

ARCH 417 – Architecture VII  
**Tourism and Architecture**  
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#### TOURISM :: ARCHITECTURE

Travel for the exclusive purpose of expanding one's understanding of the world comprises a multi-trillion dollar industry that is based on curiosity and leisure. Touring is an ancient activity documented by Greek writers of the 1<sup>st</sup> century. The Seven Wonders of the Ancient World were a compilation of a formal list of places around the Mediterranean of architectural and cultural wonder. The presence of multiple lists suggest a healthy competition of both the writer and the viewer to organize, apprise, and advocate for a finite set of collective experiences that represent both a knowing, an expectation and sufficient expertise to set into place the desire to see for oneself great places with edifices of cultural significance.

The entangled relationship between place, and architecture as its marker of culture and localized achievement, continues to draw attention in the ever-changing landscape of leisure and tourism. The Grand Tour of the fifteenth century associated a specific itinerary with an education in language, culture, politics and art appropriate for gentlemen of the aristocracy. Modern rail and steamships, guidebooks such as Cooks and Baedeker, the industrial revolution, all heralded a more popular form of tourism. Tourism associated with world fairs and expositions, continued to expand the movement of people seeking curiosities, culture and a newfound worldliness. The architecture of expositions began catering to a curated experience that moved beyond works supporting the local culture and economy. Architecture promoted new material uses, industrial processes and prospective life styles. The growth of the architecture-as-destination reached a new high with the completion of the Guggenheim Museum, Bilbao. Cities and institutions recognized the potential of architecture to create its own tourist culture that placed architecture of spectacle at the forefront of economic development for post-industrial cities.

Automobile ownership and the creation of the National Park Service (NPS) revolutionized tourism in the US from common urban destinations popular in the 18<sup>th</sup> and 19<sup>th</sup> century to a broad network of diverse historic landmarks and preserved lands as destinations of the 20<sup>th</sup> century. This combination of personal travel, natural landscapes and historic sites provided a network of diverse yet collective encounters of the United States as a geographically rich environment for the willing tourist. Six national parks, including the only four national lakeshores, of the more than 400 holdings of the NPS are along the Great Lakes. Founded in 1916, the NPS has evolved from a visitor-focused operation to a complex resource management partner that seeks to balance tourist opportunities with the protection of natural resources, wildlife and ecosystems. The tourist industry is critical to both the parks and the economic health of the supporting regions.

#### THE PROJECT :: Promoting Resource Management through Tourism

The Great Lakes Circle tour was created in 1988 to call attention to the Great Lakes as an economic resource for tourism in the eight states and the two Canadian provinces bordering the five lakes. The tour, as it currently exists, is a series of road signs and an Internet website promoting regional attractions, lodging, dining and festivals. The project will be an exploration of the Circle Lake Michigan Tour for its potential in linking ideas of resource management to cultural tourism. Can interventions promote both tourism and management of the natural environment? What is the relationship between architecture, the tourist route and the local inhabitants and their economy?



The National Tourist Routes in Norway provide a case study for interventions that structure an experience between the land and the visitor. The Norwegian government spent 3.4 billion krone developing a series of routes engaging Norwegian architects in creating place-based experiences of the rugged natural landscape of non-urban regions of the country. This project has elevated tourism, road conditions, local economies and the architectural community.

#### SCALE :: Global to Local

Initial research will focus on the issues surrounding tourism in the global information age. How does global marketing create an industry of fantasy, the photogenic and the accessibility of world-wide travel. In his essay *Architecture and Mass Tourism*, Mitchell Schwarzer describes the desire for both the recognition of the known "Look, there's the Eiffel Tower" and the quest for quaintness, among other conditions in the age of tourist articles, travel magazines, coffee

table books and the Internet. With questions of old vs. new, natural vs. artificial, heroic or bold vs. strange and obscure, architecture becomes a stage set for visual consumption.

Research will seek to unveil the common and less obvious attributes of the region from sea lamprey and oil pipelines, to ferry terminals and natural springs. Recognizing the Great Lakes as a valuable resource of both the US and Canada and as a connected network of shipping routes and ports will help to focus regional research on Lake Michigan exclusively. Identifying potential interventions and networks in need of reinforced access and visibility along the 900 miles of Lake Michigan will be the initial challenge. Support of alternate modes of transportation will be considered.

Recommendations of tourist interventions should have the potential to address a local condition as well as a regional condition of Lake Michigan.

Global + Regional Tourism  
Regional Recreation  
Regional Economies and Industries  
Regional Ecologies  
Great Lakes Natural Resource Management Initiatives

### **Comprehensive Building Design**

The CBD component of the project will look to balance a larger planning strategy with a small local site-based intervention. The site-based project will accommodate vehicular parking and provide toilet facilities at the minimum. Environmental conditions will be considered as appropriate to each project. Projects should develop a structural and material specificity.

### **Resources**

World Transit and Tourism Council <http://www.wttc.org>  
The Great Lakes: An Environmental Atlas and Resource Book <http://www.epa.gov/glnpo/atlas/index.html>  
NOAA Great Lakes Environmental Research Laboratory <http://www.glerl.noaa.gov/>  
SOM The Great Lakes Century, <http://thegreatlakescenturyblog.som.com/>  
RECOGNIZING A GLOBAL RESOURCE <http://thegreatlakescenturyblog.som.com/wp-content/uploads/2014/03/2a.-Recognizing-a-Global-Resource-Book-2009.pdf>  
Great Lakes Information Network <http://glin.net>  
Great Lakes Protection Fund <http://glpf.org/>  
National Parks of the Great Lakes Report, National Parks Conservation Association  
[http://www.npsa.org/about-us/center-for-park-research/stateoftheparks/great\\_lakes/](http://www.npsa.org/about-us/center-for-park-research/stateoftheparks/great_lakes/)  
Great Lakes Restoration Initiative <http://greatlakesrestoration.us/>  
International Joint Commission [http://www.ijc.org/en/\\_/Great\\_Lakes\\_Water\\_Quality](http://www.ijc.org/en/_/Great_Lakes_Water_Quality)  
Lake Michigan Circle Tour <http://www.lakemichigancircletour.com/>

### **Bibliography**

*Architecture and Tourism: perception, performance and place*, edited by Lasansky, D. Medina and McLaren, Brian, Berg, 2004.  
*Architourism: authentic, escapist, exotic, spectacular*, edited by Ockman, Joan and Frausto, Salomon, Prestel and Columbia University, 2005.  
*Europe, Coast Wise: an anthology of reflections on architecture and tourism*, edited by de Graaf, Jan with Camp, D'Laine, 010 Publishers, 1997.  
*Nasjonale Turistveger / National Tourist Routes in Norway*, edited by Berre, Nina and Lysholm, Hege, Promus Printing Co, 2010.  
*The Tourist: A New Theory of the Leisure Class*, MacCannell, Dean, University of California Press, 1999.