

NANSHAN

CULTURAL TOURISM ZONE



**Master Plan of Nanshan Cultural Tourism Zone**  
**(Compact Edit)**

**南山文化旅游區總體規劃**  
**(簡縮本)**

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**"Boundless fortune like the East Sea,  
eternal life like Nanshan."**

Nanshan may become of those words that have the ability to conjure up ideas, images, legends, and memories of a unique place. And, indeed, in the case of Nanshan, those legends exist. As a place, its literal translation into English offers the most simple, elegant, and definitive description of its unique place in the world, for it literally means South Mountain. It is the "South Mountain", in the most southern city in all of China, a tropical island off of the south coast of China: the "Center of the World", the "Middle Kingdom". Combine this with pristine tropical environment and local island folklore and you have a truly unique place. ☉ The Central Government of China has long held the view of Hainan Island as a special place. First, as the largest special economic development zone in China, and more recently, as a dedicated tourism zone, with the idea of promoting Hainan Island's and Sanya's natural tropical beauty and unspoiled beaches as a major holiday destination. ☛ However, in addition to its abundant natural beauty, there also exists a colorful history of Buddhist legends, local folklore, and Hainan island customs. It is here, in 1993, that the local government of Sanya chose to locate the new Buddhist Nanshan Temple and Statue of the Buddha Guan Yin. ☯ It is in this tropical paradise, at Nanshan, that Sanya Nanshan Industry and Development Limited, has envisioned the creation of a major resort and tourist destination whose



## 福如東海，壽比南山

### 簡介

南山可能會實現上述名言，這些名言使人不禁聯想起一個奇特的地方所獨有的理念、圖象、傳說和記憶。的確，南山的這些傳說都是真實的。作為地名，它的英文字面翻譯給這個世界上無與倫比的地方以最簡練、最優美和最確切的描述，因為它的字面意義是“南方的山”。這座“南方的山”位於中國最南端的城市，是中國南部海岸綫附近的一個熱帶島嶼：“世界之中心”，“中央之王國”。把這同原始的熱帶環境和當地的民間傳說結合起來，你就會覺得這個地方真是非同一般。

◎中國中央政府一直視海南島為非常之地。首先，設它為中國最大的經濟特區。然後，又將它定為旅游重點地區，其目的就是要開發海南島和三亞市美麗的熱帶自然資源和純淨的海灘，使其變為主要的度假勝地。⊕然而，除了豐富的自然資源外，這裏還有多姿多彩的佛教歷史傳說、海南民間傳說和民俗風情。1993年，海南省和三亞市政府就在這裏選定了新的佛教道場——南山寺和南海觀音佛像的位置。

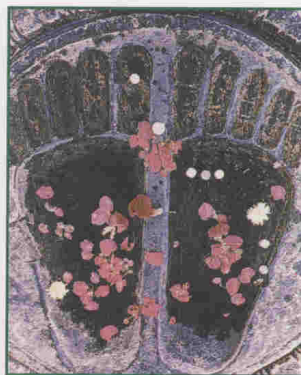
⑤也就是在南山這個熱帶伊甸園裏，三亞南山實業發展有限公司預見到了創建一個大型旅游度假目的地的可能性，該地的發展目標是弘揚中華民族文化、佛教文化和海南當地文化。

◎為了充分利用南山當地的熱帶氣候、旅游趨向、天然形勝和文化傳說，三亞南山實業發展有限公司發揮遠見卓識，構想出一個能使精神內涵、旅游資源和美麗的自然環境都得到平衡的地



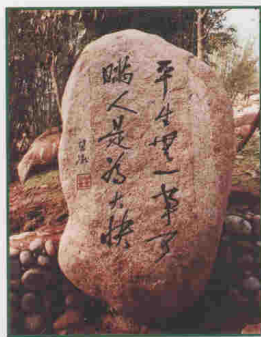


goal is to foster an awareness of Buddhist, Chinese, and local Hainan Culture. ☉ In order to also take advantage of the tropical climate, tourist popularity, and beauty and legends of the local Nanshan site and culture, Sanya Nanshan Industry and Development Limited had the foresight and the vision to conceive of a place that balances spiritualism, tourism, and the beauty of the natural environment. Added, will be new complementary activities and tourist attractions that take advantage of the unique popularity of Buddhist Culture, the natural wonders of the site, and the growing interest in China in general. It is envisioned to be a special place for the residents of Sanya, Hainan Island, domestic and overseas Chinese, and of special interest to visitors from abroad. ☐ In 1996, Urban International-New York (UINY) was directed to develop a complete and comprehensive Master Plan for the entire 2000 hectare Nanshan site. In addition to an expertise in Urban Design, Architecture, and Development Management, UINY also assembled a team of experts with significant international experience in the fields of architectural programming, entertainment, economic development, cost estimating, and market and financial feasibility. The purpose of the expanded study is to propose an overall master plan and strategy outlining and defining a series of financially feasible and complementary resort and entertainment uses, in addition to the proposed Buddhist Culture facilities.



☯ The process involved is one of uncovering, revealing, and understanding the time potential of the site, not unlike the experiences of a traveler in search of knowledge. ☉ This is the story of the idea and creation of the embodiment of the legend of Nanshan Mountain.

帶。再加上一些補充性活動和旅游景點，使它們同時融有佛教文化、民俗文化、當地的自然奇觀以及中國範圍內不斷增長的旅游氣氛。三亞人、海南人、中國國內人士、海外華人都把它看成為一個特殊的地方，外國的來訪者也將對它由衷地感興趣。① 1996年，美國紐約國際城市設計公司（UINY）受托為這塊面積達2000公頃的南山園區制作一個全面綜合的總體規劃，除了在城市設計、建築、開發、管理方面的專業人員外，美國紐約國際城市設計公司還組織了一個專家工作組，成員都是在建築規劃、娛樂、經濟開發、成本預算和市場與財務可行性研究領域有豐富國際工作經驗的專家。進行這種擴大研究的目的是要提出一個總體的規劃和策略。除預建的佛教文化設施外，還要勾劃和確定一系列財務上可行的、補充性強的休閒度假和娛樂設施。② 這是一個對南山無限潛力進行挖掘、發現和理解的過程，就如同探索知識海洋奧秘的旅行者一樣。③ 這就是體現南山傳說的設想與架構的由來。









SANYA / HAINAN / CHINA / WORLD

世界、中國、海南、三亞

## "THE 21ST CENTURY IS CHINA"

A visit in China is more than just a trip, it is a grand pilgrimage through a civilization that has kept its basic structure and philosophy in place for nearly 5000 years. It is a cultural heritage so vast, monuments, relics, and wonders stir the imagination so evocatively making it one of the most fascinating and rewarding experiences on earth. China boasts the oldest continual civilization, one, for centuries, more advanced than any other on earth.

More recently, with both a potential market population of 1.2 billion and an emerging middle class, China has emerged as a significant contender in global politics and economics. According to the Asian Wall Street Journal, successfully, through its own imposed macroeconomic policy, China, within the last three years has brought down inflation to 3% and economic growth to a sustainable 10% a year, creating one of the most promising economic pictures in the Pacific Rim.

China's place in the world and rapid pace of development creates its own modern day opportunities and issues. Today, international corporations vie for a foothold in the world's largest marketplace while a new growing middle class shops for name brand and designer goods. Today, cinematic productions of China are big award winners of European film festivals while local pop culture and rock groups are featured on MTV Asia. Recognized global fast food establishments are now evident in most of the major cities and rapid growth creates an urban experience, in many ways, similar to the rest of the new global economy.

As more and more rapid development takes place, there is a new awareness that is growing. It is an awareness about cherishing, enhancing, and celebrating a vast cultural heritage and past. It is a new awareness that speaks about a strong belief in the balance of history, local culture, and the protection of extraordinary natural scenery.

China is a land of contrasts. From the incredible landscape of the Li River valley to the forbidden City in Beijing, where modern offices abut ancient imperial palaces, from the mountains of Tibet to the buried warriors of Xian, from the economic juggernaut of the Shanghai of the future, to the quiet tropic beauty and culture of Nanshan and Hainan Island, something important is happening here. There is a new found pride and desire to celebrate a many and varied cultural heritage.

China is not alone. The Asia Pacific region has undergone a period of spectacular growth during the past decade. Today, with China as a driving force, the region is the world's engine for growth. China has truly captured the imagination of the world and continues to be one of the major current success stories of the Pacific Rim.

Located in the center of this dynamic region, lies "the beautiful pearl of China", Hainan Island.

### CHINA AND THE WORLD



中國與世界



## “二十一世紀屬於中國”

到中國訪問不僅是一次旅行，而且是穿越一個文明的大型朝拜，這個文明使她的基本架構的哲學保存了近 5000 年。這是一個巨大的文化繼承，紀念碑、文物古迹和人間奇迹，喚起人無限的遐想，這個朝拜將成為世界上最神奇、最有價值的一次經歷。中國擁有地球上最古老的連續性文明，它接續了幾個世紀，比世界上任何其他文明都先進。

最近，這個擁有 12 億潛在市場人口和一個正在崛起的中產階層的國家，已經開始以一個全球政治和經濟重要競爭對手的面貌出現在世界舞臺上。根據《亞洲華爾街報》，中國以其自身實行的宏觀經濟政策，在過去的三年裏，將通貨膨脹率控制在 3%，使經濟增長率保持在每年 10%，創造了環太平洋地區一幅最壯麗的經濟發展前景。

中國在世界的地位與其飛快的經濟發展速度，為其自身在現代競爭中創造了機遇，也引發了一系列相關議題。當今，國際大公司爭相在這個世界最大的市場上占有一席之地，在這裏一批新生中產階層不惜代價購買名牌和設計商品。現在，中國的電影產品成為歐洲電影節上的大獎得主，當地流行文化和搖滾歌手却是亞洲 MTV 特色。目前，全球性的快餐食品店已在多數大城市隨處可見，迅猛的經濟增長創造了更多的城市體驗，這在許多方面與世界其他經濟發展區域相似。

由於產生了越來越多的高速開發，隨之而來的是一種新的意識，這就是對巨大的傳統文化的珍惜、保護和弘揚。這是一種堅定的信仰，它堅信歷史民族文化和對美麗自然風光的保護之間應保持固有的平衡。

中國是個對照鮮明的地方，從灘江美妙絕倫的景色到北京的紫禁城，那裏現代的寫字樓昂然聳立于古代的宮殿之間；從西藏的群山到西安的兵馬俑，從未來的經濟主宰上海，到被熱帶景致與文化氛圍包圍着的寧靜的南山和海南島，這裏正醞釀着一場巨大變革，一種對多元文化傳統進行繼承和發揚的新的自豪與渴望。

中國不是孤立的，在過去的十年裏，亞太地區經歷了一個經濟飛速增長的時期。今天，有中國做動力，這個地區已成為世界發展的發動機。中國已真正調動了全世界的想象力，並且將繼續作為當代亞太地區的主要成功者之一被人們贊頌。

在這個活躍的地區中心，藏卧着“一顆美麗的中國之珠”——海南島。

CHINA AND THE WORLD



## "HAINAN, THE BEAUTIFUL PEARL OF

China." Central to the three of the most rapidly developing economic development zones of the world; the "South China Economic Zone" of Hong Kong, Guangdong, and Fujian and Taiwan, the "Southeast Asia Economic Zone" of Myanmar, Yunnan Province, Thailand, and Vietnam, and the "Growth Triangle" of Singapore, Malaysia and Indonesia, lies Hainan Island. Often referred to as the "Hawaii of the East", Hainan is a large tropical island covering an area of 32,000 square kilometers off the southern coast of China, located on the same latitude as the Hawaiian Islands. Clothed in lush forests, rice fields, fruit growing plantations, rain forests and mountains, with its tallest being Wuzhi, or Five Finger Mountain, at

a height of 1876 meters, it is home to a population of 8 million, including the colorful local Li and Miao nationalities.

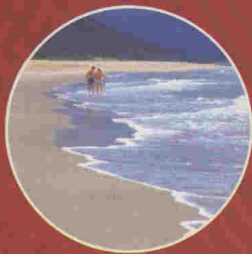
### HAINAN AND THE SOUTH CHINA SEA

The island is known for its varied picturesque topography not unlike the "Big Island" of Hawaii in quieter, simpler times. Mostly rural in nature, the most popular scenic tourist aspects of the island are found in three areas of varying geography. In the south central areas of the island are located the tropical rainforests, mountains, and folk villages of the Wuzhi Mountain range, the forests and natural "hot springs" to the east, and unspoiled natural beaches to the south.

It became its own Province in 1988 and was designated a "Special Economic Zone", China's largest, which has its own story of economic success. But it is the beauty of the place, the unspoiled beaches, tropical climate and lush scenery and landscape that set this place apart from the rest of China and the world.

Historically, Hainan has been a tourist heaven for domestic Chinese for centuries. Now, located within a convenient and manageable flight of between one to three and one half hours from most of the major cities of the region and within 4 hours of most of the major cities of China, it is also a growing tourist destination for the sizable market of overseas Chinese and international tourists as well. There were 6 million visitors to Hainan Island in 1996, and according to the World Tourist Organization, there is the potential for minimally 10 million and possibly upwards of 30 million visitors to the Island by the year 2006. In an effort to encourage international tourism, Hainan has the only government policy that allows the issuance of a Visa upon arrival, making it a very easy place to begin one's investigation and journey in China.

## 海南與中國南海



**Right Clockwise:**

The many views of Hainan Island include colorful local culture, picturesque, tropical beaches with undiscovered coral reefs, and predominantly quiet rural setting with the unmatched terrain of Wuzhi Mountain in the background. The Map of "Sub-regional Economic Zones" from the Regional Analysis show Hainan located centrally to Southeast Asia and the Pacific Rim. Within an easy airline flight of most points of origin, Hainan is destined to become a major tourist destination.

**右側順時針方向:**

海南島風光。包括多彩的民俗文化。風景如畫的熱帶海灘。原始的珊瑚礁石。以美麗的五指山為背景的靜謐的鄉村景色。根據區域經濟發展的“三級區域經濟發展區”顯示，海南位於東南亞和環太平洋地區的中央。由於航線四通八達，海南注定要成為重要的旅遊目的地。

