



/

/

· 2 / · E 2007.6

ISBN 978-7-111-02759-1

· ... · ... · - - .F290

CIP 2005 138862

22 100037

2007 7 2 · 1

169mm×239mm 4.125 · 6 · 125

ISBN 978-7-111-02759-1

35.00

,

010 68326294

010 88379639 88379641 88379643

010 88379001

400  
2000







1986

Laguna

10





“ ” \_\_\_\_\_ .

\_\_\_\_\_







17Miles



17





44

39

44

39

44

39



Building

Golf





## 细分并复制

“

”

“

”

2000

E E

.....

“

”

“

”





# Contents

## 前言

## 第一章 城界消失了

1

4

4

4

9

10 L L

10

14 1

14

14

14 “ ”

16 2

## 第二章 旅游区域开发

19

22

23

|    |                 |
|----|-----------------|
| 24 |                 |
| 25 | ( )             |
| 25 |                 |
| 25 |                 |
| 25 | Resort          |
| 26 | Resort          |
| 28 |                 |
| 28 | L L 32          |
| 32 | laguna L L      |
| 38 | Pool Villas     |
| 40 | <b>第三章 旅游地产</b> |
| 44 |                 |
| 45 |                 |
| 45 |                 |
| 46 |                 |
| 46 |                 |
| 47 |                 |
| 48 |                 |



E L

Talega Coa

L

|     |             |
|-----|-------------|
| 83  |             |
| 84  |             |
| 86  |             |
| 89  |             |
| 92  |             |
| 92  |             |
| 96  |             |
| 99  |             |
| 106 |             |
| 106 |             |
| 107 |             |
| 109 |             |
| 112 |             |
| 113 |             |
| 114 | <b>致谢</b>   |
| 115 | <b>参考文献</b> |





研读本章之后您应该能够了解:



## 【导读】



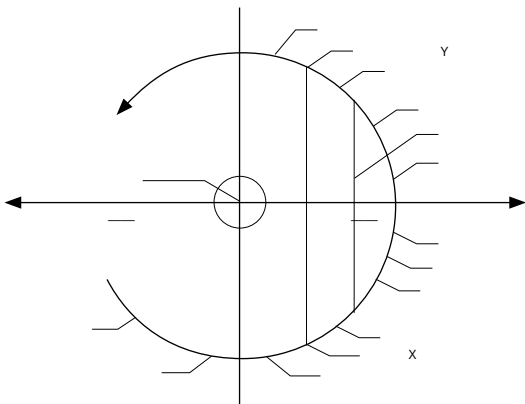
L L

Mumford

L L Allegheny

# 城界消失了





19

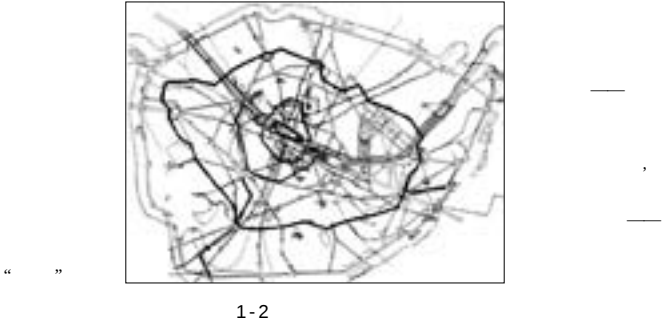
20

20

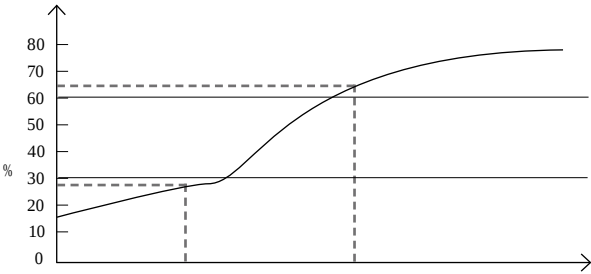
1920

51.2

19



1-3      1-1      65%      31%



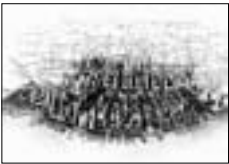
1-3

1-1

|   | 0 30% | 30% 6 % | >6 % |
|---|-------|---------|------|
| 1 | 1     | 1       | 1    |
| 2 | 2     | 2       | 2    |
| 3 | 3     | 3       | 3    |

1-5

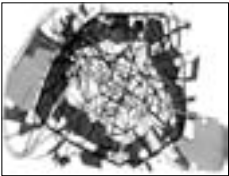
S



1-6

· Kenneth Jackson “ (Crabgrass)  
”

- 1
- 2
- 3
- 4
- 5



1-7

2.

“ ”



1-8

- 1 GDP 3000
- 2
- 3
- 4

145~60

2

3

( )

30

E E

3101100

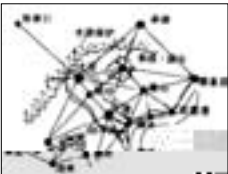
9010201312078

30013



GDP 3000

1-2



1-9

1-2 2006

|  | GDP       | %  |  |  |  |
|--|-----------|----|--|--|--|
|  | 136071.30 | 73 |  |  |  |
|  | 38568.37  | 78 |  |  |  |
|  | 36206.43  | 76 |  |  |  |
|  | 24077.39  | 71 |  |  |  |

4.15

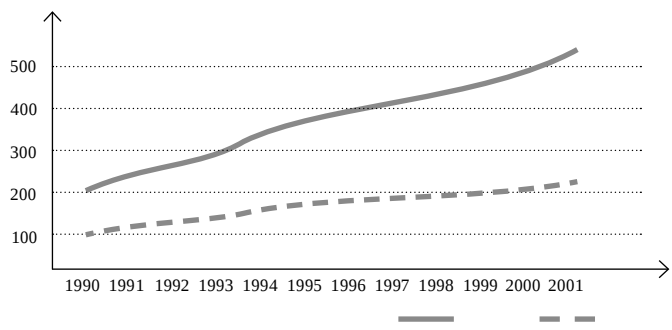
23

2000

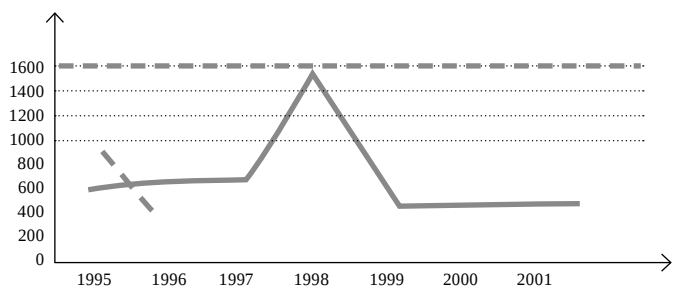
60

2.3 GDP 3000  
10





1-11



1-12

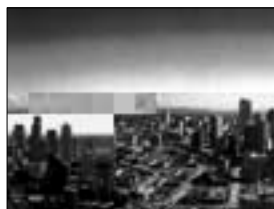




1-13



1-14



1-1

1-3

|                                          |                          |                                           |
|------------------------------------------|--------------------------|-------------------------------------------|
|                                          |                          |                                           |
| Mumford                                  | Regionalism              |                                           |
| C. Stein<br>C.                           | Regional City<br>1940 's |                                           |
| J. Gottmann                              | (Metropolis<br>1957)     | “ ”                                       |
| C. A. Doxiadis                           | Ekistics,<br>1960 's     | 15<br>——<br>—— 15                         |
| M. Yeates M.                             |                          |                                           |
| Sam Bass Warner                          | 1972                     |                                           |
| Robert Fishman                           | 1987                     | Technoburb Techno city<br>Peripheral zone |
| Peter Calthorpe<br>and Bill<br>Fulton( ) | 2001                     | ”                                         |



研读本章之后,您应该能够了解:





Resort





【导读】▶

Resort

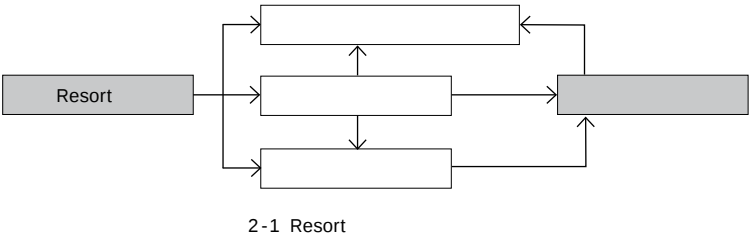
/

旅游区域开发

Resort                      Resort

Resort                      2-1  
Resort  
Resort   Resort

SPA  
Resort



Resort

Resort

Resort

Resort        2   1        2   2

2-1 Resort

| Resort        |  |  |                  |  |     |     | Beaver Creek Resort |
|---------------|--|--|------------------|--|-----|-----|---------------------|
| Resort<br>( ) |  |  | 100 300<br>1.5~4 |  | 2 7 | 1 2 | Hidden Valley       |
| Resort        |  |  | 100<br>45        |  | 1   |     | Forest<br>Highlands |

RECREATIONAL DEVELOPMENT HANDBOOK ,



1. Resort
2.

Resort

Resort

Resort

Beaver Creek Resort

117

2.5

30

Beaver Creek

Resort 11.236

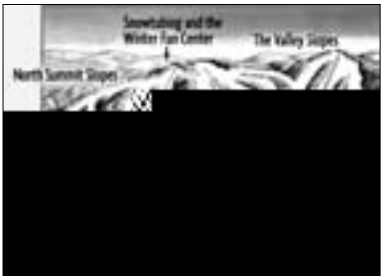
1231.40

146

18



Beaver Creek Resor



Hidden Valley Four Seasons Resort

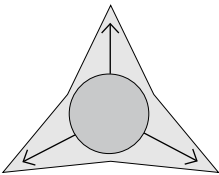


Forest Highlands Resor

|                                   |     |       |       |
|-----------------------------------|-----|-------|-------|
| Resort                            | 100 | 300   |       |
| Hidden Valley Four Seasons Resort |     |       |       |
| 96                                | 216 | 288   | 293   |
| 1                                 |     |       | 8.093 |
| 50                                | 18  | 0.343 |       |

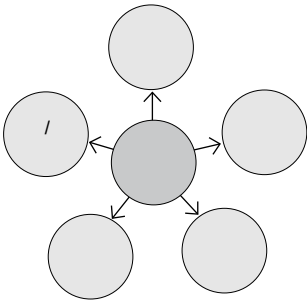
|                         |     |     |      |
|-------------------------|-----|-----|------|
| Resort                  | 2   | 3   |      |
| Forest Highlands Resort |     |     |      |
| 2                       |     | 8   | 4.45 |
|                         | 65% | 20% | 15%  |
| 36                      | 18  |     |      |

ProductResourceActivity



2-3 Resort

2-4



2-4 Resort

/

/

2-2

|  |  |  |  |  | / |
|--|--|--|--|--|---|
|  |  |  |  |  |   |
|  |  |  |  |  |   |
|  |  |  |  |  |   |
|  |  |  |  |  |   |
|  |  |  |  |  |   |

80

200

/

300

2000

3

1972

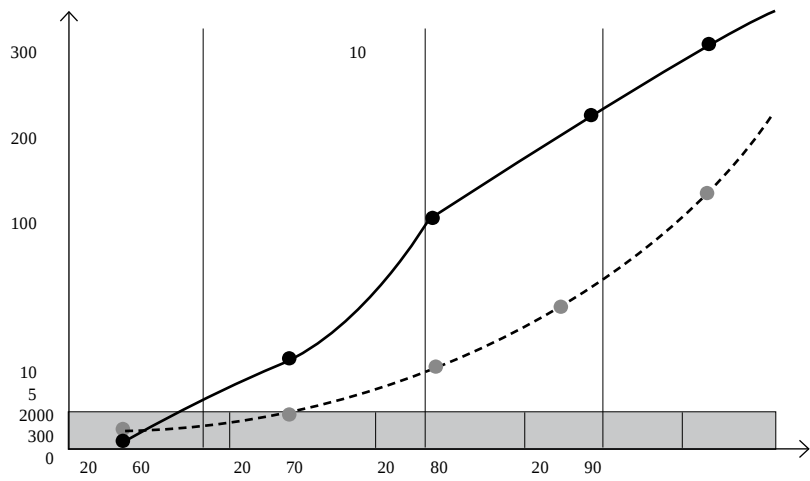
3.5

1972 1975

22

1975 10  
6  
1981  
1989 100 1980 46  
52%  
25  
L L 1994 , 1980 22 90  
, 2 1992  
120 12 60%  
57% 7.8% 39.52  
100 “ ”  
2002  
300 32 40 40





2-



2-6



130

20      70

1/3

“                      ”

laguna

3.2

5

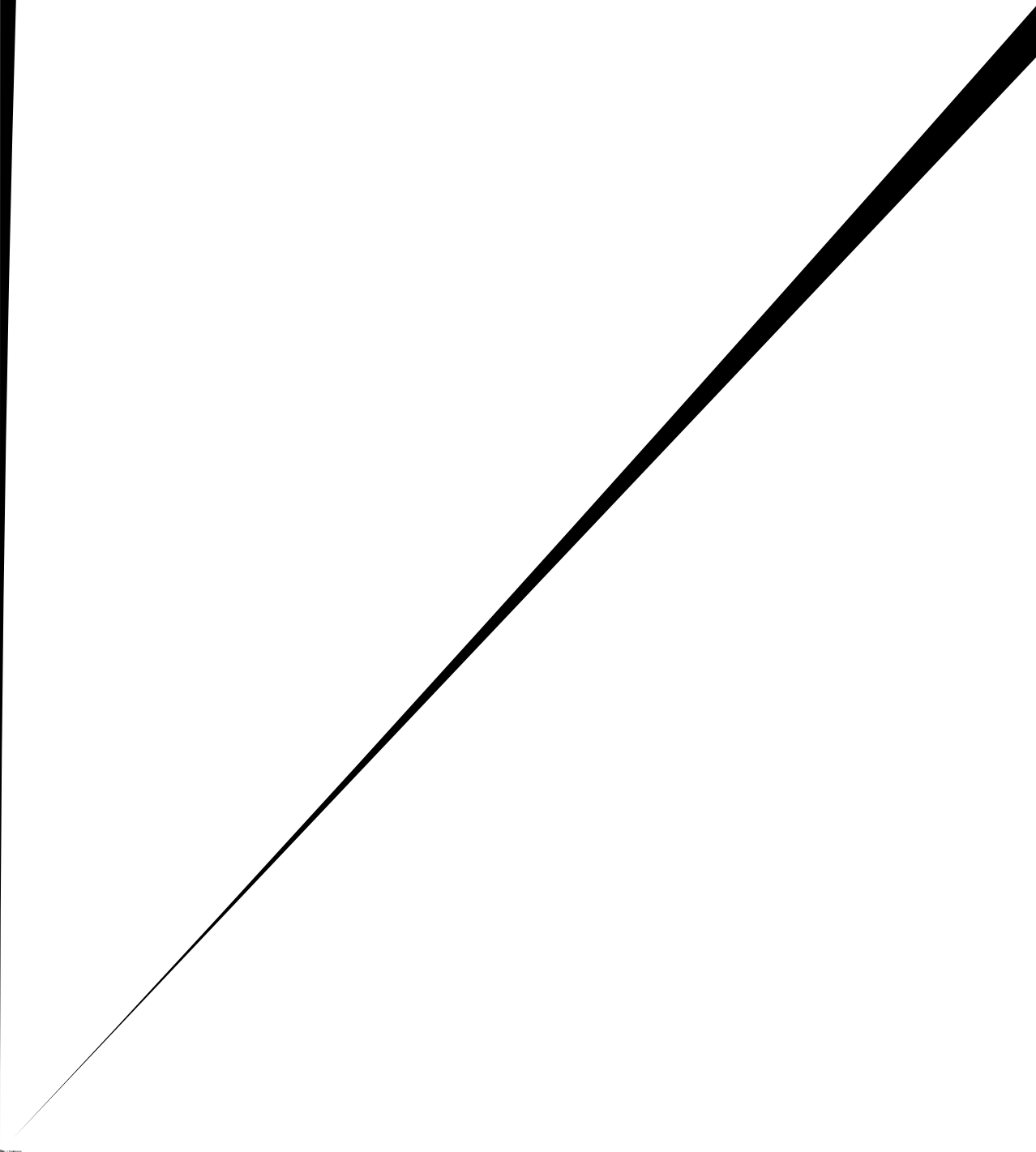
1992

1

Banyan Tree

1986

10





Laguna



Phuket

TH Laguna  
5

Sheraton Grande Laguna Phuket

327 Laguna Phuket

Sheraton Grande Laguna Phuket

|                     |                        |
|---------------------|------------------------|
| Dusit Laguna Resort | Laguna Phuket          |
|                     | Dusit Hotels & Resorts |
| 224                 | 5                      |
|                     | 5                      |

|                            |               |
|----------------------------|---------------|
| Laguna Beach Resort        | Laguna Phuket |
| Pacific Islands Club Group | 1994          |
| 252                        |               |



Laguna Beach Resort

1.6

Quest

Quest





2-12 Pool Villas

109

40

36

10

11

12 Spa

69

1997 1999

Cond é Nast Traveler “

CNBC “

”

“

”

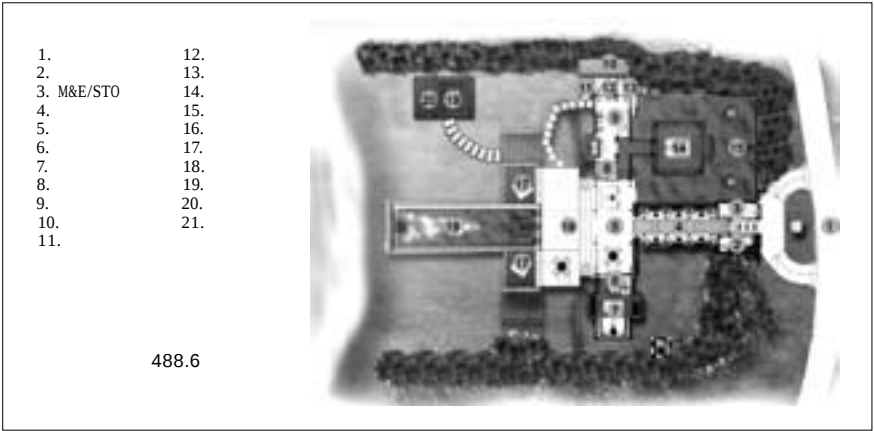
Spa

Spa

Spa

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

“ +Golf+Spa+ ”



2-13 Pool Villas



150

“ ”

6%

/

5%

## 2 - 3 Pool Villas

|        |     |
|--------|-----|
|        |     |
| 1.     | 20% |
| 2. 25% | 20% |
| 3. 50% | 20% |
| 4. 75% | 20% |
| 5.     | 20% |

|     |         |
|-----|---------|
| 1   |         |
| 6%  |         |
|     | 2500000 |
|     | 150000  |
|     | 6.0%    |
| 2   |         |
| 33% |         |
|     | 500000  |
|     | 165000  |
|     | 6.6%    |





研读本章之后您应该能够了解：



## 【导读】

20      60

“

”

旅游地产

20

20      60

|  |  | ■ |
|--|--|---|

20 70

1977 95% 1987

1999

67.2 55% 50.4% 540

Resort

Condominiums International LTD., RCI 90

3500 250 RCI

SUNTERRA

89 5600

“

”

15 20

16

Amusement Park



3-1

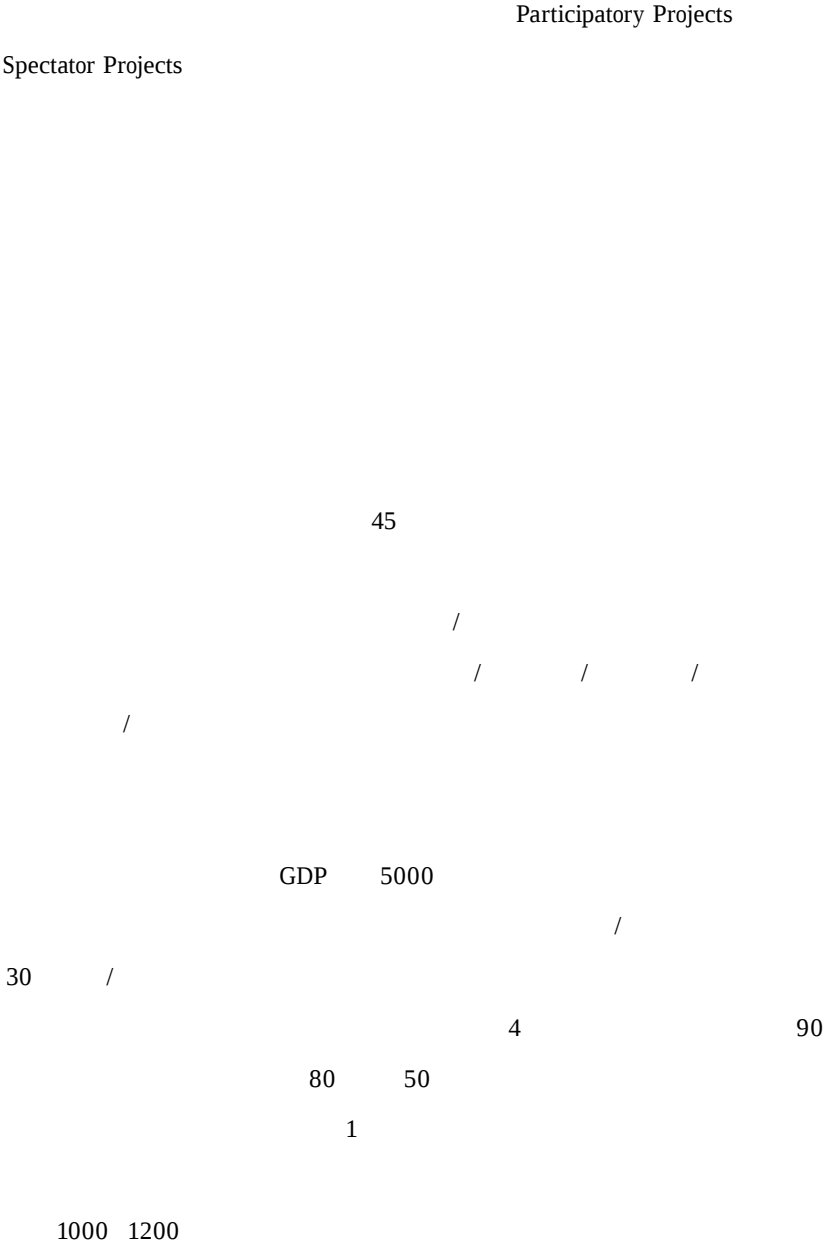


3-2

5

Premium Price

Credibility





50 / 30~50 /

GDP 5000 /

/

4

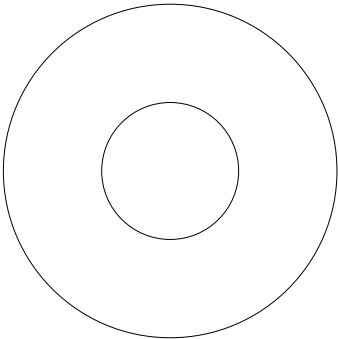
/ /

/ GDP 3000 /

/

2

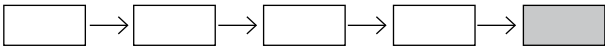
60



/

“ ”Vacation at Home

14.1





3-4

67.6

143

City of

Irvine

3800

14

23

375mm/

143

4.9

14.2

30.1

I-5

30

John Wayne

Ranch

Mission and Monterey

55



3-



3-6



3-7

8

Passive

L L 18 2001  
“ ”

The Heritage Grille

Pro Shop

L L

560

aqua-aerobic

TLC

E E 14.2 30

E E

K-8 20

0.33

Mission Viejo 20

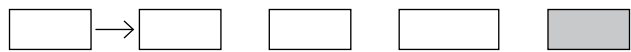
30

3-2

| Kathy Wilson<br>30 40 | - |
|-----------------------|---|
|                       |   |
|                       |   |
|                       |   |
|                       |   |

/

|      |       |      |     |
|------|-------|------|-----|
| 13.6 | 22.48 | 1978 | 8.8 |
| 1980 |       | 3.3  |     |



Deschutes National Forest

3.22 97

18 2

1371.6



3-10



3-11

37500                      42                      2/3                      21

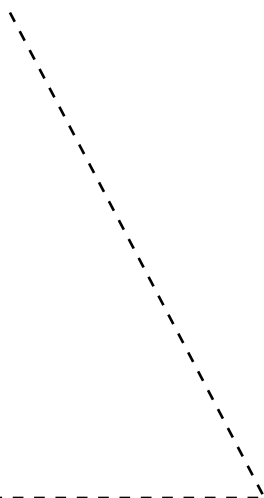
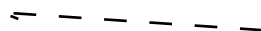
1                      55%

2

3

L L

3-12





E E

E E

“ ” Vacation at Home

ó

E L

---

|     |      |      |              |             |      |      |      |
|-----|------|------|--------------|-------------|------|------|------|
|     |      |      | HUISTENBOSCH |             |      |      | 1699 |
|     |      |      | 12           |             | 1946 | 21   |      |
| 20  | 70   |      |              |             |      |      |      |
|     |      |      |              |             |      |      |      |
|     |      |      |              |             |      |      |      |
|     |      |      | 40           | 30          |      |      |      |
|     |      |      |              | 15          |      |      |      |
| “   | ”    |      |              | 5400        |      | 2240 |      |
|     |      | 3000 | 1986         | 6           | 3    |      | 3    |
|     |      |      |              |             |      |      |      |
|     |      |      | 152          |             |      |      |      |
| 118 | 1989 | 4    |              |             |      |      |      |
|     |      |      |              | 1992        | 3    | 25   |      |
|     |      |      |              |             | 400  |      | 20   |
|     |      |      |              |             |      |      |      |
|     |      |      | “            | ”           |      |      |      |
|     |      |      |              |             |      |      |      |
|     |      |      |              |             |      |      |      |
|     |      |      | (Netheland)  | (Nederland) | “    | ”    |      |
|     |      |      | 40%          |             |      | 60%  | 1    |



21

1229

20 80

17

15

“ ”

21

“ ”

21

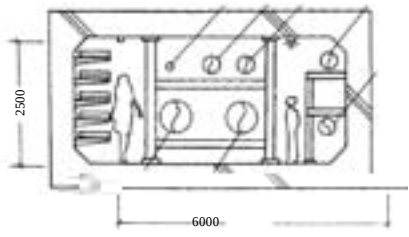
“ ”

3.2

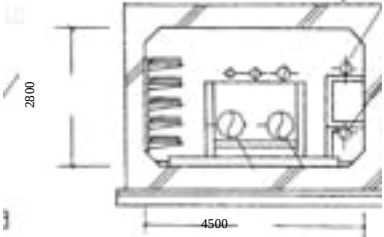
3-13 3-14

6.2 2.5

4.5 2.8



3-13



3-14

50

3600

1000

3

2700

40%

BOD      20ppm

5ppm

1.8   1.7ppm

1995

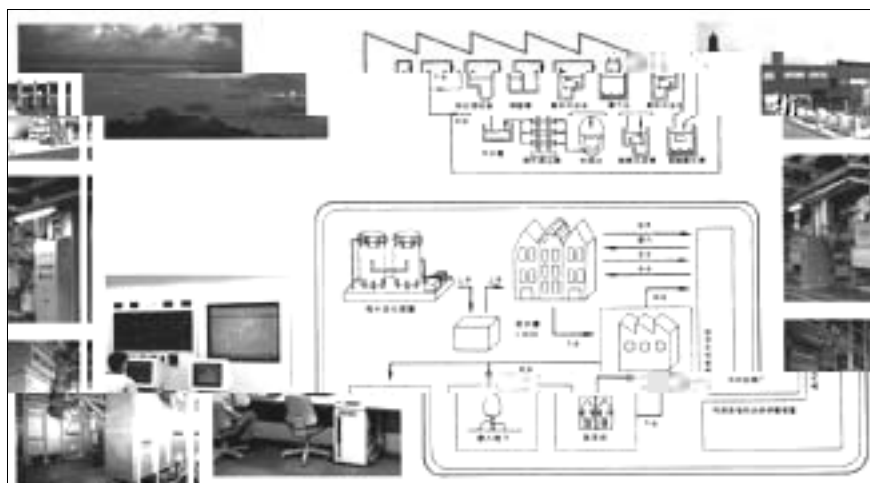
“

”

1999

“

”



3-1

24

71%

1999 3

1

2

3

4

2006

20%

34

50

5

25

1999 5

700

150

400

2000

“

”

“ ” “ ”

“ ”

“ ” “ ” “ ”

40

2001

E E

17

12

17

18 19

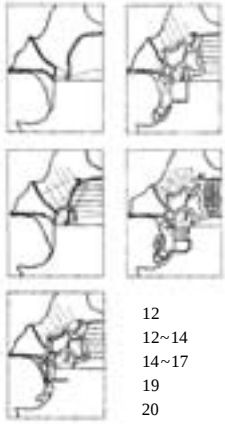
20

3-17

14



3-16



3-17

12  
12~14  
14~17  
19  
20

6

18

18000

980



3-18

3-19

“

”

105

3-19

80

18

→

12

3-20

1

12

25

11

12

2

53

6023

“

”

3

70

“

”

4

9

329

100

“

”

18

228

203

105

“

”

1. “ ”

“ ”

2. “ ”

“ ”

3. “ ”

14 “ ”

“ ”

4. “ ”

” “ ”

“ ”

5. “ ”

“ ”

6. “ ”







研读本章之后您应该能够了解:



【导读】▶

## 旅游地产的成功

OCT

2000 /

E E “

”

E E 90%

8800 2002 7 20

E E

1.5 2002 9 15

200

3

“ ”

“ ” “ ”

30

4.8

1984

“ ”

1986

16

2001

6500

1000

qEd%p 866 ŪM•EX040#d © -€+° +°K Ø•

д

4-1

4-1

|  |      | 1000   | 10      | 1       | 0.001 |
|--|------|--------|---------|---------|-------|
|  | >100 | 50 100 | 150 200 | 200~500 | —     |
|  | >30  | 30 50  | 50 100  | 100~500 | —     |
|  | >10  | 20 30  | 30 50   | —       | —     |
|  |      |        |         |         |       |
|  |      |        |         |         |       |

20 80

“ ”

11

“ ” “ ” “

“

1995

“

” 2000

21



10

LL LL

2001 2002  
Townhouse 90%  
Townhouse 1.5  
200 “ ”

4-2

|             |  | /m <sup>2</sup> | m <sup>2</sup> |   |
|-------------|--|-----------------|----------------|---|
| 1996 :      |  | 5000 7000       | 100 150        |   |
| 1996 1999 : |  | 6000 8000       | 90 130         |   |
| 2000 :      |  | 7000 15000      | 100 300        | 2 |

2000

1997 1998



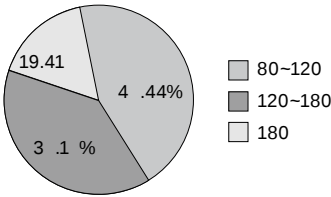
4-2

2001

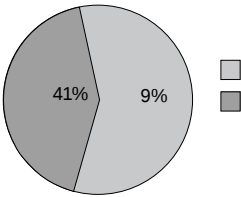
4-3

4-3

|   | 391085.67 | 110161.23 | 157459.38 | 114775.89 | 58360  |
|---|-----------|-----------|-----------|-----------|--------|
|   | 196.13    | 195.32    | 156.52    | 169.54    | 151.19 |
| / | 9681      | 9294.29   | 9124.41   | 8590.36   | 8500   |
|   |           |           |           |           |        |
|   |           |           |           |           |        |
|   |           |           |           |           |        |
|   |           |           |           |           |        |



4-3



4-4

180

“ ” “ ” “

”

1994

“ ”

40

20

3000



## Shopping mall



1998

Golf Town

1992

10

1995 11

5 18

51

AAAA

1

1

“ ”



24

“ ”

1985

150

50

1995

NBA

6000

1

2

51

4-4

4 - 4

| 20 | 50 |  |
|----|----|--|
| 20 | 60 |  |
| 20 | 70 |  |
|    |    |  |

“ ”

Golf Town

B

B

4-5

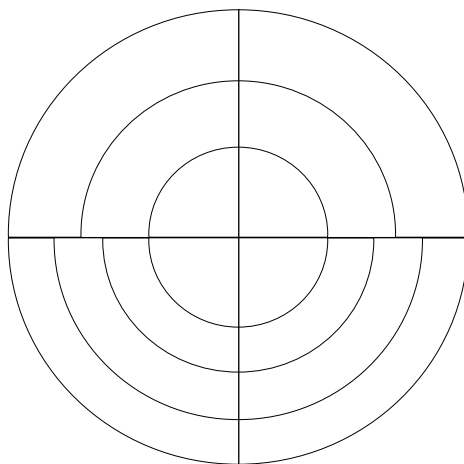
4-5

4-7

4-5

4 -

| 100 250m <sup>2</sup><br>196 260m <sup>2</sup> |  |   |  | 30% |
|------------------------------------------------|--|---|--|-----|
|                                                |  | / |  | 60% |
|                                                |  |   |  | 5%  |
|                                                |  |   |  | 5%  |
|                                                |  |   |  | 0%  |



4-7

1000

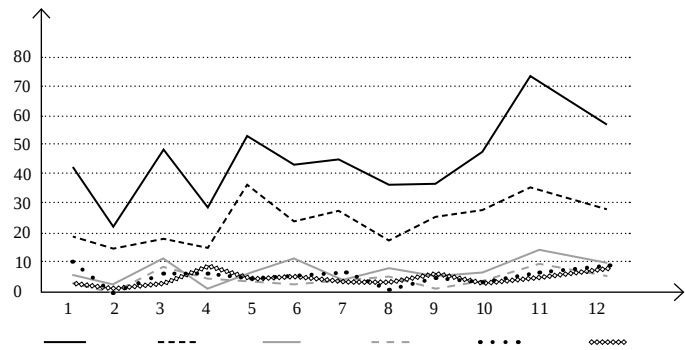
L L

4-8

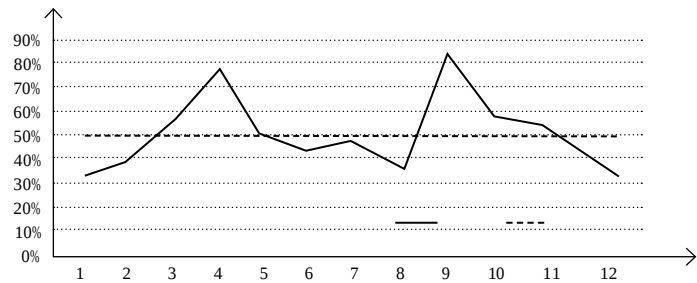
1000

43%

A.C.



4-8



4-9

4 - 6

|  |  | / |  |  |
|--|--|---|--|--|
|  |  |   |  |  |
|  |  |   |  |  |
|  |  |   |  |  |

/ =1 2.5

B L L

B

1

1000

2

WTO

“ Golf-Building ”

“ Golf-Building ”

- 
- 
- 
- 
- 
- 

E L

“

”

“

”

“

”

“

3 4

”

“

”

“

”

“

3 4

”

“

‘

’

”

“

”

“

SUPERMARKET

”

“

”

“

”

“

”

“

”

”

“

й

’

120

E E

GOLF TOWN

GOLF BUILDING

B 38

Savannah

Course B “

Sanannah Holiday ”

“ ‘ ’ ‘ ’ ”

360

3.5×4.8

1/3

4-12 ”

”

“

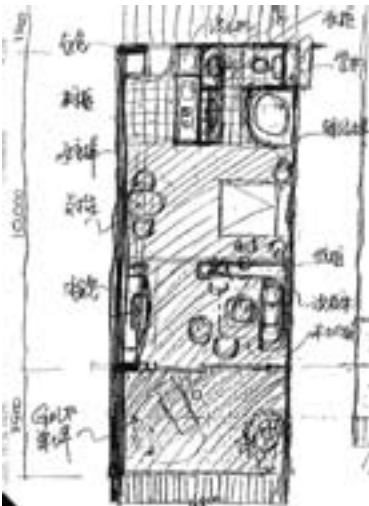
360

90

ISO14000

60

|            |                |            |     |              |
|------------|----------------|------------|-----|--------------|
| Golf Suite | 120            | Club Suite | 180 | Family Suite |
| 240        | Savannah Suite |            |     | ”            |



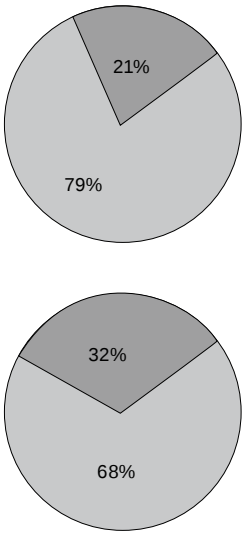
4-12



4-13 B .



4-14



4-1

—

12

40

649

0.12

2.5

13

“ ”

1980

1

1983

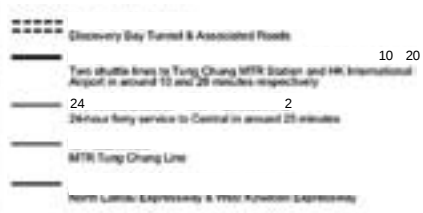
13

7000

40 400

16

110 130



4-16

5

630

127

20

60

7

88

16

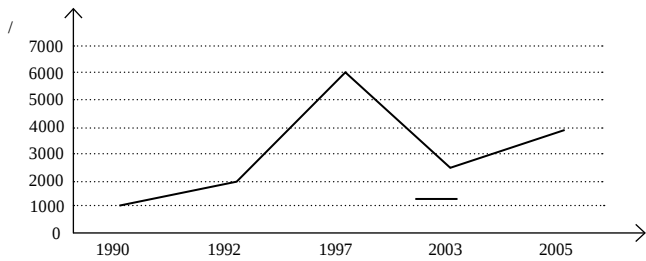
4

27

2000

“

”



4-17



4-18

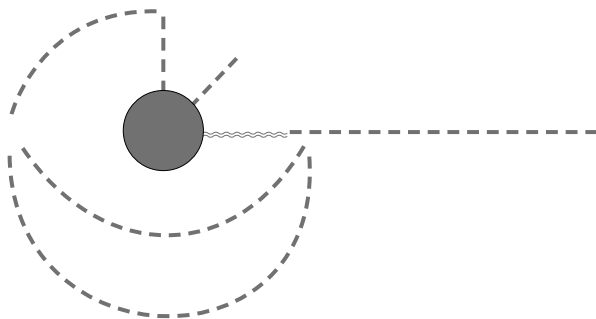
|  | /m <sup>2</sup> |       |
|--|-----------------|-------|
|  | 101             | 12.6% |
|  | 188             | 23.5% |
|  | 241             | 30.1% |
|  | 13              | 1.6%  |
|  | 7               | 0.8%  |
|  | 63              | 7.9%  |
|  | 11              | 1.4%  |
|  | 167             | 20.8% |
|  | 10              | 1.2%  |

|  | 40 222 | 46 202 | 123 480 |
|--|--------|--------|---------|
|  | 5752   | 1994   | 7519    |

4-7

|  | 27 |  |  |
|--|----|--|--|
|  |    |  |  |
|  |    |  |  |
|  |    |  |  |
|  |    |  |  |
|  |    |  |  |

20 “ ”  
Resort



|    |    |
|----|----|
|    | 24 |
| 10 | 20 |

25  
2005

5

6

0.12

27



4-20

Club Siena

“ ”

15 “ ”

“ ”

2006  
16 5 4 15  
15 16

4 - 8

|     | 1983                                                                                | 1986                                                                                | 1989                                                                                | 1991                                                                                | 1994                                                                                | 1996                                                                                | 1998                                                                                | 2000                                                                                | 2002                                                                                |            |
|-----|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------|
|     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     | / /<br>( ) |
|     | / ,                                                                                 | /                                                                                   | / ,                                                                                 |                                                                                     | / ,                                                                                 | / ,                                                                                 | /                                                                                   | / ,                                                                                 | / ,                                                                                 |            |
| ( ) | 126748                                                                              | 41943                                                                               | 124738                                                                              | 11631                                                                               | 137630                                                                              | 184235                                                                              | 34121                                                                               | 35712                                                                               | 98106                                                                               |            |
|     |  |  |  |  |  |  |  |  |  |            |
|     | 1983                                                                                | 1986                                                                                | 1989                                                                                | 1991                                                                                | 1994                                                                                | 1996                                                                                | 1998                                                                                | 2000                                                                                | 2002                                                                                |            |

1  
2  
  
3  
4  
5  
  
6

4 - 9            13

| 1    (1983) |   |           | 432  |     | 432  |
|-------------|---|-----------|------|-----|------|
|             | - |           |      | 97  | 97   |
|             |   | 504       |      |     | 504  |
| 2    (1986) |   | 313       | 68   |     | 381  |
| 3    (1989) |   | 504       | 102  |     | 606  |
|             |   | 378       |      |     | 378  |
|             |   |           | 70   |     | 70   |
|             | - |           |      | 143 | 143  |
| 4    (1996) |   | 816       | 172  |     | 1178 |
|             |   |           | 190  |     |      |
|             |   |           | 230  |     | 230  |
| 5    (1994) |   | 1344      |      |     | 1344 |
| 6    (1991) |   | 144       |      |     | 144  |
| 7    (1994) |   | 81        | 129  |     | 238  |
|             |   |           |      | 28  |      |
| 8    (1995) |   | 230       | 72   | 17  | 319  |
| 9    (2000) |   | 63        | 118  |     | 181  |
| 10   (2000) |   | 219       |      |     | 219  |
| 11   (2002) |   | 138       | 139  | 21  | 298  |
| 12   (2002) |   | 477       | 272  | 8   | 757  |
| 13   (2006) |   | 530       |      |     | 530  |
|             |   | 5752      | 1994 | 314 | 7519 |
|             |   | 432~2382  |      |     |      |
|             |   | 500~2175  |      |     |      |
|             |   | 1319~5168 |      |     |      |

.

致  
谢

A C

## 参考文献

- [1] Fred Lawson and Manuel Baud Bovy. Tourism and Recreation Development: A Handbook of Physical Planning [D]. New York: The Architectural Press Ltd., 1977.
- [2] Dodge William. Regionalism: An Economic Development Driver [D]. Center for Government Studies, Northern Illinois University, 2000.
- [3] Robert Fishman. Beyond suburbia: The rise of the Technoburb [D]. R LeGates & F Stout The City Reader, 1996, 7 2 :20-35.
- [4] Robert Fishman. From Bourgeois Utopias:The Rise and Fall of Suburbia [D]. New York: Basic Books, 1987.
- [5] Saskia Sassen. A New Geography of Centers and Margrins: Summary and Implications [D]. New York: From cities in a world Economy, 1994.
- [6] Sam Bass Warner, JR. The Urban Wilderness: A History of the American City [D]. Berkeley: University of California Press, 1995.