



# RESORT

## PLANNING & DESIGN II 度假村规划与设计 II

Current land-use analysis 现状用地分析

Project resources analysis 项目资源分析

Functional analysis 功能分析

Road traffic analysis 道路交通分析

Landscape greening analysis 景观绿化分析

君誉文化 策划

高迪国际 HI-DESIGN PUBLISHING 编

张华慧 译



上海科学技术文献出版社  
Shanghai Scientific and Technological Literature Press

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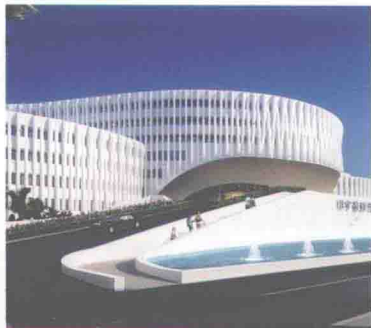
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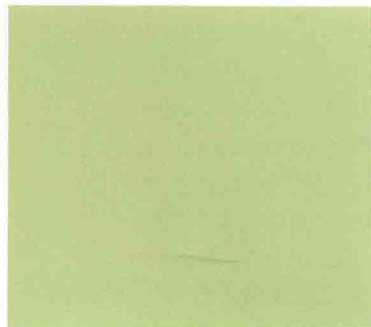
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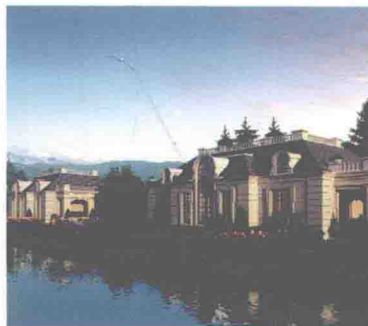
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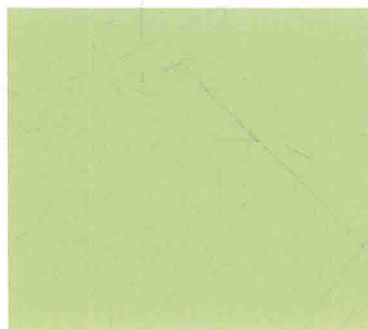
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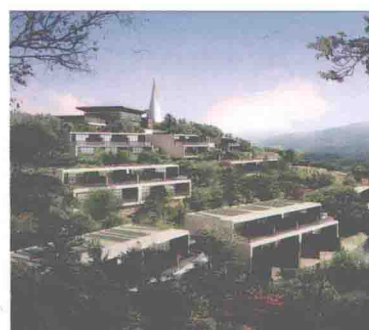
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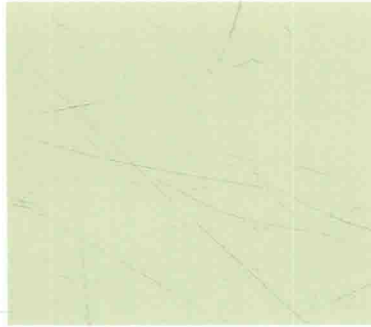
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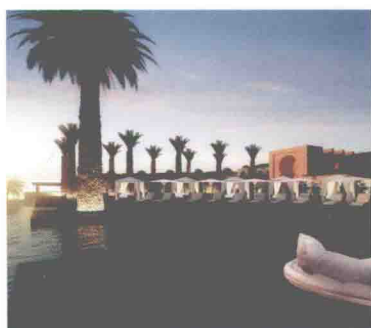
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# PREFACE 1

序言1

## Creating A Unique Experience

The latest welfare for modern people is the unprecedented freedom to decide their own lifestyle, which is far beyond our ancestors' imagination. One important part of this free lifestyle is to use well-developed modern traffic network and the global business environment to enjoy a safe, convenient and economy traveling and vacation. This unprecedented freedom defines modern life: higher quality, much denser, and richer and richer experience. No matter whether it is a sunny white beach in the Maldives or snow and ice hotels bathed in aurora in Finland, the modern vacationers can take pleasure in unique experience of living and vacation on the premise of meeting basic comfort. The possibility of unlimited experience makes people feel extremely lucky for living in this era.

As architects and planners, it is lucky to create a unique holiday destination to let people get impressed by the experience created by us, and then these experiences become the individual's unique memory accompanying with them in the rest of their lives. It is also a very good experience to influence people's lives in this way.

But it is definitely not a breeze to create the unique experience. If a resort aims to attract more people, it is a must to attach enough importance to the integration of natural ecology, the extraction of cultural inheritance, the construction of space landscape and the innovation of service and so on. Under the premise of meeting reasonable comfort and economy, it gives

holidaymakers unusual living and life experience so as to create an unforgettable experience.

Sincere thanks goes to Hi-Design Publishing that has painstakingly compiled latest outstanding works of resorts in recent years, which includes a couple of our projects. These design works represent the current domestic design trends and direction of resorts, but it is by no means a inclusive summary and terminator. Along with the development of the economy, broadened horizons and changes of lifestyle, resorts will become richer and richer and unique and will become a more important part of human life in the future.

## 创造独特体验

现代人的最新福利，是有我们的先辈无法想象的自由度来决定自己的生活方式。这种自由度很高的生活方式，其中重要的一部分就是可以借助成熟的现代交通网络和全球一体化的商业环境来安全、便捷、经济地旅行和度假。这种空前的自由度定义了现代人的生活：质量更高，密度更大，经历和体验越来越丰富。不管是在马尔代夫阳光明媚的白色海滩，还是芬兰极光照映下的冰雪酒店，现代度假者都可以在满足基本舒适度的前提下，获得独特的居住和度假体验。这种几乎没有边界的体验可能性，让人深深为生活在这个时代而感到幸运。

作为建筑师和规划者，生活在这个幸运的时代，则是可以亲手为实现这些体验创造一个个独特的度假目的地，让人们可以在我们亲手创造出的空间里，获得印象深刻的经验，并进而成为这些人类个体独特的记忆而陪

伴他们的余生。能以这种方式来影响人们的生活，同样是非常美好的体验。

但独特体验的创造绝非易事。一个度假目的地要获得强大的人流吸引力，必须在自然生态的融入、文化传承的提炼、空间景观的营造和服务内容的创新等各方面都给予足够的关注，让度假目的地在满足合理舒适度和经济性的前提下，给予度假者不同寻常的居住和生活感受，从而创造出令人难以忘怀的经历和体验。

感谢高迪出版机构，费心把近年来优秀的度假目的地设计作品汇集成册，我公司数个项目也忝列其中。这些设计作品代表了目前国内度假目的地设计的潮流与方向，但绝不是完整总结和尽头。随着经济的发展，眼界的开阔以及生活方式的变革，度假目的地会变得愈来愈丰富和独特，成为未来人类生活中更加重要的组成部分。



**Roy Xia**

Managing Director of  
CCI Architecture Design  
& Consulting Co., LTD.

夏莹

上海新外建工程设计与顾问有限公司董事总经理



# The Pace of China's Tourism Resort

China's tourism resort industry is still in the ascendant, but shows a strong momentum of development, capturing worldwide attention. The rapid growth of tourism demand is not only reflected in the large scale of travelling, but also spawns a large number of tourist products. What's more, owing to the sluggish development of manufacturing industry in recent years as well as traditional real-estate bubble, resort real-estate is more favored by the capital market. In such a rapid growth, irrational investment does exist, and the good quality and the bad quality of resort products are intermingled. But in its essence, compared with the conditions of other industries, tourism resort is still a more benign development pattern. Apart from capital inflows, the tourism resort industry also makes a great contribution for the promotion of regional SEL (Socioeconomic Level), in terms of the consideration of the ecological environment, the local employment, and the high-quality brain gain.

It takes developers' unique perspective, grand sense of patterns, substantial financial resources and the capable team to develop a successful tourism resort. Wuzhen project is a perfect interpretation of Jiangnan culture, will also be innovative business model integrating the advantage of market channels. Naked Retreats advocates life philosophy, combining with membership of hunger marketing mode, which makes people rush there and die for it. Thanks to its unique natural resources and ambitious investment mode, Wanda Mountain Changbai Skiing Town that started overall operation in 2012 thrills the domestic tourism market. Every successful resort project cannot be copied, but the key is the mastery of core attraction as well as to the accurate market positioning, which requires developers, designers and operating teams' joint efforts and wisdom.

In china, there is no such a tradition as holiday resort, instead Chinese people prefer family reunion, drinking together and enjoying happy time with families on holidays. But with the introduction of the concept of international leisure, the demand of tourism resort takes root in China. Chinese people who are accustomed to the freedom in hometown take the first step to travel. There are a variety of adaptations. Although the body is on the road, the heart is packed with responsibilities. Due to some kind of irritation, some doubts, improper manners or behaviors, so more often than not, negative news spreads about the Chinese people's travelling.

But that is inevitable throes of rapid development. "Tourism Law" issued in 2013, marks the prelude to the Chinese tourism being on more rational and standardized track. The development pace of China's tourism market is irresistible. Chinese people will know better about how to travel and how to choose. China will open the new field and the new pattern of tourism development.

# PREFACE 2

序言 2

## 中国旅游度假的步伐

中国的旅游度假产业起步不久，但发展势头强劲，举世瞩目。人们快速增长的旅游度假需求不仅体现为巨大的出游规模，也在各地催生了大量旅游度假产品，加之近年来制造业的发展减缓以及传统房地产的泡沫，旅游度假产业更受到资本市场的青睐。在如此快速增长的情势之下，投资的不理性的确存在，度假产品的品质也良莠不齐。但究其本质，较之于其他产业形势，旅游度假仍称得上是更为良性的发展模式。除却资金的流入，旅游度假产业对于生态环境的考量、对于当地就业的消化以及随之而来的高素质人才的流入，都对地区经济社会水平的提升有着不可忽视的贡献。

开发一处成功的旅游度假地需要开发者独到的眼光、宏大的格局感、丰厚的财力以及精干的团队。乌镇项目是对江南水乡文化的演绎，也将创新的商业模式结合了整合市场的优势渠道；裸心谷对生活理念的倡导，结合饥渴营销的会员制模式，令人趋之若鹜；而 2012 年开始整体投入使用的万达长白山滑雪小镇，以其独一无二的自然资源和

霸气的投资模式，在国内旅游度假市场投下一枚重磅炸弹。每一处成功的旅游度假项目都不可复制，但其内涵都在于对核心吸引力的把握以及对市场的准确定位，这需要开发者、设计师与运营团队共同献智献策。

在中国本没有旅游度假的传统，国人更钟情于在节假日与家人团聚，围炉把盏、尽享天伦。而随着国际休闲理念不断注入，旅游度假需求也在国内落地生根。习惯了在家乡自由自在的中国人，初次踏出旅游的步伐，也有各种不适应：尽管身体已在路上，心里却还装满了责任，于是有些急躁、有些疑虑，言谈举止或为不当，于是常常传出关于中国人旅游的负面新闻。

但那是快速发展过程中必然出现的阵痛，2013 年《旅游法》的颁布，预示着中国人的旅游将步入更加理性规范的轨道。中国旅游度假市场的发展步伐无人能够抗拒，中国人也将越来越懂得如何旅游，越来越懂得如何选择。中国，将开启旅游度假发展的新领域与新格局。



**Chang Yu**

Executive Director of Canada  
(MYP) Planning & Design INC.

余畅

MYP 迈柏景观规划设计事务所执行总监



Modern living in our cities is a combination of work, living and leisure. People, who spend most of their time in the office, have developed the need to have recreational activities after working hours or out from the city. This has become a fruitful business where developers invest billions of dollars creating resort villages with a driving attraction and complementary service functions to attract visitors to spend their free time. This business has also become a big challenge for the Architects who are required to develop projects with various combination of leisure activities sustained by innovative technology and sustainable design.

In the past a "resort" was synonymous of a place where you could relax or do almost anything within a wide panel of activities in the development. Now days the concept has developed in various forms not only concentrating on the activities but also proposing its self as an attraction life experience. Two very different examples could affectively be explicatory: a golf club resort, and the Ferrari Park in Abu Dhabi. Any golf club resort focuses the attention and the target to golf or nature lovers, with spas and other amenities to accompany the players after game/practice time. This approach is used by most resorts, be it ski/surf/soccer etc, or spas/touristic scene etc. The Ferrari Park, instead, proposes itself as a leisure indoor-park linked to a very strong brand where families can spend their time doing various activities all related to the car world. On one side there is the activity itself as main driver, on the other the driver is the brand representing an activity and promoting the life experience.

What the two mentioned examples do have in common is the customers time. This is usually short having to concentrating the "experience" in a few days. This is indeed result of the modern age, and to be studied and reflected in the design. The attention has to concentrate to these clients that want to get the maximum benefit within a limited time. The Architects through a SWOT analysis

(strengths, weaknesses, opportunities, threats) combined with a coherent marketing research can define the functions to support the main attraction. The guidelines and program developed by the architects will then transform into a development at master plan scale. The hospitality functions, backbone of the development, has not only to be adjusted to the modern needs for leisure, but strictly connected with the target audience that will have very different requirements depending on the mentioned core attraction.

As mentioned before the SWOT analysis, developed by the Architects and the client, must be the driver to develop proper sustainable strategies to develop the project. This innovation is also a main attraction its self and In fact, most of the resorts are looking at more than a single building intervention, giving the opportunity to work on a system of strategies at all scales that surely enhance the value of the project.

Finally a modern resort has the mission to make people relax and enjoy a life experience projecting the customer in a playful reality supported by real functions. The design, circulation and function organization is most important combined with the management and service. All this together creates the perfect machine of a modern leisure entertainment.

# PREFACE 3

序言3

现代都市生活就是工作、生活和休闲的简约组合。办公族们热切渴望工作之余能远离尘嚣，寻得一处休闲放松的乐土。哪里有需要，哪里就有市场，于是风生水起的度假村项目应运而生。开发商投资一掷千金，倾数亿美金打造配套服务功能完善、游客趋之若鹜的度假村。对设计师来说运用技术创新和可持续设计来打造琳琅满目的休闲活动也是一个巨大挑战。

过去，“度假村”是指一个可以放松的去处。现如今，这一概念已经衍伸发展成了多种形式，不仅专注于活动，还是生活体验的诱惑。两个与众不同的例子可以形象有效地对此进行阐释：一个是高尔夫俱乐部度假村，另一个是阿布扎比法拉利公园。任何一个高尔夫俱乐部度假村都致力于把目标锁定在高尔夫或热爱大自然者，配以水疗和其他设施供玩家玩球之后享用。类似这种方法在大多数度假村：（滑雪、冲浪、足球、水疗、景点等）中屡见不鲜。然而，法拉利主题公园把自己打造成与强大品牌相关的室内休闲游乐场，在这里，家庭成员可以在与各种各样汽车相关的世界里共度美好时光。一方面，活动本身作为主要驱动力；另一方面，驱动力是品牌，带动活动，提升生活体验。

以上提到的两个实例的共同点是客户时间。通常，客户休闲娱乐时间都非常短，短得就只是几天的“体验”。不得不说，这正是现代快

节奏生活所带来的，也确实值得建筑师们去研究，并把研究结果体现到设计当中。我们需要关注那些希望在有限的时间内获得最大的“收益”的客户。

建筑师通过 SWOT（竞争优势、竞争劣势、机会、威胁）分析法，又称态势分析法或优劣势分析法结合一系列连贯的营销研究，可以定义和定位度假村功能以支持主要景点。由设计师为度假村量身定制的指导方针和流程将转变成规模发展的总体规划。酒店功能——开发的重中之重，不仅要适应现代人对休闲的需要，而且要严格与目标受众群体“无缝对接”。

正如前面所提到的，由建筑师和客户端“研发”的 SWOT 态势分析法必须成为制定适当的可持续发展战略来开发项目的驱动器。这一创新本身也是一大亮点。事实上，大多数的度假村都不是单幢大厦在“单打独斗”。在各个层面都自成体系，战略战术完胜，必定提升整个项目的价值。

总之，现代度假村肩负着使命。肩负着让人们尽情放松，尽情享受生活体验的使命。人们在此可以享用实实在在的功能服务，在现实世界中觅得一处世外桃源。设计、循环和功能组织、管理和服务至关重要。这一切合力共创出一台完美的现代休闲娱乐“机器”。



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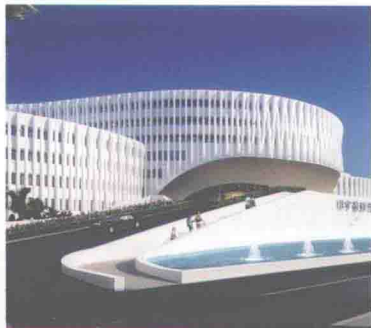
Zhanjiang Techeng  
(Honeymoon)  
Island

广东湛江市特呈  
(蜜月)岛



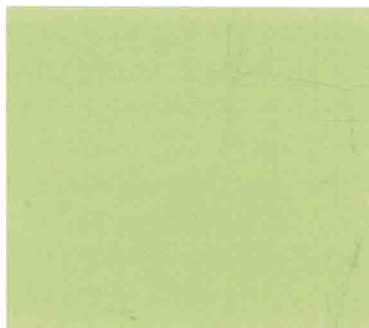
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Sanya Mingyu  
Resort Hotel  
海南三亚明宇度假酒店



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Wave Hills  
韩国高城郡波山度假村



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CITIC Shanqin  
Bay Boutique Hotel  
海南万宁中信山钦湾精品  
度假酒店



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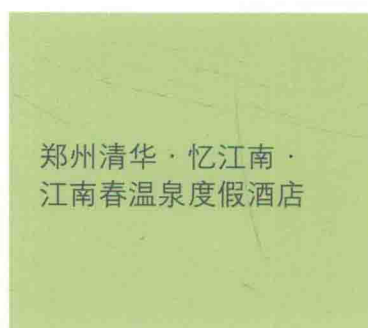
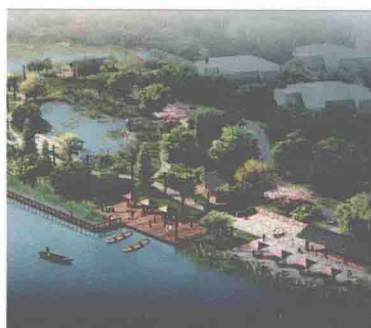
The Five-star Hotel  
in Grand Canyon  
SPA Scenic Spot in  
the West of China

云南昭通中国西部大  
峡谷温泉旅游区五星  
级酒店



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Menuts Manor  
浙江杭州梦纳斯庄园



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Zhengzhou Tsinghua ·  
Reminiscence of the  
South of Yangtze · Hot  
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郑州清华·忆江南·  
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Arshan Hot Springs  
Resort Hotel  
内蒙古阿尔山温泉度假  
山庄总体规划设计