

Course unit title:	Architecture and Tourism		
Course unit code:	APXE21		
Type of course unit:	Elective		
Level of course unit:	Diploma Degree of Architect - Engineer		
Year of study:	4		
Semester when the unit is delivered:	From 7 semester		
Number of ECTS credits allocated :	3		
Name of lecturer(s):	RTS		
Learning outcomes of the course unit:	<ol style="list-style-type: none"> 1. Ability of the students to identify practices of Architectural Design which aim to promote the place as a tourist export product. 2. To identify the methods employed in tourist sites and tourist companies as export products. 3. To analyse strategic design methods which implement a tourism destination to differentiate against competitors. 4. To approach the factors leading to the modern architectural design in order to express specific instructions and promote the place as a tourist product. 		
Mode of delivery:	Face to face		
Prerequisites:	None	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<ol style="list-style-type: none"> 1. The dominance of the image in the Tourist Industry 2. Architecture and Authentic Tourist Experience 3. Types of tourism 4. Positive and Negative Factors of Tourism 5. "Building unique object" in the Tourism Industry Sustainable development proposals for the Cyprus Tourism 		
Recommended and/or required reading:	<ol style="list-style-type: none"> 1. Klingmann Anna, Brandscaapes. Architecture in the Experience Economy, Cambridge: MIT Press, 2007. 2. Ockman J. & Frausto S. (editors), Architourism, Prestel, Munich, London- New York, 2005. 3. Spirou Costas, Urban Tourism and Urban Change. Cities in a Global Economy, NY&London: Routledge,2011 		
Textbooks:	<ol style="list-style-type: none"> 1. Τσάρτας Πάρης, <i>Τουρίστες, Ταξίδια, Τόποι: Κοινωνιολογικές Προσεγγίσεις στον Τουρισμό</i>, Αθήνα: εκδ. ΕΞΑΝΤΑΣ, 1996 		

	<p>2. Urry John, <i>Consuming Places</i>, London, ed. Routledge, 1995.</p> <p>3. Urry John, <i>The Tourist Gaze</i>, London, ed. 4th Sage, 1992.</p>
References:	<p>1. Ανδριώτης Κωνσταντίνος, <i>Αειφορία και Εναλλακτικός Τουρισμός</i>, Αθήνα:εκδ. ΣΤΑΜΟΥΛΗ Α.Ε.,2008</p> <p>2. Γιαννάκης Κ. Αρχοντίδης, <i>Ανασκόπηση του Κυπριακού Τουρισμού</i>, Αθήνα: εκδ.Α.Α.ΛΙΒΑΝΗ, 2007</p> <p>3. Ηγουμενάκης Ν., Κραβαρίτης Κ., Λύτρας Π., <i>Εισαγωγή στον Τουρισμό</i>, Αθήνα: εκδ:INTERBOOKS, 1999</p> <p>4. Hoffman Lily, Fainstein Susan, Judd Dennis, <i>Cities and Visitors, Regulating People, Markets, and City Space</i>, USA: Blackwell Publishing Ltd.,2003.</p> <p>5. Klingmann Anna, <i>Brandscapes. Architecture in the Experience Economy</i>, Cambridge: MIT Press, 2007.</p> <p>6. Kotler Philip, Bowen John, Makens James, <i>Marketing for Hospitality and Tourism</i>, 4th edition, Pearson International , USA, 2006.</p> <p>7. Kotler Philip, Irving Rein & Donald Haider, <i>Marketing Places</i>, U.S.A: The Free Press, , 1993.</p> <p>8. Λαζανά Φιλιώ, <i>Εισαγωγή στον επαγγελματικό τουρισμό</i>, Αθήνα: εκδ. Interbooks,2003</p> <p>9. Middleton V., Hawkins R., <i>Τουριστικό Μάρκετινγκ για βιώσιμη ανάπτυξη</i>, μετάφρ. Ελεάννα Αντωνόγλου, Αθήνα, εκδ. Κριτική, 2004</p>
Planned learning activities and teaching methods:	<p>The teaching of the course is supplemented by lectures for his theoretical background. The aim of the lectures is to supplement the educational process and to broaden their areas of interest of students asking questions, concerns, providing references and specific examples and suggesting approaches and methodologies. Educational visits are essential to the process of education because students are the means of personal contact and personal experience of each student with the object.</p> <p>The presentations are an integral part of the educational process, enhancing on many levels. As a mean of self-assessment and as a tool working time students.</p>
Assessment methods and criteria:	<ul style="list-style-type: none"> • Mid term assignment 30% • Final assignment 70%
Language of instruction:	Greek
Work placement(s):	None