

Features of the Architecture of Tourism and Tourist Complexes

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Abstract

One of the promising sectors of the economy today is tourism in all forms and types. The multiplier effect of tourism is huge: the income received from one tourist exceeds the amount of money spent by him at the location on the purchase of services and goods in the range from 1.5 to 4 times. Countries known as world centers of tourism have made it a state policy, taking on the functions of forecasting, coordinating and controlling. The architectural monuments of the city historical structure are a pretty resource for tourism. Cultural tourism as a type of socio-cultural human activity is one of the popular and mass types of tourism. The number of people wishing to get acquainted with historical and cultural sights is growing every year. In the cultural aspect, tourism has an impact on the spiritual and material spheres of human life, his way of life, value system, social behavior. Thus, the main task of the study is to analyze the features of the architecture of tourism and tourist complexes. As a result of the study, current trends and prerequisites for the architecture of tourism and tourist complexes were investigated.

Keywords: *tourism, historical structure, architectural monuments, socio-cultural development, cultural value.*

1. Introduction

Today, activities related to the restoration of the spiritual and physical strength of a person - recreation and rest can be based not only on health-improving, therapeutic or sports purposes, but also be aimed at learning something new, getting to know interesting objects as natural [1].

This thesis has the right to exist, because it is no secret to anyone that now, for a modern person, the combination of the restoration of physical strength with the knowledge of the new (intellectual development) is becoming increasingly widespread. Moreover, the problems of recreational use of the natural and cultural environment of a person (especially historical and architectural) are directly related to the problems of protecting unique natural complexes, historical and cultural monuments. The protection and implementation of historical and

architectural heritage is fully related to the difficulty of preserving the cultural environment of a person, the understanding of which becomes a fundamental condition for socio-cultural development. Ordinary residential development of the historical centers of cities is a cultural value, and its preservation is a necessary condition for organic development, which provides people with the need for daily work and recreation, as well as for mass educational tourism [2].

A systematic approach to the characterization of the essence of tourism in economic science was formed in the second half of the 20th century. as a result of a consistent evolution from the primary dominance in the research of purely economic issues to the recognition of the equality of social, economic and ecological aspects of its functioning.

Tourism as a complex socio-economic system, on the one hand, has its own structure (subsystems, elements) with a variety of internal connections, and on the other hand, it is a component of three interconnected supersystems (society, economy, natural environment).

According to the Swiss scientist K. Kaspar, the tourism system is based on two internal subsystems [3]:

- the subject of tourism is a tourist, that is, a consumer of tourist services with all the diversity of his needs and motives of behavior;
- a tourism object, which includes such elements as a tourist region and a tourist industry.

The tourism industry also includes state and public organizational and legal structures that regulate and coordinate the development of tourism in the region, providing conditions (infrastructure, information, security, accessibility and safety of tourist facilities, the formation of tourist

attractiveness and image of the region, etc.) effective functioning of the tourism system. Thus, tourism must be considered as an independent socio-economic system, simultaneously integrated into the supersystems "society", "economy", "environment". This approach allows, on the one hand, to reveal its structure with a variety of internal connections, and on the other hand, to determine the nature of interaction with the external environment [4].

The greatest attention is demanded by the historical and cultural environment in modern large cities, especially in their centers. Considering the concept of a time vector, most of the tourist centers of Ukraine should be classified as historical and have retained the historical meaning that the architect or sculptor had in mind. It should be noted that both individual monuments of history and architecture, as well as entire regions and zones, can arouse interest. That is why it is the central parts of cities that have the greatest historical and educational value, the architecture of which is the result of the interaction of completely different time periods. However, it should be noted that historical monuments that are objects for recreational activities in the urban environment are not of the same type. According to their functional purpose, they can be conditionally divided into three groups: military direction, sacral purpose and public purpose. They serve as the basis for organizing special tours dedicated to getting acquainted with certain aspects of the material culture of territorial communities and civilizational.

2. Methodology

To achieve the goals set in the study, we applied the following methods: induction and deduction, comparison and systematization; synthesis and analysis; abstract-logical - for theoretical generalizations and conclusions of the study.

3. Research Results and Discussions

In the modern world, the tourism industry occupies a special place in human life. At the beginning of this century and today, the cultural and educational type of tourism is one of the fastest growing and large-scale sectors of the economy, is dynamic and tends to develop in the future. Since the role and influence of cultural and educational tourism in the world is rapidly gaining momentum, the

problem of rational use of the possibilities of this phenomenon for the purpose of the future development of the cultural sphere becomes urgent. World experience in the field of regulating the relationship between the tourism industry and cultural heritage sites at the local and state levels allows us to preserve, revive and create new forms of existence of these objects. They can be used in another industry, become more modern and develop rapidly [5].

The result of the formation of tourism as a separate type of human activity, is considered cognitive tourism. It is subdivided depending on the criterion for evaluating a tourist trip. The main component of cultural and educational tourism is the historical and cultural potential of the country, which includes the social sphere with the traditions and customs of the state.

Each territory owns the resources used for cultural and educational tourism, but for high-quality development it is necessary to accumulate objects of historical and cultural heritage in one area. The main objects are [6]:

- archaeological sites;
- religious and civil architecture;
- monuments of landscape architecture;
- historical cities;
- rural settlements;
- museums, theaters, exhibition halls.

Cultural tourism significantly influences and contributes to the development of different regions and regions, in the field of economy, culture, in the conservation and rational use of historical heritage sites and architectural monuments.

The monuments of architecture and architecture in accordance with domestic legislation include [7]:

- individual buildings, buildings and structures;
- architectural ensembles and complexes;
- urban centers;
- quarters;
- area;
- streets;
- preserved fragments of the ancient planning and development of settlements;
- buildings of civil, industrial, military, religious architecture, folk architecture and related works of monumental, fine arts, arts and crafts, landscape gardening art;
- natural landscapes.

Cultural and educational tourism consists of these cultural heritage sites, which combine the historical, cultural and traditional features of the people living in our country. The year 1970 is considered the year in which the formation of the political orientation of preservation and respect for the cultural potential of the country, in our modern sense, began. In the 1970s The UNESCO Convention was adopted, which dealt with the protection of the world historical, natural and cultural heritage [8].

However, the significance of the historical environment alone is not enough. It is necessary to highlight the variation of how the existing resource can be used to attract more recreants.

The general classification of the directions of architectural and educational tourism is the purpose of visiting the object. This classification can be represented as follows[9]:

1. Excursion trip for acquaintance: short-term stay on the territory of an architectural object for the purpose of visual acquaintance with it. Usually such tours are held in the most famous and spectacular places with a unique history.
2. Travel for the purpose of scientific research: long-term stay on the territory of an architectural object in order to familiarize itself with the features of its architecture. The consumer of such a tourist product is usually a scientist.
3. Travel for the purpose of short-term residence in the territory of the object for the satisfaction of one's own interest.

However, it does not matter what kind of purpose a tourist has when visiting a historical site, all the same, due to the specifics of this type of tourism, as well as the fact that it is one of the main directions of educational tourism, the needs for any of the three proposed variations are met are the same .

We can distinguish two main groups of recreational needs that it can satisfy [10]:

- those that are connected specifically with cognition:
 - o learning (as a craving for useful information);
 - o aestheticism (as a craving for the beautiful architecture of the past);
 - o intellectual knowledge (as a craving for new interesting information);
- basic tourism needs:
 - o recreational (in the form of simple recreation)
 - entertainment
- hobby (as a craving for doing what you love);

- specific needs through professional activities.

The essence of recreational architecture is reflected in the well-known triad: work - rest - dwelling, proclaimed by the French architect Le Corbusier. The criteria for classifying shopping malls are determined by urban planning and socio-economic factors. Urban planning factors directly determine the location, composition and size of the recreational complex and are indirectly related to the types of recreational resources and the level of infrastructure development.

Socio-economic factors influence the formation of the complex through the structure of recreational needs, qualitative and quantitative characteristics of the recreational flow, they are associated with the economic possibility and expediency of organizing a recreational complex. All criteria for the classification of recreational complexes are in a complex relationship and subordination. The functional profile, location and contingent of recreants determine the purpose of the recreational complex. The composition of the functional groups and the area of the premises depend on the purpose of the complex, which, in turn, are determined by the level of comfort. The level of comfort is reflected in the volumetric and planning decisions of buildings and structures of recreational complexes, the degree of improvement of their territories. The architectural and spatial composition is determined by its location relative to urbanized systems.

On this basis, they differ: combined or separate schemes for the location of complexes. Separately located complexes are complexes outside the zone of active influence of cities and settlement systems. The prevailing low-rise buildings of the complexes provide a connection with the landscape features of the area. The combined complexes can be divided into urbanized and recreational-urbanized. Urbanized complexes are complexes located in large centers of group settlement systems. Recreational-urbanized complexes are complexes located in the zone of influence of a large city. An analysis of the international experience in designing tourist and recreational complexes made it possible to single out two fundamental compositional techniques [11]:

- compact composition - the concentration of recreational facilities and recreants with a low degree of development, which to a greater extent allows to preserve natural landscapes in the adjacent territories;

- dispersed (dispersed) composition - the dispersal of recreational facilities and recreants over a large territory, which allows more intensive use of natural landscapes in recreational activities.

Socio-economic prerequisites characterize the social and economic feasibility and profitability of the development of the architectural environment of cities for the implementation of tourism functions.

In Tab.1. the main socio-economic prerequisites for the development of cities that contribute to the formation of a tourist center are indicated.

Table 1: The main socio-economic prerequisites for the development of cities that contribute to the formation of a tourist

№	<i>The main socio-economic prerequisites</i>
1	Attraction of additional investments;
2	Production of new goods and services
3	Provision of new jobs
4	Strengthening cultural exchange

Cultural tourism is aimed at familiarization and knowledge of the cultural heritage of various ethnic groups and states. In world practice, the use of cultural heritage in the tourism industry contributes to the preservation and development of architectural heritage [12].

In world practice, at various historical stages, the main architectural styles have developed, characterized by a chronological framework.

Depending on how ready a person is to perceive symbolic information, sensations can be different with the spatial impact of architectural objects and structures. For example, the church, executed in the Gothic style, is characterized by the subordination of architectural forms to the vertical rhythm and fascinates with its aspiration to the heights (XIII-XVI centuries). The main idea of the Baroque style (the era of absolutism, XVI-XVIII) is solemnity, whimsicality, beauty, decorativeness, luxury and can be perceived as exaggerated pathos and theatricality. Compared to other historical periods, the 20th century is the richest in terms of quantity and variety of architectural styles [13]. The 20th century is a century of serious contradictions and global social conflicts, but at the same time it is a century of new and perfect ways of developing social society. One of the architectural features of this century is complexity. The builders of that period sought to recreate in a single complex everything that people need for life, work and recreation. Since the second half of the 20th century, in the period of postmodernism, two main trends have been formed - traditionalism and neomodernism. The design activity of these architectural trends elevates them to a qualitatively new level of design and architectural culture of the 21st century. Thus, the objects of modern architecture are currently considered not as a static formation, symbolizing harmonious ensembles, but as a developing system capable of change.

The resources that make up the clusters of cultural tourism are objects that combine both the historical traditions of peoples and the trends of modern architecture. Cultural tourism contributes to the conservation and rational use of historical heritage sites and architectural monuments. A large number of architectural monuments (palace ensembles, castle buildings, other architectural complexes) under state protection are used for tourism purposes. One of the important aspects is the rational and skillful use of

cultural heritage in the organization of tourism services [14].

The principles of tourist routing of the territory are based on physical and geographical features (terrain, climate, flora, fauna, geothermal resources), as well as the presence of cultural and historical potential and the development of tourism infrastructure.

According to some scientists, the effective functioning of tourist centers is impossible without a developed infrastructure. At the initial stage of the formation of a tourist center, the service infrastructure should include the following facilities: accommodation, catering for tourists, entertainment, leisure activities, information tourist and excursion services, communications, banking and insurance services, trade, consumer and transport services, sports, health improvement, medical care, protection and maintenance of law and order. The capacity of these facilities, which are especially attractive for private investment, depends on the growth of tourist flows and is increasing in stages. The study highlights the main indicators of the infrastructural potential of cities that favor the formation of a tourist center: - the presence of a developed system that provides service infrastructure; - rational placement of infrastructure service facilities in the city planning; - an acceptable level of quality of transport and road infrastructure [15].

The influence of the organization of tourist service facilities on the formed structure of the tourist center is reflected in the following positions:

- a gradual increase in human and traffic flows with the development of tourism in small and medium-sized cities, which will inevitably require the reconstruction of the road network and the improvement of transport links;
- creation of additional pedestrian paths, interconnected with the organization of tracing of tourist and excursion routes.

4. Conclusions

Summing up the above, I would like to highlight the following: architectural and educational tourism is extremely popular today, because people have always traveled to learn something new and rethink the old. In particular, the development of architectural and educational tourism affects the

expansion and strengthening of cultural ties both within the country and between regions of the world.

Tourism as a special area of economic development begins to take shape by the 1960s of the twentieth century. To date, the world practice has accumulated significant experience in the design of objects in this industry, which, however, requires its generalization and systematization in order to replenish existing norms and rules, taking into account the changed socio-economic conditions in our country. The development of tourism and recreational functions is now becoming a priority for the economy

From a professional point of view, tourist and recreational complexes are town-planning formations, consisting of objects of various functional orientations, united by a single architectural and planning solution, a common spatial composition and organization of tourist services.

Tourism is an effective and promising source of national income growth, especially for countries that have recreational opportunities, favorable natural and climatic conditions, historical and architectural monuments, and security of stay.

Architectural tourism allows us to better understand and feel the spirit of the historical era to which a given tourist region, center or just an object belongs. The growth of this type of tourism contributes to the development and improvement of mutual understanding between peoples and countries.

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