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现状分析

TRANSPORTATION ANALYSIS

交通分析

LANDSCAPE ANALYSIS

绿化分析

功能分析

FUNCTION ANALYSIS

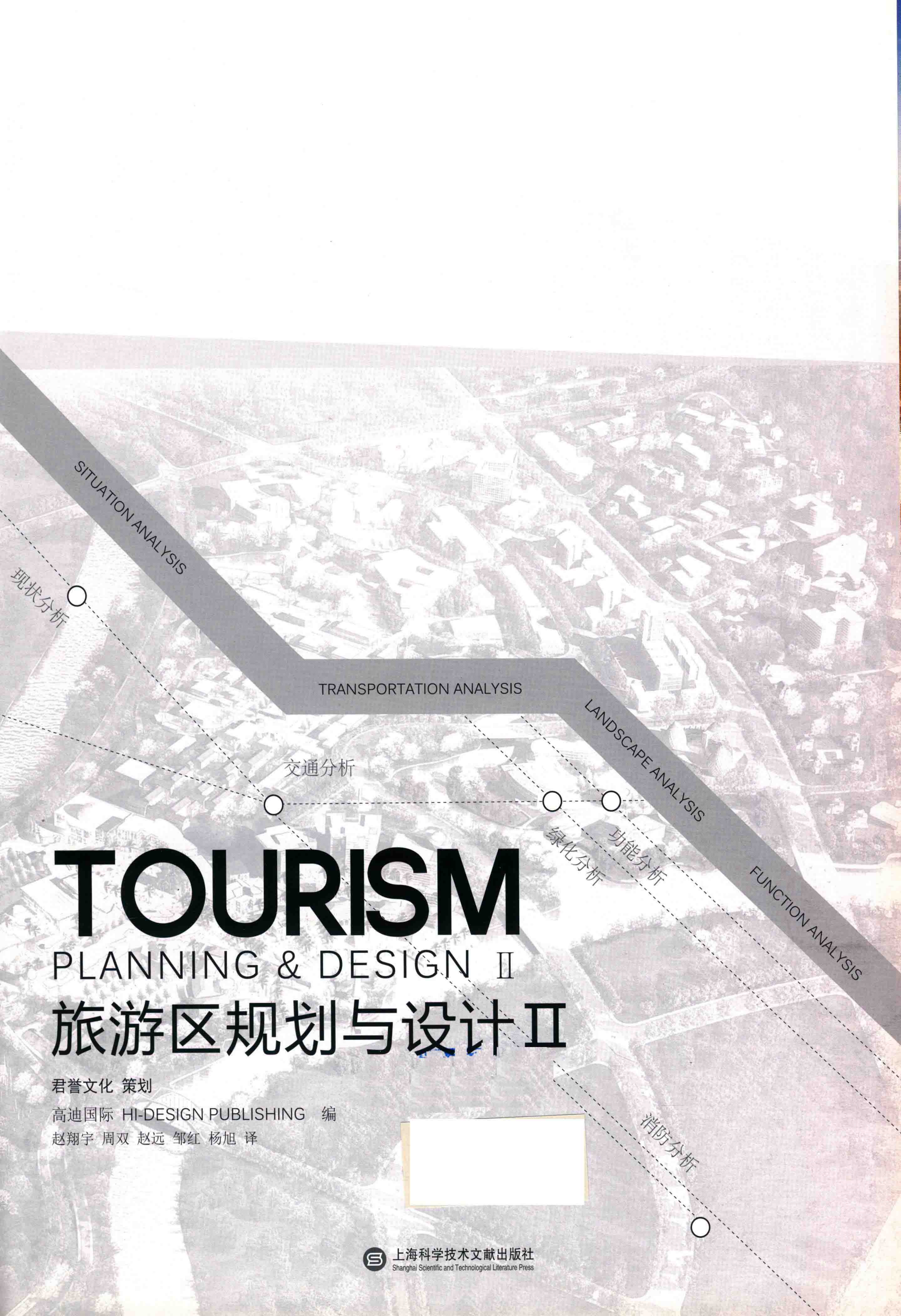
TOURISM

PLANNING & DESIGN II

旅游区规划与设计II

高迪国际 HI-DESIGN PUBLISHING 编
君誉文化 策划
赵翔宇 周双 赵远 邹红 杨旭 译

消防分析



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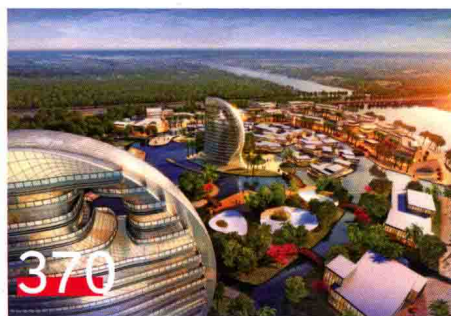
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PREFACE 1 | 序言 1

The Big and the Small; Place and Tourism in the 21st Century

There is a saying by a famous Chicago architect around the turn of the 20th century that goes something like this; "make no little plans; they have no magic to stir men's blood and probably themselves will not be realized". The architect, Daniel Burnham, created a very influential tourism project in the United States at the turn of the 20th century, the 1892 World Columbian Exposition. The "Big" message has been well received recently as the continuing expansion of the rising middle class in Asia has been equally met with the rapid development of new proposed large scale tourism destinations; particularly, in the more developing areas of the world. At the same time, the more visible processes of our modern global life such as the quick development of technology, the rapid development of cities, and the changes in our jobs and lifestyles, demand that tourism destinations no longer be only the passive retreat, but, offer more immersive experiences both in terms of activities and spending time in a natural, invented or local culture.

While many new destinations and tourism communities may look to Hollywood movie-centric entertainment as an overall theme, other new destinations are looking at science, technology, ecology and nature, health and wellness, sports, clean air and food, and local culture as new themes for tourism development with a new appreciation of place. The best tourist attractions will not only transport visitors to incredible places they can't experience elsewhere. They also keep visitors fully immersed in those special worlds for their entire stay.

At the same time, we're also at the beginning of a new era. Place is also the focus of the "Small" tourism movement. Although coming from big data, the internet of things allows for a small focused approach for multiple specialized tourism and vacation opportunities and customized bespoke travel that was not previously possible. Specialized vacations such as learning a sport, learning a language, cooking, dance, and single focus immersive outings can be easily found on-line. New patterns of choice and new forms of hospitality, as borne out by the success of internet companies such as "Airbnb", will continue to develop and evolve. Guests will have the opportunity to choose a unique venue in a local community as opposed to the traditional stay in a branded hotel or resort and create their own individualized schedules and activities. Smart Travel resources will transform curated information into individualized travel itineraries potentially decentralizing travel

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首席执行官

impact. New types of decentralized destinations will be developed.

The various tourism opportunities in the twenty first century will be vast and varied and the competition will be fierce. One thing common to all is that the most successful will be those that offer unique and authentic immersive experiences that cannot be easily duplicated. For both big and small, "Place" itself will be the major focus.

“大游”与“小游”；21 世纪的场地与旅游

20 世纪之交一位芝加哥著名的设计师有句名言：“不要制定渺小的计划；它们没有能让人热血沸腾的魔力，或许渺小的计划也会无法实现。”建筑师丹尼尔·伯纳姆，在 20 世纪之交的美国创造了一个非常有影响力的旅游项目即 1892 年世界博览会。随着亚洲中产阶级的持续膨胀，很好地契合了新兴大规模旅游目的地的快速发展，这个“大游”消息最近已经被很好地接受；尤其是在世界上更多的发展中地区。与此同时，我们现代全球化生活中有更多可见的历程，诸如高速发展的技术、飞速发展的城市，以及我们工作和学习方式的变化，这些都要求旅游景区不能再仅仅作为被动的休息寓所，在休闲活动方面、体验自然文化方面、体验新鲜或者当地的文化方面，应该提供给人更多身临其境之感。

尽管许多新的旅游胜地和旅游团体可能期待好莱坞电影中心式的娱乐模式作为一个总体的主题，但是其他新的旅游胜地正在着眼于科学、技术、生态和自然、健康和保健、运动、清新的空气与食物以及本土文化作为旅游发展的新主题，伴随着新的观赏景点角度。最好的旅游景点不仅可以将旅客带到他们无法在其他地方体验到的美妙场所，他们还可以让游客在游览期间完全沉浸在他们所处的这不可思异的世界。

与此同时，我们还处于新纪元的伊始。场地也是“小游”旅游活动所关注的焦点。尽管大数据时代已经来临，然而互联网为几项特定的旅游方式仅仅提供了比较局限的方法，度假机会和从前不可行的定制旅行也是如此。而专门的假期如学习一项运动、语言、烹饪、舞蹈和单焦点身临其境的远足是在网上很容易找到的。选择的新形式和好客新模式，由于被像“爱本卜”这样的互联网公司的成功所支持，将会继续发展和演变。客人将有机会在当地社区选择一个独特的场地，而不是像传统意义上的选择一个品牌的酒店或度假村，并创建自己的个性化的时间表和活动。智慧旅行的资源将会把组织好的信息转化成个性化的旅行计划，潜在地分散旅游冲击。新型的分散式旅游景点将被开发。

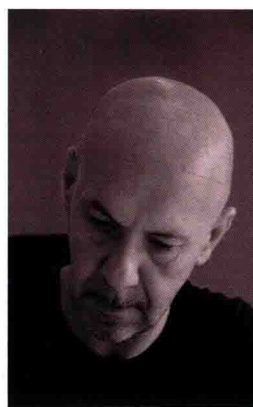
21 世纪丰富的旅游机会将是巨大的和多样化的，同时竞争将非常激烈。大家都会认同的一件事是最成功的旅行将是那些能够提供独特、真实、身临其境般的体验而又不能轻易复制的景点。对于“大游”和“小游”来说，“场地”本身将成为主要的焦点。

Exploration and Innovation — Wandering among the Lines

A good design is rational, determined by the city context and the environment. It is the careful consideration after comprehending and researching the environment and the local culture, and also the practice and exploration that makes every line have its significance.

For a good tourist planning project, the prerequisite is to have charming landscape scenery, and the core is to discover the connotation of the project itself. By integrating and connecting the local regional history and geographical context, as well as by deep understanding the natural attributes and the surroundings of the project land, we add the local culture to the design to make the project land get a new territory orientation and a new image. Besides, we also take the advantage of the connotation. Through the innovative and plain appearance, fully-functional interior structure, completed facilities, and harmonious flavor with the nature, we will build the specialty and charm of the projects, which will attract more people, across time and geography, to seek beauty-appreciation and pleasure in the special local culture and environment.

The ecology of the landscape should be emphasized. For the landscape, the pursuit of the ecology should be as important as that of function and form; therefore we should explore the potential of sustainable development of the landscape and pursue the combined benefits of society, economy and ecology. We also should pay special attention to exploration and innovation, which is the soul for tourism real estate to gain success. Designs should not only satisfy tourists' basic need of "eating, living, walking, traveling, shopping and entertaining", but also possess other extending elements with tourism connotation, including "business, rest, learning, leisure, affection and uniqueness". With the landscape design approach, we will help people rebuild mutual trust and enjoy nature, and to create beautiful and well-designed ecological tourism environment.



Antonio Inglese

Director and Founder of
Metrostudio Italy
METROSTUDIO

安东尼奥·英格里斯

意大利迈丘设计事务所创始人，总裁，
首席设计师

探索 • 创新

——游走于线条之间

一个优秀的设计，是由城市文脉和环境决定的理性设计，是在深刻理解及深入研究环境和当地文化之后的深邃思考；是让每一根线条都有它的意义的实践和探索。

而一个好的旅游规划项目，其先决条件是要有动人的景观风光，核心则是对项目本身的内涵的挖掘。我们通过对当地的区域历史、地理文脉密切融合与沟通，对项目所处地的自然属性、周边环境等方面的渗透式了解，提炼当地文化融入设计，使项目所在地得到一个全新的地域定位和形象。优势内涵，通过新颖朴实的外观、功能完善的内构、配套齐全的设施、自然协调的韵味，塑造项目的特色和魅力，吸引更多的人跨越时间和地域，在特色的本地文化和环境中，寻求审美和愉悦。

强调景观的生态性，把景观中对生态的追求放在对功能和形式的追求同等重要的位置，挖掘景观在可持续性方向的潜力，追求社会、经济、生态环境等多方面效益结合。注重探索创新，这是旅游地产获得成功的灵魂，设计应该不仅满足游客“吃、住、行、游、购、娱”的基本需求，还要有“商、养、学、闲、情、奇”的旅游内涵的拓展要素，以景观手法帮助人们重建信任和享受自然，创造美好且富有设计感的生态旅游环境。

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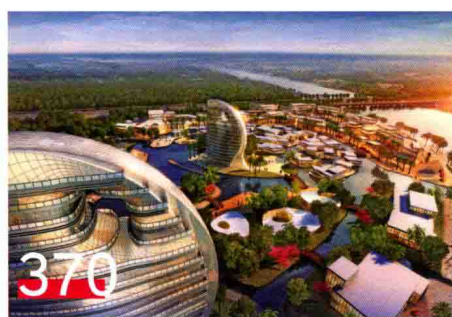
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ZHANJIANG GUANDU ECO-TOURIST HOLIDAY RESORT

广东湛江官渡生态旅游度假区

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The Eco-Tourist Holiday Resort project of Guandu Bay, Zhenjiang covers an area of 1740 Mu, (about 287 acres). The base of the project is coastal, and full of natural resources, with a large area of mangrove ecological landscapes. This project attaches great importance to ecological protection, including the protection of mangrove resources and overall environment of the holiday resort, the governers of water quality and the cultivation of wetlands.

Based on the principle of phased development, the project will reasonably control development pace and risk and the project plans to constitute an integral experiencing holiday resort, such as Theme Holiday, Aquatic Amusement, Business Leisure, Villa Leisure, Apartment Holiday, Eco-Holiday, Yacht Entertainment, Wetlands Experience, Sports Expansion and Commercial Street. By means of quality and symbol, Zhenjiang Guandu Eco-Tourist Holiday Resort will be the new eco-tourist holiday landmark of the city.