

# AND THE CONTEXT CREATES THE EVENTS: The relationship between Historical/ Cultural/Physical Environments and the impact of Tourism

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## **Abstract:**

*As every city has its own characteristics and originality. Historic city centers are rich sources of information about meaning because people utilize the public spaces on a daily basis and, therefore, have an intimate knowledge of these centers rooted in experience, memory, and emotion. As time passes, meanings for the city center will undoubtedly change, fluctuating with cultural, economic, and social changes. However, drastic alterations to a setting can significantly or even traumatically impact a place forever. One type of event that has the capacity to influence place meaning is the tourist event (e.g., Olympics games, World Cup, Festival of Dramatic Arts, Festival of Carthage, ...etc.).*

*For this purpose, under the city-scale of some cities in U.A.E., some old and new focal points will be presented and planning influences in changing and reshaping the city. Under the light of impact of tourism will be examined under the coverage of a sustainable culture.*

**Key Words:** Tourism Culture Architecture Planning.

## **Introduction:**

The city is a cultural phenomenon in its own right and tells its past, transfers together its memory. Historic buildings are the physical manifestation of memory that makes places significant. The city contains visions of previous generations side by side with an urban and cultural life in a state of constant change and urban development must be combined with the protection of cultural heritage. Preserving cultural and natural heritage, to bring it within reach of all, making cultures and civilizations better known, improving daily living conditions and reducing poverty is what gives meaning to the sustainability of tourism development. Tourism must remain a tool and in no wise a goal in itself, it must be developed with a view to sustainability.

Tourism is a major sector in U.A.E.'s economy, which has contributed more than 8.5% to the Country's GDP in 2014. The tourism in U.A.E. has, for some time, focused on Urban tourism and beach resorts. In recent years, attention is directed to a different trend of tourism, in accordance with the general tendency towards sustainable development. This trend is eco-tourism, which endorses touring natural habitats in a manner that minimizes negative ecological impacts upon the environment. Thus, the prime goal for eco-tourists is the exposure to and the true interaction with local environments. To benefit from these concepts, and to achieve

better utility of the local resources, it is important to promote the application of eco-tourism in wider areas of the U.A.E. Eco-tourism has the potential to accomplish valuable social and economic benefits, by creating job opportunities for the local residents, exchanging knowledge with foreign visitors, disseminating environmental awareness, and promoting sustainable development.<sup>1</sup>

In terms of architecture, it is important to grasp the real forces underlying the production of local built forms, so that any introduced facilities do not contradict with the main objectives of eco-tourism. The built environment is considered as the responsive objectification of more complex and sophisticated physical and cultural dimensions.

### **The impacts of tourism on the urban economy:**

Nowadays urban marketing is an indispensable element within the strategies for economic development of the cities, contributing to the overall vision of the strategy. This helps cities to accomplish many objectives, especially developing tourism, while they have to face the harsh competition to attract new investors. For this reason cultural heritage of the city and the marketing issue is an important approach. New urban policies that are structured through neoliberalism as a new governance mode of globalization necessitate the use of cultural heritage as a tool to respond to the rapidly changing socio-economic conditions of the new economic order. Here, the definition of heritage becomes an important factor, because today most of the conservation projects resort to that concept in order to legitimize the intervention. Especially the historic sites which are engaged in tourism claim heritage value. Decision-maker or a local person, tend to consider the conservation and restoration practices as economic investments for the development of tourism as an income generating activity. Despite the fact that this type of a conception leads to the ignorance of the heritage value of the built environment, the economic aspects is an important motive for public support and sustainability. In U.A.E, now being interpreted as a process of revitalization and integration of the entities having historical, cultural and architectural values with certain economic and functional potential. However, the perceived economic benefits from the re-use of the cultural heritage increasingly cause the transformation of the historic sites.<sup>2</sup>

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<sup>1</sup> The recognition of the right to holidays, the generalization of leave with pay, the growth in free time, combined with longer life expectancy, promotion of tourism for all age and economic groups, greatly enhanced mobility have resulted and will continue to result in an impressive growth in tourism demand. Tourism is no more the preserve of the privileged few; as it was at the beginning of the last Century and was limited to a religious or health tourism for the elite; it now takes place on a massive scale. The rate of growth of tourism since world war II has been phenomenal; international arrivals increasing from 25 million in 1945 to more than one billion in 2013. Every day, more than 10 million are travelling abroad and spending around 700 US Dollars on accommodation, food, shopping, etc. Tourism receipts for 2010 has been 2.5 trillion US Dollar. Almost 20% of world's total capital investment is in tourism industry, while 12% of the total labour force in the world is employed in tourism activity.

<sup>2</sup> Since the discovery of the oil in the Gulf, the U.A.E. embarked on huge urban development programs. While attention was focused on rapid growth and development, cultural heritage was under continuous threat of demolition and eradication. In certain cases, heritage areas and buildings were swept away to provide sites for colossal "modern" projects. Inappropriate modern developments, intentional destruction and lack of maintenance are negative factors, which work against any effort for conservation and preservation. These factors were highly observed and were unpreventable: the consequences are the changes of the urban pattern from an organic and pedestrian to a geometric and mechanic. The process of modernization and westernization of the urban towns in the U.A.E have inevitably a great impact on the values and use of the space, as it has changed the visual image and quality of the urban areas which is behind the dichotomy between the old and the contemporary buildings.

On the name of the globalization, this treasure might be lost and with it the authenticity of the place will be replaced by some shapes with some folkloric details ignoring the coherence of their developments whether technically or socially. Nowadays we can easily distinguish; physically and socially; two antagonists types of urban and architectural compositions. The traditional urban and architectural composition in the historic areas characterized by its harmony with the physical surroundings and a clear hierarchy of the spaces whether in terms of scale or use. These characteristics reflect the uniqueness of the area and led the latter to become a magnet from the touristic point of view. Comparatively to the contemporary built environment based mainly on financial considerations and developed

**The event and its impacts on the city:**

Events which have been organized date from a long date, were an item of human life and urban life cycle. They were created for worshipping, presenting the products, exhibiting and commercializing. Also they provided the communication between people. In that time, they have transformed in their form and meaning, have had various characteristic parallel with social life. They have passed over their concepts and have been spaces which cultural change and communication have been continuing. During the Renaissance and with the discovery of the perspective as a tool of composition; events were used as a support for the improvement of cities. But the effects of Industrial Revolution, a new concepts and approaches were introduced in the development of the events as a sources of the metamorphoses of some cities and a new typology of events were introduced. In this context, Modernity, which have foundation on Enlightenment philosophy in 18th century in West-Europe, were a cause for collapsing the normative structure of cultural, political, ethical information systems. Exhibitions activity had begun to develop with improving urbanizing, expanding economic structure, serial manufacturing by machines. Finally exhibitions had changed, it was necessary that event had to become international with the introduction of the MEGA EVENT. In this frame, World's event/Expos, which is a sub-result of Industrial Revolution and modern movement. Britain, with the development of Crystal Palace by Sir Joseph Paxton in 1856 and was behind the emergence of a new event type that through economical cultural exhibitions, ending with industrial improvements; searching markets for their remain products and proving themselves to the world. Universal Expos is considered as a mega event and becoming a symbol and an indicator of transitional period from crafting to industrialism in a multi-sharing spaces, also they have come together different nations from all over the world and have been an organization which countries have demonstrated their cultural and political power. After first exhibition in 1851 in London, a lot of world events have been organized in different sizes to now. During the 1,5 centuries process of events, they have been spaces which the developments, technologies, art, architecture, economical, social and cultural life in the world have been reflected on them. So they can be resembled a shop window as a focus point which all nations have been met. Also new ideas and new inventions have firstly introduced, new techniques have experimented, futuristic ideas have formed the viewpoint of world, visual shows have presented in Expos and they create the world of future. So events through exhibitions had been important as communication spaces, which have met the different nations in universal platform. In the event time, these organizations act as a social interactivity space, because many different nations come together. The architectural product and settlement of the event and expos provide interactivity between people. There have been used various technological opportunities, visual display have been demonstrated to the visitors which are architectural skin and spaces using the developing communication technology. Expos where world meets and where are forced the boundaries of visual, perceptual and virtual can be accepted as big agoras. Especially in our time to create the interactive spaces and to ensure educational exhibits and individual events, which people can only experiment in terms of experimentation of the space and exhibitions, are the most important items for the urban designer and the architect because the advanced communication systems are enough to have knowledge for people. So Events are an opportunity for the interactivity and communication spaces with their different activities which were created by architectural and spatial designs. Before the Expo, a city prepares and generally a big abandoned urban region rehabilitates for the event (Paris, London, Bilbao, Barcelona, Montreal...etc.). Countries are generating rehabilitation strategies and urban regenerations or revitalizations for their sites. The transportation network, substructure of the city and other facilities are renovated. Also after the Event, the Events are renewal sites for the city( Munich, London, Barcelona, Athens, Atlanta). The regeneration of these urban areas is

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as iconic buildings. The urban and architectural compositions are most of them developed by famous architects whom are behind the increase of the fragmentation of the city.

continuing and these sites provide the new and modern identity to cities. These events called as “mega Events” also ensure the developing of the all country.<sup>3</sup>

### **Tourism and the Environment:**

The links between tourism and the environment includes not only land, air, water, flora and fauna, but encompasses people and their creations and their social economic and cultural conditions are so numerous and close that studies concerning them should take account of both and consider them together. Accordingly, the positive and negative effects of tourism on the environment should be analyzed as should the effects of the environment on the prospects for harmonious tourism development.<sup>4</sup>

The environment in which tourism is developed, is not only physical and natural nor it is composed solely of historic sites. Even more important it consists of those populations who inhabit the zones concerned. Their economic and social living conditions and above all, their traditions and ways of life can be seriously damaged by ill-planned tourism development, the consequences being perhaps even more serious than the impact of tourism on the physical environment itself.

It is clear that the environment is a perishable commodity and is difficult to reconstitute and which is available in limited quantities, while the tourist who consumes the product is progressively increasing his demands. In order to avoid overloading and consequent environment damage, there is a special need for demand forecasts with an indication of peak demand. Keeping within the limits of the carrying capacity of the environment is an important issue. Decisions regarding the magnitude of national ( even international), regional and local tourism development will not be made by aiming at the maximization of a single goal ( one sided economic development, over dependence on the tourist trade) but within the framework of all the goals seeking a satisfying solution.

Tourism may generate social costs, often difficult to estimate, but which are no less serious. Although tourism may become the guarantor of the maintenance of certain original traditions which attract the holiday maker, it may also be a threat to traditional customs specific to each country and sometimes to the region. It is a question of protecting and maintaining of cultural heritage and dealing with a certain number of connected problems; the illegal trade in historic objects and unofficial archeological research, erosion of aesthetic values and a certain technical know-how, disappearance of high quality craftsmen and so on. The commercialization of traditional cultural events may lead to the creation of pseudo-culture, ersatz folklore for the tourist with no cultural value for either the local population or the visitor.<sup>5</sup>

Cultural heritage and nature should not be considered as resources only to be utilized and/or protected but rather as an interactive environment system, the vital aspect of which should be conserved both during protection and exploitation. Due to the urge to explore the unknown, with the help of high technology,

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<sup>3</sup>In history the expos events as universal were big chance for many cities. The Eiffel Tower, which were acquired the urban identity to Paris, were constructed for the 1889 Paris World's Fairs. Seville in Spain and Lisbon in the Portugal are two cities which were developed by the world's Events.

<sup>4</sup> The joint declaration of the WTO ( World Tourism Organization) and UNEP (United Nations Environment Program); which formalized inter-agency coordination on tourism and the environment, states : The protection, enhancement and improvement of man's environment are among the fundamental conditions for the harmonious development of tourism. Similarly, rational management of tourism may contribute to a large extent to protecting and developing the physical environment and the cultural heritage, as well as improving the quality of life.

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completely new frontiers and fragile environments are opened to tourism; sea and underwater environments, underground environments, desert environments, even space environments. The visitors are also responsible for preserving such ecological habitats, the interests, independence and rights of local population.

### **Environmental Tourism Planning:**

Tourism is a human activity, highly dynamic, extremely complex and requires an integrated approach. There are three main components of the activity:

- The user ( the market);
- The host community ( the destination);
- The services and attractions ( the product).

In the process of tourism planning these components should be taken into consideration. The considerations for the user are the need to understand the market ( lifestyle, behavior, motivation, attitudes, trends, demography) to anticipate future markets to consider patterns, seasonality, elasticity of the market, image, price and rate impact and visitor satisfaction. For the host community, there is a need to consider the cultural and social factors, economies and infrastructure. For tourism services and attractions there is a need to consider the infrastructures in terms of transportation, quality and capacity of accommodation; characteristics of natural and man-made resources; issues of conservation vs productivity; information systems; and economies of scale in the short and long terms.

The main concepts of tourism planning are that:

- Tourism must be integrated into the total development planning of an area with cross-sectorial linkages carefully analyzed and understood;
- Alternative tourism goal and strategies should be rationally evaluated with respect to all types of benefits and costs (economic, sociocultural and environmental) as part of the process of selecting the optimum plan.

One of the basic policies is that tourism should be developed in a carefully planned and controlled manner which sets limits to growth and brings optimum socioeconomic benefits without generating serious environmental or cultural problems.

An environmentally oriented tourism planning policy might be based on :

- The use of tourism as a technique for achieving environmental conservation because outstanding environmental features can be significant tourist attraction and should be conserved in order to develop and maintain tourism and more generally, tourists wish to visit places which possess a high level of environmental quality;
- The application of a selective tourism marketing techniques in order to attract environmentally conscious tourists who will show respect for tourism environments and be conservation minded in their use of them;
- The maintenance of a controlled and moderate growth rate to provide sufficient time to properly plan, and monitor development while allowing time for residents to adjust to the social changes generated;
- The use of various techniques to reduce seasonal peak use of facilities and attractions, which often is the time when saturation levels are exceeded, and uses techniques for a better distribution of tourist use throughout the year;
- The availability of resource and the incorporation of techniques of energy conservation into the development of tourist facilities.

There are numerous examples of problems that result from failures of planning which focus solely on economic gains cutting away fragile and irreplaceable cultural and natural resources to make room for more

tourism, more growth, more hard currency more modernization. The best way to avoid negative environmental impacts and reinforce positive impacts is to plan tourism properly using the environmental planning approach, before development actually takes place.<sup>6</sup>

Pollution and destruction of natural resources, the progressive disappearance of the natural and cultural heritage, the deterioration caused by the development of unplanned projects and settlements only arise if tourism development is the result of unbridled speculation, something which can only occur if suitable measures are not taken. Steps should be therefore be taken to ensure that the growing need for space for tourism is properly included in general area development plans taking account of the need to protect the environment in its different aspects: physical, cultural, economic, social and human.

Environmental planning must take place at all levels (national, regional, development area and site):

- Specific for hotels, resort and tourist attraction features, be done in a comprehensive manner;
- Be integrated with the overall planning of the area;
- Consider possible environmental impacts throughout the planning process as well as preparation of an environmental impact assessment of the final plan.

From the environmental stand point , one of the most important analytical techniques is the determination of the carrying capacity of the tourism area as a basis for planning development, not to exceed the area's capacity levels. Overdevelopment and overuse are perhaps the major source of environmental degradation by tourism. Particularly vulnerable to overuse and overdevelopment are those places which often the greatest tourism potential, such as small islands, coastal area, mountains and lakes, archeological sites, historical monuments.

The issue of congestion is expressed in terms of carrying capacity. Broadly there may seem to be:

- A social carrying capacity; the density that tourists and the host community are willing to tolerate;
- A physical carrying capacity; the number of accommodation units, aircrafts seats, technical infrastructure;
- An environmental carrying capacity; the ability of the sea or other natural resources to deal with polluter agents, especially sewage, the ability of beaches and historical sites to withstand visitors.

What is acceptable seems to vary according to the age of tourists, social class, the culture from which they come. The carrying capacity of the environment is also to a degree subjective as for the tourism industry is concerned. However there are some clearly observable problems, that have a direct impact on the numbers of tourists that can be sustained.

Maintaining and improving environmental quality is important for tourism. Environmental impact should be considered throughout the planning process ( including the evaluation of alternative plans) and a detailed environmental impact assessment made of the final plan. As development proceeds, there should be continuous monitoring of environmental impacts at both the regional and local levels. Environmental quality components should be systematically analyzed and various techniques should be applied to maintain and improve them.

The elements of environmental quality for tourism include:

- Air quality;
- Quality of water supply systems and water recreation use;
- Environmental cleanliness;

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<sup>6</sup>As samples, we may mention the problems of the protection of the archeological sites in Egypt; or the dilapidation by the tourists of some gravures in Tassili and Hoggar in Algeria; the degradation of the painting in the cave Lascaux in France, some touristic circuits in the mountains such as the one of Tatry in Poland due to some problems of pollution. The pollution generated by the tourists in some cities as Venice, Florence or Stratford Upon Avon where the number of tourists in these cities is five times or more of their capacities which affected negatively the infrastructures. The problem of deforestation in the region of Machu Picchu due to the number of tourists.

- Noise levels;
- Water drainage capability;
- Extent of vehicular and pedestrian congestion;
- Aesthetics of the built environment;
- Extent of landscaping and open space and maintenance levels of buildings;
- Landscaping roads and walkways.

Each of these and other relevant elements can be analyzed according to specific criteria to determine quality levels and identify the problems and their sources.

### **Culture and Tourism:**

Culture can be defined as a whole way of life that is a dynamic phenomenon which has been developed in time through generations. Variety of cultural practices has been taken into account. These can be defined as the official view versus popular practice. The development of mass culture, the culture communicated through the mass media, has had effects on both popular and defined cultures.

At present the world is passing into a new era of culture and social organization. According to C.Jenks to understand this new situation, one should grasp a series of contrasts and shifts. Some of the most striking shifts are :

- From a relatively integrated mass-culture to many fragmented taste cultures;
- From many styles to many genres;
- And from national to global consciousness and at the same time local identification.

Almost all cultures are now within instant communication with each other. The new trends in architecture promote a wide array of choices and fragmentation of taste cultures.

These new trends may be considered as having that need towards pluralism and the new attitude of openness on the name of globalization. Pluralism is merely a reflection of a temporary obsession with the machine and the mind set on middle class values that have become major metaphors for design. Object symbolism and consumer preference are much more important than form and good taste. The issue of aesthetics lies in the practical attitude of criticism and appreciation rather than in formal philosophy.

It is observed that natural beauty, sun, sand, history and culture are the constituent elements of tourism. History and culture of any society are being exploited to attract people and they are consumed in this respect. As it is known among many others, one indicator of development and wealth is to reduce working time. This happens to have more free time to be spent for different wishes, hobbies, entertainment, etc. This situation creates a new kind of tourism for historical and cultural experiences besides tourism of vacation. Historical and cultural experiences include traditional regional, social cultural behavior, living patterns, handcrafts and their products, civilian architectural environments, archeological sites and historical environments on architectural and urban scales.

Tourism develops through the process of communication and advertising directed to the masses. The primary purpose of advertising is to initiate tourism by employing some operative techniques; First, that of exaggerating and aestheticizing the real, second that of aestheticizing the process of communication. The possibilities of exercising the nature, history and culture of any society are evoked and provoked by tourism and some illusions are created by means of communication. Curiosity and expectations of tourists are formed in their home countries.

As it is known the overall image of the U.A.E for foreigners is rather connected with some iconic buildings such as BordjKhelifa, Bordj Al Arab, Al Nakhla, and some other Malls and prestigious hotels. In case of tourism, those images play the main role to create a demand and of course are emphasized or incited by means of communication and advertising.

In recent years, even inconvenient travelling conditions to some countries or continent are used in order to create demand for adventure tourism. In many cases within the boundaries of any holiday village the overall atmosphere is directed to the curiosity, aspiration and expectations of tourists. Varieties in holiday villages can be found according to specific financial outlays. Some sections of the Emiratis life are staged in some areas such as Hatta in Dubai reflecting the socio-physical life in that area. The aim is to organize life in any country, while providing conditions for relaxing; entertainment, promises and illusions are realized.

In response to nature of tourism, knowledge and image of any country or region require to be presented in a highly concentrated, and dispersed form in order to be understood by the variety of cultural groups in a short period of time. This attitude creates its own architectural style in touristic developments. It seems that design solutions take a special mission for exchanging knowledge and reflecting images of what are expected or promised. Therefore, architecture goes parallel with the arguments of contemporary eclecticism which in a way opened and legalized a new era of development where formalistic approaches, utilizing the techniques of metaphor and quotation from the past forms are quite available.

### **Tourism and Architectural Design:**

In the last two decades, Deconstructivism besides classicism and vernacularism are the most influential movements in architecture which simply revise the architectural values.

These new trends in architecture attempt to recapture the culture, review the history as a kind repertoire of forms, utilize the techniques of metaphor and quotation. These movements are sometimes named with their "ISM such eclecticism", in which it is rather difficult to find any kind of commonly accepted architectural rules.<sup>7</sup>

These movements are behind the development of three main trends. The first is to repeat the architectural language of the past, the second is based on analysis and interpretation of the past forms in order to reach a new synthesis, and the third one is rather different which gives the impression of containing caricatures of anything.

These trends in architecture can be named as "Do whatever you like" seem to be the best suited in touristic developments where the main objective is to entertain and to meet the touristic curiosity and interests. Therefore, the influences of these trends can be best seen in touristic areas due to the fact that the illusions created by touristic advertising can be best recaptured by this new and fashionable approaches in architecture.

If we look at the touristic development realized since late 2004 in U.A.E. we can notice the following points: the ultimate aim of design seems to create a total environment with an unusual atmosphere which satisfies expectations, aspirations and curiosities of tourists.

In fact in any design problem there should be an effort to create an environment in order to reach a peculiar and desired atmosphere which is not always an easy task to handle. However, in case of tourism, it is inevitable that the desired atmosphere will be connected with traditional and regional images. Apparently, we can easily find some good and successful examples of that kind among touristic developments. On the other hand, same recent examples show that this desired atmosphere as a design objective is sometimes pushed too far and we end up by "Disneylizing" the function of the region or the area and will consists mainly on entertainment and amusement. Rather different characteristics in form can be found in those

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<sup>7</sup>The new elites, the architects of reputation, in order to express themselves only, are driving Architecture far from Man. They have divorced Architecture from its physical setting and from society. They have denied its cultural, traditional and historical identity. They have disrupted its continuity by introducing EXHIBITION ARCHITECTURE which is turning our environments into crowded and polluted deserts.

developments, where the main concept of design addresses directly a way of seeing something peculiar to the region.

It is obvious that above mentioned design attitude creates inevitably its own architectural style in architecture of tourism. This attitude style can be reviewed by reviewing the following attributes:

- Surface ornament;
- Special Treatment of Architectural Elements.

### **Surface Ornament:**

The impact of touristic Design attitude can be best seen on facades of buildings. As the time is mainly spent outdoors, façade become more important and even sometimes compete the landscape. We can sometimes observe outside walls covered by colored glazed castle like heavy stone walls decorated with many towers and windows in different styles. Obviously surface ornament is treated as a kind of collage that various forms, materials, and colors are deliberately but more often carelessly employed together. Similarly in some examples although the plan reflects the principles of modern architecture the facades are embellished with the wooden lattice work screening the window of old style and traditional homes.

### **Special Treatment Of Architectural element:**

Some architectural elements are emphasized in order to either tell a story or create an ironical expressions. The interpretation of designers differ from one to another. The results sometimes good and interesting while sometimes consist of too much exaggerations. However, the designer is able to achieve that the desired image and the design itself attains a certain aesthetic level and they could have been incorporated in more acceptable design. Although this argument is rather based on subjective evaluations and it is difficult to put forward some concrete definitions, we can still draw the following observations:

- The formalistic evaluation of the past, utilizing the past images with the aim of amusement and entertainment needs more deep interpretation of the past forms together with some commonly accepted design principles.
- There should be a clear distinction between the real traditional or regional and pseudo traditional or regional. Assuming that there is no need for such a dilemma, historical buildings and towns could be preserved and used more comprehensively for the purpose of tourism.

Obviously, type and size of the problems of the past cannot be easily compared with the problems of our time, but still there could be some possibilities of learning from the past. For instance, the analysis and interpretation of inner and outdoor space organization, proportion, light, motion, the treatment of comfort conditions (sun protection, natural ventilation, etc.) of the past forms may still contribute to design problems of our time. Therefore, new and old forms and qualities can be harmonized.

In fact, in some cases we can easily observe a kind of design approach which aims to reach a synthesis by employing a number of separate and conflicting elements which are imported either from different times of history or location. They are examples which do not apply some of commonly accepted architectural rules. They represent the attitude of modern eclecticism and may not be easily accepted as good examples. It is argued that utilizing different architectural elements of the past and trying to arrive at regional or more exactly exotic design destroys their real historical-architectural images from the onset. It is clear that the level of analysis and the level of interpretation of the past forms seems to play the main role in design and determine the quality of the final product.<sup>8</sup>

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<sup>8</sup>The history of interpretation and transformation of architecture is revealing of the timeless qualities of the regional architecture as well as its ability to sustain the change. The work of the architects like Hassan Fathy or Abdel Wahed Al Wakil might help us to understand how the interactions between landscape, climate and culture are reflected in Architecture.

For similar reasons, traditional architecture is seldom a spontaneous product of its local, but usually a product of ideas imposed or imported from outside and modified by local conditions. The case of Mina Salam in Dubai is illustrative in a way that is a product of local ideas transformed in contemporary requirements and developed in a traditional language. One should not deny the regional impact on the development of the contemporary architecture: a wide variety of architectural ideas may be explored in the solution of an architectural problem as long as the fundamentals of realizing buildings are respected.

While definitions of architecture given by the different theorists are so explicit from the doctrinal point of view, regional values are implicit in the work of many architects. Analysis of the work of some architects like Hassan Fathy, Rasem Badran and Abdel Wahed Al Wakil, Charles Correa, Fernand Pouillon and Andre Ravierreau illustrate the variety of inspiration to be found in the traditional building, landscape, climate, technology and culture. At the same time, their work addresses more general architectural issues and thereby gains importance beyond the borders of a region.<sup>9</sup>

The nature of design as an integrative discipline places it at the intersection of several large fields. In one regard, design is a field of thinking and pure research. In another, it is a field of practice and applied research.

It is a fact that in an age of an instant communication, easy access to virtually any part of the world, and international economics markets. Architects practice wherever their interests and abilities take them. Architects often simply bring their own style of building to the new context, and it must be added that local architects and clients, too, associate themselves with imported styles seen to be fashionable. The result is the all too familiar homogenization of architecture throughout the world. The Saadiyat Island Cultural District may illustrate the case: some well-known architects (Zaha Hadid, Jean Nouvel and Frank Gehry with their projects); Each one of the mentioned architects represents a trend in Architecture .

#### **U.A.E. as a case study:**

U.A.E. have experienced peaks of economic development since the discovery of oil. Urbanization process is ongoing unprecedented in speed and scale. In recent years, urban development (Environmental friendly, Zero Carbon, Green and Smart buildings, ...etc) has become a priority. However, Western influence in urban development has filtered through cities such as Dubai; in case of Sharjah where; in most of Civic Public Buildings and Mosques; there is a development of a style of Architecture.

#### **A Balance Between Commercial Development, Tourism Requirements and Historic Preservation:**

Historical heritage is one of the main country's attraction for domestic tourists and overseas visitors. It seems, that the key is a rational balance between commercial development, tourism requirements and historic preservation. In U.A.E. there are many buildings and sites of different "tourist value". Comparing to the other buildings highlighting the contemporary architecture, what I call Architectural tourism might act as

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The works of Fathy, Ravierreau and Pouillon, however, suggest a problem in thinking about a theory of architecture. The traditional architecture is considered as a source of the architectural vocabulary and the history of architecture as the main source of the architectural theory.

Site and climate, available technology and program as a statement of function and values are the key architectural components.

<sup>9</sup>The ability to read and understand the culture requires a cross cultural viewpoint. To understand another culture one needs to understand oneself in relation to it. It is important to point out that the first condition of cultural sensitivity is an understanding of the humanistic principles embodied in culture. To this end, a broad knowledge of arts and sciences and, indeed, a broad range of life experience are necessary. Amos Rapoport points out: Given a certain climate, the availability of certain materials, and the constraints and capabilities of a given level of technology, what finally decides the form of a dwelling, and molds the spaces and their relationships, is the vision that people have of the ideal life

a real magnets to overseas and domestic tourist alike. The problem is catering for the needs of the visitors without destroying the character of the unique historic environment. As tourism continues to grow, the management of this problem in traditional areas become more crucial.

It is difficult to state how many traditional areas came into being in U.A.E.; at present their state is estimated from different historical epochs. Without regard on their technical state - the Emiratis' traditional buildings, by their picture squeness, secular history, connection with events and heroes of our past - create today interesting "touristic place and space" of the almost always strong value and make possible the development of the sustainable forms of tourism.

Apart from inaccessible for tourists, some historical buildings are adapted for tourist function, as museums, galleries, preserved ruins (then often with special "route touristy"); and also as conference bases, as hostels and gastronomy. The majority of these buildings might have function of museum or gallery. It is the function, it seems, welcomed both from the point of view of historic relics protection needs, and the development of sustainable tourism: first of all the sight and cultural tourism (concerts, theatre performances, competitions, festivals). Museums are organized in all fulfilling this way simultaneously several tasks: historic monuments conservatory activity, educational programs as well as scientifically - investigative programs. However, it seems that most of the cities in the U.A.E. are prepared for tourist function in creative way, becoming strong magnet and important attraction for tourists, as real "show-places". We can distinguish three groups which are:

1. Probably to the first group we could include all the buildings which are preserved in a good technical state, which are located in the important touristy centers, of settled prestige and the renown, and with rich cultural-educative programs (museums, exhibitions, concerts). It seems that they have both the high rank as tourist attraction and that they effectively contribute to the cultural life as well for the tourist and the local community.
2. Traditional buildings included into the second group are the objects which technical state or location do not permit development of so many functions, but are organized occasionally varied open-air events: concerts, theatrical and opera performances, knights tournaments and feasts, also the arrangements of the type "light and sound". These programs are attracting both local community and tourists resting in neighborhood; we may say that this event (the festival of lighting in Sharjah for example) is acting as important center of cultural life.
3. We can include into the third group (fortunately comparatively small) some Ajmani buildings which are both in poor technical state and located on the areas of small touristy movement. It seems, that in some of the historical buildings, particularly in these located outside much frequented touristy routs, it still exists a chance to create interesting and important centers influencing on the cultural life of local societies. Also a chance of implementing some education programs on the subject of tradition and history of given region (with accentuation the local identity). Such liveliness of the cultural life, the proposal of attractive events would be a chance of promoting the city, a chance of development some forms of tourism.

### **Conclusion:**

Planning, design, implementation and management of tourism facilities require a broad vision and attention to wide range of opportunities and impacts that are involved. Environmental concerns, the natural and cultural heritage and the diversity of users are that set of elements that constitute the system that impacts tourism and are behind the determination of the event. Continued research on historical, cultural and physical environments, their interaction and impacts on tourism is needed. Greater efforts should be directed to the ecologically areas where research seems to me restricted if not limited.

From the architectural point of view, the designers seem to act merely as agents of their clients and in this case what it had been mentioned above : “Do whatever you like” seems to be turned to: “Do what is required” and this is one of the reasons which is behind the introduction of a new typology of cities. The stars in Architecture ( Jean Nouvel, ZahaHaddid, Frank Gehri, ....) are hired for this purpose and through their trends we might end up by giving a rebirth to the Universalism in architecture.

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