

Neohellenic architecture: Tourism and Culture

The course explores the history of architecture for tourism in Greece, starting from 1928, a year that signifies the official interest of the Greek State for tourism expressed by the foundation of National Tourist Organization, to the present. The main aim of the course is students to comprehend the contribution of the touristic phenomenon to the evolution of neohellenic architecture and its impact on the neohellenic urban environment and landscape. Research involves a continuous comparison with the international architecture of the touristic sector as well as with the policies for Culture in Greece and the historical, political, economic and ideological circumstances that formed the atmosphere of the specific era. In the same framework, we analyze the contribution of the diptych "Tourism – Culture" to the creation of the image of Greece abroad.

The aims of the course are for students to develop the ability to:

- a. Comprehend the contribution of tourism to the architectural reality and the procedures by which it was produced
- b. Critically approach the architectural, urban and natural environment derived from tourism.
- c. Incorporate architecture into the wider political, social, economic and cultural scene and comprehend the relation between Tourism and Culture especially for Greece and the Mediterranean countries.