



## Re-Thinking Tourism 02: Town as Dispersed Hotel

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253.857 ● 10 ECTS ● Master Entwerfen  
● Prof. Tina Gregoric & Johannes Paar ●  
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Excursion & Workshop (15.-20.10.2015):  
Bale/Valle, Istrien, Croatia ● Accommodation  
costs covered by sponsor Mon Perin

Collaboration: Bale municipality and IUAV  
Venice ● Exhibitions: Bale, Venice, Wien

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After decades of a booming tourism industry with devastating impact on territories and economies all over the world, are there smaller-scale, non-intrusive ways of tourism? The compact stone-built town of Bale in Istria, managed to avoid countless forms of European coastal devastation and thus sets the potential to rethink the town itself as a polygon for a locally-oriented alternative in the form of a specific dispersed hotel.

The design studio will pursue the ongoing development of nanotourism as a creative critique of the current environmental, social and economic downsides of conventional tourism, by offering a participatory, locally oriented, bottom-up alternative. The design process will start twofold: by researching and learning from existing models of dispersed hotels and by understanding and identifying the site-specific cultural, historical, material and social strata of Bale in order to integrate and recompose these notions within the tangible design project.

Town as Dispersed hotel was initiated by the pre-set development strategy that the Municipality of Bale has been relying on for the last years of their cautious development, as the town holds a unique position as on-and-off seashore.

How can the nanotourist principles of bottom-up, participation, community and environmental responsibility drive this critical yet progressive design approach to rethink the organisation and experience of the town as an accommodation territory?