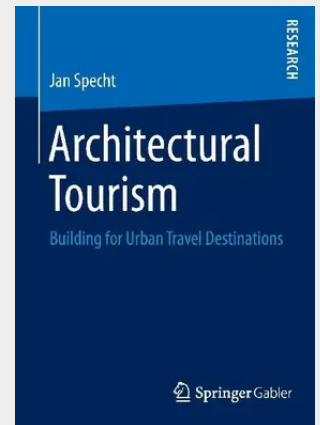


Architectural Tourism

Building for Urban Travel Destinations

Since the early times of travelling architecture does constitute an important force of attraction and a vital element in marketing. Until today destinations try to increase their market positions by means of the development and restoration of the built environment. However, architecture is characterised by an enduring presence with impacts on visitors and residents alike. Hence, on a sustainable basis it needs to chime with place and situation. Where modesty might be suitable for one destination, spectacular architecture could be a transformation catalyst or unique selling proposition for another. Destination developers have to be aware of the local requirements as well as the reciprocal relationship between the modern practice of tourism and the built environment. To address the complexity of architectural tourism, throughout the book this topic is subject of a controversial discussion and approached with a contextual and interdisciplinary view.

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