

H酒店+ Hotel

佳图文化 主编
中国林业出版社

Luxury Style 奢华风

国际品牌酒店 / International Brand Hotel

伊斯坦布尔艾美酒店

新酒店 / New Hotel

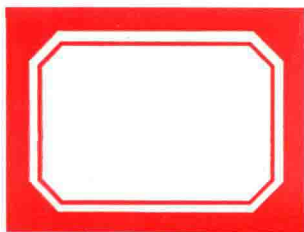
厦门威斯汀酒店

专题 / Special

东方红树林安纳塔拉水疗酒店

度假酒店 / Resort Hotel

长白山万达威斯汀度假酒店



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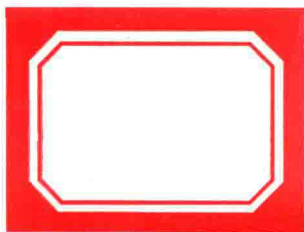
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百乐酒店加大扩张步伐 今年计划推出新品牌



源于新加坡的百乐酒店集团过去一直以自持酒店项目为主要发展模式，今年起集团为扩大在亚太地区的知名度与版图，将重心朝向“酒店管理”项目发展，并计划最快在今年内推出继百乐及君乐品牌之外的第三个全新品牌。百乐集团日前

刚成功签下两家位于新加坡的酒店管理项目，一家是位于花拉公园地铁站上方的新加坡百乐景园酒店、另一家坐落于新加坡亚历山大路以及惹兰红山交界处的新加坡百乐亚历山大酒店，两者最快都将于2015年开业。

Park Hotel Group Looks for Great Expansion: Launch New Brand in 2013

With its first hotel opened in Singapore, Park Hotel Group is insisting on developing self-owned hotels in these years. And from this year, it will expand its brand and hotel assets in the Asian-Pacific region with “hotel management” as its new focus. It plans to present a new brand in addition to Grand Park and Park Hotel. The group has just signed two hotel management projects in Singapore. One is the Park Hotel Farrer Park on top of the Farrer Park MRT station. The other is the Park Hotel Alexander located on Alexander Road. Two of them are expected to be completed and opened in 2015.

丽思卡尔顿酒店集团新酒店落户天津历史核心区

天津丽思卡尔顿酒店位于前英租界风貌保护区——泰安道英式风情区，是城市中央商务区的核心地带。酒店作为一个新的地标性建筑，被视为对这座城市的历史遗产和现代发展的敬意，将于2013年中期开业。酒店欧洲古堡式的建筑由天津市城市规划设计研究院精心打造。内部装饰由知名的法国奢华酒店设计师Pierre-Yves Rochon主创设计，新古典主义风格体现在其中。酒店277间客房舒适豪华，其中包括53间套房，都彰显着该区域欧洲传统文化的高贵雅致。



内部装饰由知名的法国奢华酒店设计师Pierre-Yves Rochon主创设计，新古典主义风格体现在其中。酒店277间客房舒适豪华，其中包括53间套房，都彰显着该区域欧洲传统文化的高贵雅致。

The Ritz-Carlton Hotel Company L.L.C. Anchors Northeast China with 2013 Opening in Revitalized Historical Heart of Tianjin

Located in the heart of the revitalized former British concession and central business district, The Ritz-Carlton, Tianjin will form an iconic landmark when it opens mid-2013 and pays homage to the city's historical heritage and vibrant modern development. The soon-to-open Ritz-Carlton hotel with a grand neo-classical style façade was designed by the Tianjin Academy of Urban Planning and Design, with interiors created by luxury hospitality designer, Pierre-Yves Rochon. It houses 277 rooms, including 53 suites and reflects the cultural European heritage in the district.

国际超五星级万达文华酒店将于8月开业



天津万达文华酒店将于8月30日开业，开业后的万达文华酒店将为国际高端客人提供品牌服务。据悉，万达文华酒店是国际超五星级酒店，也是万达酒店及度假村管理有限公司在华北地区投资并管理的首家万达文华品牌

酒店，开业后，必将为天津的旅游饭店业注入“个性、精致、愉悦”全新奢华的活力。

Wanda Vista Tianjin to Open in August

The super five-star Wanda Vista Tianjin is going to open on August 30, 2013. It will provide international customers with high-end services. It is the first Wanda Vista Hotel in Northern China that invested and managed by Wanda Hotels & Resorts Co., Ltd. Its opening will bring the hotel industry of Tianjin with “personalized, boutique and pleasant” luxury experience.

2013 酒店营销高峰论坛将于5月15日举行

5月15日~16日，环球旅讯

主办的“中国酒店营销高峰论坛”将在上海东锦江希尔顿逸林酒店举行。论坛为期两天，通过主题演讲、嘉宾座谈、CEO对话等形式，分析和探讨

全球酒店的在线营销新趋势、酒店在线营销策略、新兴模式对酒店收益及渠道管理带来的机会和挑战，以及如何利用社会媒体和用户点评来提升酒店销售、分销和收益管理的绩效等精彩议题。届时将有超过500位来自全球酒店业的高层出席此次盛会，锦江酒店集团CEO Bernold O. Schroeder、开元酒店集团总经理陈妙强、香格里拉酒店集团市场营销副总裁陈延菁、7天连锁酒店副总裁李婉丽、速8酒店集团营销高级副总裁徐钊、携程旅行网高级副总裁孙茂华、艺龙旅行网COO谢震、Booking.com缤客大中国区总经理赖军等40余位酒店营销业高层受邀将在此次“中国酒店营销高峰论坛”演讲或座谈，与业界精英分享其对酒店营销的独到观点和经验。



2013 China Hotel Marketing Summit to Be Held on May 15

China Hotel Marketing Summit is organized by TravelDaily. “Unbound world” is the main theme of China Hotel Marketing Summit 2013. Topics that will be covered include: Chinese Hotel Market Overview; How Hotels Leverage Technology and Service Innovations to Provide Better Booking and Stay Experience to Business Travelers and Improve Customer Loyalty; How the Hotels Leverage Innovative Digital Tools to Enhance Customer Loyalty and Improve Online Conversion; Hotel SOLOMO Strategy; etc. Over 500 C-level executives and senior management leaders from hotel industry will take center stage at the China Hotel Marketing Summit from May 15 to 16, 2013 in Double Tree by Hilton, Shanghai-Pudong to address the core issues affecting the heart of hotel industry.

三亚启动 2013 年度高端酒店评选活动

4月26日,《新旅行》2013年度高端酒店评选活动在三亚启动,来自国内外五星级高端酒店代表应邀出席了当天的新闻发布会。据悉,本年度高端酒店评选范围包括全国及亚太地区五星级及以上的奢华酒店,活动启动后,将经过投票和专家评审等多个环节,年底公布结果并举办颁奖典礼。



Best Hotel & Resort Value Award 2013 Started in Sanya

On April 26, Voyage magazine started the "Best Hotel & Resort Value Award 2013" and representatives of five-star hotels from all over the world were invited to the press conference. It is said that the entry hotels including the luxurious five-star hotels from China and Asian-Pacific region. The result will be launched at the end of this year after vote and expert review.

成都仁恒辉盛阁国际公寓获评 “中国最佳国际酒店式服务公寓”



在第十三届中国饭店金马奖颁奖典礼上,仁恒辉盛阁国际公寓从中国酒店百强中脱颖而出,荣膺“第十三届中国饭店金马奖”,并被世界旅游组织亚太酒店协会授予“中国最佳国际酒店式服务公寓”称号。中国饭店金马奖由《中国饭店》杂志社联合世界旅游组织亚太酒店协会、中国社科院旅游研究中心等单位主办,是中国饭店业最高荣誉之一。中国饭店金马奖被视为行业发展的风向标,获奖企业和个人被标榜为行业典范。

Fraser Suites Chengdu Awarded "Best International Service Apartment in China"

Fraser Suites Chengdu won the 13th China Hotel Golden Horse Award and was titled as the "Best International Serviced Apartment in China" by Asia Pacific Hotel Association of World Tourism Organization (WTO). "China Hotel Golden Horse Award" is jointly organized by China Hotel magazine, Asia Pacific Hotel Association of WTO, Tourism Research Center of Chinese Academy of Social Science, etc. This award is the industry recognized "Oscar" of China hotel industry. It is not only a ceremony granting awards symbolizing industry highest honor, but also a whole sorting and checking of the development trend of national hotel industry in the year.

首家巧克力主题酒店：房内有巧克力喷泉

据外媒报道,全球第一间以巧克力为主题的酒店在英国伯恩茅斯开幕。这间酒店拥有13间以巧克力颜色及图像打造的主题房间,并且每间都配有巧克力喷泉,房客可以尽情享受。酒店酒吧里还提供巧克力鸡尾酒。在这里入住的每位房客,进入客房前都会先被引导至厨房,动手DIY制作巧克力,不管是制作黑巧克力、白巧克力或牛奶,旅客都可以随意发挥创意。



First Chocolate Boutique Hotel: Chocolate Fountain in Room

According to the foreign medias, the first chocolate themed hotel – The Chocolate Boutique Hotel was opened in Bournemouth of UK. As the only chocolate themed hotel in the world, it has 13 unique chocolaty bedrooms which provide chocolate fountains. The Chocolate Bar provides 'tantalizing' chocolate cocktail. Every guest will be introduced to the kitchen and make one's own chocolate innovatively.

深圳大梅沙京基喜来登酒店任命荣柯林为总经理

日前,大梅沙京基喜来登度假酒店任命荣柯林(Colin Vickers)为酒店总经理。在此之前,荣柯林担任杭州西溪喜来登度假酒店的总经理职务。荣柯林来自英国,拥有超过20年酒店从业经验,他于1996年加入喜达屋酒店及度假村国际集团,先后于欧洲及亚洲多个国家和地区的著名国际品牌酒店担任高级管理职位,积累了丰富的酒店管理经验。



New GM Appointed at SHERATON Dameisha

SHERATON Dameisha Resort welcomed its new general manager, Colin Vickers, in March. Vickers has more than 20 years of experience in the hospitality industry and began his career with Starwood in 1996 as an assistant manager at Sheraton Park Tower Hotel, London. He then held different posts in several countries in Europe and Asia, and most recently, he was the general manager of Sheraton Hangzhou Wetland Park Resort, where he was in charge during the opening of the hotel.

凯悦酒店第一季度净利润同比下滑 20%



凯悦酒店(H)近日发布了2013财年第一季度财报。报告显示,凯悦酒店第一季度净利润为800万美元,比去年同期的1000万美元下滑20%。不计入某些一次性项目,凯悦酒店第一季度调整后净利润为1400万美元,高于

去年同期的500万美元;调整后每股收益为9美分,高于去年同期的3美分。凯悦酒店第一季度营收为9.75亿美元,比去年同期增长1.8%,凯悦酒店第一季度营收比上一季度的10亿美元下滑2.5%,每股收益比上一季度的20美分下滑55%。

Hyatt Reports First Quarter 2013 Results: Net Gains Decreased by 20%

On May. 1, 2013, Hyatt Hotels Corporation ("Hyatt") (NYSE: H) reported its first quarter 2013 financial results. The report shows that the group revenue was \$8 million in the first quarter of 2013 compared to \$10 million in the first quarter of 2012, a decrease of 20%. Adjusted for special items, net income attributable to Hyatt was \$14 million, or \$0.09 per share, during the first quarter of 2013 compared to net income attributable to Hyatt of \$5 million, or 0.03 per share, during the first quarter of 2013. The total revenues of Hyatt is \$0.975 billion in the first quarter of 2013, an increase of 1.8% compared to the first quarter of 2012; a decrease of 2.5% compared to \$1 billion in the fourth quarter of 2012, or decreased by 55% compared to \$0.2 per share in that quarter.

“绿色”二字倡导的是一种新风尚，一种时代趋向的新生活方式。酒店业界的绿色之举比比皆是，然而共性的一点就是：以绿色冠名，表现形式却各有千秋。倘若与酒店品牌的其它元素相较，酒店的绿色生态设计则有着独特的亮点，也是打造酒店品牌的重要途径。



为酒店品牌裁剪绿色新装

而今的酒店，早已不是以往住旅馆所代替步途中转的客栈、驿站，随着社会压力和生活压力的增大，人们对自然舒适环境的渴求度越来越强，长期处于压抑的水泥建筑群里的人们也常常会向往自由的田园山林美景，因此绿色生态酒店很快成为了国际酒店业的潮流，随着社会的发展具有丰富的内容和多种类别。今天不论是在美洲、亚洲还是欧洲，“绿色生态酒店”都已经成为度假生活方式的最时髦词汇。

所谓绿色生态酒店就是以生态学原理为指导，用空间轮廓、群体组合、造型与色彩等各种景观设计手法并综合周围环境，为客人设计出的以绿色、生态、舒适为主题，集休闲娱乐、商务宴请、旅游度假于一体的休闲场所。生态绿色酒店因其优美舒适的景色风光、对生态环境的保护理念、有益于顾客身心健康的好处，很好地满足了人们在日常生活中亲近自然的愿望。

地域性：实现绿色生态不可或缺的手段

绿色生态酒店理念强调酒店从选址开始就把人工对周围生态系统的破坏减少到最小，还把降低能源消耗、支持当地的环境保护和社区发展作为整个运营的一个部分。在建筑生态性的要求下，地域性成为实现绿色生态酒店不可或缺的手段。地域性手法注重生态发展，选址不是改变基地环境，而是顺应地形地貌，充分利用自然环境因素；建筑技术经济条件扎根于地区的现实生活，常就地取材，方便使用过后还原于生态环境，充分考虑不同地域的文化特征与风土人情。因此地域性本身就体现了一种朴素的生态观念。比如位于新西兰东部著名环境保护地凯库拉 (Kaikoura) 的哈普库树顶屋酒店 (Hapuku Lodge) 就是这样。该酒店全部利用当地茂密的丛林，屋顶全为树木，掩映在森林中，与大片森林和谐地融为一体，

从而体现出酒店与森林皆为一个整体的理念。斐济的库塞斯特度假村 (Jean-Michel Cousteau's Resort) 除了充分地利用热带阳光，建造成草屋酒店外，更加充分地利用了酒店所在区域“堪称世界上最好的海洋生物观赏地”的特殊属性，开发潜水观赏海洋生物项目，达到了人与自然和谐相处，促进相互认识的美好愿景。同时满足了人类天人合一和知行合一的强烈愿望。被誉为“全世界第一家被承认的黄金级环保建筑，并成为世界性环保酒店的典范之一”。

串连建筑与地方的文化生态关系

广义的生态概念不仅包括自然环境，也包括人工环境和人类的历史文化环境。建筑与地方历史文化的和谐一致，即文化生态，也是绿色生态酒店设计的内容之一。文化生态涉及的是建筑与地方文化的关系，即对地方历史文化的尊重。一方面，绿色生态酒店不能仅仅体现本地文化，同时应该与其历史环境、文化背景等保持整体的联系，这样才能使历史环境及地区的文脉得到进一步的加强和保护而不是被破坏和削弱；另一方面，绿色生态酒店所处的地域文化环境也为酒店增加了当地传统文化特色，使酒店成为与地域文化环境相结合的独一无二的建筑，而这种独特性正是现代度假酒店的一种重要的发展方向。在建筑设计中，主要通过以下手法实现：一是采用传统建筑形式，这里所指采用传统建筑形式并不是让新建的酒店建筑模仿其周围的历史建筑，而是在利用传统建筑形式的基础上，有一定的创新以适应现代功能和结构；二是将历史符号抽象简化并加以提炼，汲取旧建筑形式的艺术特征和精神实质，融入新形式之中并加以表现，形成经过提炼、抽象和升华了的新语言并最终创造出与老形式具有同样视觉效应的新形式，以此体现文化的延续。

成功的例子很多，如宁波五龙潭山野间的山居酒店，借鉴中国传统的山水筑

园意趣，使建筑以低调的方式参与到自然环境之中。恰好反映出设计者为创作出满意的场所，从空间层次安排、空间序列安排、空间变化安排。空间过渡安排入手，在尊重原有场地和地形的原则下，不断通过空间整合手段，通过现代技术与传统文化的融合，达到丰富的地域表现的技能。

又如位于奥地利东南的布鲁毛罗格纳温泉酒店，它的座右铭是“微妙的不同”，它带给房客的视觉震撼力却实在是“大不同”。酒店有如一个小城镇，分成不同的公寓区，蜿蜒婉转的路，将你引向各种意想不到的景观。奥地利建筑艺术家百水先生（Hundert wasser）的风格在这里发挥得淋漓尽致：一组公寓群，竟将房舍嵌进了地下，如同一座座土拨鼠的地穴；别墅群的顶端种植着绿油油的草坪和灌木，甚至连窗户里都会探出一棵棵的树来，令你对建筑的认识被彻底颠覆。从温泉酒店的游泳池一路游到温泉池，不规则的水路忽左忽右、忽上忽下，眼前的景致一会儿是波斯宫殿，一会儿又变成了斑马小屋，令你忘记人世间的游戏规则。

因地制宜的生态技术

绿色生态酒店的建筑设计，应始终突出休闲性特征，以实用为原则，避免大而全。常用的生态技术包括自然采光通风、遮阳技术，生态节水、节能减排技术等。

适宜技术也称中间技术或中等技术，它提倡的是技术的因地制宜性。这种中间技术与土技术（处于衰退的状况）相比，生产效率高得多，与现代工业的资本高度密集的高级技术相比又便宜得多。从绿色生态酒店设计地域性的角度来看，适宜建筑技术是针对地理、气候、地域文化的技术手段。它继承并发展传统，批判地吸收外来先进的实用技术。建筑师可以利用当地随地可取的材料，应用当地传统的手艺来施工。从设计层面来说，建筑师通过对现代材料与当地传统材料的对比与统一关系的把握，以现代的手法将两者有机巧妙地结合，促成建筑物与周围环境统一，同时也符合了成本上的要求。印尼巴厘岛的Alfia Viuas Uluwatu酒店设计方案是尊重保护环境的典型例子，其总体的规划尊重既有地形，避免挖土和填土。大树要么被保留要么移走。基地上的花圃培育本地的植物用于景观，而不是使用外来的植物。促进本地的动物和鸟类留在该地区，维持生态圈的平衡。该酒店从设计初始到最终提供产品所涉及的环境行为贯彻环保要求，建筑材料均采用了绿色的无污染材料。

创造与自然环境沟通的条件

绿色生态酒店作为联系使用者与自然环境的桥梁，应尽可能多地将自然元素引入到使用者身边，这也是生态原则的一个重要体现。在这里，建筑不再是隔绝人类与自然环境的厚重屏障，它将给人们提供一种崭新的生活。建筑中充满空气气息，充盈着柔和的日光而非各种荧光灯管。引入自然元素，为使用者与自然环境的沟通创造条件是生态度假酒店追求的另一个主要目标。引入自然元素的生态环境设计离不开三要素：植物、水景、山石。

在绿色生态环境设计中植物是必不可少的。绿色生态酒店设计中常通过各类植物的合理搭配，创造出景致各异的景观，愉悦人们的身心。其不但具有美化环境、陶冶情操的功能，还具有改善环境、净化空气的作用。植物再搭配山水则成生态环境。生态酒店中植物的设计原则：考虑到生态酒店内部植物生长采光需要，

文化生态涉及的是建筑与地方文化的关系，即对地方历史文化的尊重。酒店所处的地域文化环境使其成为与地域文化环境相结合的独一无二的建筑，而这种独特性正是现代酒店的一个重要的发展方向。

地域性体现了一种朴素的生态观念。地域性手法注重生态发展，选址不是改变基地环境，而是顺应地形地貌；建筑技术经济条件扎根于地区的现实生活，充分考虑不同地域的文化特征与风土人情。

在邻近生态酒店主体建筑室外绿地种植时，就不宜栽植高大的乔木，以防止其对生态酒店造成过分荫蔽；因为规划绿地强调可进入性，因此在树种选择时，尽量避免枝叶有刺以及过度粗糙，可能对人体产生伤害的树种；此外，为防止儿童摘尝树木果实而受到伤害，还应避免选择果实有毒或食用后对人体产生不良反应的树种。重点考虑用乡土树种以及野生植物资源，通过合理搭配来营造内涵丰富的生态园林景观。

水景是生态造景最重要的内容之一。不论哪一种类型的生态环境，水是最富有生气的因素，无水不活。我国古典园林素有“无水不成园”的说法，水是园林的血液。在生态酒店环境设计中，引入一定面积的水体为主景，这样，使整体环境的设计因为有了水的存在而变得鲜活，有了生气。使原来较为狭小而且各自相对独立的内外空间不仅变的开阔且产生了互动的必然因素；在心理上，给人以扩大与关联的心理暗示。同时，内外环境有了水元素的加入，更有利于小环境的生态平衡，利于小环境中各个生物种群的“共生”。

水景也可用来隔开不同的行动空间，例如在酒店门口设置水景可以有效减低外界的喧闹和繁杂，让人在还未踏进酒店时就能有一种放松的感觉，感受到绿色生态酒店的不同。

水体流速的快慢也要根据周围不同的环境做出选择，比如在饭桌旁的水体就不宜出现水花四溅、水声过大的现象；在安静的空旷区域，选择流速大的动水，会给人带来一种气势磅礴、心旷神怡的感觉。

而且，水体的引入在这里还有其实际用途：水体可以处理、消化掉园中的部分积水，兼做蓄水池之用，以缓解园中排水难的压力。

在绿色生态景观建造中，山石一般分为抽象化的山石景观，如仿日本“枯山水”的山石景观；还有仿自然状态景观，如在酒店内用钢筋混凝土做的假山。山石的作用常具体表现在对比与调和、韵律、主从与重点、联系与分隔等方面。

若酒店选址是在山林间的，天然的山石会成为酒店设计的利用资源。生态绿色酒店的顾客对象往往是外来旅客，因此在设计上更倾向选择本土特色。在山石的材质选择上，要考虑当地的地理风貌，能够表达当地的自然风格。此外山石的设计还需要设计者把握好山石的尺度和酒店室内空间的比例关系，要配合生态绿色酒店的整体轮廓，避免突兀，让人在空间上感受到舒适、自然的味道。

面向未来发展的足够弹性

绿色生态的概念是一种动态的思想，体现在绿色生态酒店中，就是使绿色生态酒店面向未来发展时具有足够的弹性。首先，楼体应具有可生长性，包括基础的预留量、楼地板对承重的预考虑、周边环境的生长预留地等；其次，预留相应的管道空间，包括水、电、通讯的发展空间，在进行设备竖井、机房、面积、层高、荷载等设计时留有发展余地；第三，使用可更新的建筑内外饰面构造方式，使用耐久性强的建筑材料，同时考虑室内装潢的可变化性，便于对建筑保养、修缮、更新设计。

当然建筑理论与实践是有差距的，原则仅仅是一种理想，如何找到与之相适应的技术支持，才是绿色生态酒店向前发展的动力。

The word “green” advocates a new fashion and leads a new lifestyle. Green elements in hotel industry can be found everywhere. With the same theme – “green”, those green elements are presented in different forms. Compare to other elements involved in hotel brand, green and ecological design for hotel is an important way to develop an international brand.

Green Design for Hotel Brand

Nowadays, hotels have never been the simple inns or stations during journey. Under great social and living pressures, modern people have borne strong desire for an eco and comfortable environment. And people who live in the depressive concrete buildings will always long for beautiful natural landscape. Thus, green and ecological hotels have become the new trend in hotel industry, and their new contents and typical styles are developed accordingly. Today, “green and ecological hotel” represents a new lifestyle around the world.

Green and ecological hotels refer to the ones designed in ecological principles. The building spaces, shapes and colors are well designed to combine with the surroundings, providing a green, ecological and comfortable place for entertainment, business banquet and tourism. Green and ecological hotels have satisfied people with beautiful landscapes, ecological ideas and wholesome environment, bringing them close to nature.

Regional Features: Essential Elements to Achieve Green and Ecology

The design idea for green and ecological hotels emphasizes mini-

mum destroy to the eco system from the very beginning of a project – site selection. It makes energy saving, environment protection and neighborhood development part of the hotel business. With the eco design requirements, regional features become the essential elements to realize a green and ecological hotel. According to this idea, it should pay attention to ecological development, follows the topography of the site and takes advantages of the surrounding environment; the architectural design should consider the local conditions and local culture, trying to use local materials for the easy restoration of an eco environment. Therefore, the consideration of regional features shows a kind of eco idea. Hapuku Lodge in the famous Kaikoura of the east New Zealand has carried out this idea. At Hapuku Lodge and Tree Houses, it takes full advantages of the local forest, using trees as the roofs to keep harmonious with the nature. It shares the travelers appreciation for the environment. And another hotel Jean-Michel Cousteau's Resort, which is also inspired by this idea, has taken advantage of the tropical sun and built the grass houses. It's also taken advantage of the ideal location to develop underwater exploration and boast a marine biologist, achieving the harmony between human beings and nature.



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Cultural and Ecological Connection Between Architecture and Its Surroundings

The generalized ecological concept includes not only the natural environment, but also artificial environment and historic-cultural environment. The harmony between building and local historic culture is cultural ecology which is also one of the topics to design green & eco-friendly hotel. Cultural ecology involved the relationship between

the building and local culture, namely a respect for local history and culture. On one hand, green & eco-friendly hotel not only reflects the local culture, but also keeps a sense of whole with its historical environment and cultural background, so as to further strengthen and protect the historical environment and local context rather than destroy and weaken them; on the other hand, cultural context of the place where the eco-friendly hotel locates endows the hotel some local traditional cultural characteristics, which makes the hotel building the unique combination of geographical and cultural environment, and this unique feature leads an important direction for modern resort hotel. There are two main skills are adopted in the process of architectural design: one is to use traditional architectural form, which not means to imitate the surrounding historic buildings but to make some innovations on the base of traditional form to fit in modern function and structure; the other one is to abstract and simplify historical symbols, and then refine them to create a new form that has the same visual effect as that of the old one, expressing cultural continuity.

The mountain hotel in Ningbo Wulongtan Resort, one of the successful examples, learns from the charm of the traditional Chinese landscape, placing itself in the natural environment in a low-key way, through the

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integration of modern technology and traditional culture to achieve a rich geographical performance skill.

Another example is the Rogner Bad Blumau Resort in southeast Austria, its motto is "subtle differences", however, the visual impact it brings is quite strong. The hotel is like a small town, divided into different apartment blocks, meandering road will lead you to all sorts of unexpected landscape. Rogner Bad Blumau is not only a spa hotel, but

a complete artwork, designed by the famous Austrian architect Friedensreich Hundertwasser. Rogner Bad Blumau is a voyage of discovery. Leafy roofs, round shapes, colorful façades and golden domes, surrounded by fields and meadows, create a living work of art.

Ecological Technology Adjusting to Local Conditions

The architectural design of green ecological hotel should always highlight the recreational characteristics. It should keep practical attribute as the principle to avoid being large and all inclusive. The commonly used ecological technologies include natural lighting, ventilation, shading technology, ecological water-saving, energy-saving and emission reduction technology, etc.

Appropriate technology, also called intermediate technology or medium technology, advocates to be adjust to local conditions. The intermediate technology has much higher production efficiency than the soil technology (in the condition of the recession), and much cheaper than the advanced technology with intensive modern industrial capital. From the perspective of regional attribute of green ecological hotel

