

Dreamlike Traveling



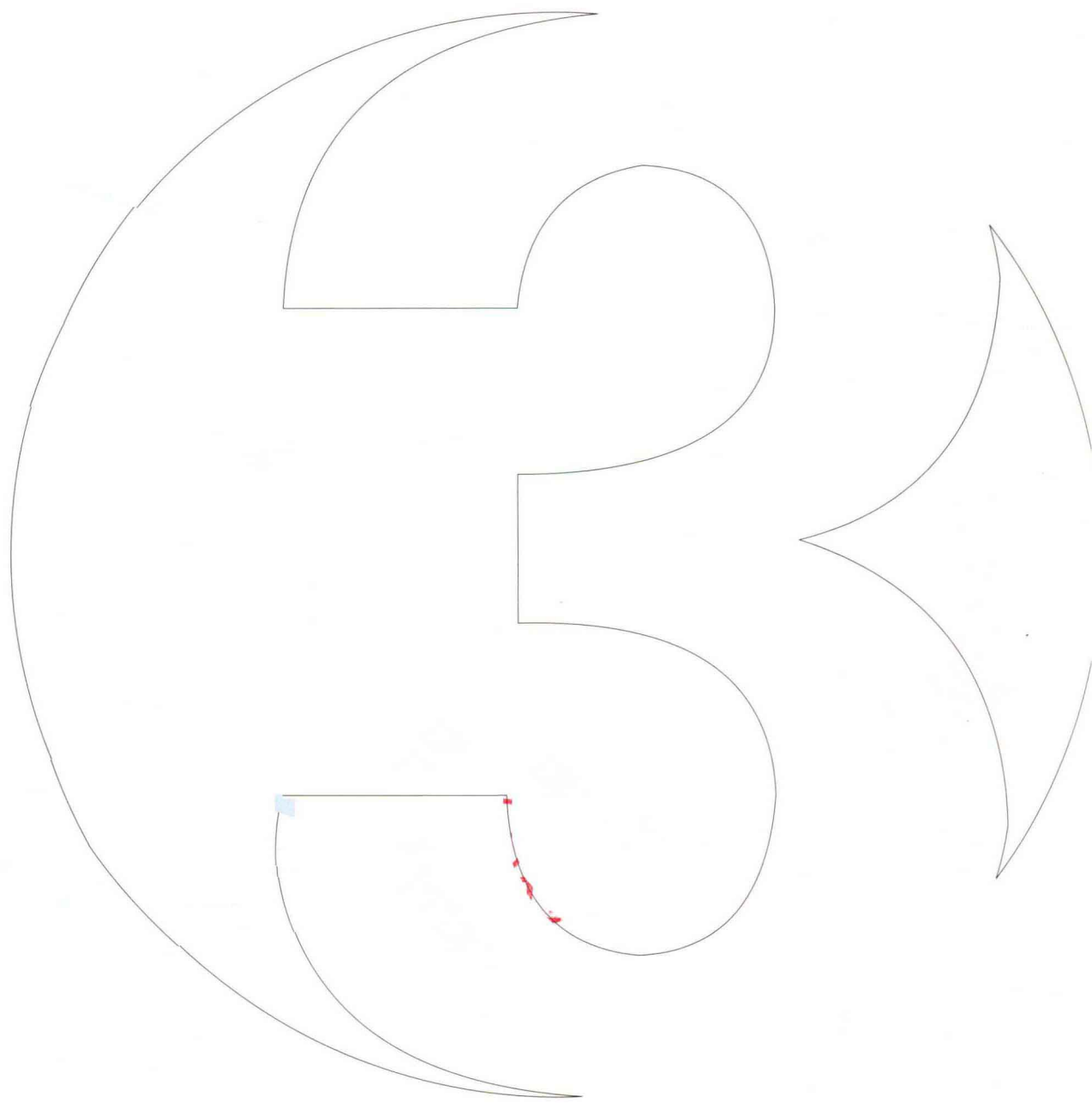
伍新凤◎编著

梦游记

旅游规划篇

中国建筑工业出版社

Dreamlike 梦游记 Traveling 旅游规划篇



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作者简介 伍新凤

1958 年生于湖南凤凰，毕业于贵州大学艺术学院美术系设计专业
贵州天海规划设计有限公司法人代表、董事长、总经理、首席策划、规划、设计师
贵州民族大学美术学院教师
中国景观设计专业委员会副主任
国际 ICAD 注册 A 级职业景观设计师
贵州省美术家协会理事
贵州省旅游规划专家组成员
贵州省设计艺术委员会副主任

2006 年 5 月以作品“贵州文化博物馆”荣膺全国环境艺术设计大赛最高奖项，并曾荣获中国规划建筑行业 2008 年度“规划建筑金牌设计师”称号、贵州省“有突出贡献的美术家”、贵阳“城市新锐榜风尚人物”、“2006 贵州都市年度人物奖”等殊荣。

经历风雨，刚毅顽强，立志高远，他做过知青，当过矿工，办过工厂，在深圳打过工，现任教于贵州民族大学美术学院，2002 年创建了贵州天海规划设计有限公司……这些承载了他 50 载的经历。

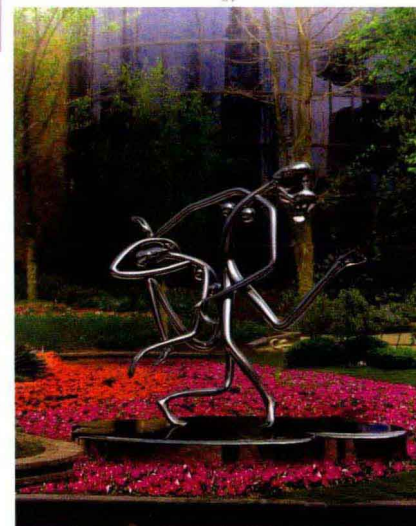
十多年前，当刚接触到规划设计行业时，他突然感觉到这就是其人生理想之所在。天行健，君子以自强不息，地势坤，君子以厚德载物，在他的脑海里，世间有一种比山峦更高更远的风景，那就是天空；世间有一种比江河更宽更深的景象，那就是海洋，普天之下，四海之内，万物囊括其中。于是 2002 年他注册了贵州天海规划设计有限公司。他立志于通过天海规划这样一个平台在体现个人价值的同时，为贵州乃至全国的规划设计行业贡献自己的一份力量，为他的学生带去更鲜活更具竞争力的理念。

博观约取，厚积薄发，天海自成立以来正在以惊人的速度蓬勃发展，给予世人不断的震撼。

每个企业都需要有个领军人物，带来好的思路，先进的管理方法，与时俱进的开拓精神，引导这个企业的健康发展，显然，他便是这个赋予天海灵魂的人。做人当心志要苦，意趣要乐；气度要宏，言动要谨；修学不以诚，则学杂；事不以诚，则事改；自谋不以诚，则是欺自心而自弃其忠；与人不以诚，则是丧其德而增人之怨，这便是他的人生信条。正是这样一个人，以他丰富的人生阅历，深刻的人生感悟，独到的眼光，诚信刚毅的品质，演绎着天海的完美绝伦，让天海之船驶向辉煌。



伍新凤油画作品：风景



伍新凤现代雕塑作品：青春的旋律

Dreamlike Traveling

梦游记

旅游规划篇

Introduction of the Author— *wuxinfeng*

He was born in Fenghuang Hunan Province, 1958. As a design major, he graduated from Art Institute of Guizhou University in 1988.

Legal representor, general manager, prime planner, designer of Guizhou Tianhai Planning and Design Co., Ltd.

Class A Professional Landscape Designer of International ICAD

Vice Director of Professional Committee of Landscape Design of China

Executive Member of the Artists Association of Guizhou Province

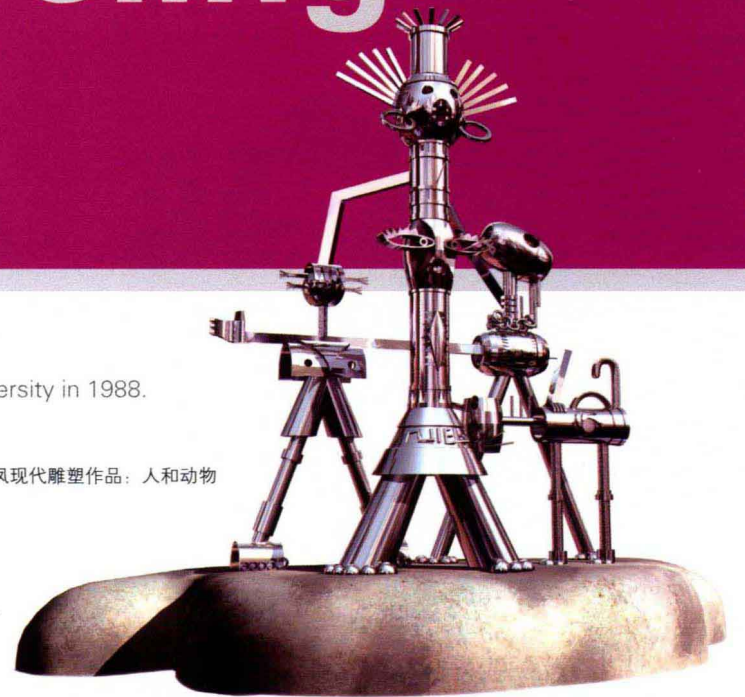
One of the Expert Group of Tourism Planning of Guizhou Province

Vice Director of Design and Art Committee of Guizhou Province

The Winner of "Golden Designer of Planning and Architecture" of the Planning and Architectural Academy of China

"The Artist with Prominent Contribution" of Guizhou Province.

伍新凤现代雕塑作品：人和动物



With massive life experience of working in the countryside as educated youth, in the mines as miner, in some corporations of Shenzhen, and running his own plants, he has become stronger in mind and more promising. And being a teacher of the Artistic Institute of Guizhou National College, he set up Tianhai Planning and Design Company in 2002, which is on the basis of his fifty years life experience.

Once he contacted the field of planning and design more than ten years ago, he was aware that it is the very point of his life expectation. Thus he registered the foundation of his company with the name of Tianhai (天海) Planning and Design Company with the hope to achieve his individual value, contribute to the planning and design profession of Guizhou province and even China, and bring his students more vivid and competitive concepts. The Chinese characters "天海" mean the universe and oceans. While the universe keeps rolling on orbit, a superior man makes untiring endeavour for advancement. In Wu xinfeng's mind, universe is the highest and most distant landscape, while ocean the broadest and deepest scenery, of the two which everything is contained.

Tianhai has been developing at the incredible speed since its foundation, which requires massive learning and accumulation, and of which people are shocked continually.

A leader, with great guidance, advanced managing method and pioneer spirit of keeping pace with the times, is needed in an enterprise. Obviously, he is the very person who endows Tianhai with soul. With his life credo of bearing hardship, pleasing mind, and extensive tolerance and cautious behavior, he believes that sincerity is the basic principle of doing everything and the guarantee of successful enterprise, without sincerity, one may fail in learning and lose his friends and even himself. It is he, with his rich life experience, profound life understanding, unique viewpoint and faithful and stouthearted quality, leads Tianhai going towards brilliance.

自序 PREFACE

“中国的城市化与美国的高科技发展将是深刻影响 21 世纪人类发展的两大主题。”

诺贝尔经济学奖获得者——斯蒂格利茨

进入 21 世纪以来,中国经济持续快速发展,城市化进程不断加快,成为贯穿本世纪的主题。在此背景下,如何确保城市战略发展方向的准确性,如何实现城市的可持续发展,如何最大限度地构建城市核心竞争力成为城市可持续发展的核心。因此,在这个时代,规划设计行业肩负起此项重任。毫不夸张地说,当下是属于规划设计行业的,是规划设计行业展示自我的大好时机——在此过程中,责任与压力并存。

路漫漫其修远兮,吾将上下而求索。回首改革开放以来的 30 年,我国的城市规划虽说取得了很大进展,但是却陷入了“千城一面”的泥潭。城市是人类文明的主要组成部分,城市也是伴随人类文明与进步发展起来的。随着工商业的发展,城市还成为了传播文明的场所。遗憾的是,当下的中国城市,文化缺失、内涵不足、特色不明、协调不力,整体上略显浮躁,没有成为传播当地文明的有效载体——中国城市处于病态中,就像每个人从出生到成长都会不同程度地经历病痛一样,这是当今中国社会形态下所必经的阶段。缓解病情、治愈疾病,提高免疫力,规划设计师责无旁贷。

没有一味地批判,没有一味地指责,仅仅是作为一个规划人对我国规划设计现状进行反思。

反思一:规划设计行业体制

在计划经济体制下规划工作主要是政府行为,规划设计行业统一在事业编制下,规划设计任务由上级主管部门统一下发,行业竞争及压力有限。进入市场经济体制后,这一现象在很大程度上延续下来,与此共同沿袭下来的还有几十年来一成不变的规划设计模式,缺乏与时俱进的创新思维,结果便是规划设计中规中矩,缺乏了特色,缺乏了灵气,缺乏创意。

反思二:规划设计模式

一个项目需要多个专业之间的配合才能完成。然而这些相关专业都是各自独立的,专业之间各自为政,本位主义较强。一个项目仅凭一个专业解决问题是远远不够的。现状是:从策划、规划到设计缺乏协调,严重脱节,导致规划逐步细化后与最初构想相去甚远。

反思三:规划设计教育

规划设计师的职责是宏观的制定区域发展路线,定格区域发展基调,合理地进行区域功能布局。这需要宏观经济学、社会学、历史学等大量学科的知识积累,只有这样才能站到正确的战略高度上去计划区域未来的发展。在现今的教育制度下,更多的规划设计专业将大量精力放在了诸如行业规划标准,管网道路铺设,制图技术等微观战术层面上,对宏观战略的理解把握严重缺乏。除此之外,规划设计行业还需要艺术思维、创新思维的体现,但是现今“正统的”规划设计行业对审美、造型艺术等方面的教育缺乏甚至是空白。很难想象,一个缺乏大局观、缺乏审美眼光的规划设计师如何能使城市摆脱“千城一面”的窘境。

八年前,带着对行业的反思,怀揣着自己的信念,我创办了天海规划设计公司。从公司创立之初,我就不断吸取内外部经验教训,进行剖析比对,敢冒“天下之大不韪”,推行了一系列的改革措施:

规划理念方面。在项目规划满足功能需求的同时更强调对规划的核心价值的深入挖掘,对规划的民族性、文化性和本土性的全力彰显并最终使之体现于项目中。

规划模式方面。整合策划、规划、建筑、创意、效果表现、动画等与规划设计密切相关的各个行业于一体,使得规划设计从资源评估、背景分析到战略定位、规划布局、建筑创意、效果表现一气呵成,形成流水线规划模式,最大限度地克服了传统规划设计模式中各个程序脱节的弊端。

八年来,经过 60 多个项目的成功实践,在市场上赢得许多开发商和政府部门的认同和赞誉。事实证明我的改革与创新是有价值的。现在,我把公司改革创新的成果分为城市设计、建筑设计、景观设计以及旅游规划四部分集结成册分别命名为“**变城记**”、“**筑魂记**”、“**梦游记**”、“**造景记**”,用我的挚热和真诚与大家共同交流探讨,同时更希望能与同行们携手为推动全国规划设计行业的改革与发展,贡献绵薄之力。



2010 年 6 月 15 日

"China's urbanization and America's development of high-tech will be the two great themes to impact profoundly human development in 21st century."

The winner of the Nobel Prize on economy – Stiglitz

By 21st century, with the rapid and continual development of economy in China, urbanization has speeded up and become the theme throughout this century. Under this circumstance, the core of sustainable development of cities has depended on how to make sure the right direction of strategic development of cities, accomplish sustainable development and form urban core competitions as strong as possible. And this is the responsibility that the planning and design profession should take. Thus, we dare say that this is the era of planning and design field and the best opportunity for the planning and design unities to express themselves with responsibility and stress.

The way stretches endless ahead, I shall search. What a long journey ahead!

Although urban planning in our country has made great progress during the thirty years since reform and opening up, it has been put in an awkward situation of "one thousand cities, one appearance". As the main components of human civilization, cities have developed along with the human civilization and progress. With the development of industry and business, cities have become the places spreading local civilization, too. Nevertheless, the current cities, with deficient culture and connotation, unobvious characteristics, and weak coordination abilities, are not successful to disseminate local civilization effectively. Chinese cities are in sick! This is the inevitable period for cities under the current social formation in China just like every people should go through lots of pain in their growth. Releasing sickness and enhancing immunity are the responsibilities of the planners and the planning and design profession.

As there is no absolute criticism, there is no absolute blame. Just as a planning person, I've made reassessment of the current status of the planning and design of our country.

First, system of planning and design

Planning and design is the governmental work during the planned economy that the field of planning and design is controlled by the governmental departments and the tasks of planning and design are arranged by the state, which caused little competition and press in this field. This phenomenon has been lasted after entering market economy, as well as the planning mode which has not changed for many decades and has been lack of innovative ideas. Thus, the planning works are regular and common, without characteristics and soul.

Second, mode of planning and design

Completing a project needs the cooperation of several separate specialties which, however, are leaded by different departments, and it's hard for them to reach a consensus on the project, as a result, the processes of scheme, planning and design are divorced seriously from each other and the initial image is different a lot from real effect, also working efficiency is not in control.

Third, education of planning and design

Urban planners, who are requested to be of large accumulation of knowledge in economics, sociology, and history and so on, take the responsibilities of working out the developing proposal of urban regions macroscopically, determining basic tone of cities and reasonably arranging urban functional districts. Only the ones who are competence enough can design the future development of the cities on a correct strategic view. Under the current educational system, many urban planners only know some about urban functional layout and distribution, various planning norms and setting of pipes and roads, but they are badly lack of macroscopic innovative consciousness. Besides, artistic and innovative thought are needed to be demonstrated in the planning and design works. But the education of aesthetic and art etc. are lost in the existing "orthodox" planning and design profession. It's hard to image how can a planner without overall sense and macro view help cities escape from the awkward situation of "one thousand cities, one appearance".

Eight years ago, I found Tianhai Planning and Design Company with rethinking about this sector and my strong conviction. We have totally discarded traditional operation mode, which was regarded "fighting a rearguard action against the mass of public opinion" at that time.

In the aspect of planning idea, besides meeting the needs of functions, our projects are stressed on excavating deeply the core value and highlighting the nationalities, culture and localities of the planned place so as to show them in the project eventually.

More than 60 successful items within 8 years has won accept of many investors and relevant governments and proved that our reformation and innovation are significant. Now, we divide our works based on reform and innovation into four parts: urban design, architectural design, landscape design and tourism planning and named respectively "City Changing", "Spirit Shaping", "Dreamlike Traveling" and "Landscape Building". We hope to communicate with you sincerely and passionately and also make great efforts and contribution along with the people in the same field to the reformation and development of the planning and design field in our country.

Wu Xinfeng 2010.6.15

导言 Introduction

规划是对未来事务的合理组织与安排。旅游规划是“在调查研究与评价的基础上寻求旅游业对人类福利及环境质量的最优贡献的过程”。在世界范围内，1959年的夏威夷规划被看作是现代旅游规划的先驱。我国的旅游规划实践可追溯到改革开放之初，国家旅游局牵头组织编写了国家级旅游业发展规划——《关于1980年至1985年旅游事业发展规划（草案）》，这是我国第一部正式的旅游规划文本。此后，各地旅游规划实践逐渐兴起。进入21世纪，我国旅游规划遍地开花，全国几乎所有省市都做过旅游发展规划和重点景区总体规划。目前，地区、县乡级旅游规划、专项旅游规划以及对原有规划的修编成为规划实践的主要类型。经过20多年的发展，虽然我国旅游规划的参与主体逐渐多元、规划类型日益多样、管理不断规范，但是问题也随之产生，其中最显著的问题便是旅游规划总摆脱不了墙上挂挂，最终不了了之的命运。那么是什么原因导致了这些问题的存在呢？

Planning is to prepare and arrange for the future affairs, and tourism planning is "the process of seeking the best way tourism brings the most benefit to human beings and environment on the basis of investigating and evaluating. The planning of Hawaii in 1959 was treated as the pioneer of the modern tourism planning throughout the world. China's tourism planning can be traced back to the beginning of the Open and Reform. The National Tourism Bureau leaded to draw up the developing planning of national tourism named "Planning of Tourism Development from 1980 to 1985 (draft)", this is China's first official text of tourism planning. From that time on, the tourism planning in every area has become more and more popular. By the 21 century, tourism planning has been prevailing in our country that it happened in almost all the cities. At present, the tourism planning in prefectures and counties, the special tourism planning, and modifying the original planning are the main types of planning practice. Although with more and more multiplied involvement subjects of China's tourism planning, diverse planning types and improved management after more than 20 years development, many problems appeared, too. Among them, the most protruding problem is that tourism planning has been always said without done. Then what cause these problems?

首先，规划之间的脱节致使最终结果与最初构想千差万别。

各类旅游规划各行其是，缺乏必要的沟通与协作，总体规划制定的宏观战略无法在控制性详细规划、修建性详细规划中体现出来。目前我国旅游规划确实得到了大的发展，地区、县乡级旅游发展规划、区域总体规划、控制性详细规划、修建性详细规划以及各类规划的修编层出不穷。但是由于各个规划出自不同规划编制单位之手，其对区域旅游发展战略、规划布局、建筑理念等方面认识的不同导致规划逐步细化后与最初构想相去甚远。

另外，由于我国体制壁垒的存在，各级规划的委托单位不尽相同，单位之间各自为政的现象沿袭到规划中去，导致了规划编制单位在规划编制中缺乏必要的沟通，使得各级规划之间脱节，无法达到当初预想的结果。

其次，旅游规划城市化现象严重，重技术，轻人文。

科学技术的发展使得人们越来越依赖于计算机各类软件的使用，通过软件可以绘制出精美的图片，计算出精确的尺度，但是缺乏对规划区背景条件的认知，对地方资源的深入挖掘，对地区人文内涵的系统分析，导致了旅游规划局限于条条框框的束缚之下而缺乏灵性，让人觉得很规范、具有普遍性，但缺乏独特性。

第三，旅游规划“工具化”现象明显。

旅游规划成为“业绩工具”。旅游业经过数年发展，逐步显示出其综合效益，上到省、自治区、直辖市，下到地方政府都将旅游业作为区域、地区的支柱产业、特色产业、国民经济新的增长点来加以扶持，旅游规划作为旅游业发展的依据，成为各级领导首先涉足的领域。在此过程中领导为了树政绩往往对旅游规划极为重视，发表了大量意见，这种绝对的话语权导致旅游规划编制成为领导意图的单方面演绎。

旅游规划成为“要钱工具”。旅游业得到扶持，在很大程度上体现在国家的拨款力度上。拨款要有依据，这个时候旅游规划便成为了获取拨款的“工具”。这种情况下产生的旅游规划仅仅处在“被利用”的范畴，无法起到实质性的作用，一旦拨款下发，规划便会无限期的搁置。

Firstly, the gap of every process of planning led to the final results varies from the initial idea.

The necessary communication and collaboration is in need when the planners make the various types of tourism planning, as a result, the macro-strategy of the overall planning can't play a role in the control detailed planning and constructive detailed planning. China's tourism planning did improved a lot so far that variety of planning emerged, such as prefectural tourism development planning, regional over planning, regulatory detailed planning, construction detailed planning etc. which, however, are different from each other on the aspects of strategy of regional tourism development, planning and layout, constructional concept and so on due to the different compiling units, and cause great difference between segmental planning and the initial conceived.

In addition, because of the systematic barriers of our country and the lack of communication among different planning units, a planning project can't achieve the original conceived planning undertaken by different planning units.

Secondly, the phenomenon of urbanization of the tourism planning is severe, and people pay more attention to technology, but ignore culture.

People depend more and more on computers and the variety of softwares as the scientific technology developed. With software, people can draw beautiful pictures and calculate accurate scales. Nevertheless, it has the deficiency of the cognition of the background conditions of the planning area, the deep excavation of local resources, and the systematic analysis of regional cultural connotation, which cause the tourism planning lack originality confined by the rules that they are regular and common with any uniqueness.

Thirdly, the "Tool" in Tourism Planning .

Tourism planning becomes "the tool of making merit". The synthetic benefit of tourism has displayed after several years of development. The government at all levels take tourism as the regional pillar industry, characteristic industry and the new increasing point of national economy to develop. As the basis for tourism growth, tourism planning becomes the main field that leaders at all levels enter. In this process, leaders put emphases on the tourism planning and give a lot of suggestion in order to make some merit.

Tourism becomes "the tool of asking for money". The country's efforts on fund for tourism mostly show the country's decision to develop tourism. It needs reasons to asking for money. In this case, tourism planning plays the "role" of getting the funding. However, tourism planning made in this circumstance is only a "tool" without any functions it should have. Once the purpose of getting funding is achieved, the planning will be delayed indefinitely.

旅游规划成为“攀比工具”。规划编制的过程中背离规划地的现状和发展条件，一味地进行体量规模上的攀比，过分地强调“全国第一”、“世界第一”的概念，致使规划缺乏可操作性。

天海规划数年来一直从事旅游规划编制的相关工作，并且积累了一些经验，我们认为，要实现旅游规划的健康发展，应该做到以下几方面的协调：

旅游规划应该是各级规划之间的协调

从旅游策划到旅游总体规划再到旅游区详细规划一步到位，一体化完成是天海规划经过多年实践证实了的行之有效的旅游规划编制方法，只有这样才能保持各个部门之间的沟通，才能确保对整体宏观战略的明确理解和有效贯彻，才能保证旅游区在最后的实施阶段与最初构想保持一致，才能保障理念构思的可操作性，可落地性。

当然，以上的方法并不是每一家旅游规划公司都能实现的，在这种情况下就需要以项目委托方为桥梁，加强各级规划编制单位之间的沟通协作，加强各级部门之间的协作意识，力求实现旅游规划编制的有效实用。

旅游规划应该是宏观战略与微观战术的协调

如果没有旅游区战略发展方向的指导，各类技术的运用只能是无头苍蝇到处乱窜，找不到方向。因此在旅游规划编制过程中首先应该根据对规划区宏观背景的切实分析，对地方资源的深入剖析，对客源市场的调查分析制定宏观的战略发展方向，完成规划区的整体规划构想，继而运用微观技术层层推进，围绕战略方向与整体构想将规划细化到各个技术层面上来，从而实现规划的延续性、完整性。

这里需要注意的是旅游本身就是一个涉及多个部门的综合性行业，因此旅游规划也具有了这种辐射性，旅游规划将会涉及多个部门，包括道路交通、城市规划、园林、历史、建筑等，因此在这个过程中也需要全面协调各个专业之间的关系。

旅游规划应该是本源与创新的协调

“本源”简言之就是规划区的资源现状，创新是指人为加工。在旅游规划编制的过程中，二者是相辅相成，缺一不可的。本源是规划区未经雕琢的自然痕迹、人文色彩，反映了规划区自古以来的地质变迁、社会生活、意识形态等方方面面，是规划区特有的，无法复制的，因此是规划区的核心吸引力，而这一核心吸引力需要通过创新手段表现出来。本源就像是等待加工的原材料，需要一定的工艺加工才具有使用价值，成为商品。具备开发价值的商品要通过怎样的加工才能别具一格，形成自身特色，怎样把当今潮流甚至未来潮流发展趋势与规划区资源本身结合起来，这些都是需要具有锐意的创新思维来完成的。

旅游规划应该是专家意见与本土意见的协调

这里所说的专家意见与本土意见的协调主要表现在两个方面，一个方面是规划编制单位与委托方意见的协调，委托方因为站在“顾客”的立场上，所以在规划编制的过程中希望自己的意见能够被规划方接受，

Tourism becomes "the tool of comparison". People always compare the scale and content with others when they make the planning, but without considering the current situation and developing conditions of the target area. They emphasis too much on the connotation of "the best of the country", and "the best of the world", which makes the planning beyond operation.

Tianhai Planning has engaged with the tourism planning, and accumulated some experience. We believe that the achievement of the healthy development should be with the following aspects of coordination:

Tourism planning should be the coordination of planning department at all levels.

Tianhai Planning has worked out a way of compiling tourism planning after many years of practice, which finish the primary tourism planning, the overall planning and the detailed planning of the tourism area on a assembly line process. Only in this way that the necessary communication can be kept between the departments, the overall macro-strategy can be clearly understood and effectively implemented, the appearance of tourism area can be ideal as the original image, and the design idea can be operational and realizable.

Of course, not all the tourism planning company is able to adopt the above way. It is indispensable to strengthen the consciousness of communication and cooperation of the department at all levels with the bridge of the client, so as to make the tourism planning effective and practical.

Tourism planning should be the coordination of grand and micro strategy.

The application of the various technologies won't have the developing direction without the guidance of the strategy of tourism planning. Therefore, the process of making tourism planning is: Firstly, we should finish the overall idea of planning for the planned area and macroscopical strategic direction based on the precise analysis of the macro background, the deep excavation of the local resource, and the investigation and analysis of the target market; secondly, we should segment the planning on the basis of the strategic direction and overall idea to every technical perspective by the means of micro-technique so as to get a sustainable and completed planning.

We need to note that tourism is a synthetic field containing many departments, so is tourism planning. So to make tourism planning we should consider the other departments such as road traffic, urban planning, garden, history, architecture and so on, which requires us to comprehensively compromise the relations of each specific.

Tourism planning should be the coordination of origin and innovation.

In a short word, origin is the current situation of the planned area, and innovation is the man-made process. They depend on each other in the process of compiling tourism planning. Origin, the natural traces and cultures without polished in planned area, reflects the ancient geological changes, social life, and ideology and so on. As origin is special and cannot be copied in the planned area, it is the core attraction which, however, needs innovative means to display. Only with certain technological processing that origin, like raw material waiting for processing, could be with use value and become commercial products. How the commercial products with developing value can be unique by man-made process, and how to combine the current trend even future trend with the resources in planned area? These are which need innovative creative idea to complete.

这本身无可厚非，但是因为无法拒绝委托方的要求而背离自身专业的角度，导致委托方一些不成熟的意见被采纳的话就会影响到整个规划的质量。因此在规划编制的过程中，委托方与编制单位应该随时保持沟通渠道的畅通，为规划高质量地顺利完成打下基础。另一个方面是专家意见与区域利益方意见的协调，也就是说规划的编制方不是规划单位与地方政府自说自话的行为，而是要考虑规划编制地区所涉及的各个利益相关者，特别是社区民众的立场及意见，只有实现了各方利益的协调才能保证规划的科学性、有效性。

天海规划在认识到以上问题后，将在此思想指导下编制的旅游规划，分为不同专题向大家展示出来，与大家共同体会天海规划多年来在旅游规划道路上走过的历程。

Tourism planning should be the coordination of opinions of experts and local people

We will elaborate the coordination of the advice of experts and customers in two aspects. First, it is the coordination of the planning corporation and the client. As the customer, it's reasonable for him to require the company to accept his suggestion in the planning. But if the planning company accept unwilling the suggestions of the customers without considering the specific factors, the quality of the whole proposal will be decreased, as some of the suggestions are not proper. Therefore, the corporations and customers should keep their communication effective and smooth to lay the foundation for the high quality planning. Second, it is the coordination of the advice of the experts and local public. In the other words, it is not the planning company and the local government decides all aspects of the planning, but they should consider the relevant interest, especially the situation and suggestion of the residential public. Only achieve the interest coordination in every aspect that we can ensure effectiveness and scientificness of the planning.

After realizing the above problems, Tianhai Planning would like to display our planning works based on this thought.



Dreamlike Traveling

梦游记

旅游规划篇



Dreamlike

Traveling

梦游记

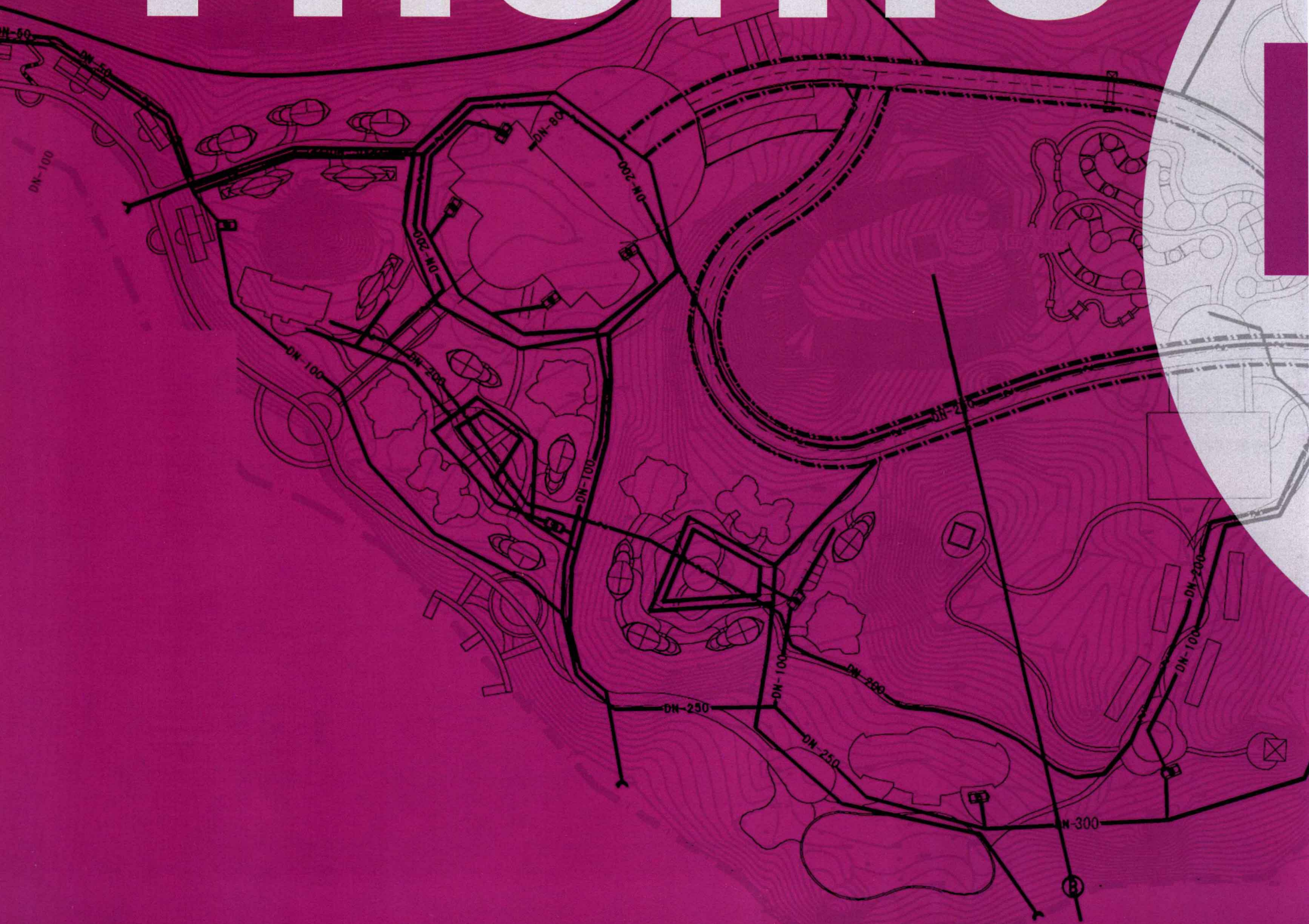
旅游规划篇





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Theme



Park

主题公园



中国旅游业发展30余年的经验证实发展旅游业能够带来经济效益、社会效益、生态效益，因此发展旅游业成为国内新的经济增长点。几乎全国所有的省、市、自治区、地区市县均将发展旅游业作为促进经济发展的主要手段。随着旅游业的快速发展，旅游需求不断丰富，旅游手段不断更新，在这样的大背景下，主题公园应运而生。

Tourism has been proved to bring benefit of economy, society and ecology after 30 years of development, so it is a new economic growth source to develop tourism. Almost all the provinces or counties in the country have taken tourism as the main method to accelerate economic development. With the background of rapid tourism development, various tourism requirement, and up-dated tourism means, the theme park has come out.

自1955年在美国诞生了世界上第一座主题公园——迪斯尼乐园以来，经过几十年的发展，主题公园这种新的旅游目的地形式，已经逐步为许多国家所接受。20世纪70年代以后，主题公园发展迅速，逐渐在世界上一些国家，如美国、法国、日本，形成产业规模。

Theme park, as a new kind of tourism spot, has been accepted by people gradually after several decades since the first theme park has been built in the USA in 1955. After 1970s, theme park has developed rapidly, and gradually formed industrial scale in some countries, such as the USA, France, Japan, and so on.



1.1 主题公园开发的意义 The Significance of Developing Theme Park

主题公园是围绕一个或多个特定的主题，由模拟景观和园林环境为载体的人造休闲娱乐活动空间，是一种多属性的旅游产业。它在类别上属于现代公园的一种，除具备公园的一般要素外，主题公园的园区环境还突出地表现一个或多个主题意图。

主题公园被世界旅游组织称为当前和未来国际旅游发展的三大趋势之一。经过近十几年的发展，我国主题公园的发展已形成相当规模，涌现出一批具有中国特色和符合市场需求的大型主题公园。然而大多主题公园却在利益的追求中迷失了，忽略了历史背景及文化传统内涵的承载，规划设计和经营管理也多粗糙和缺陷，渐渐失去其应有的魅力。

然而近年来随着中国经济的持续发展，迪斯尼乐园、环球影城等世界级娱乐公司纷纷来华投资，说明我国已经成为世界上最大的主题公园潜在市场，主题公园在中国市场必定大有作为。

Theme park is a man-made space for recreational activity, which is based on one or two specific theme with simulated landscape and garden environment. It is a multi-attribute tourism industry, and belongs to the modern park in the category. Besides the general factors of park, theme park is also with one or more special theme purpose in the garden environment.

Theme park is named one of the three trends of tourism development at present or in future by the World Tourism Organization. With more than ten years of development, theme park in China has expanded certain scales. And they are with Chinese characteristics and meet the market requirement. Nevertheless, most of the theme parks have lost the charm they should have in pursuing the benefit, overlooking the historic background and traditional culture connotation and ignoring planning and management.

However, with the sustained economic development in the recent years, China has been proved to be the largest market of theme park in the world as many world recreational companies, such as Disneyland and Universal Studio, have come and invested in China. Theme park must take a good position in market share.