

THEORY AND HISTORY OF ARCHITECTURE, RESTORATION AND RECONSTRUCTION OF HISTORICAL AND ARCHITECTURAL HERITAGE

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HISTORICAL AND THEORETICAL BACKGROUND TO THE FORMATION OF A TOURIST CENTER: INTERNATIONAL EXPERIENCE

Statement of the problem. Nowadays tourism is a multi-faceted social phenomenon and its influence on the architecture includes both positive and negative aspects that must be investigated. While studying different historical stages of tourism in the city structure, we seek for a causal link of the phenomenon of reorientation of dominant recreational functions of the territory, and try to define optimal functional organization of a tourist center. In order to do so, cutting-edge overseas experiences in the development of tourist and recreational institutions from the start of mass tourism up to this day.

Results and conclusions. The major historical periods of forming a tourist system were studied: types of tourist activities and of tourist and recreational objects which were classed according to their level of influence on the organization of tourism. The ways of the formation of tourist establishments and complexes on different historical stages were examined in order to define evolutionary typological tourist formations from a single tourist establishment to a city tourist center. A city as a tourist center was regarded as the main and the most optimal type of a tourist system in the modern hierarchical city structure of the tourist establishments.

Keywords: tourist center, formation stages, «architourism», tourist activity, organization of an urban environment.

Introduction

The design of modern cities and tourist destinations is historically associated with gradual development of the types of recreational tourist complexes. The development of the architectural environment for tourism at different points in history has been largely determined

by intellectual, recreational, social, and functional orientation of tourism. A city as a tourism centre is viewed as a starting point in the development of a tourist urban environment supported by a system of tourist complexes and institutions, which is seen as a viable solution for addressing social and economic issues facing cities with a rich and diverse tourism and recreational potential and poor industrial prospects. The theoretical foundation of the research were the studies into the history of tourism centres and complexes dealing with particular aspects of the development of the tourism and recreational architecture by N. I. Aleksandrova, A. V. Lebedev, L. G. Lukianova, S. N. Makarenko, etc. Concepts regarding the formation of the architectural aspect of tourism suggested by overseas colleagues such as by Ch. Janx, Le Corbusier, Ph. Hary, P. Deda, S. Campbell, D. McCannell, J.M. Miosek, D. Rickvert, D. Sharpley, A. Haksar, etc.

There is currently scarce research concerning causes and effects of the development of tourist architecture, regional aspects of urban tourist institutions as well as tools used at different historical stages for more effective overall organization of architectural and environmental, spatial and planning characteristics of tourist complexes.

The study of architectural practices of tourism abroad (mostly in Europe and America) outlines stages of the development of systems of tourist institutions and complexes, establishes evolutionary and typological types of touristic and recreational structures as well as factors contributing to the development of tourist destinations and seeks to understand modern tendencies in the development of tourist systems.

The study looks at the stages of the emergence of the global tendencies of the development of tourist institutions which are marked by the transition from individual tourism to *mass* tourism. The major stages of the development of tourist and recreational institutions including types of tourism activities are identified in Fig. 1.

1. Emergence of mass tourism: 1841—1930

In the 19th century at the first stage of the development of a system of tourism institutions tourism was accessible only to a limited group with a high income and private transport ownership and the main travelling motivation was individual health trips. Local health resorts with small hotels were typical of tourism architecture of the initial period due to a low and seasonal demand. The examples of these are the Queen Anne resort in Davos, The *Bohdaneč Spa resort* (Czech Republic) (Fig. 2), etc.

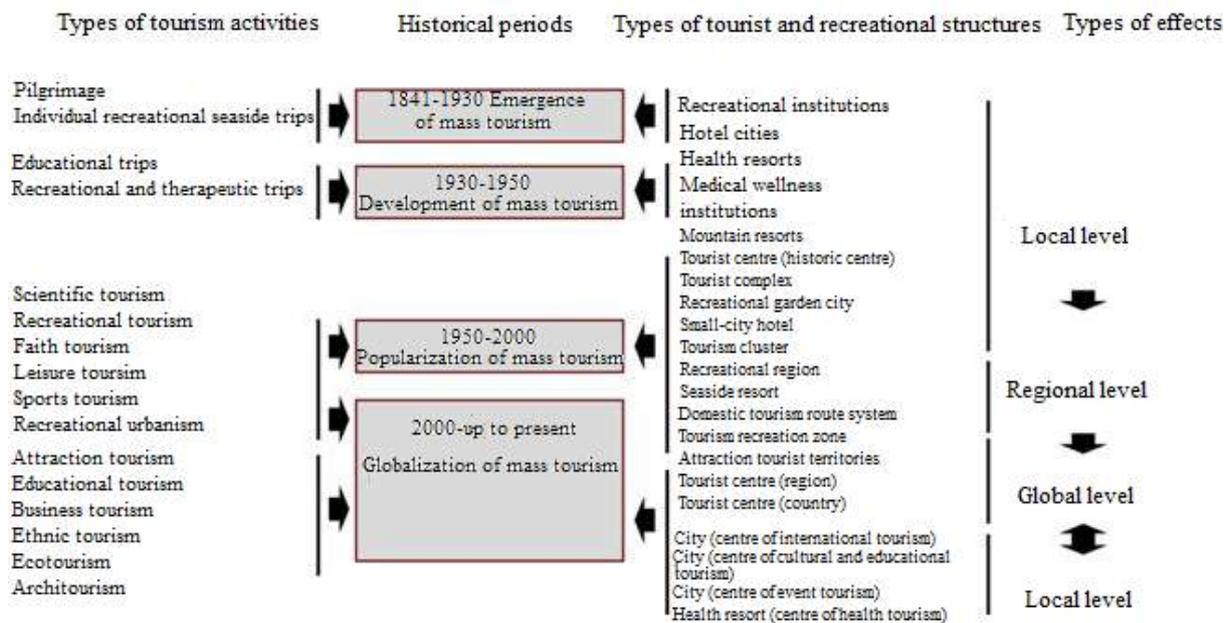


Fig. 1. Stages of the development of tourism recreational institutions (international experience).

Graphical schematic is developed and designed by Ye.K. Bulatova

a)



Fig. 2. Queen Anne resort (a), 1914, Davos, a spa resort (b), 1911. Bohdaneč, Czech Republic.

Source: <http://dreampostcards.com>

b)



Fig. 2 (ending). Queen Anne resort (a), 1914, Davos, a spa resort (b), 1911.
Bohdaneč, Czech Republic. Source: <http://dreampostcards.com>

At the outset of the industrial revolution and development of communication around the world, primarily in Europe and North America, there was a rise in the living standards, employers got days off work and also paid holidays [6]. That led to rising traveler number and individual recreational holidays gave way to large group tours.

The analysis of the world's travelling trends reveals the influence of tourism on architecture in Europe in the early 19th century due to *mass tourism*. The founder of the first group tour was [4] a British businessman Thomas Cook who organized a railway tour for 570 tourists in 1841.

A number of factors of the organization and functioning of tourism and recreational institutions contributed to the evolution of mass tourist at the first stage:

- a growing impact of tourism on spatial architecture to cater for recreational needs;
- emergence of tourism systems at the “city-outskirts-region-country-world” level;
- distinction of recreational trips into numerous types of tourism activities according to the main travelling motivation;
- emergence of resort hotel cities as individual tourist complexes with the infrastructure providing lengthy holidays.

Therefore, the first stage in the development of tourism and tourism infrastructure impacted not only the development of tourism institutions but also tourism complexes and thus a large network of architectural tourism structures.

2. Development of mass tourism: 1930— 1950

In 1937 the League of Nations was the first to officially use the term “tourism” and “tourist” [1]. Tourism was defined as being away from home for more than 24 hours. This historic period is marked by:

- a transition from individual recreational needs to those of the society;
- the development of seaside resorts and tourist centres;
- large-scale construction of individual tourist institutions (hotels, health resorts, hospitals, train stations, museums, banks), which was crucial for the tourist infrastructure of the time.

The global development of transportation and railway in the late 19th century saw new trends emerge such as the location of train stations in more attractive spots which went on to become tourist centres later on [4].

A network of tourist clusters was developing around railway stations located according to the emerging routes. For example, the Vienna railway network included over ten stations to tackle evacuation and safety issues of a large number of passengers (Fig. 3).



Fig. 3. Train station, Bloomington, Illinois, USA
(<http://wikimedia.org/wiki/File:Bloomington>)

The international tourism contributed to the design of a large number of tourist clusters, regional cities and small towns as well as to the development of a new function of architecture, which was an atmosphere of festivity, resulting in a new type of hotels looking like fake Renaissance-Baroque palaces: Palace Hotels, Nationals, Metropols, Majestics, Bristols, Victorias.

The early 20th century which saw a major shift in recreational motivations (with comfort and privacy becoming major considerations) was dominated by the theory of a recreational garden city. Large hotels started giving way to small town hotels occupying a few small buildings set against a natural landscape offering a nature getaway (Fig. 4).

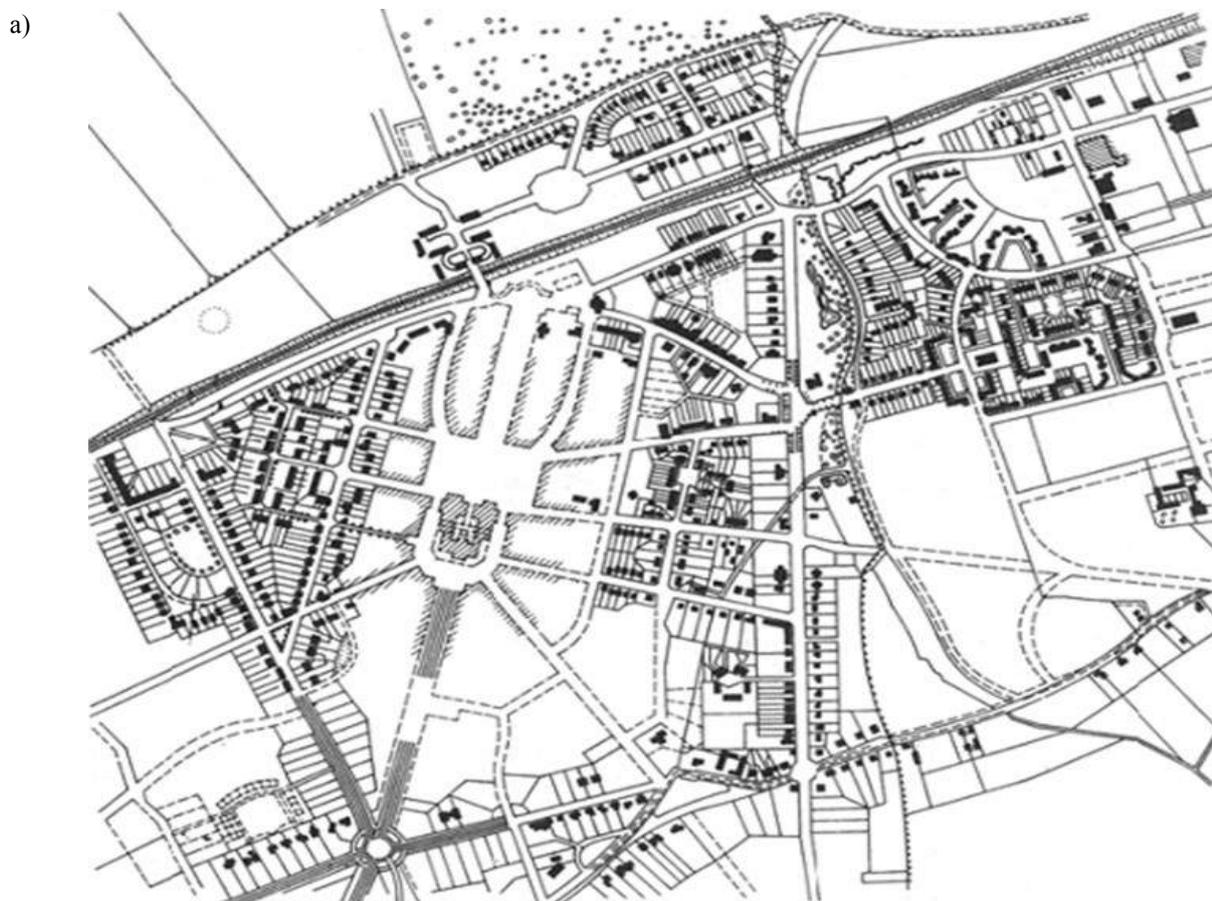


Fig. 4. Concept of a garden city by E. Howard: 1) Letchworth, UK, architect R. Anvin;
2) garden city designs in the suburbs of Greater London, architect R. Anvin

Source: <http://archi-dizain.blogspot.ru>

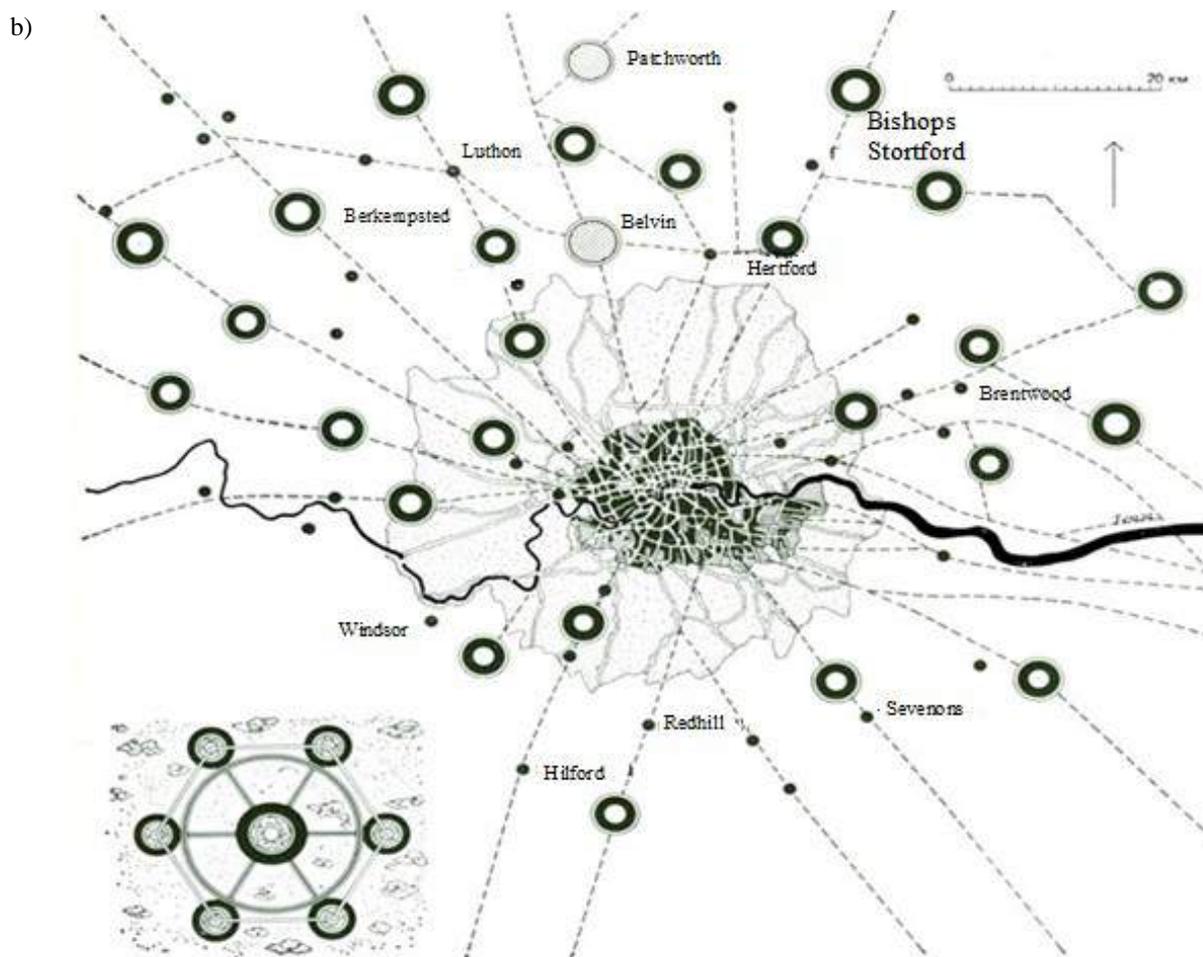


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Booming mass tourism paved the way for winter tourist centres and thus resulting in growing numbers of recreational mountain resorts. The Olympic Games of 1924 in Chamonix, France [4] contributed to the development of recreational winter sports which were common by the late 20th century in Switzerland, Austria, Italy and France. Since then a new stage in the development of winter recreational resorts got underway with maximum people visiting in winter season. This period was therefore marked by a network of tourist areas with designed itineraries, the development of the concept of garden cities and small town hotels serving as regional tourist centres designed with an average tourist in mind.

3. Popularization of mass tourism: 1950— 1990

At the early 1960s “holiday” started equaling “recreation” which was defined as “a business activity involving recreation of physical and mental strength to promote personal growth” [4]. Since the middle 60s the concept of recreational urbanism was introduced into large architectural practices to cater for a large number of visitors to cities.

The architectural tourism environment of the second half of the 20th century is characterized by:

- the development of regional schemes of tourism and resort zoning;
- gradual combination of tourism institutions into complexes and centres;
- introduction of tourism infrastructure into historic cities and towns;
- design of a single service and transport infrastructure;
- construction of tourist centres based on historic cities and towns.

The USA made the first efforts at historic city conservation and tourist development as early as in 1926, the year marking the 150th anniversary of the country’s independence in Colonial Williamsburg (Virginia). The restoration and museum development of the major historic attractions of the city such as the tavern, the Capitol, the Governor’s Palace, George House took place later on. As a result, Williamsburg Inn (1937), Williamsburg Lodge (1958) were constructed.

In 1961 in Bulgaria the Institute for District Territorial Planning (Sofia) launched a resort zoning scheme. The development of a territorial scheme of the entire country was addressed for the first time to identify comprehensive zoning of resort and tourist objects, their connections, capacity and construction stages to follow a comprehensive study of social and economic as well as financial and technological foundations underlying the development of Bulgaria, its individual areas, climate and natural features, historic and architectural monuments [5]. The most promising were tourist and recreational objects with a potential tourist *attraction* spot.

In 1962 Bulgaria the Institute for District Territorial Planning made a move from the general scheme of resort zoning of the country to the development of schemes for individual areas. The first stage saw the development of a scheme of the district planning of the Black Sea coast and its individual tourist destinations – Burgas, Kamchia, coastal area of Varna, etc.

In the 1970-1980s attractive architectural destinations started gaining more importance. The emergence of “decorative architecture” in combination with a natural environment paved the way for “attractive recreation” [4]. The first suburban amusement park was created in 1955 in California. Amusement parks caused the construction of attraction parks (Fig. 5).

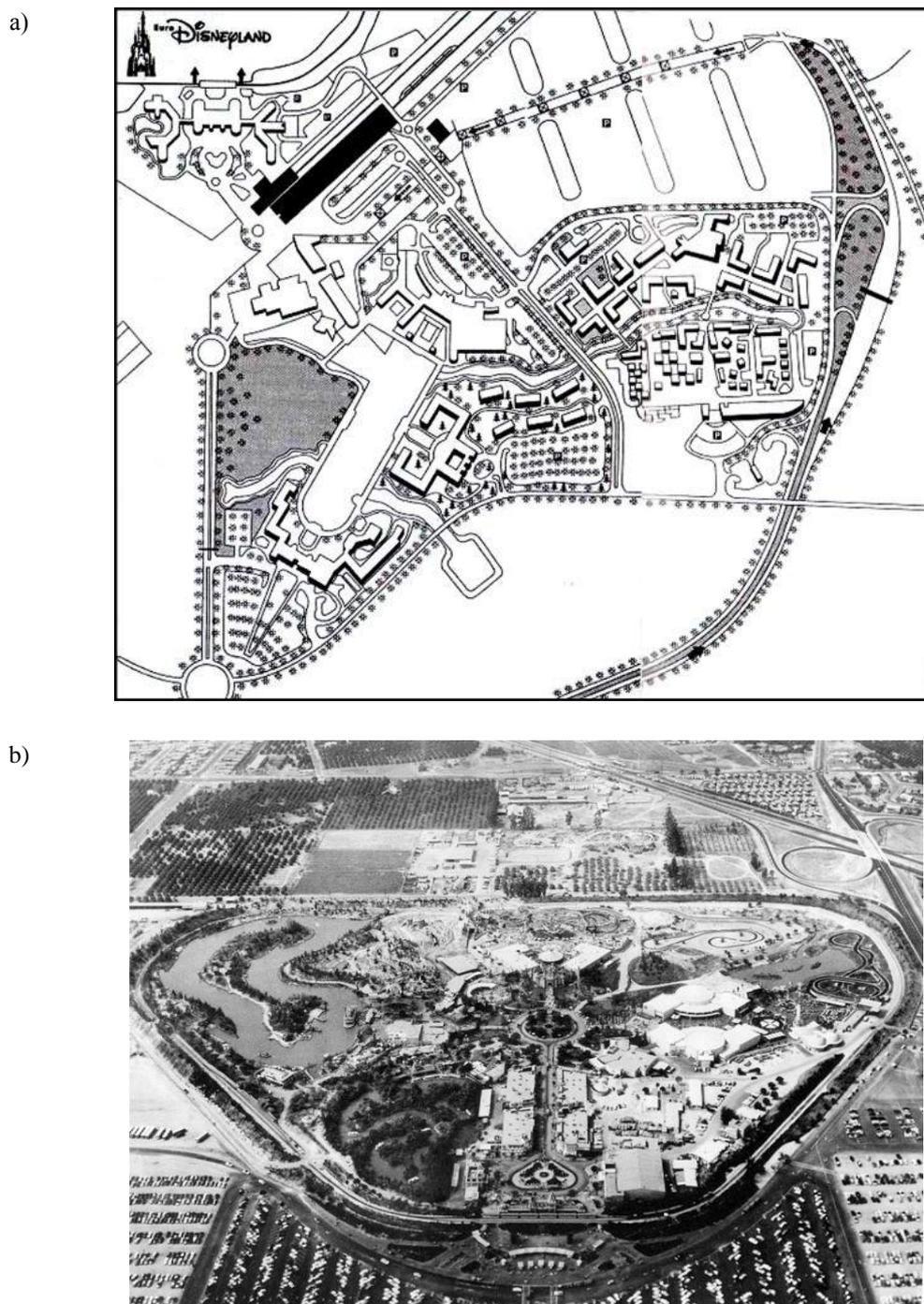


Fig. 5. Disneyland amusement parks — “attractive recreation” concept:
a) general plan of Disneyland, Paris, 1992; b) Disneyland, California, 1955 [3]

Therefore the architecture for tourism of the second half of the 20th century is characterized by the construction of large tourist centres based on historic cities, shift of recreational functions of an area to cater for major travelling motivations of visitors, the use of attraction spots to lure more visitors, the design of suburban tourist recreation spaces based on attraction spots.

4. Globalization of mass tourism: 1990 – up to present

At the start of the 21st century the focus of research effort is devoted to theoretical aspects of mass trends of new construction of iconic architecture and its international visitor numbers.

The emergence of modern-day tourist recreation environments is characterized by:

- the use strategies discarding homogenization in architecture;
- the adoption of international styles only in cases when locals and tourists have shared recreational areas;
- the employment of individual approaches to the organization of tourist centres in the context of local customs and traditions.

The term “architourism” was introduced into international construction practices to be defined in the early 2000s, according to the architect P.Deda [8], as an architectural trip to attract the worldwide community and tour so-called iconic buildings, which is number-one concern for architourism.

The architect Frank Gehry is considered a pioneer of architourism. In 1997 The *Bilbao Guggenheim Museum* was constructed in Spain (Fig. 6). This was central to the overall architectural tendency which scientists call “Bilbao effect” and define as “tremendous transformations of the overall city infrastructure, large investments into architectural centerpieces” [2].

Integration of the concept of architourism into the architectural city environment is determined by a combination of factors: the result of tourist activities, historical, cultural and “iconic” resources are all central to the functional orientation of a tourist complex. The example of utilization of “iconic” buildings as architourism factor is Northern Imperial War Museum in Manchester, Beijing Tower, Saadiyat Island in Abu-Dhabi.

However, there are arguments [7, 9] that if a new “iconic” building is designed in isolation from a historic tourist area or the city and community, it would undermine the durability of the buildings. There are major common mistakes made: no cultural connections with the community, insufficient infrastructure, global standards of styles. Therefore in June 2009 RIBA Journal publishes a section on the study of changes, principles and influence of tourist activities and architecture [10]. The purpose was possible practical application of the hypotheses “going back to the main values”, “helping people live and work better”, “architecture as a tool of social change”.

Therefore a modern-day system of the organization of tourist centres occurs in the context of a local historical and cultural heritage which is observed in historic towns and cities of Europe. A historic European town is mainly a theme destination for scientific and educational tourism (Treviso, Chioggio, Rovigo, Belluno) or recreation, health and fitness (Cortina d’Ampezzo).

a)



Fig. 6. Tourist centre of Bilbao, Spain. Architourism:

a) schematic of a general plan of a tourist infrastructure;

b) *Bilbao Guggenheim Museum*, architect Frank Gehry, 1992 [3]

b)



Fig. 6 (ending). Tourist centre of Bilbao, Spain. Architourism:

a) schematic of a general plan of a tourist infrastructure;

b) *Bilbao Guggenheim Museum*, architect Frank Gehry, 1992 [3]

Conclusions

Theoretical interpretation of the results of the comprehensive study of historic and theoretical foundations of tourist centres abroad highlighted the principles underlying the overall development of tourist systems.

The major outcome of the study was the identification of historic stages of the emergence and development of the global tendencies of the formation of components of architectural environments for tourist activities around the world. Establishing these main principles revealed periods of major changes in the functional organization of a system of tourist institutions resulting in a new type of city – tourist centre. The tendencies of the formation of tourist institutions and complexes at different points in history gave an insight into the evolution of tourist institutions from individual ones to a city – a tourist centre.

As a result, the evolution of a city as a tourist centre is put in the context of historic transformations of architecture of recreation areas due to the major travelling motivations without abandoning the previous tourist recreation areas.

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