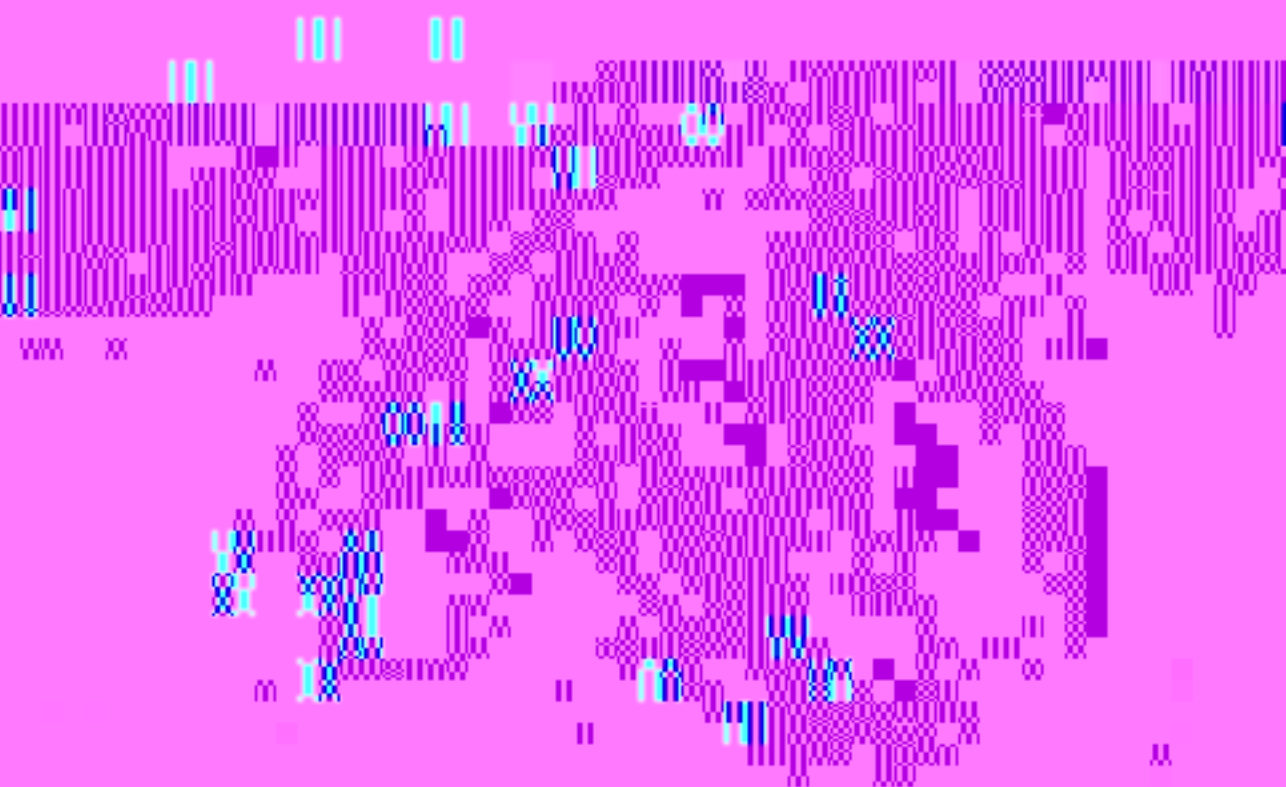


都市

休闲



/ / /
/ / /



2011~2020

10

2010

Cocopark

“

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“

”

“

”

目录

Contents

2011 2020 10

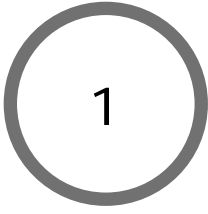
1

34	2.2.1	"	"
42	2.2.2		
			Hidden Valley Four Seasons Resort
45	2.2.3		KPI
46	2.3		
46	2.3.1	"	"
53	2.3.2		
59	2.3.3		KPI
	3		
61			
62	3.1		
62	3.1.1		
68	3.1.2		
76	3.1.3		
77	3.2		
78	3.2.1		25
94	3.2.2		
101	3.2.3		
102	3.3		
102	3.3.1		
109	3.3.2		

111	4		
111	4.1	— —	
111	4.1.1		
120	4.1.2	"	"
			Motorcoach Resort
124	4.2	— —	
124	4.2.1	"	
128	4.2.2		
135	4.3	— —	
135	4.3.1	"	
142	4.3.2		
			Queenstown
149	4.4	— —	
149	4.4.1		
151	4.4.2	"	"
			Makiba
160			
164			



Why— —



" "

1.1

1.1.1

1949

1978

1995

30%

70%

1- 3

| | |

" "

1-4

1-2

1-2

	S 300	<100 45	100-300 1.5 4
	5	1~2	2-

“ ”

1-5

“ ”

1-6



10000

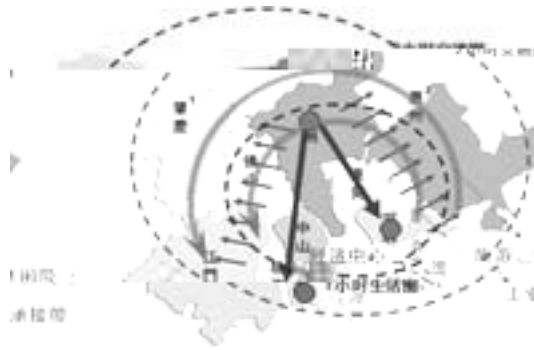
“

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1-8



1-10

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1-9

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1-10

“ 5+2” “ 11+1”

“ ”

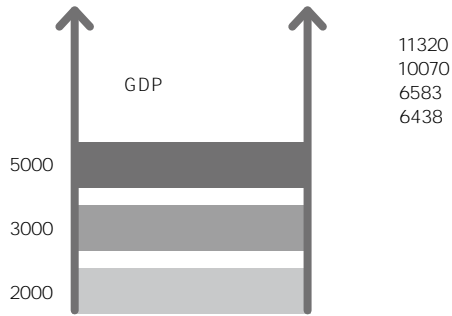
“ ”

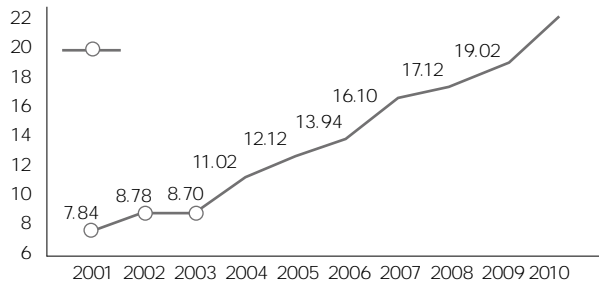
“ ” “

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1- 13

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“

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1.1.2

“ ”

“ ” 12

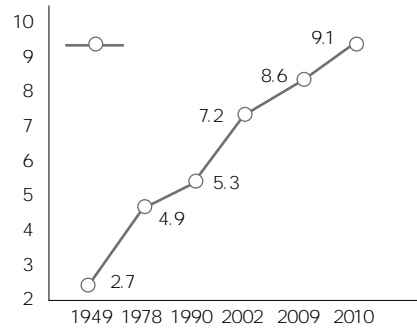
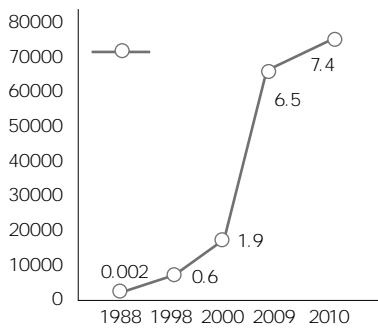
2010

91

7.4

1- 14

“ ”



1- 14

| | |

1985 1.93 2008 2880 1-15

1999 2007

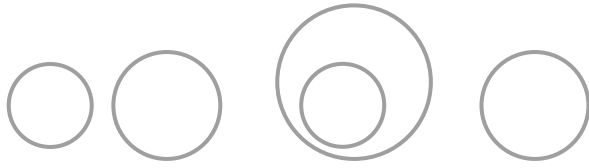
1999

893.48 2882.33 15.76% 1999 11.27
66 29.9%

43 350 “ ”

“ ”

“ ” “ ”





1.2.1

	20 30	6
20 40	12	18 40
	40 60	

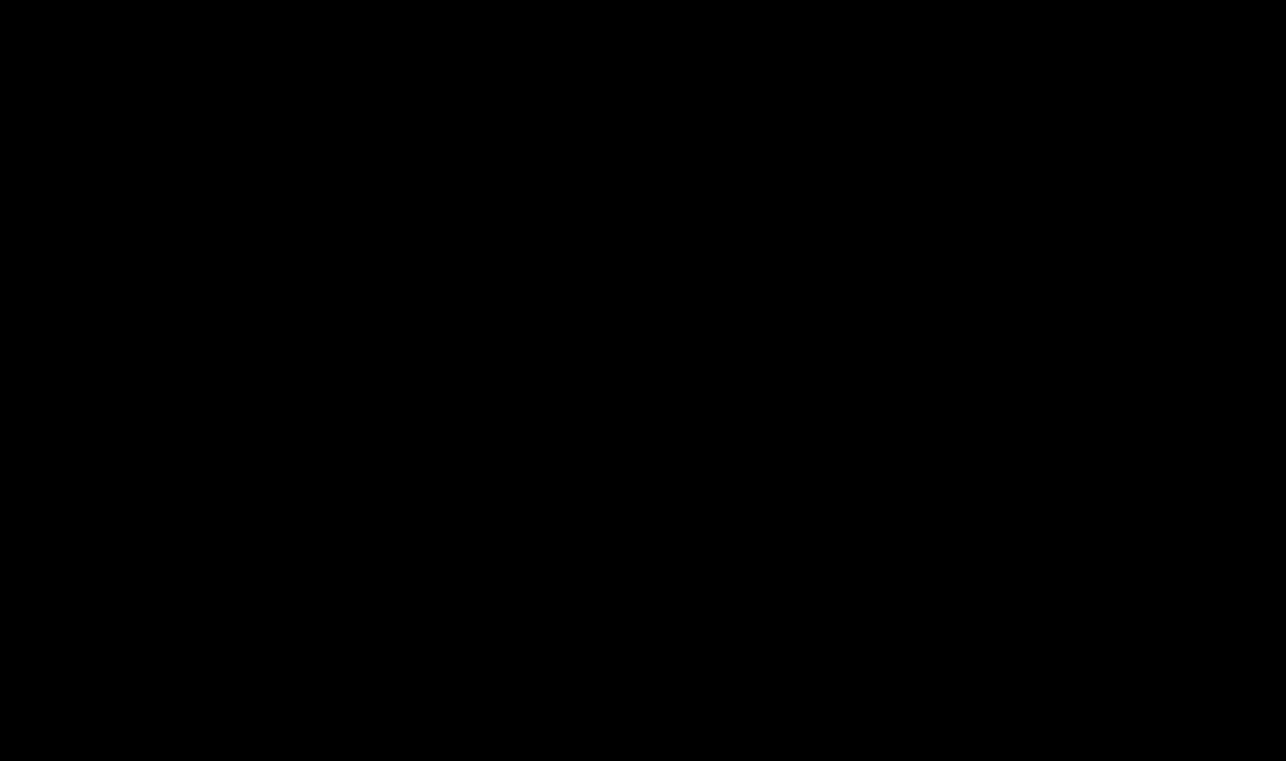
1.2.2

DIY

1.2.3

“ ” “

”

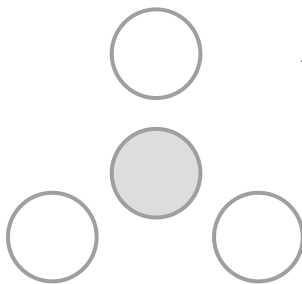




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3

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2 1

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| | |

21

2.1.1

-- Dunton

Telluride 48

Lizard

Head Pass

19

1999 2002

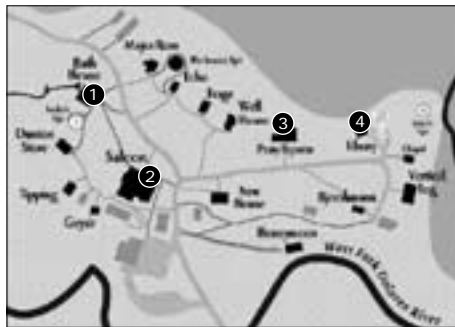
2003 2004

2005



2-2

4700



2-4

2-1

1		5 30 41
2		SPA pilates
3		
4		
5		



2 2 DUNTUN 12

WELL HOUSE CABIN	2		/ / \$1,500 / \$1,100 \$1,400
VERTICAL LOG CABIN	6		/ \$1,700 / \$1,300 \$1,600 3 4 \$350/ 5 6 \$250/
MAJOR ROSS CABIN	2		/ \$1,100 / \$800 \$1,000
BJOERKMANS CABIN	2		/ \$1,100 / \$800 \$1,000
HONEYMOON CABIN	2	19	/ \$1,100 / \$800 \$1,000
TIPPING CABIN	6		/ \$1,400 / \$1,000 \$1,300 3 4 \$350/ 5 6 \$250/
DUNTUN STORE CABIN	4		/ \$1,400 / \$1,000 \$1,300 3 4 \$250/
NEW HOUSE CABIN	4	/DVD	/ \$1,300 / \$900 \$1,200 3 4 \$250/
GEYSIR CABIN	2		/ \$950, / \$650, \$850
FORGE CABIN	2		/ \$950, / \$650, \$850
ECHO CABIN	2		/ \$800
PORTER HOUSE	10	/DVD	/ \$1,700, / \$1,300, \$1,600 3 4 \$350/ 5 10 \$250/

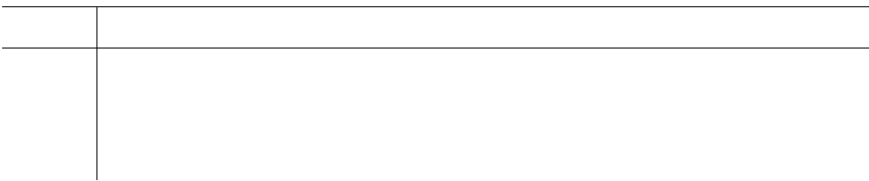
SPA

SPA

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42

2 4



/



2-5

2-6

1		GIP	2	30
2				
3				
4				
5				



2- 6

80%

13

16

PERFUMERY

GIP The GRASSE INSTITUTE OF

GIP



2- 8

* 3000p4000

International Perfume

Museum The Jean- Honoré Fragonard Museum Villa

Fragonard Galimard Molinard

Fragonard

Fragonard

2

ÿ a .

Fragonard

Galimard Molinard



2-7

rF a—o ard Q² ri as i —² F y of ² s o

Place aux Aires

Boulevard Jeu de Ballon

Convention Center

Grasse Theatre

Boulevard Jeu de Ballon

B

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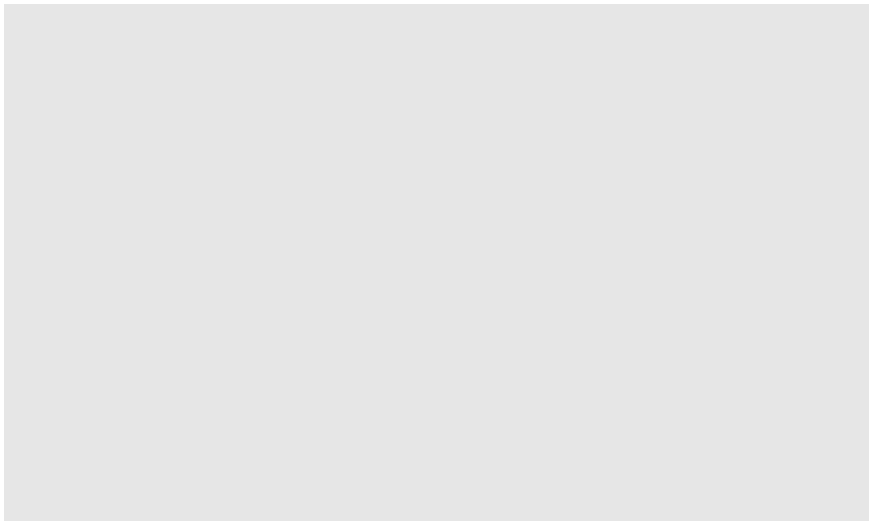
rentals hotels furnished apartment
 furnished villas rentals guest houses
 camp site holiday villages

2-9

1	Golf d' Opio- Valbonne —	18	9	72
2	Golf de Saint- Donat —			18 10
3	Golf du Claux Amic	18		72

	<p>@U 6Ugh]XY' GU]bh' 5bhc]bY < hY' /' F]gl XbW' < hY' fY Xyg' DUfZi ag < hY' AYWFY; fUggY < hY' @U 6Y' U X]fY < hY' @Y' J]Wcf]U</p> <p>AaY' Si f]Yn' 7\ f]gh] UbY' /' 5' Yl UbXY' GdUddYf] ;]' Uaci f' @ CW]Xybh A' Si f dU]fY</p> <p>5' UfX !' @Y' ALnYh' XY' AU] 6Ugh]XY' : cbhW' caVY' AaY' IfVub]UW' @U]J]Y' Y' YfaY' AU]LaY' @U]h]U 6' cW</p> <p>6Ugh]XY' @ci' DUbhU' : 7' cg' XYg' 7ndf]g' @Y' 6U Uci f' ALg' XY' U 6Yf] UachhY' 6Ugh]XY' Xyg' C]j]Yf g</p> <p>@Yg' >Uga]bg J] U[Y' 7' i V' @Y' 7' Uj Uf m' J] U[Y' JUWbWg @Yg' 7] XYg</p>	
--	---	--

1	! S	Aromatherapy fair
2		Venusia beauty and well- being fair Grasse Car Rally
3	@ V	Expo- Rose, international cut rose exhibition
4		
5		
6		
7	~	
8		
9		



1778

Chesapeake Ohio



Sam Sneed

2-13

1778 1830	1830 1914	1915 1995
Stagecoach	Chesapeake Ohio	
	1913	1992
	1914 Wilson	

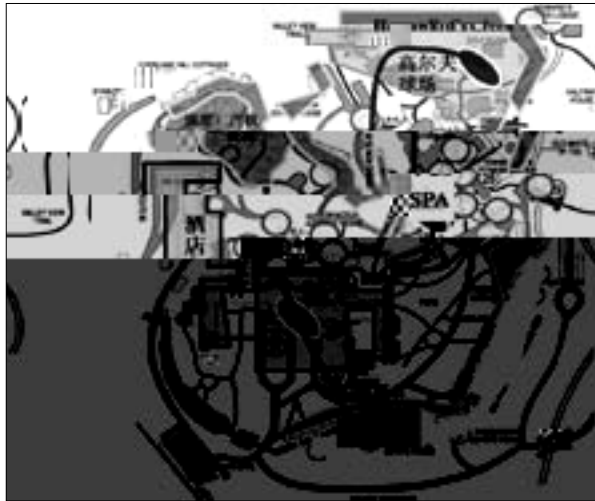
| | |

SamSnead
“ Ryder” “ Solheim”

SPA

10

40



2-10

2-15

	3-18
	&



2- 16

1778	1830	1830	1914	1915	1995	1995
						z

“ ”



2.2.2

Hidden Valley Four Seasons Resort

Hidden Valley Four Seasons Resort

1

8

100

“ ”

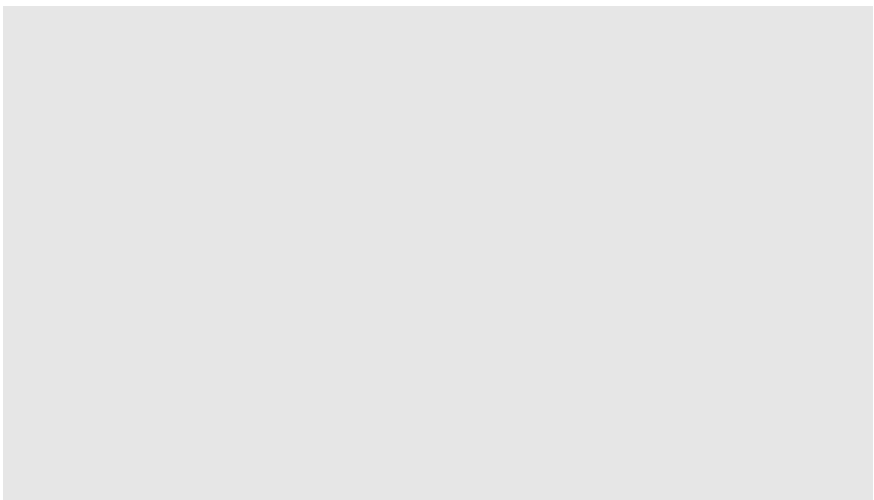


2 12

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|

|



2.3

2.3.1

Orlando 32

Lake Buena Vista

124 1/5 7.66

4 3 32 (22

) 784

1971 10 1350

1963

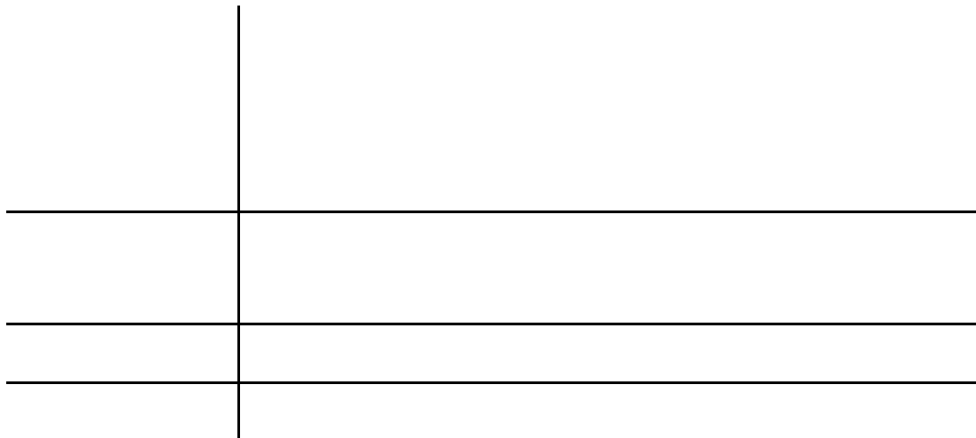


Disney's

Wide World of Sport Complex

1

4



| | |

85%
784
5
3

3
Downtown Disney
20 70
: Marketplace Pleasure Island Westside

4
Sports Complex

Disney's Wide World Of

1997

220

30

z >

„ 3

2.3.2

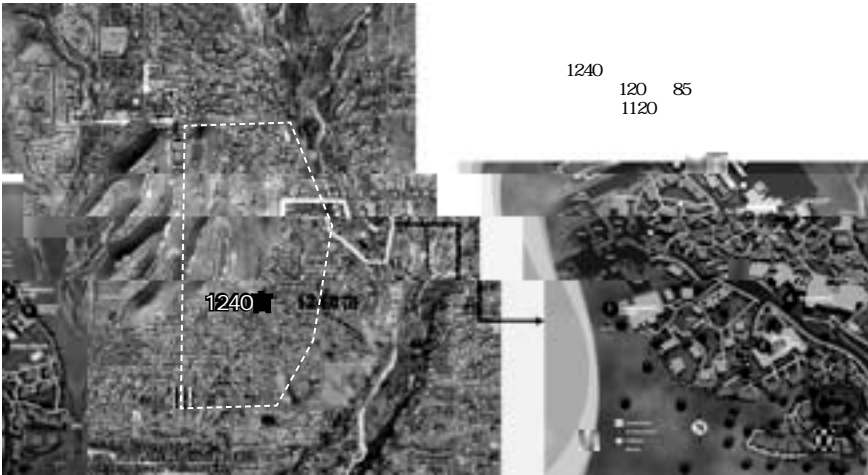
1979
” “ 2.5 ,
1240 “ ”
“ ”
40 2,200





2

193

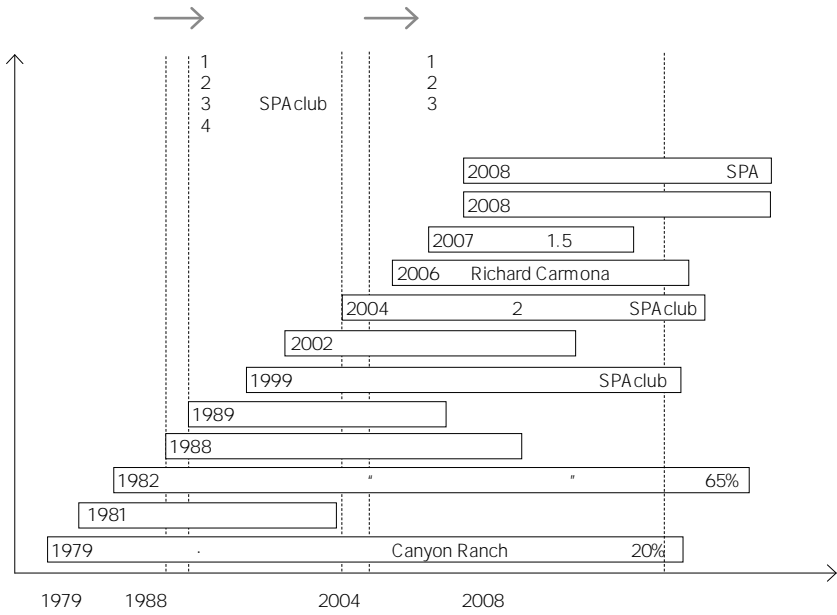


30 3

1979

SPA

SPAclub



2 14

1

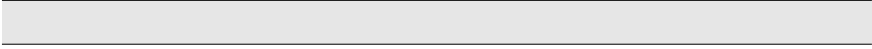
LIFESHARE



2



2 23

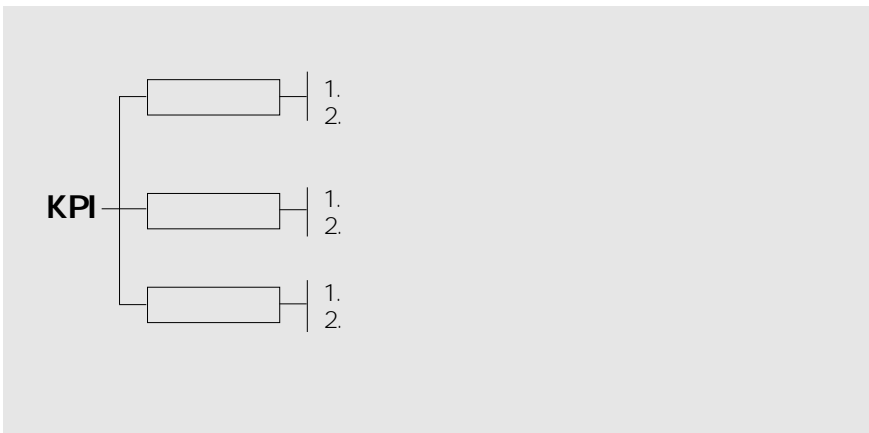


SPA



2.3.3

KPI



Who & How— —



| | |

3.1

3 1.1 ---

1

129

140

“ ”

2



300 450 130

573

1078

20%

GDP
25%

1982-1992



1982 1

1985 9

1992
0.24

15

3 2

|

|

|

“

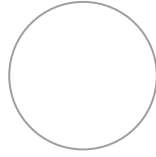
”

1

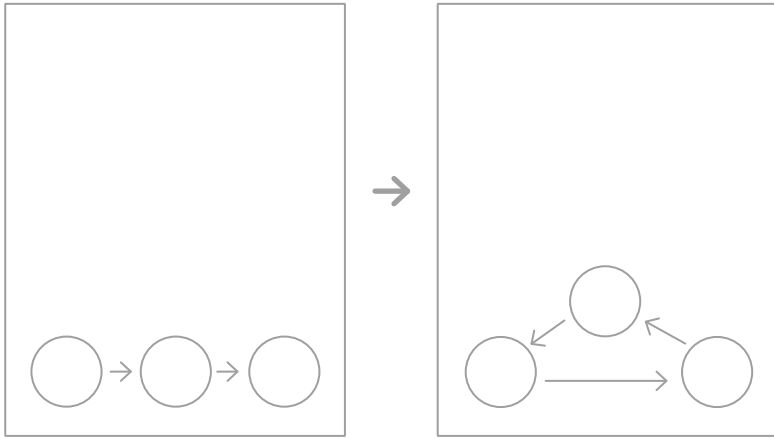
— —

“

”



3 3



3 4

3 — —

1982

2004

2005

“ ”

4 — — “ ”



3.1.2

— —

1993

“ ”

“ ”

2010 9 20

“ ”

6000

3

“ 5+2’

4A

5A

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1

“

”

1997

2001

1.8

1.5

1200

“

”

2007

160

1.36

400

1000

“

”

40

400

2010

4

18

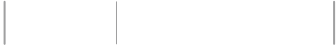
5A

2 ”

”

“

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1996

“ ”

1997 2

“ ”

“ ”

3

2500

8500

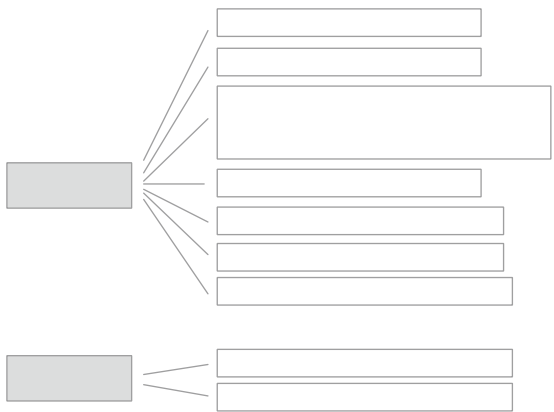
30%

2005

10302.5

8

30



3 5



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1997 “ ”

500

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2000 2002

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“ ”

2003

2005

FORREC

“ ” 10

6

2006

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2006 10 ,

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2006 9 27

“ ”

+ + +

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2 " 5+2"

" 4 2'

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+

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2010

3.2



3.2.1

— — 25

25

25

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600



3

6

“ ”

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“ ”

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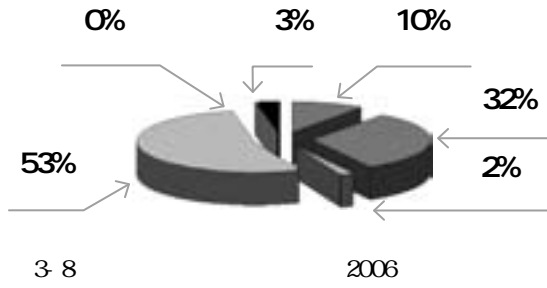


“ ”

“ ” “

” “ ”

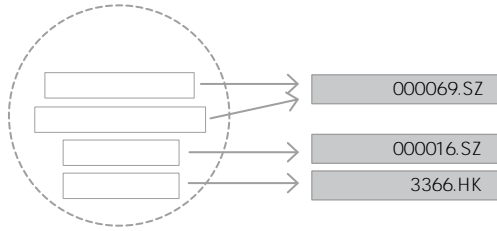
“ ”



“ ” “ ”

43% “ ”

COMPAQ



3-9



3-10

”

“

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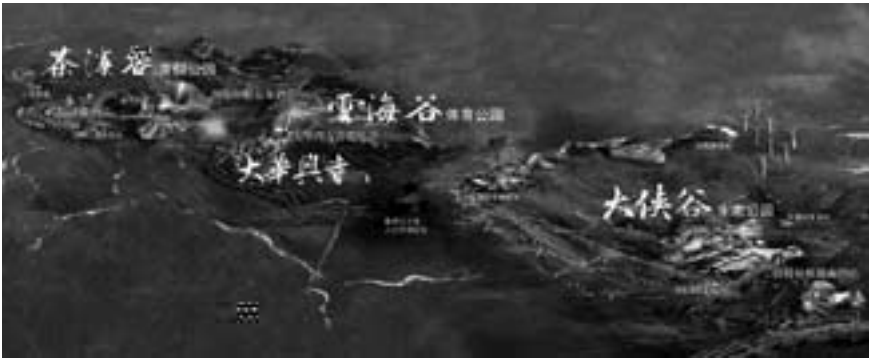
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3 11

3

“ ”

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70%

“ ”

4 + +



“ ”

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3-1

	2007	2008	2009
	1	1	1
	2	2	2
	3		

1 5200
 SPA
 2 18
 3

3 3

	2007	2008	2009	2010
	5	—		—
		—		—
	1			
	2	—		—
	3			

2008

52.36

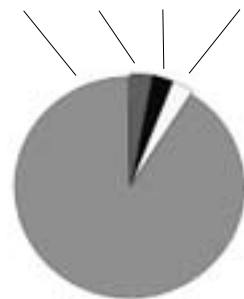
3%

1.71

“ +

”

91% 3% 3% 3%



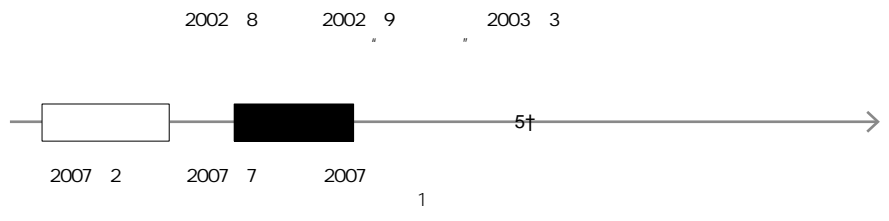
3 4

	2007	2008	2009	2009
	—	7 120 ^{1 2}	130 ^{6 9}	3 4 5 8
	—			

+ +

3 5

2003-06



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3.2.2

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26



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10%

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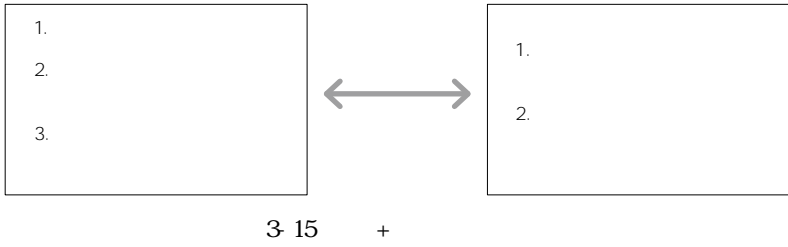
“ ”

100

“ ”

50000

90%



3.2.3

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3.3

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3.3.1

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RBD

35

3700

RBD

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” 2006

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2008

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1400

2007 2 28

8

2007

2000

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RBD

“ ”

2006 4 22

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233

137.38

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Prospect— —

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4.1 — —

4.1.1 — —

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1

1908

“ T”

1920

T



3~6

1/10 1/5
2~3

RV Recreation
Vehicle

4 1

“ ”

20000

900

50000

500

KOV

30%

3200

600

70%

27

7000

1500

4800

4 2

4 3

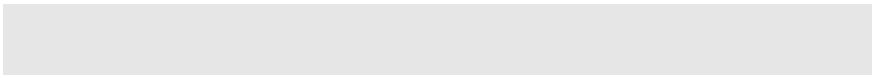
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100

4 4



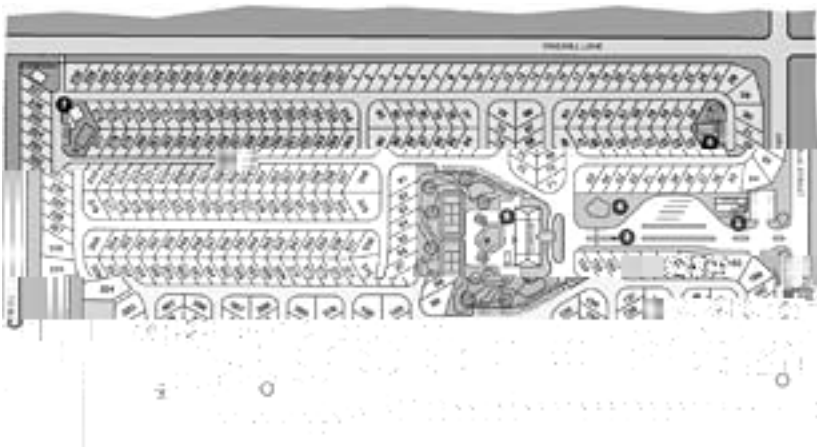
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- ①
- ②
- ③
- ④
- ⑤
- ⑥
- ⑦
- ⑧
- ⑨
- ⑩



4-4 Motorcoach resort

" "

Motorcoach Resort

Spa

Motorcoach Resort 400

4 6



Motorcoach Resort

9

4.2

4.2.1

21

“ 60

10% 65

7%”

90

2007

60

1.43

11

2030

2.48

2050

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31.2

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“ ” “ ”

“ ” “ ”

Surfers Paradise

Gold Coast

90

10

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“ ”

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2005

“ ”

30 6 9

50%

4.2.2

— —

Maricopa	33.597°	112.271°	1142
Phoenix Mesa Scottsdale	37.8		37.6
Q2			

312

SunCityCenter 1961



4 5



10

55

18

30

30

DelWebb 1960

20

40

DelWebb 80

SunCityWest 90

SunCityGrand 21

SunCityFestival

1959 DelWebb

DelWebb 5

DelWebb

1960

237

W 2® :

Webb Grand 1970 " Lakeview "

SundialandBell 1979

" Marinette "

" " " "

" " £ .

\$140

126

BENSUTTON

\$1500

Suncitycenter

LakePleasant

WhiteTanks

Hieroglyphic Bradshaw

“ GoldCountry”

Vulture Bumblebee Constellation Octave TipTop CrownKing

4 8

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		2	
		2	
		8	126
		3	
		1	
		30	
		19	
		1	7000
	West Valley Symphony West Valley Art Museum Mineral and Gem Museum Arizona State University Extension Rio Salado Community College Concerts at the Sun Bowl		

15

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SunHealthBoswellMemorial





4.3 — —

4.3.1 "

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4.3.2

Queenstown





4 9

Queenstown “ ” “ ”
 LakeWakatipu Arrowtown
 ArrowtownChineseSettlement
 8467 18,000
 80% 10% 10%

4 12

(° C)				
	16	22	16	10
	15	10	6	1

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75000

4-13

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35 72 105

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80

72.5

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KawarauJet

ShotoverRiverCanyons

4

40

| | |

1

Millbrook

1992

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15



3

2

CORONETPEAK

18

280

2

4

100

Boardwalk

Arrowtown Saffron

Arthur'sPoint

Gantley

Tatlers TheBunker Frasers

MiraniJjisei

5

ShotoverSt.

CampSt.

ReesSt.

O'Connell'sPavilion



— —
WinterFestival

WinterFestival
1974

80

6 7

75


B.B.Q

60

4.4 — —

4.4.1 — —

4 14

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4

4.4.2 “ ” —— Makiba

“ ”



| | |

120

3000

2/3

“ ”

40

Makiba

75

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6

19 40 60

1967

1890

“ ”

1967

1972

1993

Makiba



4 15

25 9891-1966

09 40 60

f890



4 13 Makiba

Sheep Dog Show 4 11

2 3

DIY

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35

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4 16

			DIY Show Sheep Dog

7

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43

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“ ”

Momtorein

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1

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%

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DIY

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“ ”

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2011 4

- [1] Cater C I. Playing with risk? participant perceptions of risk and management implications in adventure tourism [J]. *Tourism Management*, 2006, 27(2): 317-325
- [2] David B. Weaver. Magnitude of ecotourism in Costa Rica and Kenya [J]. *Annals of Tourism Research* 1999, 26(4): 792-816
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- [14] () [M] 2005 152
- [15] [D] 2008
- [16] * " [R] 2009 172
- [17] [D] 2009 24
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