

Design of The Hotel in Anzali on The Basis of Vernacular Architecture Principles

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Abstract: One of the places that can help to boost tourism and can help to motivate tourists and provide the right service to tourists are hotels. The proper design of hotels can provide the comfort for tourists and can represent the architecture and identity of the area. Hotels are complex buildings which should be compatible with their surrounding environment. Ignoring the unity with humans (i.e. his culture and history) which nowadays caused lots of environmental problems, can give rise to many problems. Environment for showing the culture and identity of a country represented in a form of a building with using native architecture can play an important role for showing the culture to tourists. The reason is that buildings are applied elements in culture and art of a society. In this research with the design of a hotel in Bandar Anzali, we tried to represent the culture and architecture of Guilan province to tourists. **Keywords:** Local culture, residential complex, tourism, local architecture, coast/beach architecture, Anzali, Hotel design, vernacular Architecture

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