent graduates and the dissemination of self-employment concepts.	8	agreed	1.06215	.15021	3.1200	1	4	15	24	r	4
						2	8	30	48	%	
Reduce unemployment and benefit from all human resources, including men and women, the elderly, the disabled, and others.	6	agreed	1.01035	.14289	3.1400	5	7	14	24	r	5
						10	14	28	48	%	
Taking advantage of the city of Al-Ahsa natural primary resources and contributing to the construction of intermediate industries.	5	agreed	.85714	.12122	3.2000	1	11	15	23	r	6
						2	22	30	46	%	
Establishing scientific communication and interconnection across academic, research, and industrial entities.	7	agreed	.77433	.10951	3.1800	1	8	22	19	r	7
						2	16	44	38	%	
By connecting with craftspeople and learning about the cultural context and	2	agreed very much	.81916	.11585	3.3200	2	5	17	26	r	8
						4	10	34	52	%	

stages of the industry, craft industries contribute to stimulate tourism.											
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This field included the views of the study sample in eight paragraphs about the role of craft industries in achieving development. Most of the students’ answers were favorable, and from **Table.3**. The average rates for all of its paragraphs were as follows:

- 1- 47.25% of the research sample agreed very much with the importance of the role of craft industries in achieving development.
- 2- 34.00% of the research sample agreed on the importance of the role of craft industries in achieving development.
- 3- 13.75% of the research sample agreed to some extent on the importance of its role in achieving development.
- 4- 5.00% of the research sample disagreed on the importance of the role of craft industries in achieving development.

The two researchers extracted the arithmetic mean and standard deviation of the first axis related to the study of the role of craft industries in achieving development. Table.6. and Figure.3. show the total responses of the students who answered “strongly agree” and “agree”, 325 readings, while the total responses of the neutral and disagreed students was 75. **Table.7.** shows the phrases in order of importance. The second, eighth, first, third phrase came from the axis phrases at the top of the order, while the fourth, seventh, fifth and sixth phrases were the axis phrases with the least responses.

4.3. Answering of third question of the research: Does the plastic arts have a role in influencing the professional tendencies of university students and directing them to engage in craftwork?

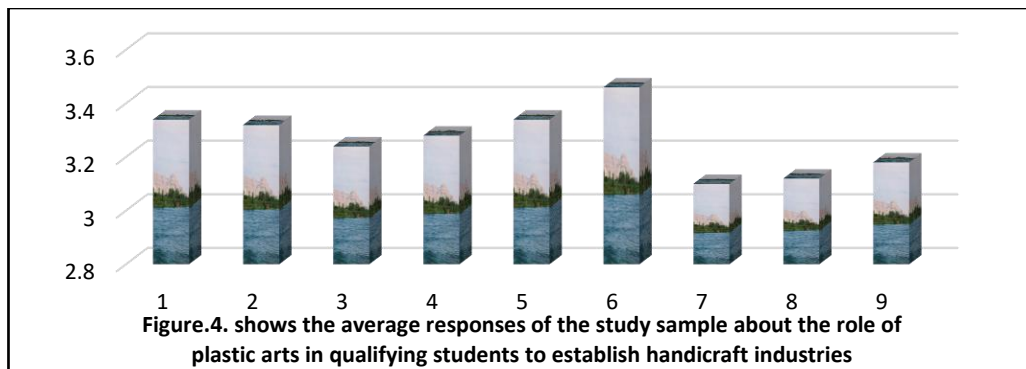
Tables.3, 6, 8. In addition, **Figure.4.** Show the views of the study community regarding the role of plastic arts in qualifying students to establish craft industries as follows:

Table No. (8) Responses of the study sample the role of plastic arts in qualifying students to establish craft industries

Phrase	The result	Std. D.	Std. Error	Mean	disagr	neutr	agree	agree	Repet	..
The role of craft industries in achieving development										
My background in plastic arts qualifies me to start a craft project	2	agreed very much	.79821	.11288	3.3400	1	7	16	26	r
						2	14	32	52	%

that I can effectively handle.											
My studies in plastic arts aid in the creation of craft products that suit societal needs.	4	agreed very much	.71257	.10077	3.3200	1	4	23	22	r	2
						2	8	46	44	%	
My peers will assist me create a modest craft project and may perhaps participate in it.	6	agreed	.77090	.10902	3.2400	1	7	21	21	r	3
						2	14	42	42	%	
Plastic arts research is attempting to resurrect some of the craft industries that have vanished.	5	agreed very much	.75701	.10706	3.2800	1	6	21	22	r	4
						2	12	42	44	%	
Studying plastic arts fosters creativity and develops craft industries	3	agreed very much	.79821	.11288	3.3400	1	7	16	26	r	5
						2	14	32	52	%	
Studying plastic arts aids in the use of environmentally friendly materials and the development of artisans' abilities.	1	agreed very much	.70595	.09984	3.4600	1	3	18	28	r	6
						2	6	36	56	%	
Learning about plastic arts allows you to take advantage of local resources and revitalize them.	9	agreed	1.03510	.14639	3.1000	7	3	18	22	r	7
						14	6	36	44	%	
Studying plastic arts assists to the advancement of economic development by	8	agreed	1.00285	.14182	3.1200	6	4	18	22	r	8
						12	8	36	44	%	

fostering a productive society.											
Learning about plastic arts aids in the development of design abilities and the competitiveness of the Craft industries	7	agreed	.82536	.11672	3.1800	2	7	21	20	r	9
						4	14	42	40	%	



This field included the views of the study sample in nine paragraphs about the role of craft industries in achieving development. Most of the students’ answers were favorable, and from Table.3. The average percentages of all paragraphs of the questionnaire about the role of plastic arts in qualifying students to establish craft industries are as follows:

- 46.44 % of the research sample agreed very much with the role of plastic arts in qualifying students for craft industries.
- 38.22 % of the research sample agreed with the role of plastic arts in qualifying students to establish craft industries.
- 10.67 % of the research sample agreed to some extent about the role of the arts in qualifying students for craft industries.
- 4.67 % of the research sample disagreed on the role of plastic arts in qualifying students for craft industries.

Resulting, that, 84.66 % of the students sees arts have a role in promoting craft industries.95.33 % of the sample believe that the arts have a role in providing the opportunity to develop their skills, take advantage of the capabilities available locally, and employ them. While the percentage of 84 % of students who find themselves qualified to manage the craft project, despite the difference in the skill level of the students in the study sample. 84 % of the sample finds in the arts helping to develop craft industries.

5. Discussion:

The findings can be explained by the students' belief that craft must remain up to date with technological advancements, quality requirements, and sociological and cultural changes, as well as shine light on proposals that help raise social consciousness. The researchers attribute this result to considering that the most important reasons for engaging in craftwork lie in societal convictions and providing working conditions. The occasion and the development of the capabilities and skills of those interested in it, as the craft industries face many technical obstacles such as the lack of development and modernization of production methods and the lack of experience and skill. This is consistent with what (Ferraro, et al.,2011) found regarding the decline in the quality of some raw materials, especially local ones, and their lack of availability in a valid manner that keeps pace with the times and the trends of the craftsmen of typical production. The use of cheap raw materials affects the development and quality of the product. (Khaidher,& Eneizan,2019) found that there were problems with not keeping pace with technical development, poor utilization of communications and information technology systems, and the inability to carry out adequate advertising and advertising operations for craft products because of the high costs of those processes.

The researchers explain the results of the study of proposals for the development of craft industries that importance should place on preparing a database on craft industries in Al-Ahsa to evaluate the current situation and on preparing a vision for its development according to the needs and requirements of the community. The vision would help in the development of solutions to the most important problems that hinder the development of craft industries in the Al-Ahsa region, while providing programs for artisans on the art of selling and marketing. Feasibility studies and administrative planning would create mechanisms that enhance the role of craft industries in continuously attracting numbers of university graduates and contributing to development. There is also a need to identify the reasons for the reluctance of youth to practice craft industries in the Al-Ahsa region and their demand. One of the reasons for the problems of craft industries is the lack of mechanisms, databases, documented information banks, or advisory bodies that direct their activities to the directions required in the market and establish laws to protect and organize work for the craft industries sector.

The results of the research emphasize the importance of introducing the younger generations to handicrafts and changing their culture towards self-employment, through: Preparing special curricula for craft industries and teaching them at all levels of education. Interest in holding student competitions for craft industries and offering an annual prize for the best student craft product. Holding an open day for craft industries in universities and schools to introduce them and their importance. Increasing exhibitions of permanent and mobile craft products and outlets at airports, transportation stations, petrol stations, market complexes and festivals. Working on introducing the younger generations to handicrafts and changing their culture towards working in its field. This is consistent with the opinions of professional development scholars about the possibility of influencing the tendencies and abilities of students through the development of tools and methods that help achieve harmony with some kind of professions and practice the arts. Providing artisans with information about the available markets and the market capacity for the products they manufacture after providing artisans with programs on the art of sales, marketing, feasibility studies and management planning. Issuing periodic tourism brochures on the craft industries sector in Al-Ahsa region, which distributed to the relevant authorities. Increasing websites to market craft products and support them by the state. Expanding the education and training of artisans, raising their capabilities and performing skills, and setting up workshops to transfer technical expertise to improve the conditions of craft industries and raise their social status. The results of the

research indicate that craft industries have a role in reviving some of the basic professions that have disappeared. Such a revival will contribute to achieving development as well as highlighting the importance of the developmental role that craft industries can play on the economy with the possibility of employing people and extracting value from raw materials, local wealth, and primary resources. Providing job opportunities for young graduates and recent graduates will contribute to reducing unemployment, alleviating poverty, increasing development rates, spreading the principles of self-employment, and accommodating large numbers of idle labor forces, as craft industries represent ideal models of work for women and will transform some groups that need assistance into productive ones.

The results confirm that craft industries have a role in contributing to the establishment of intermediate industries and the promotion of tourism by linking tourism with artisans.

6. Conclusion :

All results confirmed the positive view of the role of the arts in working with crafts, and considered them an incentive to achieve success in establishing well-managed craft projects in addition to reviving some endangered crafts, and developing crafts. Employing environmental materials and developing the skills of artisans. Therefore, academic institutions with their technical departments should contribute to the advancement of crafts through art courses and discovery of student tendencies. Directing and employing renewable human energies in the field of self-employment and expanding the establishment of a series of auxiliary projects in a coherent system that accommodates numbers of community members from different educational and technical levels. Emphasize the role of arts courses in influencing professional orientation and orientation towards crafts during university studies. It will be important to recognize the importance of scientific interconnection and communication between academic, research and industrial institutions interested in traditional industries in the Al-Ahsa region. The whole society will benefit from the development of traditional industries, male and female, the elderly, the handicapped, and others

7. Recommendation :

- 1- Develop a strategy for the development of craft industries, including craft industries in art education curricula and curricula in educational institutions, creating courses on craft industries, and instilling the idea of self-employment in a way that ensures the continuity of experience and the transmission of craft secrets to new generations.
- 2- Improve the environment for craft industries by addressing legislation, laws, and problems they face, providing the necessary facilities and incentives, and increasing government support to ensure that their required role efficiently achieved.
- 3- Create a stock exchange for craft sectors, drawing on similar worldwide experiences, and establish craft-specific legislation.
- 4- Establish consultative centers for the care and development of craft industries that provide financial, technical support, marketing, and technical services, and feasibility studies that the artisan cannot afford.

5- Establish a single point of contact to supervise and track the registration, licensing, and property rights of craft industries, as well as to develop a plan to assess them in terms of technical, financial, and administrative aspects, and to adopt the creation and maintenance of a database on craft industries.

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