

UNIT 1.2

ROLE OF ARCHITECTURE, HISTORY AND CULTURE IN TOURISM

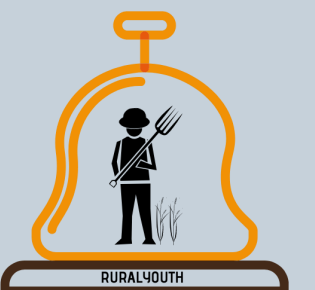
MODULE 1: RURAL TOURISM AWARENESS

OBJECTIVES

In Unit 1.2 you will learn more about specific role of architecture, history and culture in tourism industry.

Keywords:

- Architecture
- Vernacular
- Preservation
- Conservation
- History
- Culture



AT THE END OF THIS UNIT, YOU WILL BE ABLE TO...



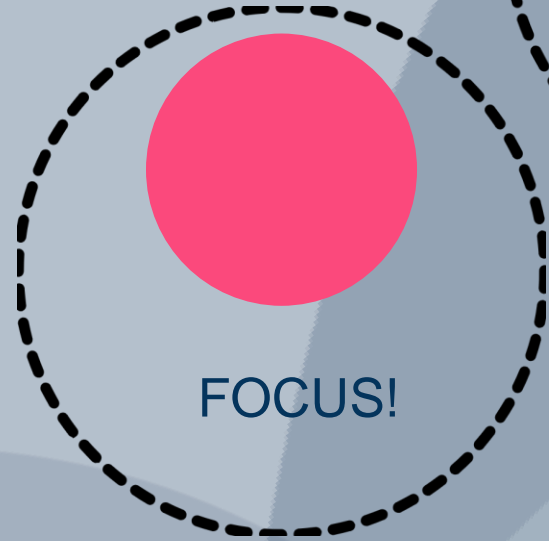
... distinguish among various kinds of architecture tourism.



...see how important part of the human society is taken by cultural tourism



...understand the principles of heritage tourism.



TOPICS

1. Relationship between architecture and tourism
2. Rural tourism based on local heritage
3. Cultural tourism

Relationship between architecture and tourism



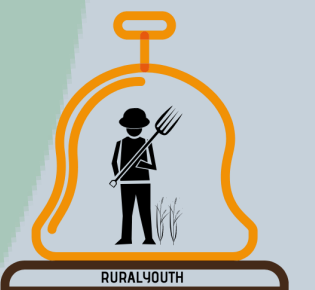
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Tourism is a scenario to
“familiarize a city for an unfamiliar audience and gain identity for the citizen”,
while **architecture** is
„an expression of lifestyle and spirit of the epochs and cultures in which it arises”.



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Architecture and tourism have been linked since time immemorial. Architecture is the main factor in attracting the public, and tourism has helped architecture to stand the test of time (and money). Tourism and architecture work in symbiosis to break the strangeness of each culture and present the original essence of a place, its culture and its evolution through a chronological approach.



The link between architecture and tourism has been evident since ancient times, when architecture played a very important role as a tourist attraction. Temples, large theatres, stadiums, the Coliseum and other monumental public buildings were built in honour of the gods and attracted large crowds because they represented culture and society. Architecture is a way of expressing the cultural diversity and innovative potential of a region, and tourism as a means of livelihood directly contributes to the preservation of architecture.

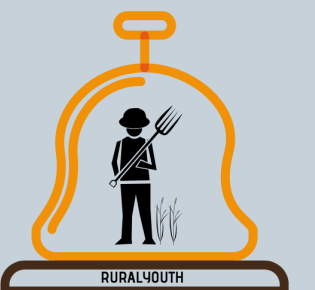


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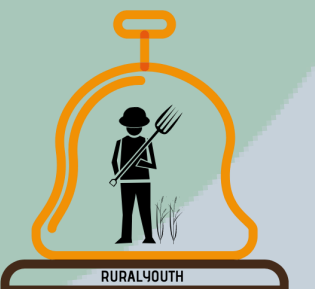
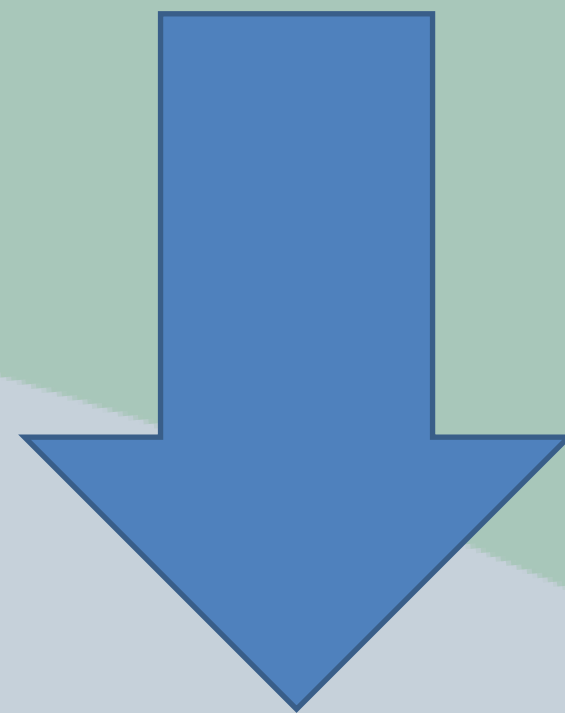
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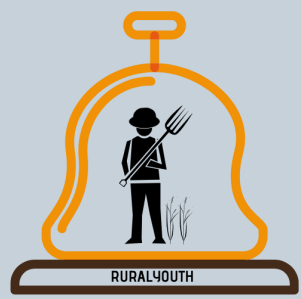
Tourism and architecture have never been more closely linked than they are today. There has been a huge increase in "heritage tourism," which has led to a sudden interest in ancient history and cultural heritage.



“Architecture is the prime and unquestionable source of HISTORY”.

Let's have a look at some kinds of architecture that allure tourists all around the world.
You may have already visited some of them!





Sacral Architectural tourism

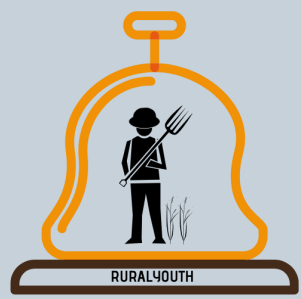
Sacral architecture, also known as religious architecture, consists of structures that classify or designate a religion. Some are generally places of worship and are considered intentional or sacred spaces. Stupas, temples, monasteries, mosques, basilicas and synagogues are some examples. Ancient tombs and burial structures, such as the pyramids of Giza, are also sacred. As they are influential buildings for any community, they attract tourists and believers from all over the country.



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Heritage Architectural Tourism

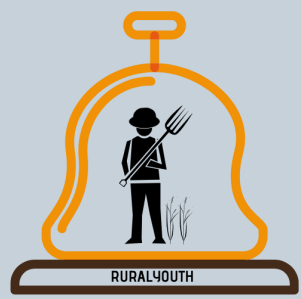
Historically and culturally important buildings fall within the scope of heritage tourism. They date back over thousands of decades and therefore have a chronological spectrum. Buildings also known as monuments are historic monuments. These buildings are also usually the nodes in the development of a city or civilisation. Examples include the Colosseum in Rome and the Taj Mahal in India.



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Modern Architecture Tourism

This segment includes structures that mark achievements, contain new world materials and give us a vision of the future. The word "modern" refers to a way of life rather than a style. It includes shopping malls, towers, bridges and hotels. Examples include the Burj Khalifa in Dubai and the Eiffel Tower in Paris.



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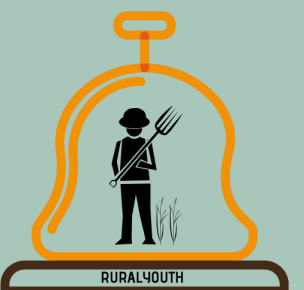
Regional architecture Tourism

Tourists from this segment choose countries that represent a certain architectural style. The aim is to get to know the country through its chronology, culture, different types of buildings, etc. The country becomes a destination that is also very useful for research purposes. The country becomes a destination that is very useful for research purposes as well. Certain physical aspects contribute to the overall experience, such as the climate and the terrain.

In Scandinavian countries, for example, wooden houses with long roofs resembling log cabins are found in the countryside. Italy boasts architecture dating from 3500 BC to the present day, with styles ranging from Ancient Rome to Neoclassicism.



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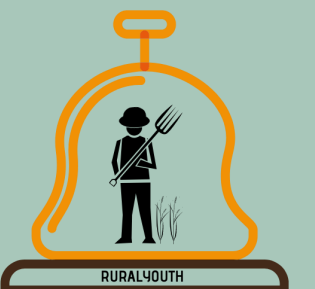


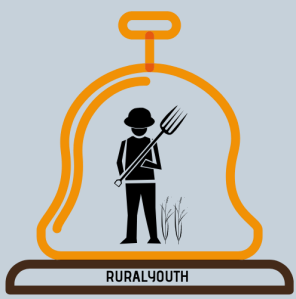
Architectural Typology Tourism

Some tourists have a particular typology in mind that they would like to explore and develop as a case study. Some common typologies include commercial or recreational activities and tourists would choose hotspots from this typology. In France, for example, there are many museums. For museum lovers, Paris is the best destination.



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Architectural Style

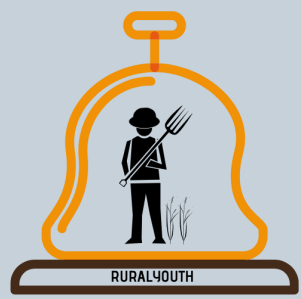
As with typologies, tourists may be fascinated by a particular architectural style and want to visit buildings built in that style. Those who want to see the Rajputana architectural style are more likely to go to Rajasthan in India or Madhya Pradesh in India. Those who like the Bauhaus style can visit Israel, etc.



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Works of particular architect

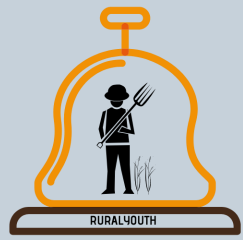
Some tourists travel a long way to see the work of their favourite architect. The aim is to be inspired by their role models and enjoy the spaces they have designed. For example, most of Antoni Gaudí's work, such as Park Güell and Casa Mila, is located in Spain.



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Travelling in student groups

Students travel in large groups to cut costs and visit more places in less time. They tend to join specially formed tour groups to explore the place and see the sights. Sketching and photographing a place is an essential part of such a group. Tours inspire students in terms of concept and scale. After all, simply learning architecture theory without practical experience is incomplete.



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Travelling for Landmarks

Visiting all the important monuments in the world can also be included in the list of tourists. Landmarks define a city and make it globally recognizable. They are an integral part of the urban environment as they help to mark and label heritage and cultural sites. For example, the Sydney Opera House was built as a platform to commemorate art and performances and as a link for performers and audiences. The Inca ruins at Machu Pichu are a must-see attraction in Peru.



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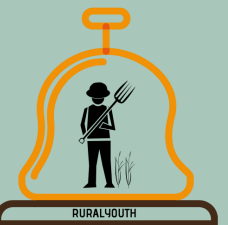
Offbeat Architecture

Architecture consists not only of buildings, but also of artificial landscapes, installations and sculptures. They are both art and architecture, as they have both a concept and a structure. Some have even coined a term called "architectural structure" for these exhibitions. Architecture is the science of designing spaces, which means that landscape architecture is the science of designing outdoor environments. These environments support the main building and make it more inviting. At the entrances to the castles and palaces in France are elaborate French Baroque gardens that represent their grandeur.



"I call architecture frozen music."

– Johann Wolfgang von Goethe



Rural Tourism based on local heritage



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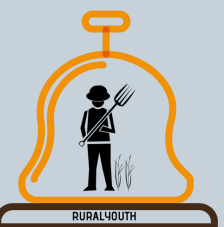
Heritage tourism is best described as tourism that **creates and defines opportunities to experience the places, people, activities and artifacts that authentically represent our past and present.** Through heritage tourism, we see, experience and feel our foundations, as we build toward the future.

Heritage tourism involves **travel to sites that in some way represent or celebrate an area, community, or people's history;** identity or inheritance. Heritage attractions are typically divided into three categories: natural, cultural and built.

Examples of heritage tourism activities include **visiting a museum or historic home,** eating the local food, or taking part in a festival.

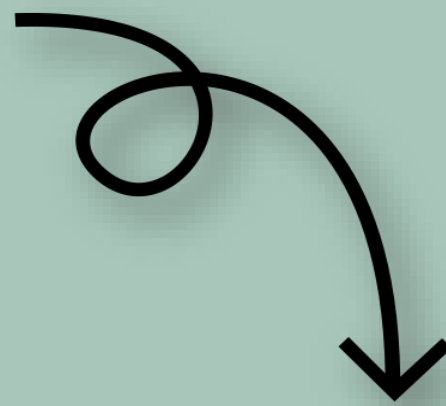


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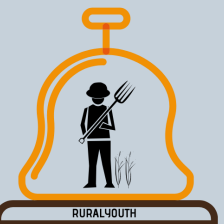


Rural areas have great potential to develop sustainable tourism that offers tourists authentic, unique experiences based on natural landscapes, culture and culinary traditions, while benefiting the local community economically and socially.

Have a look at an **inspiring good practice on developing gastronomy and green tourism** in a rural area in Hungary.



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Bringing villages together in Mecsek Greenway

The Mecsek Greenway is located on the west and east sides of the Mecsek Mountains in the Baranja district of southern Hungary. It connects several villages in the region that have developed a new approach to better local tourism that supports rather than exploits local communities. The Mecsek Greenway is a living and working workshop that enables locals and visitors to experience harmony with nature and local traditions. It is organized horizontally and relies on a strong network and bottom-up initiatives of local residents.



Photos: Krisztina Budai

The focus is on local values, products, services, traditions and gastronomy, as well as the willingness to pass on this knowledge to the next generation. The area has a long-standing tradition in developing rural tourism and theme routes, such as the Pécs-Mecsek Wine Route and the Honey Route. Hiking paths marked with 'Z' (zöldút = greenway) can be found in the area. The Mecsek Greenway is an initiative of local volunteers and entrepreneurs who share the idea that revitalizing local communities, strengthening ties between villages, and highlighting local heritage and traditions can serve as a basis for sustainable rural development and tourism.



Taking innovative approach to green and gastronomy tourism

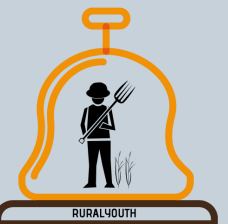
After the establishment of the Greenway, the Mecsek Greenway Association was founded as a partnership of entrepreneurs, farmers, restaurateurs, rural tourism hosts and citizens working together to achieve the goals of the association. Over the past decades, the Mecsek Greenway Association has developed and participated in many tourism and gastronomic events in Baranya County, taking an innovative approach to eco-gastronomy using wild plants, mushrooms, flowers and other locally grown products. A cookbook on this topic was published and reissued.

[Read more about this project](#)

[Watch the video about Mecsek Greenways](#)

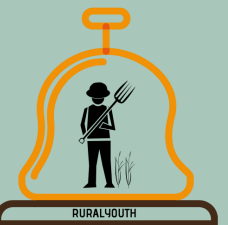


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You have to stay true to your heritage;
that's what your brand is about.

- Alice Tempreley



What is Cultural Tourism?



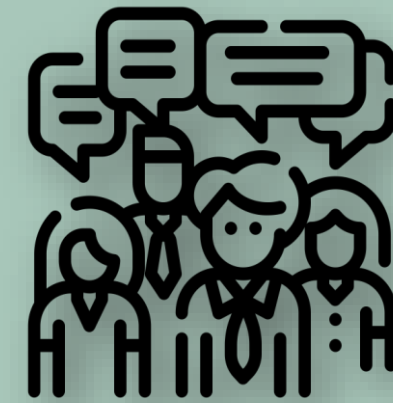
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Cultural tourism means that travelers visit certain destinations to explore and learn about a culture. This can include many activities such as attending events and festivals, visiting museums, and sampling local food and drink.

Cultural tourism can also be an unintentional part of the tourism experience, where immersion in the culture (with the local people, their language, customs, cuisine, etc.) is an inevitable part of the vacation.



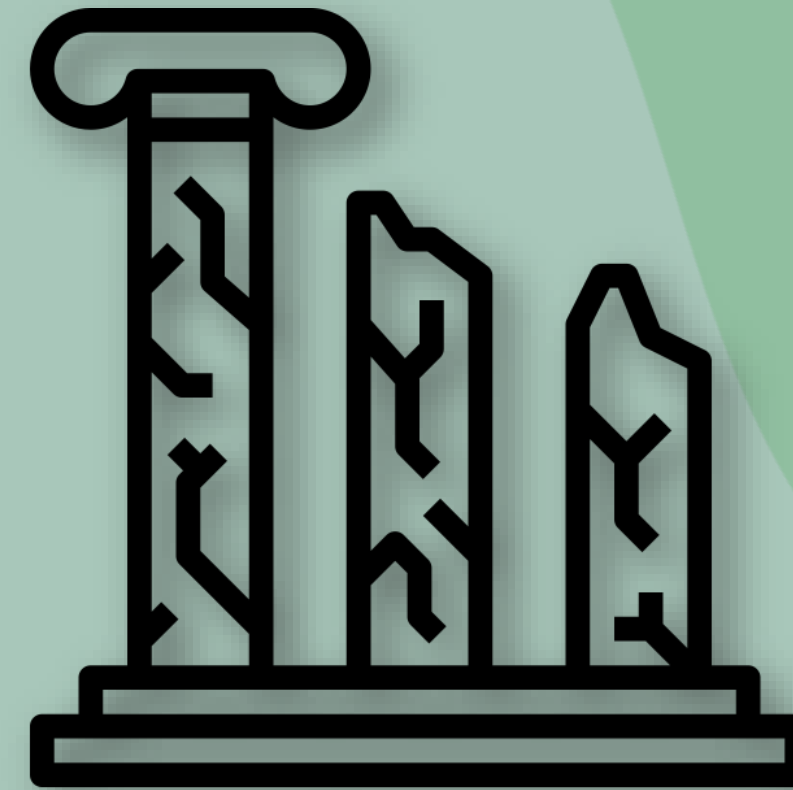
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It has been suggested that tourism is the ideal arena in which to investigate the nature of cultural production (MacCannell, 1976). Tourism provides endless opportunities to learn about the way other people live, about their society and their traditions.



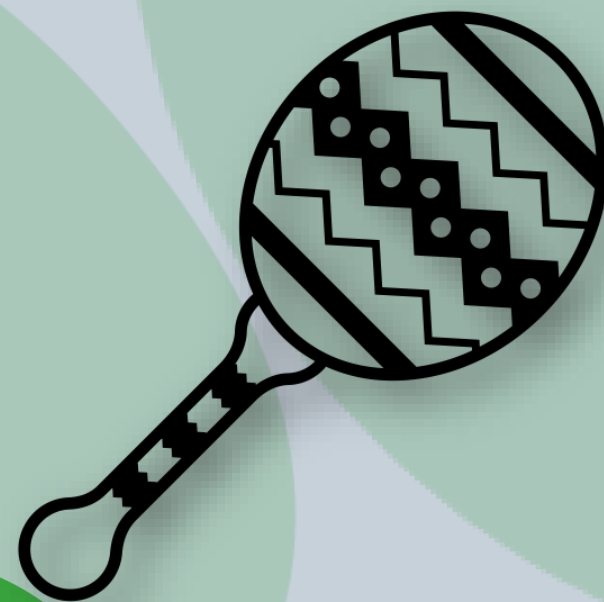
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According to the United Nations World Tourism Organization, cultural tourism is “movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages.” We expand this definition to encompass the participation of visitors in cultural activities whether those activities are the primary purpose of their travel or not.

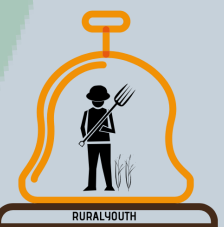


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Travelers look for an “authentic experience,” and each community has its own special attributes that set it apart from others. These features include history, traditions, and yes, also arts and culture. Each community has a story to tell, and finding an engaging way to tell that tale is one way to attract visitors. Tools are available for creating an inventory of community assets.

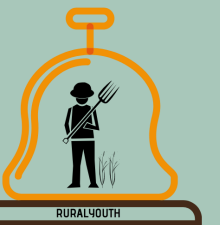


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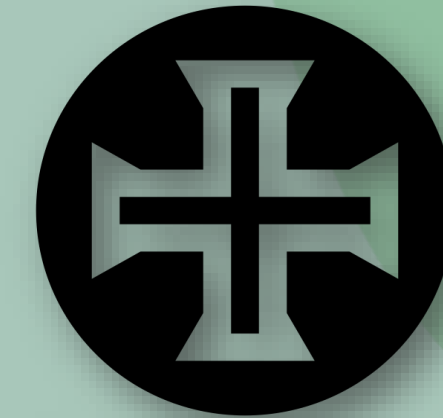


“The crucial differences which distinguish human societies and human beings are not biological. They are cultural.”

- Ruth Benedict



Cultural tourism is important for several reasons. Perhaps the most important reason is the social impact. Cultural tourism can help to strengthen identity, improve intercultural understanding and preserve a region's heritage and culture.

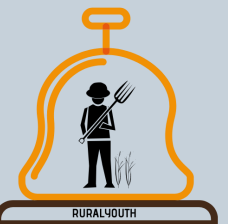


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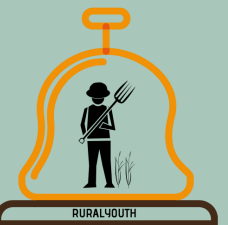
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Cultural tourism can also have a positive economic impact. Tourists who travel to an area to experience a culture or visit a cultural tourist attraction, such as a museum or performance, contribute to the area's economy. Attractions must be staffed, which creates employment opportunities. Service businesses such as restaurants, cab companies and hotels can also benefit.



“Strength lies in differences, not in similarities”

- Stephen R. Covey



Cultural Tourism Activities

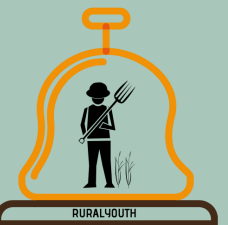
Whether a tourist is looking for an immersive cultural experience or not, there is a wide range of activities that can be classified as cultural tourism. Some examples include:

- Staying with a local family in a home stay
- Having a tour around a village or town
- Learning about local employment, for example through a tour of a tea plantation or factory
- Undertaking volunteer in the local community
- Taking a course such as cooking, art, embroidery etc
- Visiting a museum
- Visiting a religious building, such as a Mosque
- Socializing with members of the local community
- Visiting a local market or shopping area
- Trying the local food and drink
- Going to a cultural show or performance
- Visiting historic monuments



“Culture is the name for what people are interested in, their thoughts, their models, the books they read and the speeches they hear.”

- Walter Lippmann





**SURF
TO FIND OUT
MORE**

➡ Throughout human evolution, groups of people have worked together to preserve their habitat and livelihood. Today is no different as we encounter the effects of climate change. At New Belgium Brewing, Katie Wallace focuses on building a joyful culture of sustainability.

➡ Cultural tourism is growing in popularity around the world. Whilst almost all vacations will encompass some form of cultural tourism, this will look very different in different contexts. In this video you will find lots of examples of cultural tourism and learn about the advantages and disadvantages of cultural tourism.

➡ Cultural tourism can be a driver for rural development. Study the example of South Moravia region example from the Czech Republic.

➡ Understanding the social impacts of tourism is vital to ensuring the sustainable management of the tourism industry. There are positive social impacts of tourism, demonstrating benefits to both the local community and the tourists. There are also negative social impacts of tourism. Read more.

MATCH THE PARAGRAPHS!



Rural tourism is tourism which takes place...

... and more independent organisations

Rural areas often have less of the known chains and brands (think Costa Coffee, Hilton Hotel etc)...

... with the people who are coming to visit the area.

Businesses that are owned and managed locally are great because it enables much of the income raised from tourism...

... in non-urbanised areas.

Traveling to rural areas provides opportunities for locals and tourists...

...and prevents economic leakage in tourism.

Rural areas are encouraged to share their traditions and customs...

... to get to know each other and to learn more about each other's cultures.



MATCH THE PARAGRAPHS!



Rural tourism provides valuable commercial and employment opportunities for communities...

... this is the case, for example, at Stone Henge, where the area is roped-off to prevent tourists from touching the stones.

Roads may be gridlocked on bank holiday weekends...

... because they can no longer afford to live in the area, known as gentrification.

Some people may feel that they need to relocate...

... as city-livers flee to the countryside for some fresh air.

In some cases, restrictions to access are necessary in order to ensure that areas are preserved;...

...that are confronted with the growing challenge of offering viable livelihoods for their local populations.



TEST YOUR KNOWLEDGE!



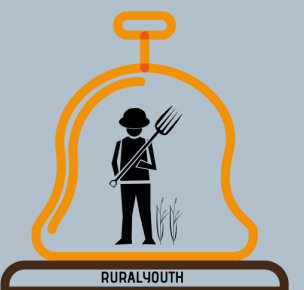
Choose the correct types of tourism represented by the image. You can choose more than one option.



- Heritage tourism X
- Sacral architecture tourism X
- Eco tourism -
- Cultural tourism X



- Heritage tourism -
- Sacral architecture tourism -
- Eco tourism -
- Cultural tourism X





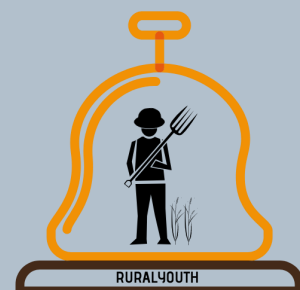
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- Heritage tourism -
- Sacral architecture tourism -
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- Cultural tourism X

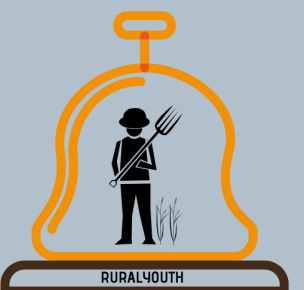


- Heritage tourism -
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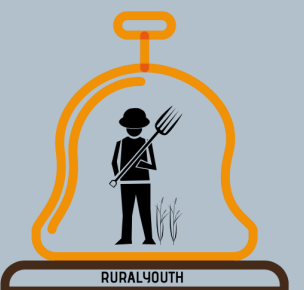


- Tourists who travel to an area to experience a culture or visit a cultural tourist attraction, such as a museum or performance, contribute to the area's economy. (T)
- Sacral architecture and religious architecture refer to two different kinds of architecture. (F)
- Tourism provides endless opportunities to learn about the way other people live, about their society and their traditions. (T)
- Travelling in a student group include also sketching and photographing place as an essential part of the trip. (T)
- Tourism and architecture are very distant nowadays. (F)
- Heritage tourism is best described as tourism that creates and defines opportunities to experience the places, people, activities and artifacts that authentically represent our past and present. (T)
- Eco-gastronomy means usage of low-cost ingredients in cooking. (F)
- Visiting museums does not belong into heritage tourism. (F)
- Architecture is a science of designing spaces (T)



DISCUSSION

1. Imagine travelling in a student group. What would be your destination? Why?
2. What is an example of your local heritage that is most attractive to tourists?



SUMMARY

- In this unit, you have learned about the relationship between architecture and tourism. You have also learned about cultural tourism and the overall importance of history in tourism.
- Go for a walk around your place of living and study the architecture around you. Is there any particular architectural style? Are there any landmarks?
- In Unit 1.3 you will learn about the value of biodiversity and its relation to tourism and the impacts of tourism on biodiversity.

