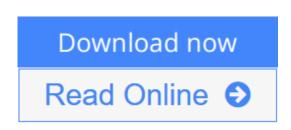


Architectural Tourism: Building for Urban Travel Destinations

By Jan Specht



Architectural Tourism: Building for Urban Travel Destinations By Jan Specht

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.

<u>Download</u> Architectural Tourism: Building for Urban Travel D ...pdf

<u>Read Online Architectural Tourism: Building for Urban Travel ...pdf</u>

Architectural Tourism: Building for Urban Travel Destinations

By Jan Specht

Architectural Tourism: Building for Urban Travel Destinations By Jan Specht

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.

Architectural Tourism: Building for Urban Travel Destinations By Jan Specht Bibliography

- Sales Rank: #5231415 in Books
- Published on: 2014-06-30
- Released on: 2014-06-30
- Original language: English
- Number of items: 1
- Dimensions: 8.27" h x .49" w x 5.83" l, .63 pounds
- Binding: Paperback
- 199 pages

<u>Download</u> Architectural Tourism: Building for Urban Travel D ...pdf

Read Online Architectural Tourism: Building for Urban Travel ...pdf

Download and Read Free Online Architectural Tourism: Building for Urban Travel Destinations By Jan Specht

Editorial Review

From the Back Cover

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.

Contents

- Tourism and the Built Environment
- Architectural Tourism in the Spatial and Temporal Urban Context
- Contemporary Architecture and the Destination Image
- Architectural Tourism and the Spectaculture

Target Groups

- Researchers, lecturers and students of tourism, architecture, urbanism and marketing
- Planners, developers, marketers and managers of travel destinations, Tourists interested in architecture

About the Author

Dr. **Jan Specht** is Professor of Business Administration at IUBH International University in Munich, Germany. He is head of the degree programme "Tourism Management".

About the Author

Dr. **Jan Specht** is Professor of Business Administration at IUBH International University in Munich, Germany. He is head of the degree programme "Tourism Management".

Users Review

From reader reviews:

Linda Amos:

What do you ponder on book? It is just for students since they're still students or it for all people in the world, what the best subject for that? Only you can be answered for that concern above. Every person has various personality and hobby per other. Don't to be forced someone or something that they don't need do that. You must know how great along with important the book Architectural Tourism: Building for Urban Travel Destinations. All type of book could you see on many options. You can look for the internet sources or other social media.

Lucy Fletcher:

Now a day those who Living in the era exactly where everything reachable by interact with the internet and the resources inside it can be true or not need people to be aware of each info they get. How many people to be smart in acquiring any information nowadays? Of course the answer is reading a book. Looking at a book can help men and women out of this uncertainty Information especially this Architectural Tourism: Building for Urban Travel Destinations book since this book offers you rich details and knowledge. Of course the data in this book hundred per cent guarantees there is no doubt in it you probably know this.

Lisa Bates:

People live in this new time of lifestyle always try to and must have the time or they will get lot of stress from both way of life and work. So , once we ask do people have spare time, we will say absolutely sure. People is human not only a robot. Then we question again, what kind of activity do you possess when the spare time coming to you of course your answer will certainly unlimited right. Then ever try this one, reading books. It can be your alternative inside spending your spare time, the book you have read is actually Architectural Tourism: Building for Urban Travel Destinations.

Scott Lowe:

Do you like reading a e-book? Confuse to looking for your selected book? Or your book seemed to be rare? Why so many problem for the book? But just about any people feel that they enjoy for reading. Some people likes looking at, not only science book but in addition novel and Architectural Tourism: Building for Urban Travel Destinations or even others sources were given expertise for you. After you know how the truly amazing a book, you feel would like to read more and more. Science publication was created for teacher as well as students especially. Those books are helping them to include their knowledge. In various other case, beside science guide, any other book likes Architectural Tourism: Building for Urban Travel Destinations to make your spare time far more colorful. Many types of book like this one.

Download and Read Online Architectural Tourism: Building for Urban Travel Destinations By Jan Specht #ULR1WMSEHGV

Read Architectural Tourism: Building for Urban Travel Destinations By Jan Specht for online ebook

Architectural Tourism: Building for Urban Travel Destinations By Jan Specht Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Architectural Tourism: Building for Urban Travel Destinations By Jan Specht books to read online.

Online Architectural Tourism: Building for Urban Travel Destinations By Jan Specht ebook PDF download

Architectural Tourism: Building for Urban Travel Destinations By Jan Specht Doc

Architectural Tourism: Building for Urban Travel Destinations By Jan Specht Mobipocket

Architectural Tourism: Building for Urban Travel Destinations By Jan Specht EPub