

# Tourism Planning & Design 旅游度假规划及设计

佳图文化 编

上册



华南理工大学出版社  
SOUTH CHINA UNIVERSITY OF TECHNOLOGY PRESS



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# Preface

## 前言

The book is a selection of the most characteristic excellent resort planning and design projects in recent years all over the world, covering all kinds of tourism resorts like waterfront tourism resort, mountainous tourism resort, hot spring resort, resort hotel and tourism resort community, etc. A comprehensive analysis is conducted to understand each project from different views, i.e., natural resources, environment, human connotation, geographical features, design concept, functional layout, architectural design, landscape design and so on. With a number of carefully selected sketches, design drawings, renderings, technical drawings, sections, schedule drawings, detail drawings, reality images and descriptions, the book expresses the overall effectiveness of these projects vividly.

With the development of the world tourism industry and the emergence of new technologies and materials, tourism resorts become more and more diversified, characteristic and people-oriented. Therefore, we gather the latest and most unique resort planning and design works in this book for your reference.

本书精选了世界各地新近最具特色的优秀旅游度假规划及设计项目。涵盖了滨水旅游度假区、山地旅游度假区、温泉度假区、度假酒店以及旅游度假社区等各类旅游度假项目作品。所收录作品均围绕项目的设计理念，从项目的自然资源环境、人文内涵、地域特色、精品服务，到项目的设计构思、功能布局、建筑设计、景观设计等多视角进行全面分析。同时，每个项目配有的设计图、平面图、手绘图、工程图、细部图以及效果图、实景图等珍贵详细的图纸都经过严谨细致的挑选。全书图文并茂，生动地展示出各旅游度假规划及设计项目的整体效果。

随着世界旅游产业的发展，新技术新材料的出现，旅游度假产品越来越朝着多元化、特色化、人性化的方向发展。因此，将最新最具特色的旅游度假规划及设计项目集结成册，意在为设计师、设计机构及设计爱好者提供旅游度假规划及设计的专业参考。



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# Theme Tourism Resort

主题旅游度假区





# Beijing Happy Valley

## 北京欢乐谷

Location: Beijing, China

Developer: Overseas Chinese Town

Planning/Architectural/Landscape Design: ECOLAND

Land Area: 1,000,000 m<sup>2</sup>

项目地点：中国北京市

开发商：华侨城集团

规划 / 建筑 / 景观设计：ECOLAND 易兰

占地面积：1 000 000 m<sup>2</sup>





Happy valley is a large theme park that integrates theme of cultural performing arts, cultural and recreational equipment, theme landscape, ecological landscape, theme games and fun places to eat, drink and shop. Located in the southeast corner of Si Fang Qiao, Nan Mo Fang Village, Chaoyang District, it is on the west of East 4th Ring Road and on the south of Beijing-Shenyang Expressway, covers an area of approximately 1,000,000 m<sup>2</sup>.

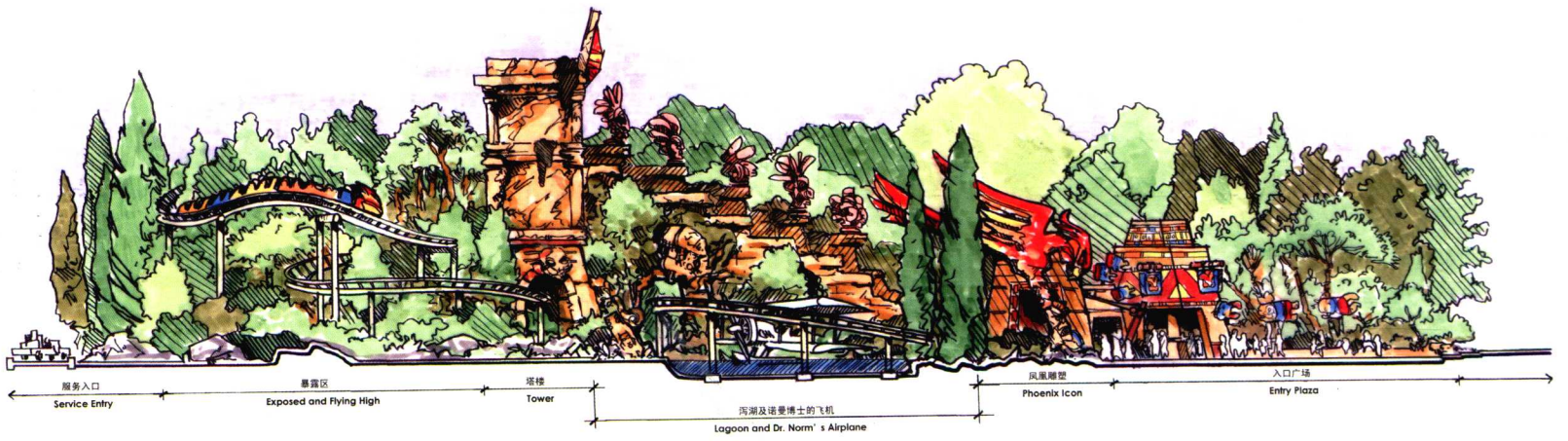
OCT consistently focus on the requirements of the environmental quality, using the concept of urban ecology project planning, adhering to the theme of national and world culture and world-class equipment, creating a culture full of flavor nestled in the jungle of greenery ecological park and a combination of indoor entertainment and outdoor entertainment space. Through the introduction of the world's history, culture stories, OCT combine outdoor experiential education, establishing a variety of vegetation landscape communities with different geographical characteristics in different regions, thus to form thematic green landscape system as well as

ecological knowledge systems.

Designers have introduced unprecedented entertainment projects in the Beijing area. According to the function, there are fjord forest theme area, Aegean Harbor theme area, Lost Mayan theme area, Shangri-La theme area, ants Kingdom theme area, Atlantis theme zones, etc. With water in the north and woodland in the south, the project makes a natural and flexible spatial sequence by using various techniques such as isolation, penetration and view borrowing. There are clear markers and natural soothing transition between different regions. Combining new technology of ecological building, it retains the natural attribute of the park, reduces artifacts and shows the variety of Earth's ecological environment.

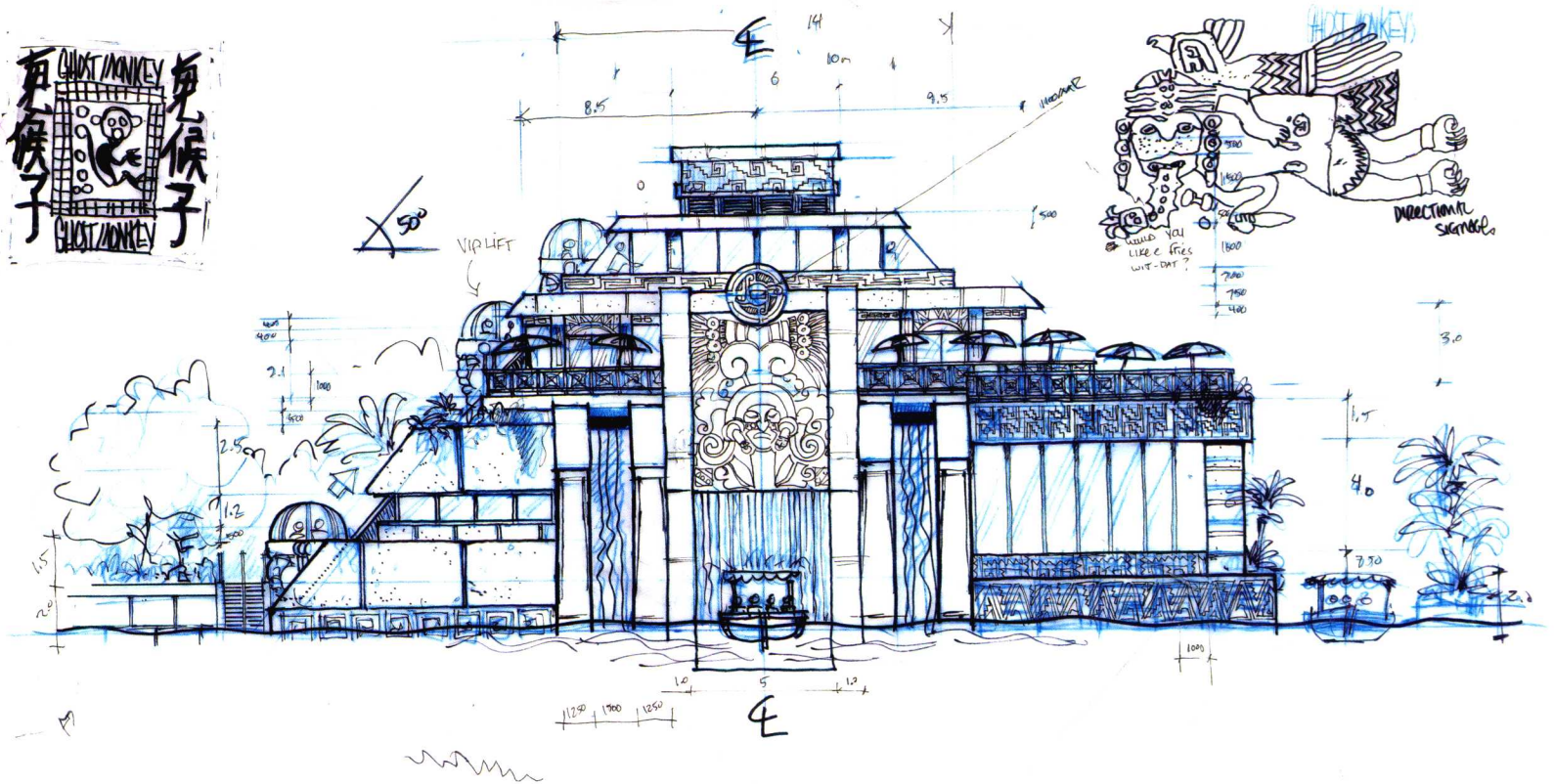
The design fully excavated the inner relationship between the ecological environment and ecological culture, making it an amusement park full of romantic magnificent colors and green ecological environment knowledge.





矿车立面  
Elevation at Mine Train

Scale 1:100





北京欢乐谷是集主题文化艺术表演、游乐设备、主题景观、生态景观、主题游戏和餐饮购物等文化娱乐休闲体验为一体的大型主题乐园。该项目位于北京市朝阳区南磨房村四方桥东南角，西邻东四环，北接京沈高速公路，占地面积约1 000 000m<sup>2</sup>。

项目规划中秉承了华侨城一贯的注重环境品质的要求，运用都市生态的概念、民族及世界文化的主题和国际一流的设备，创造出一个文化韵味十足的掩映在绿树丛林中的生态乐园，并创造出室内娱乐与室外娱乐相结合的空间形式。通过世界历史、文化故事的引入，结合户外体验教育，在不同的区域内建立了多种地域地理特征的植被景观群落，形成了主题式的绿化景观体系，以及生态知识体系。

设计师为该项目策划并引进了北京地区前所未有的娱乐项目，根据功能分为峡湾森林主题区、爱琴港主题区、失落玛雅主题区、香格里拉主题区、蚂蚁王国主题区、亚特兰蒂斯主题区等。项目北部以水为中心，南部以林地为主体，运用隔离、穿透、借景等手法，打造了自然灵活的空间序列。各区域之间有明确的空间标志物，也有自然舒缓的过渡转换，形成了疏密有致、情随景动的空间体验。在技术手段上结合生态建筑新技术，保持公园的自然属性，减少人工的痕迹，展现了多姿多彩的地球生态环境。

主题乐园整体设计充分挖掘了生态环境与生态文化的内在联系，使其成为充满浪漫瑰丽色彩与绿色生态环境知识的娱乐型公园，是北京首批文化创意产业基地和北京体验旅游的重要代表。

