世联地产顾问丛书

都市休闲

e ⷪ ᷓ . Ь ȯ ЛЬ

δ ε Ь Ϛ ȯ ⅃ e Ь ⅞

⅄ Ц ㄱ ệ Ї ᴍ Ẃ Ь

Ϛ Ȯ´ ȣ X ¨ Ẫ Ь δ Ь

ㄱ ⅂ ⷪ T Ė ⅄´ ᖴ Ь

δ ¨ e WË “ ” Ь ᴍ Ь

Ь ⷪ ¨ ệ Ậ X ¨ Ь ɯ

– ⅂ ⅄ Ậ

Ї ¨

/ E

/ E

/ ▌ ĸ

/ -

2011 5 1

170mm×242mm·10.5 ○

⅄ ㄴ₀ 021-31356109

⅄ ╦ ㄴ₀ 0755-22162507

⅄ ɔ ㄴ₀ 010-85678108

╦ ㄴ₀ 028-85552670

2011~2020 10

щ2010 X ˙ ˙ ˚ ê X ˙

υ ч ⅞ ┐ ˙ T X ˙ ˙ T ┐`

Ђ T N T T ˙ T см Ό T ⅞

⅞ ª. T Ώ Ї щ ┐ Ї T

л ς Ь ˜

X ˙ ⅞ ┐ ♦ Ё N T T ε L L

ي L ₡ L ┐ ˜ Ё Ї T Ə ⅞ Ё

П м Ё Ғ e ˙ ˙ ה ˜

ч ~ e Ό Ə Ľ Ľ

ה Ь ɔ ě δ e

Ь ┐ δ N T . T ˙ X Ь ε м

˙ ї Ⱡ Љ м X Ђ δ

X Ь ε حم Coco park ˙

˘ T ┐ . ˙ N ê ˙ П

Ⱡ м ┐ e Ь см δ e W Ɉ ê

Ь ɔ см “ Ц ” Ь Æ

“ Ό ”Ж “ ” e ˙ X א Ц ┐ м

Ь ┐ Σ ŭ δ T Ⱡ Ь м Ό ┐

Ở ï Ï ┑ δ ┑

м ┑ ₡ ᛋ м . Ь

. м ┑ м ᒧ ᒪ ~ м

┑ Б δ 10 ε

X ̣ ⅞ ┑ Б ậ ặ T ᛦ ┑

ﻫ Ь ┣ └ ╝ ה

̣ └ Ë T ỗ ặ

ﻫ └ δ T ﻫ “. ﻱ ”

Ь л ς м e ה Ь Ẹ δ Ë

м ה м м м SPA ᛋ e

┣ ã̃ ε м ⅞ ipad iphone ЈЬ Ẹ T

ᵕ e м Ь T Ϛ

W м м ᛋ ỽ ЖК

ᒪ ᵕ Ь س ᵩ ″H Ϛ

ﻫ ‘ Ẇ Ϛ Ь ┑

ﻯ ה = X δ Ғ Ь WË ┑ ᒣ

ن ᒪ Ï Ќ ╥ ╥ ᒧ

₡ ﻡ ↄ └

E E φ ˋ ﻱ Ă ̣ .

ﻯ ┑ e ~ Ь T

X ̣ Ь =

ﻯ T I ᛋ ╝

2011 4

ڊ 15 ♦ X ڊ˜ ڊ T ĕ X

Ë Ï ′ Ʒ ǭ ⊿ ` δ ך щ W Ж ѽ

δ Ь ך ⊻ ڊ T Ė

ĕ ã Ь p θ ح ɔ L β

ح L 30 Å ڊ 1

ֹ Lמ e Ь ɔ Lמ

1 جئي ′ Ȯ . Ƃ Ă ĕ δ

2 ` Ж ω̃ ך Ч

3 Ă ώ ʜ ך

Å ي Å ′ L ȃ

⅄′ ⅄′ ך щ Ƒ δ ᾠ ך

Lמ ڊ δ ح ɔ Ь L ɟ ң L

		- -500

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

4
111
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

1.1.1

⁷⁄₈ Ђ ˥ Ẹ̇ TƠ Ə ℮́ ⅄ Ẹ̇

щ Ở . ˵ ệ ℮́ ◖ ⁷⁄₈ ℮̆ δ

⁷⁄₈ 1949 X ˵ ⁷⁄₈ υ ᵭ X ᷒

1978 ⅄ 1995 ♦ Ë N ˋ Ẻ ⁷⁄₈ e

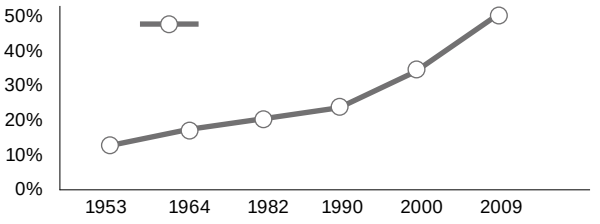
ˊ ʒ 30% υ. ⁷⁄₈ ầ ˋ ℮́ ʒ 70% υ

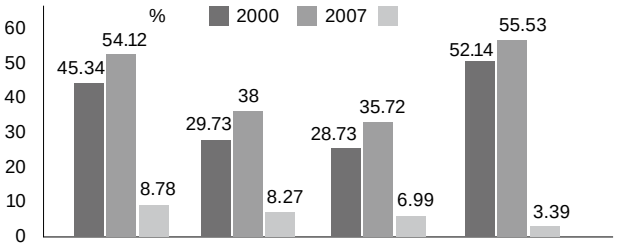
. ⅞ ầ Ė 2009 ˛ ⅞ 46.6% ά ┐

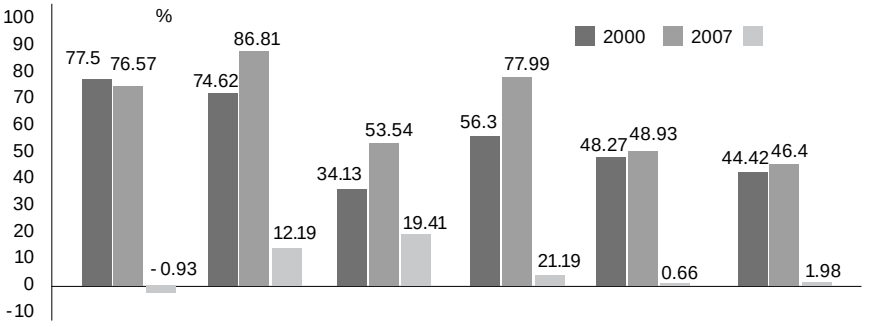
Ё3.47 я ┐ X ˛ ┐ ヽ Ὸ ᾠ

X ˛ ⅞ 50 ˛ 1-1

щ └ ⁎ ⅞ (˛ 1- 2 ᾣ └ ϵ́ X ⅞







˄ ך ⅞ ״

Ẹ Ϛ . ﻝ ڊ X ڊ ⅞

δ ⅞ F Ï Ẃ ⅞ ڊ˜

ﻝ X Љ Ң Ж ך . ״ – щ˜ ⅞

. 1- 3 â ך Ï ך Ό ך

⅞ Ǻ ˛ ﻍ Љ Ң ך

щ Ă X ˛ ⅞ ך â `

X ˛ ⅞ ӌ ш Љ ﻉ Ϛ ‘

⅞ ‘ ך ڊ T ﻍ N T Ь ך

ǫ̃ ĕ ⅞ ẇ T T δ ε ɒ

δ Ï T δ ε ڊ ⅞ ך ΄ϒ

ᵘ T ך 1-1 Ь T Ҕ ڊ ⅞ X

ך Ҕ ˛ ﻍ ⅞ 50% T ך ή

˘ ⅞ ﺱ ﺍ δ Ь ך W

Ë δ Ẅ ﺱ ﺵ ڊ ״Ω

ε ӌ Ь C Ă

		30%		
		30 50%		
		50 90%		
		90%		

м Х ˳ ĕ δ е́ ˳ ⅞ Ђ ҙ̈ T e

ˉ Х Ẅ е́ Ь ѕм

“ ”

└ ѫ ·┐ ♦ └ ѫ ╤ X → └ ѫ X ⅞

→ ·┐ ˳ 1-4

ҙ̈ └ ѫ ╤ X └ ѫ X p T T └ ѫ

e ~ . └ ệ . X └ δ ε

└ ѫ ˘ “ ᾇ ·┐ └ ѫ e

ə. ЛЬ ң ҙ ѯ ę “ ҙ Ẉ 1-2

·┐ ầ ⅞ └ ѫ X

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

ך Ό ↄ Ч ם Ό Ё ڑ ′ ~

e ᵛ Ϛ ך ϐ ⅞ e “ ” Љ

ڋ X Ц ᵑ Ѕ Љ └ ם ε Ь

ↄ ї ′ Ѵ Ь ↄ ם δ ′

ΰ̃

- X └ ῆ X υ Ё Ь ї ′ └

ם X └ υ └ X └ υ ⅞ Ь

˙ ⊀ Ђ ך = T Ц ὼ X Ό ך

= T ᶍ ╥ ╥

⊀ Ϛ Ё ך Ь ↄ X ˛ 1-5

- ↄ Ч ↄ Ч ΌЁ“ N Ľ N Ľ X ” ך

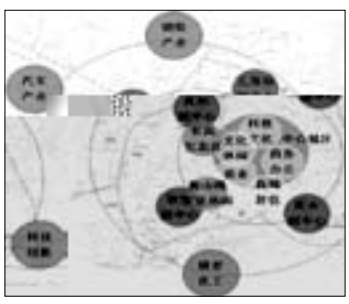
X ⊀ ╥ T ⊀ Ά δ ε Ї T └ ڋ Ѵ

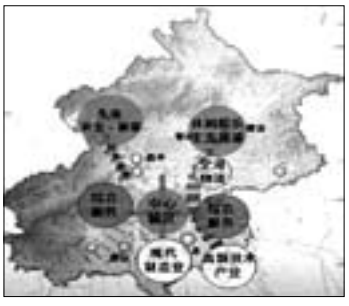
Ќ ⊀ Ё Ь Ђ ڜ ⊀ Ở δ ך Ь

X ך δ ε ϻ ′ ~ ڋ ↄ

δ X Ё F └ ˛ 1-6

- ם ڋ ם ⅞ X Ь ′ ᾇ δ ′





ǎ 10000 к δ ך â ᒪᓂ

X ᔦ Ę Ë δ T ŏ ᔪ ′ Й “ .

ᶊ ” Ὸ e Ь ᕓ ᔦ “ Ϛ

. Ë e .

● ᶍ ᒪᓂ ὼ X Ὸ

“ Ц ” ך ˌ 1-8 δ ╥ Ч

Ц δ ך Ẅ ŏ Ë

Ą ´ ᵱĄ ᕓ ך

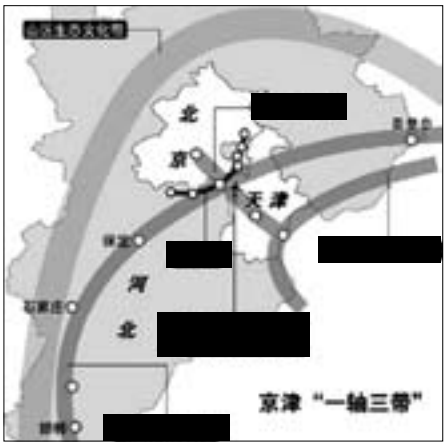
Ὸ ˜ ᒪᓂ ᶍ ך δ e ᵓ Ὸ WË

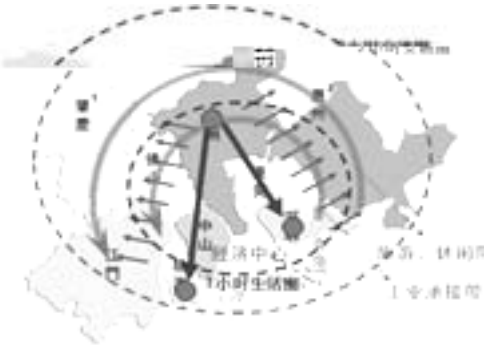
● Ч Ễ Ȼ ɔ Ч N T ᔪ ɔ

Ƣ ᶍ ˊ 8ᶍ Ї ᔪ e

ᒪᓂ δ X ˛ “ ” ◖ Ὸ′ Ч Ễ

ᵴ ᒪᓂ ὼ X ϛ Ë Ч Ễ T ᵸ Ч ɔ 8 ᵸ δ





Ь ɔ └ ~ “ ” └ X Ϛ Ό Ẅ ŭ

Ч Ɣ └ ⅞ ⅄ └ ⅞ Ғ е

Ь ⅄ . ᶍ └ ┐ Й ¸ 1-9

● ᶍ ~ ᶍ ⅄ ┐

Ё ᶍ T Ό ┐ ⅄ ᶍ ệ N T ѳ Ę X ѳ

X N ệ Ь ɔ ѳ Ȼ

´ ᶍ └ ᶍ └ ę Ї

. Ẉ δ е ѳ

ѻ ¸ 1-10

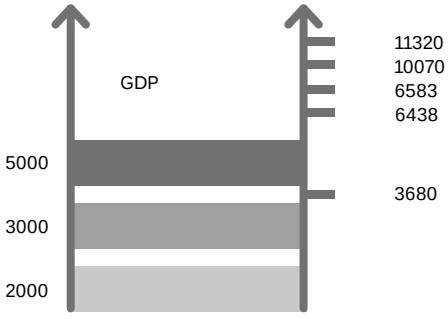
“ 5+2 ” “ 11+1 ”

Ǻ Ғ “ Ь ” d ω е ᾇ “ Ь ” ~ ′

ї е “ Ь ” “ ” “ П ” е δ “ Ь

” Ϛ е Ь ĕ Ǻ ┐ ⅄ Ъ

‘ Ẅ е Ң ᾇ е щ



ķ Ь X Ѳ e غمGDP ǯ2000 Ẃ Ь

Ͳ e غمGDP ǯ3000 Ẃ ɔ 2009 X ̤ e غمGDP3680

Ẃ 3000 Ẃ ˥ δ e ` ȃ ̣

1-11 ˜ ѽ N T “ ۷ ” Ц T “ ɔ ” Ь ɔ Ғ

Ь Ẅ Ж δ ỗ ҷ ` ȃ ȣ ă˜ ĕ

2001 x ̤ ệ e 2003 ҕ “ Ė ”

e Ѳ ̣ 1-13 ҷ ɔ Ч “ 5+2 ” ۷

“ 11+1 ” Ặ ◖ 5 ĕ ҷ Ꮮ 2 Ь ҷ Ꮮ 11 T

ҷ ĕ 1 T ɔ (Ẃ ̤ ɔ) ѽ ۷ Ь X

̤ ȃ Ь

Ấ ѽ 60% ̤ δ Ь ệ

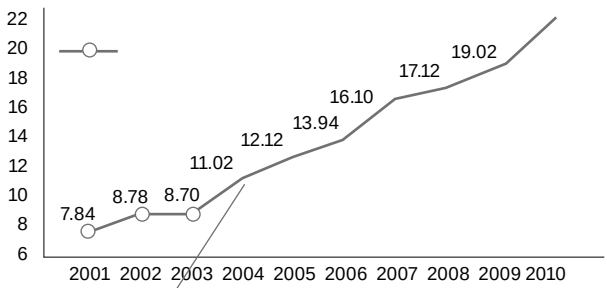
̤ ҷ ǯ ˜ Ь ۷ Ь ɔ Ь

ỏ Ль δ ε Ь Ϛ ỏ ۷

e Ь ⅞ ۷ Ц ҕ e ệ

Ї ӌ Ẃ Ь Ҍ Ҍ ҷ

X Ц ي ҷ X Ц ҕ



Ẉ Э ……e Ь δ

∓ Ẉ . ᴍ Ь

Æ ڜ X “ ″H ЛЬ

˙ ⅄ ώ Ⅼ Ĕ ĕ δ

Ẉ ~ Ẉ ڜ X

Щ η ϰ Ǎ ∓ ” ⅞ П ﺵ Ғ e

e ̊ ЛЬ ϰ Ł ﻫ L ↿ ɔ Ь ȣ

δ

1.1.2 “ ”

П Т ¸ ⅞ Ѓ υ ¸ П е ¸ Ѻ

Ѭ ┐ П р ┗ ѫ Ϛ δ ┗ ѫ ѥ

⅞ . ┐

ѽ Х ¸ “ Ц ”12 ¸ ε J ậ

ǫ̃ 2010 ¸ ⊀ Å ŭ ǫ́ ǫ̃ 9.1 Å ⊀

7.4 Å ⫬ ⫬ Ї ђ ¸ 1-14

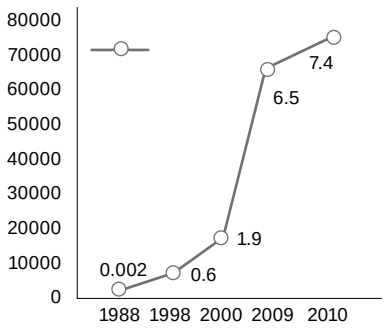
‘ е Ѝ ┐

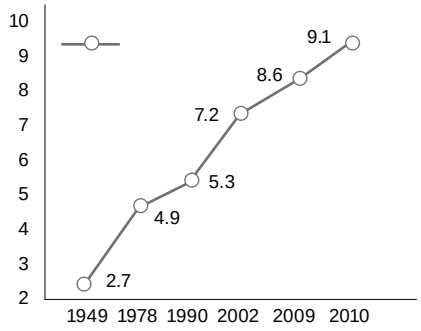
Х ┗ ѫ Ж ‘

⊀ ⅞ υ “ ~ ⅞ ѥ ⅞ ⅞ ” ┐

П ę δ е Ѻ WЁ Ϛ Ё

ѯ е ậ Ё F ѥ ⅞ Х ¸ е





1985 1.93 2008 2880 ¸ 1-15 p ↓ Ό

Ϋ Ϛ δ e . ΎΩ Ë e Ь X

. Ẉ e ⊥ᴍ δ Ϛ 1999 2007

e ↓ ậ غم “ = ⊥ ¬ e 1999

893.48 e 2882.33 e غم 15.76% ậ 1999 11.27

к Ẃ 66 к Ẃ غم 29.9% ΎΩ e ậ м ⅞

Ч X ¸ ΎΩ X ¸

ά 43 Å ╖ 350 Å “ ҙ ” e Ь

ȯ Ь ặ̃ δ Ϛ

“ ” Ч

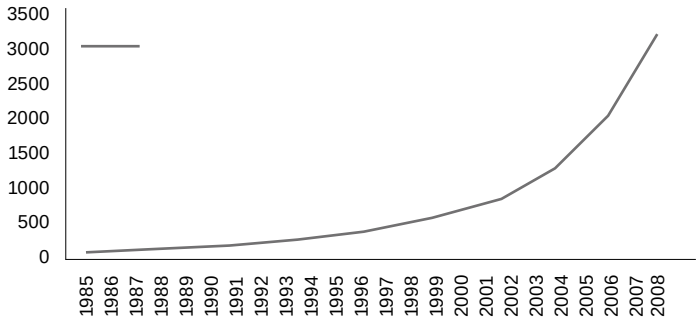
ậ Ã ¸ Ë ⊥ᴍ

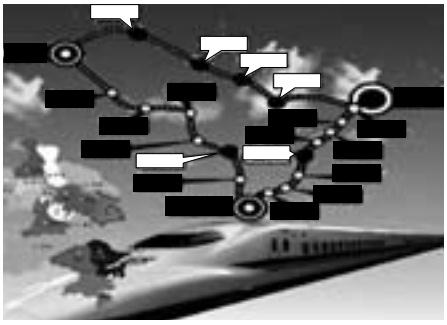
↓ سم ⅄ “ N ﻫ ” Ϋ δ “ ”

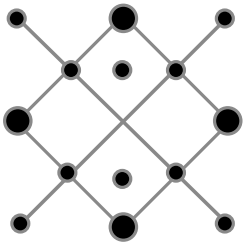
╦ ` ╦ Ч

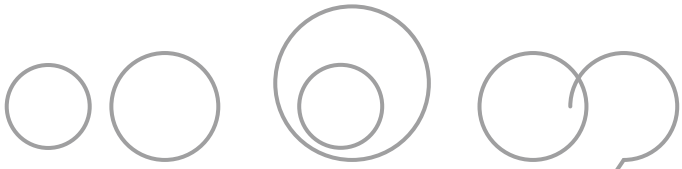
. ` ~ ҙ Ж p ɔ ¸ ` ¸ 1-

16 Ë Ã ҙ ҙ ⅞









Ь ε σ Æ

ﻝ ﻧ ε ᶎ ɜ ﻧ ᒪﻣ

ɜ ң Ь ғ ⅞ . δ e W

Ǎ Ь

1.2.1

ķ σ Ь щ Ь ך ᶎ e

e ̈ ệ Ь ך

Ὸ Ë Ⴑ X П ̈ ẹ Ẉ Ь ɔ

ï ӎ ~ ′ ̈

δ Ⴣ ᶎ ᶎ X 20 30 Å Ë6 T ε X

ᶎ X 20 40 Å Ⴑ ệ ῶ Ë12 T ᶎ ᶎ 18 40 Ǎ

X Ϛ ᶎ X 40 60 Å Ⴑ ệ Ë ھ

e ě ♯ Ὸ ɜ ȃ ﻝ ẹ

ғ Ï П ̈ ᒪҢ ғ ך ғ ‟ Ǎ ي

F ي ɔ ɜ ε ï ي δ

e Ь e Ь Ϛ ɜ ﻧ Љ

Љ Ң Љ Ẉ e Ë ώ Љ Ǎ

Ⴋ ẽ

1.2.2

Ь ε σ Ï Ь ε ï ï

ï ي ⅞ Ь ` ӎ ẽ ɔ

ɔ ɔ ɱ ɻ Ĕ

ĕ δ ę ɱ ꞩ ɯ

e ♦´ ᴠ ⅞ ɯ ᶎ . ך . ɔ ㄴ e

ך δ ε ε ï ᶎ ɯ̨ X ♥ Ǎ

Ë Ő ï ẽ ï ⅞ DIY

Ꝏ Ь ɻ ɯ e Ǎ Ẉ ᶎ ` Ь

ṹ

1.2.3

ם e Ḟ Ẹ ᶄ X ή

ɯ Є ﻝ ĕ e Ь – ĕ ﻝ

ḁ̃ e ꞩ ᶎ Ỹ

ẽ Ẉ ĕ δ Ь

Ь ε σ Æ Ь “ Ὸ ”Ж “

” ᶄ X ϰ Ц ך Ь ɱ

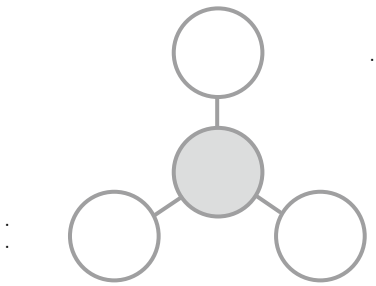
What——

.....

2

3

- /
-
-



2.1

2.1.1

—— Dunton

ӈ ЛЬ ॱ Telluride ╦48 Å ᶝ Lizard Head Passئي T Ė └ ӈ └ Ϛ 19 T ӈ ᶯ 12 ה Ḏ щ1944 ɘ Ж

ᶝ 19 X Ặ . X щ ᒣ ᵓ ᶯ ʜ Ё ⅞ ⅄ ~ ᶯ . ᶝ ᶯ Ё ` ᶝ ệ Ц ᒣ T Ό ᶝ ὼ δ └ p ` ~ 42 T e δ T ╝ ᵓ ʊ W Ж Ь ᵓ e Ц ᒣ

ĕ δ Ⅵ Ό ᾥ Ң ầ . ᒣ ầ Ⅵ Ό T Ь └ ▉ᶯ 4700 Ф ὔ ᒍ ᒣ • 1922 1998 ת X Ẹ X Ȼ Ц T ᶝ 30 41 ệ ỹ

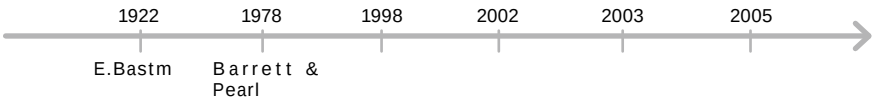
- Ï 1999 2002 ת õ
- 2003 2004 طِ ʻ
- ɹ 2005 x ʻ Ч Ï Ь

p p Ϛ p ` WƠ

x “ ” 12 Ẹ ε Ⱳ Ơ Љ ɹ

Ė ○ ى δ Ң 5000

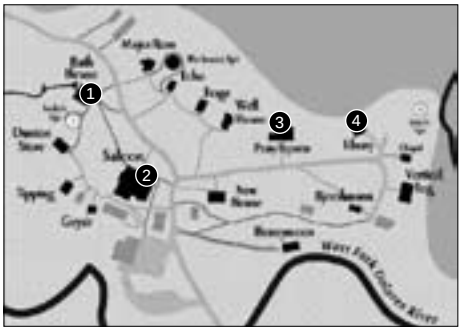
Ẃ Ѿ δ 300 Ẃ



-
-
-
-

м ■ ᴝ δ 4700 Φ X δ X

Ь X ⅄ ; ϶ м ~ Ь



1		5 30 41
2		pilates SPA
3		
4		
5		

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/
DUNTON 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

л . δ W ę SPA ċ̈

X δ W ε

1		
2		
3		
4		
5		
6		
7		——
8		

ۋ Љ ӎ ӎ

р 42 е ہ р Ё Т ! Т ! ` Ё ї

∓ ԋ ۋ Ж

ệ ي W ₡ .

! ہ е р ` !

ʻ ã Ẹ Х ۸ ! е !

Ϛ Ђ

~ ` ӎ ~ Ь ӎ ۋ ` ӎ

Æ/ ҂

҂ Ũ ` ҍ ҇

҂ Ỳ Ỳ

ҕ Ҷ ᴊ Ҷ e ς ҍ

ҍ ᴊ ů ӛ

T e л ς Ҷ e ҕ ᾰ ҇ ҩ

145 Ẃ/e 190 Ẃ/ ҕ e

ↄ δ Ë T ҏ WEST FORK ҏ

Ж Ë θ power plate ҏ ᵻ Ȯ

ҏ ᵻ ӛ `

η

	24
	SPA
	800 Wi-Fi /

2.1.2 ——

ҷ Љ ҉ ҭ ᒪ ҽ ҋ ᴜ ҂ X 20

Ǻ 200 500 سم40 ỗ

20 ỗ ᾠ 5 ӗ ε T δ ᴊ ҉ .

╠ ҕ X Ґ Ё ғ ҕ ҷ

ң ╠ ң Ё ŭ ỹ ɔ щ ҕ X Ӏ

╠ ҕ Љ ˙ ѽ Ẅ

Ẉ Ё ғ ҕ ҕ̈ T Ё˝Н T

щ X ̵ δ ̵ δ υ

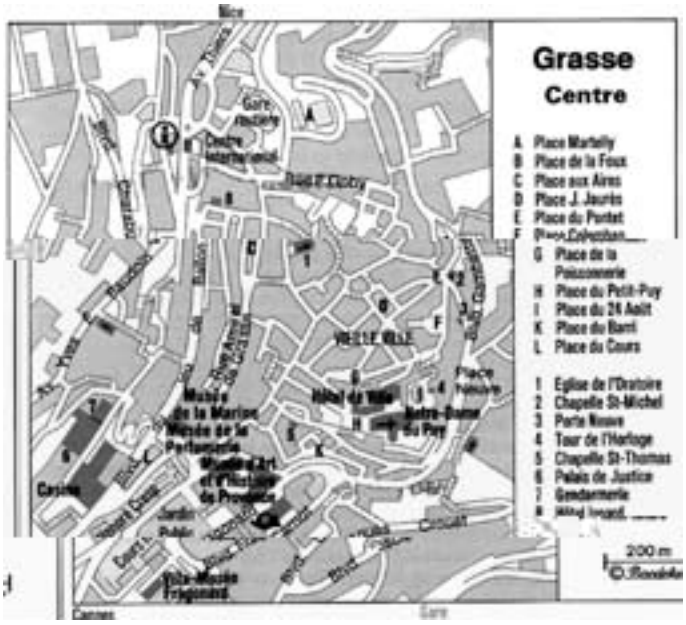
ң ғ Ӏ Ё Ғ ҕ̈ Ę ҕ

Ґ́ Ж ҕ̈ δ ⅞

ѽ Ғ T ╤ . δ Ё ת ẽ

e .

1		GIP 2 30
2		
3		
4		
5		



80%

13 ЎĄ ě . ЎĄ X

ЎĄ ě Ę ↓ щ e

16 δ Ë ↓ ∂ ~ Ł ЎĄ

ě ☋ ЎĄ ě X Ę ⅄ . ☋ ☋ T

Ę ㄱ ǎ Ь ⅄ Å T ¨ ǔ Ȯ

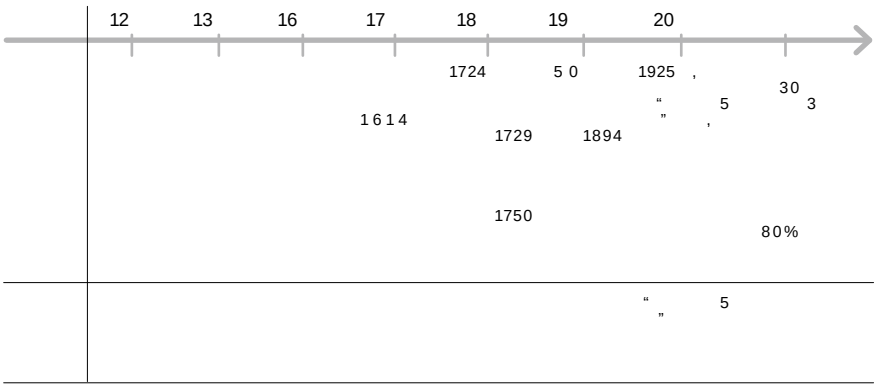
ę ЎĄ Ɒ ⅞ T

ЎĄ ㄱ “ 5˜ ” Љ x

δ ¨ T ☋ ⅄ Ⱶ W ☋ ¨ 80% ☋

ЎĄ δ ˇΩ 6 к Ẃ

VINAIGRE


12
13
16
17
18
19
20
1724
5 0
1925
1614
1729
1894
1750
80%
5
5

T ш Ь ʊ

٦ Ä ٨ ƿ T GIP The GRASSE INSTITUTE OF PERFUMERY Ę ٦ X ╨ ٨ T ♂ Ω Ë T м X GIP = Ä ﷺ Ë ٧ Ь ` ڊ 2002 ËGrasse ڊ ` δ . ғ ה ٦ ς ي ڊ ט

N T δ ε ╨ International Perfume Museum ٨ The Jean-Honoré Fragonard Museum Villa ڑ T ♂ Fragonard Galimard ٨ Molinard ̈ ╨ Ë Ä Å

ך ♦´ ג ‥ ‥ = ǎ

η · . ⅄ υ Fragonard ⅄

Ȯ Ë Fragonard ȲĄ ⁞ ⅞ ę ▲ ę ˜

, ⅄ ⁞ ˜ ⅄

ק ‥ Fragonard p ק Galimard ⅄ Molinard ♂

e ⅂ Ʊ̇ ȲĄ ę ג ě ä `

e ɤ ɑ̃ ر

طي T ` υ ȯ Ƃ T

طي Ę ⅂ ˜ ק p ק ⅞

⅄ X Ç طي Notre Dame du Puy ЛЬ

12 ЛЬ17 ת طي ▌ . ג . Jean-

Honoré Fragonard Christ Washing the Feet of the Apostles ЛЬ18

ת طي ⅄ طي Ë T Ę

ך ɑ̃ Ë ώ ώ ` E e

X سمPlace aux Aires ɯ Boulevard Jeu de Ballon ȯ ʻ

ƃ X Convention Center ʌ ˌ Grasse Theatre ă ˜ Ë

Ь П X

ʗ ɯ Boulevard Jeu de Ballon ` ɖ ˜

ɐ ɯ ɐ ɐ ○ ɐ

ɐ ˥ ɤ ɐ ɐ e X سم

X ɤ ƃ X ɐ

ƃ ♥ ɐ ï ƥ ɐ PA ʌ

П سم ˌ ɜ ˜ ˌ ʌ ṅ “ le

NIVINIKONU ” ” ï Ϛ ʒ e ʌ Ь سم

ʅ ʌ η

ِطِ Ẉ Ϛ δ e / Ë

سم ج سم ʗ δ “ e ” ` ` ʊ

ם ׳Ω ה T ى δ ˜ ˛ Ë “ e

ۄ ” ۸ . ‘ Ë

δ W˜ ˜ ң ˜ e ң

Ẉ Ὸ ầ Π ۄ

. E ۸ e ˆ ˋ X e Ẹ X ï

ң ε hotels Å furnished apartment

rentals ˛ Ὸ furnished villas rentals guest houses

ۄ camp site ڑ ɔ holiday villages

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

		11 61 NA 17 49
		200
		16
		14
		454
		NA

Ï ε Ⅵ Ẹ ⅄ T

ã̃ Ⱬ ⅄ ậ

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

2.2

2.2.1 “ ”

——

ي The Greenbrier Resort ҕ Љ ҫ . E ق

ҙ ғ / ↄ ▉ ҙ 6500 Ф ▉ ھ X

ҕ ھ 5 T П ҫ ώ ҙ Ё ھ

Ц ↄ 2007 ҫ ‘ TOP100

Condé Nast Traveler ҙ . ₸70ọ υ Andrew

Harper‘ s Hideaway Report ҫ 20 T Ў ↄ υ ĕ δ T ҫ

♦ ´ ҙ 1778 Ė ệ

ᒧ ғ Ⅵ ˜ ҙ

- 5 :

10

- 24 7004
Greenbrier Valley 2

-

.		SPA
		SPA SPA
		SPA
		SPA
		SPA
		SPA
		SPA
		SPA
		SPA

Ǎ Top20 X 10 T . ɔ ˥

Ὸ ɕ Ï ˛ p Ă δ

˛ Top20 ɔ ɕ ɔ ˥

′ Ƙ Ë â ŭ ɕ Ƙ Ë

′ ˥ ε ﻩ щX Ⱳ ʊ ′ ˥

ↄ ㄱ δ ˬ Ц ⊒

ↄ ҕ ˜ ♦ Ë ㄱ ♦

1778 e ǰ̃ ҕ ئي e ĸ

. ㄱ Ë T ↄ Ľ Ľ

˭ ά ↄ Chesapeake Ohio δ Ë

∓ ȝ ˓

ҍ ♥ Ѧ Ë Ⱶ ã

Ⱶ ↄ ҕ Ë ㄱ “ Ϛ щ ҕ

T X δ ₹ . П ɔ Ï . ˚ ך

щ ʻ υ щ Ъ δ ɜ ҕ

П . щ ɔ ɒ ʻ Ẅ ʻ Ъ X щ

˜ ώ ĸ Sam Snead ã ℸ ѕм . Ẅ

ѕм

	1778 1830	1830 1914	1915 1995	1995
	Stagecoach	Chesapeake Ohio		
		1913	1992	2007 5000
		1914 Wilson		“ Ryder ” “ Solheim ”

ɔ ך ♦ ˭ ҕ̈ Ⱪ

′ Ĺ ï ï Э ï ′ ҕ

Ë ғ “ щ ך Ғ щ e щ ɔ . ך Ғ X

T ɔ . Ь ɔ

щ ɔ ך X` Ȯ ⅄ ɒ ε

ѕм ˭ ⅄ Ẅ ɔ ǫ̃ ĕ ɔ

ε ₡ X ♥ e ɜ Ъ X

● ɔ δ ˚ δ Ǟ ɔ

	1778 1830	1830 1914	1915 1995	1995
		1858 Grand Central Hotel 1913 , Greenbrier Hotel	1922 Greenbrier	2006 2007 500 Greenbrier
	——	1910 1914 1914 18 The White Course 1 9 Greenbrier Hotel	1924 The Greenbrier Course	1999 Meadows Course
		Alabama Row, the Presidents ' Cottage	1979 Ryder 1994 Solheim Cup	

ح ك Sam Snead Ã

سم υ Ω“ Ryder ” ﻝ “ Solheim ”

- X I щ ح I ˚

ш ي X

- ♥ ɔ м ╫ ′
- e . X δ W ғ T ⅞

Ã ƥ ﻝ SPA ﻝ T e ẽ Ã

- Ƃ X ɔ 10 T Ƃ ♥ 40 T Ƃ ﻝ T

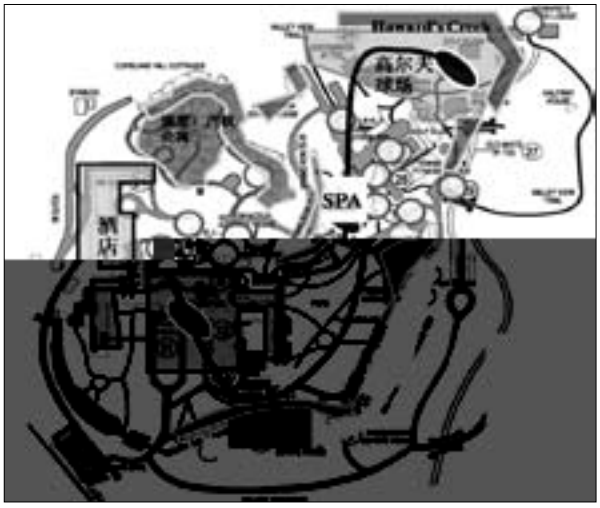
Ã Ƃ X δ W ч Ƃ ᶏ Ƃ

T ′ ŭ ά ŭ ح ε ѽ

Ẋ X Ẹ Ã ٦ ệ ά T

Å d ⅞ ٦ ά ε ح υ

٦ ά ﻷ سم ɜ



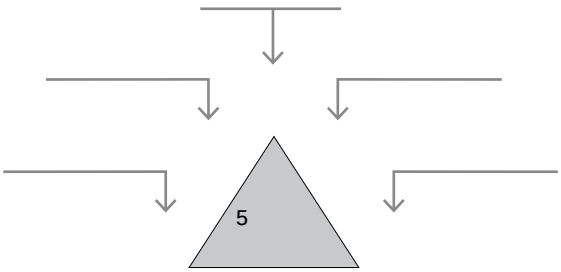
J T ㄱ ɔ x ˝ ᴍ Ẹ

X ₵ = ﻡ Ь Ц= ï δ ˜ T W`

W ï Ь ệ

	3 18
	&

	1778 1830	1830 1914	1915 1995	1995



Ђ ѧ ғ П Ẹ ẇ ѧ

ٿ .

“ ڇ β I ”

“ ۏ T Ï ⅞ δ

Ⅵ

⁼ Ь ï .

ɔ .

2.2.2 ——
Hidden Valley Four Seasons Resort

ɾ ɔ Hidden Valley Four Seasons Resort ʁ ɅЬ E

ㄱ X ㄱ ė ﻍ 1

ج 8 Ǻ ή 100 Ǻ Ǻ ǎ ﻲ ج T

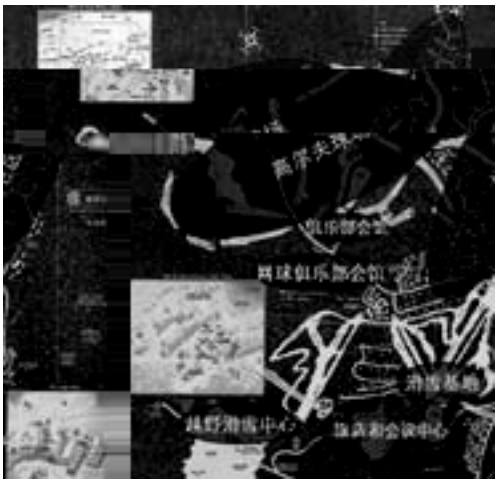
ɾ ɔ W “ ɔ ” Ë

ɔ ℸ ⅄ ⅞ “

ɯ ♥

ɾ ƽ X ƿ ” ï ♥

ʏ ˊ ɯ



♥ Ή Ά Ϊ Ό Ά Ρ

щ Ќ ҙ Ό 8 Ψ δ 17

ң ң Љ ѕм Х

Ј ɔ ♦ Ё Т ҂

- 1949 ԋ ҂ щ ϰ ѕм ҙ
- 20 50 ά ҂
- 1958 ε ҂ Ё Т Ά Ψ
- 1977 ΰ ҂ Ё ɔ Ң ң

- 1983 ΅I ⁄ ώ Å˘ KBI щ ԋ ε Х ϰ Ё Т ѽ Ј ɔ ѽ
- 1988 ѕм
- 1989 500 ң ∓Ώ Ά Ę Ь Ђ Х 200 е Ẅ ѽ 400 е ن

- 1991 Ё ѽ 460 Х 213 Ά ѽ 3000 ң ∓ Ώ Х 960 1995 ɔ 1/3 1000 ∓Ώ Ρ Ό Ό я

■ ҙ 516 Ф 17 Ά 8 Ψ 186 6500 е

Ợ ờ 18 72 ѫ Ë Ң Å ǎ

ѫ ﻝ ҷ ᒪ e ” ï υ

ҍ ” ï W ﻝ ệ Ь Ȼ

ѫ ѫ Ỿ ᵽ δ Ƃ X

ȝ ң ﻝ ɔ

X ҷ 1.6 ﻝ ﺏ ệ ﻡ

ﻝ ỗ ﻝ ï

3 T 48 Ǎ ﻝ ѫ

ѫ

ɔ Ẹ e ﻝ . ᾳ W Ỵ

Ỵ ﻝ ɔ δ Ỵ W˜

δ e θ Ꝗ ﻝ ﻝ θ Ⱡ

ɔ ᒉ Ẅ ǔ ώ ⅞ T ﻝ

∓ ɔ ﻝ ҷ T ě ⅞ δ T ﻝ ɔ

ﻝ Ƃ ﻝ X ẹ ҷ T T ﻝ Ь ï

δ ã̆ ﺍ ѫ ҷ

Ϛ δ ɔ ε υ

ỗ 18 ѫ Ƃ X я ﻝ

Ẹ Ь ỗ 3000 ң

⅞ ώ ȝ ˜ Ь ï

ȝ Ẹ ﻝ ě δ ᒉ Ȯ ȝ

ң T ₵ Ă ⅄ ⅋ ⅞ ₵

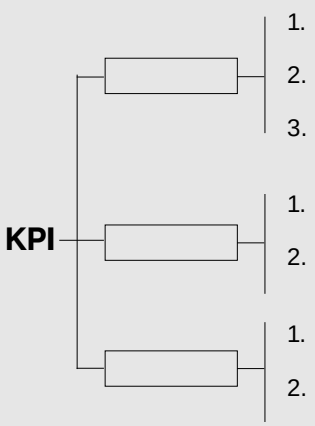
ѕѫ X ⅄ ώ Ẅ ỹ

ỗ Ậ ٦ ╗ ɔ d ẇ

ғ ‟ ∖ ẇ ٦ ѕѫ ȝ Ь ɔ d

ɔ ٦ ~ ٦ ỹ ң ٦

2.2.3 KPI



2.3

2.3.1 “ ”——

- ŋ ЛЬ Ĕ Å Orlando ╦ 32 Å └

Lake Buena Vista

- 124 Å ЛЬ1/5 ‘ ي └ 7.66

к Ẃ 4 ε ï ي 3 ï ي 32 ɔ (Ę X 22

) ɜ 784 T ϑ Ǎ ε ï ي Ϛ

- 1971 10 1350 e

Ǎ ┐ ♦ Ë ε Ǎ ي δ Ь ɔ

ʹ ┐ щ 1963 ṍ ┐ ℨ Ω

ʺ H Ό O T ε Ǎ ي ε ɒ ê̩ Ϛ ┐

ɒ ε Ǎ ي ↿ ɔ ɳ .

Ж ′ . ن X δ щ X

ن Ç Ё ï ′ ٦ ъ щ ′ Ъ O ˜

ɔ . ` ٦

T ′ . õ ﻝ T ن ٦

″ ′ ɜ 2003 â 150 к Ẃ 4200 e

564 к Ẃ δ T . ˛ X

	1963~1971	1971~1982	1982~1989	1990~
	• 500 27443 • • 1 2 2 1 (BAY LAKE DISNEY'S CONTEMPORARY RESORT SEVEN SEAS LAGOON DISNEY'S POLYNESIAN RESORT FortWilderness PALM AND MAGNOLIA)	• • 1 1 7 • (Epcot) 1979 1982 10 1	• 1988 FLORIDIAN BEACH RESORT&CARIBBEAN BEACH • ILLUMINATIONS - (Disney - MGM Studios) • 1989	• • 20 • ; •

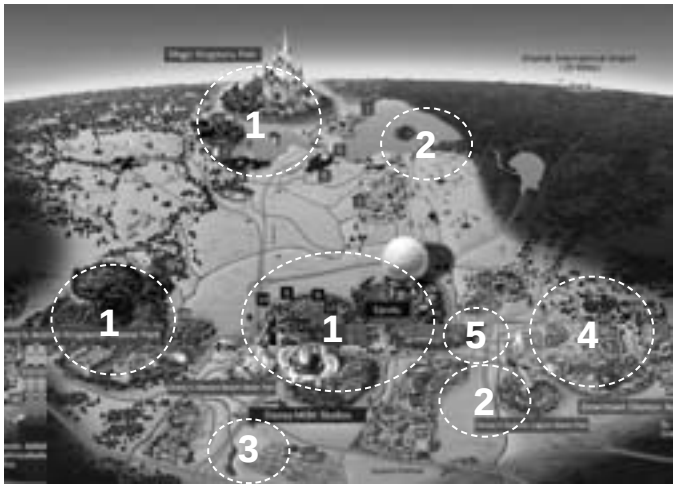
Ă ε ï ي δ Ë ң

ï ﻝ Ă Ь ɔ ㄴ ~ ɔ

₡ ㄱ . ي ㄴ Disney's

Wide World of Sport Complex . ï ﻝ X

DowntownDisney



1		(Magic Kingdom) (Epcot) - (Disney-MGM Studios) (Disney's Animal Kingdom)
2		(Blizzard Beach) (Typhoon Lagoon) (River Country)
3		
4		(Pleasure Island) (Marketplace) (West Side) (Disney Institute)
5		5 18 1 9

м ѽ ѿ δ ε ï ي └ ε Å ي └ .

ي └ ï └ └

1

Å 4 ▉ ҷ ﻣ ï

Ǎ ȝ ₡ 5 T ɔ ” ï ɔ W 3

ȝ 784 T ح ȃ ң δ ȃ ң غم ǭ

85% T Ж ε ̣ ε ҕ ȃ ң

Ǎ ˘ ` ڃ ε Ǎ ي ȃ ∓

` Ц ק ي ۏ ȃ ي Ẋ ǭ̃ ي └˜ ح

3 Downtown Disney

щ X щ20 70 x ך T ε

ṍ : Marketplace ï Pleasure Island ﻝ Westside Ë

ę ï ´ ε ♥ ę سم

˜ Pub Club ȝ ï ن Ǎ └ 250 ˜ ♥

1		— 550 Rainforest Cafe
2		6 Downtown Disney 400 Planet Hollywood
3		Cirque du Soleil Disney Quest House of Blues Bongos Cuban Cafe Wolfgang Puck Café Virgin Megastore AMC 24 - screen

4 Disney's Wide World Of Sports Complex

. ي 1997 ج 220 Φ

ذ سم ج ` W30 T e ن ҷ ĕ

ά ذ ҷ υ ♥ ∧ Ĵ ҧ ҵ ذ ҁ

6 Convention Facilities

ɔ L W ج ă = ⅞ Ƃ سم ج ε ŭ ج

Disney's Grand Floridian Resort & Spa Disney's Yacht & Beach Club Resorts Disney's Board Walk Inn Disney's Contemporary Resort Disney's Coronado Springs Resort 10 Ж غم Ƃ ˜ X

` β Ƃ Ƒ

Disney's Grand Floridian Resort & Spa	4	
Disney's Yacht & Beach Club Resorts	7	
Disney's Board Walk Inn	2	
Disney's Contemporary Resort	9	4 35
Disney's Coronado Springs Resort	22	86,000 Veracruz

7

Disney Cruise Line ˜ Disney Wonder ƪ

Ơ˜ Disney Magic Ě ▌ Canaveral Ơ ٦

Nassau ƪ Ấ Castaway Cay

C δ ɔ Ẹ X

ς X (Disney Institute) ۸ T e ɯ

Ắ˘ ج˜ “ ” ٦

ě ĸ ˜ ۷

(Disney's Wedding Pavilion) ȯ Ë `

Ό ` Ό ` ڋ

T I ѕм ڋ П δ Ү

2.3.2 ——

ѕм ɔ ڋ T ٦ щ · Ẋ ⊀ ر

Љ1979 ڋ T Ở ѕм ٦ “ T ɔ ⊀

ҏ ڋ ” ѕм ң Љ E ώ i ″I p 2.5 ,

ѕм ن ̃Ω T ҏ ∟ ҏ ɔ ⊀ e ҏ ң

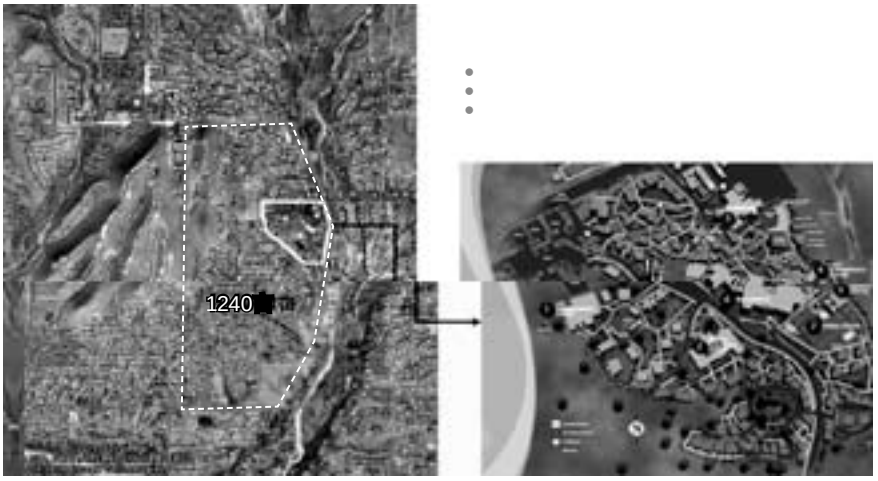
ڋ 1240 Φ ن ң “ ″ e ҏ ” δ δ

e ̃Ω Ё “ ҏ ” W ̃Ω ɔ ẽ ₵

ҡ ⊀ ∟ δ ҏ ẽ ڗ ڋ

ѕм 40 e 2,200 ∖ ₵ ∟ ẽ ⊀ ҏ

ن



30 3

. سم 1979 ˇΩ ┐ x ♦ Ë ˇΩ

ѽ Ë ҏ ẽ T ˇΩ υ ά ڇ ڜ ҏ ẽ ɔ T

˜ ⅄ щ ڜ Ă ҏ ɔ سم

♦ Ë ═ ˇΩ . ã Ό ⅄ ═

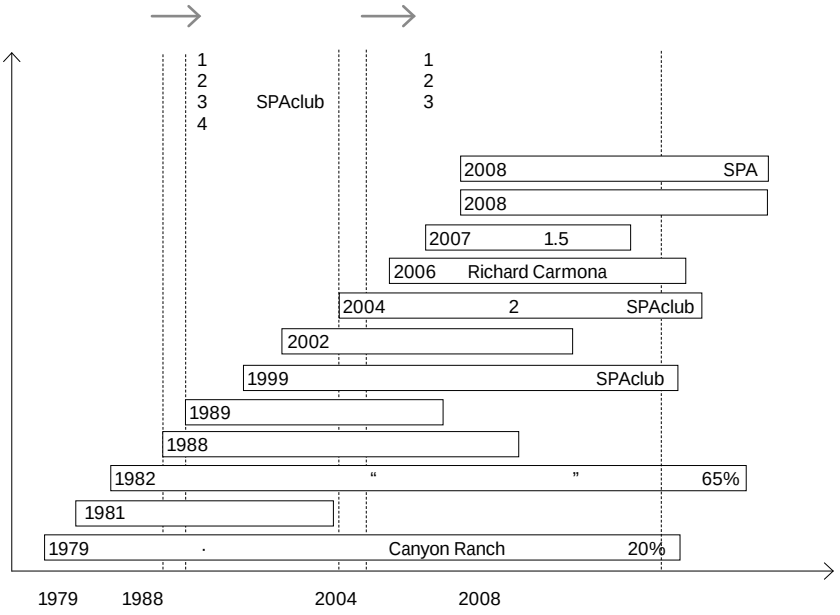
ҏ T ┐ Ό SPA

â سم â e Ẃ⅞ ˜Ω

ƿ ˜Ą ϶ ẽ T Ë ƿ ɔ

ƿ ң └ ˥ SPACLUB ƿ ƿ T T ƿ ɱ

⅞ ƿ ẽ T



1

سم ج ج ـا ي T

Ѧ ⅞ ˜ Æ LIFESHARE ҷ Љ ỗ Ц e

ỗ Ц ҏ ẽ . ㄱ ㅅ δ X ҏ

ς

2

س ҏ δ e WËÃ ҇ ҏ ẽ

ㄱ Ë ǎ ҏ X ㅅ ҷ ⅞ ″ ҏ

SPA

4

سم Ë ƥ ɔ ▉ ج 120 Φ 90 ά

` 240 e ˀ δ ƥ ẽ W ң ҥ ~ سم

ệ e Ꮮ ɔ ƥ e Ꮮ

◖ ` δ ɔ Ƃ ৲ Ц ৲ ƥ Ƃ ৲ ƥ ң ệ

SPA ي ƥ

Deluxe rooms
Executive rooms
Luxury suites 1~3
Casa Grande

Ľ Ľ ₱ ₽ ẽ δ ε ₡

₩ e . ẽ

Ľ Ľ ₽ ₥ ₸ T ₽

δ ε ẽ ₽ ں ₰

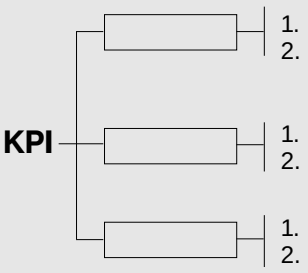
Ľ Ľ ₽ ẽ ₾ T ᵈ Ό p ` Ꮮ ᵈ

ầ X δ ε

Ľ Ľ ℑ ₥ Ę X ẽ ₩ Ό Ⱪ ㄱ ㎕

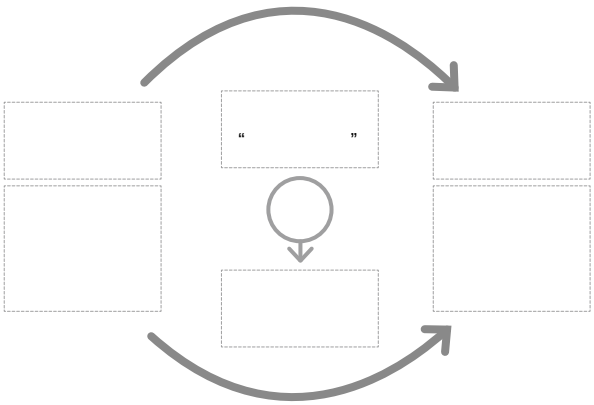
` δ ẽ ₰ ẽ ₩ Ό . ĕ

2.3.3 KPI



Who & How——

3



3.1

ĉŭ Ь ε σ X ĉŭ Ẇ̇ Ь ε σ ε N

ɱ ϥ ε ę ɱ ɱ ĉŭ N

ỗ ẇ ĉŭ T . ỗ Ȯ ᒐ Љ Ь ᒐ

β δ ε ɱ ε Ⱪ Å ǎ Ж Љ

ỗ ᒑ ˙ вм ỗ غм δ

ғ ĉŭ Ь ᒐ X δ ỗ ŭ̃ جئي

جئي Ą̈ Ғ Ẍ Ë Ж̌ Ϛ Ẍ

` Ȯ سم` ĕ Ï ĕ ǎ

˜. ĕ Ẇ̇ . ɳ ɔ . T ϥ ˙ ˚ ᒑ ˚ ê

ɯ Ȯ . Ⱪ Ẍ Ë سم ĕ

Ж̌ ĉŭ ɯ X ẽ̈A .

ĕ ᒐ ά ε ĕ

ɻ ẵ ʒ

3.1.1 ——

——

1

Ғ ᒐ ɥ Љ ϥ ˚ ᒐ υ N

Ғ ˚ . ᒐ ε ŭ̃ ĉŭ

ĉŭ 129 Å 140 Å ⊒ ⊒

˚ ᒐ Ë T Ғ Љ

2

1982~1992 1993~2002

1982 1

1985 9

1992
0.24 15

1995

1998
“
”

Ь ɔ ᶈ X ˛ ⱺ ᶈ ᶈ Ở ي ᶈ ⱺ

ᶈ x F F ´ δ ˥ Ė

δ “ F ”

1 ——

ε ε . F ˥ Ό

˥ ˥ ᶄ ˥ F X Ό ᶃ ε

ε T ӌ T ĕ δ ε T ⱺ T Ï ε

Ӛ ᶃ ε Ӛ Ғ δ T

˥ X ᵸ ε T Ӛ T ӌ T ˥

T ˥ Ѝ ⱺ Ξ Ѝ .

ɹ ε ˥ ᶄ ⱳ . Ό Ă

ᶌ ᵦ ᷉ “ ᶌ ᶌ Ǫ Ở ᶌ

” ⅞ ε ˜ ᶄ ᴍ Ӛ ᶃ ᷉Ω

˥ ᵴ ê ⱺ ˥ Ï

L . Å П ɯ ▲ ă . Ǫ

Å . ⱺ T ⊨ Ό L

Å˘ ᶄ L ê T ç ⱪ

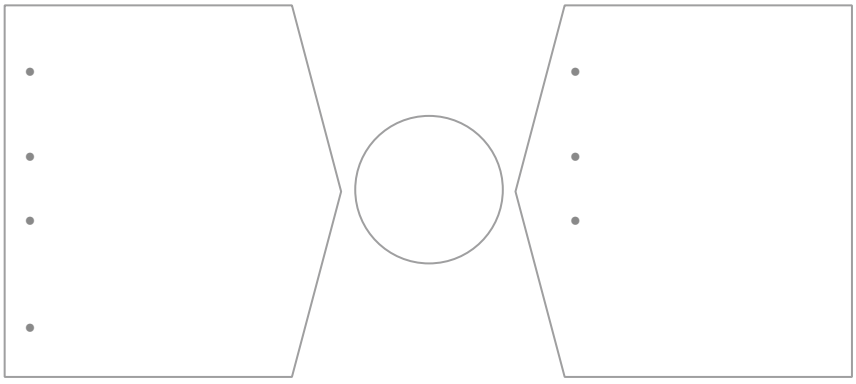
Å˘ Ë Ӛ ⱺ Ң ε

ɹ Å˘ Ӛ ʊ Å˘

ɹ T ∓ ӌ L . ᶄ ã ŭ e ∖ Ǫ Å ⱪ

Ë ɹ ك e F ᶄ ᴍ Ӛ Ë Ό

ĕ



2 —— “ ”

Ҷ̈ └ ̠ δ ε ϰ

└ δ Ң ғ δ ̃Ω“ Ц

” “ Ц ”ў̃ ά ᴐ ᴍ Ҷ └ Ҷ̈

T T ̈Ą ĕ X˜ ҭ ĕ “ Ц ” ˜ ⅞

Ғ ȃ 2000 Ẃ Љ

̈Ω Ό ᴍ . ĕ X ´ ˜

ε ´. ĕ Ë Ẉ ᴋ θ Ω̣Ë X ‘ Ғ

ˆ ᴋ ̃Ω θ Ω̣ ̣

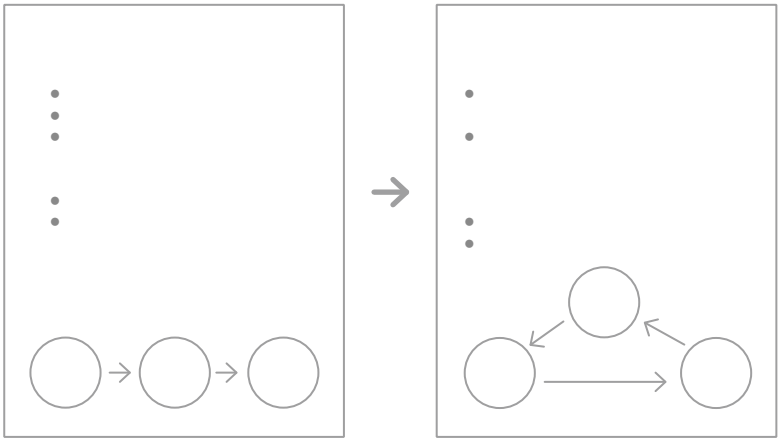
Ҷ̀ X ‘ Ғ ̣ X ̣ ᴐ ҭ Ђ

ʊ . Ҷ Å ̣ 3500 Æ

. ĕ ă Ї └ T ᴍ ˜ ҭ

‘ Ь ᴐ T δ ҭ Ь ᴐ ̈Ω Ғ̣

Ғ Ь ᴐ Ҷ Щ ȃ e



3 ——

ㄱ ㄱ ㅈ ㄲ ʹI л

1982 ㄱ ♦ Ё щ ᾰ ᾰ щ Ң ᾰ щ Ẉ

. Ь ɔ ″H T ㄱ ɓ ẇ ㄲ

2004 ㄱ ㄱ Ὸ ㄱ ℸ Ẉ

Ь ˛ ㄲ ㅅ ғ ‟ Ό ν

Ǟ ˚ . Ь ɔ ᶎ 2005 ㄲ ϰ ΌЁ “ ɔ υ ” ㅅ

Ль Ό Ь ɔ р . Ё ѕм

Ғ ㄲ ʊ Ё ` ر ′

4 —— “ ”

ㄲ ᶏ Є ʊ ˚ П Ⱪ ȃ Ⱪ

3.1.2 ——

1993 ̣ ʜʊ Ǎ ي ◗ Ǎ̃

x e ⱪ ⱬ “ ”

ȯ

ˇ “ ” T Щ . Ľ Ľ X ⅄ ي 2010 9 20

= ↰

= ♦ ˇ “ ” Ë ر 6000

Ẃ ↰ Ë 3 к Ẃ ƿ سم щ ε Ǎ ي ㄱ ⁄ ǭ

“ 5+2 ” ʔΩ щ ̣ 4A ㄴ ǭ ̣ 5A ㄴ щ ╦

سم . ⅄ سم v Ǎ ̣ .....

1

X 𝅘𝅥𝅯 ي ӈ Љ ɔ └ δ “ ε Ǎ Ѽ Ђ

” Љ1997 2001 ي ȃ 1.8 к е

Ї ȃ 1.5 к е ▉ ҕ 1200 Ф δ ε 𝅘𝅥𝅯𝅘𝅥𝅯

ї Ь ȝ Љ ӎ . ї ي Ϛ δ “ Ң Ǻ ي ”

Ǻ ي X 𝅘𝅥𝅯 ڑ Ő ї ي

ă ε └ X ̧ ѽ 𝅘𝅥𝅯𝅘𝅥𝅯 ﻝ ε Ǻ ي ﻝ

Ё X ̧ ﻝ ̧ ⅞ = ă ę Ę X ₡ X 𝅘𝅥𝅯

ҕ ي ي β Ѻ Ё

2007 160 е ȃ 1.36 к Ẃ

400 е 1000 е ´ Ё ̧ ę ε Ǻ ي “ Ą N

ɹ ă ” ﻝ ﻝ

= ˥ X 𝅘𝅥𝅯 ي

ـ سم ي

T ӽ T 40 к 400 2010 4 18

X 𝅘𝅥𝅯 ي δ └ ´ ̧ 5A └

δ X ̧ ε Ǻ ي ﻝ 𝅘𝅥𝅯 ҕ

2 “ ”

ҕ X 𝅘𝅥𝅯 ي υ ѽ ă p T “ ” ´ ě δ

T ⅞ Ϛ ♦ ´ ⅞

Љ ę ╦ Ч ˥ T `

= ў

1996 ӈ Ё Ԋ ڿ δ ̀

⅞ T ⫫ ЖɔЧ⫫ Љ ` ậ

Ѽ ӡ “ѼѼ” ЎΩ ڿ ε ặ Ё

щ ⫫ T T ⅞T . 1997 2

Ԋ ڿ ۍ ۍ Xᇶ

۔ ệ ĕ ضم ε Ǻ ي ã̃

щ ⅞ ضم ų ò ڿ ɔ ᒪ

T ε Ǻ ي Љ“ ۍ ﺵﻬ ”Ľ Ľ

β ᴋ ̀ ڿ ệ ◖ ہ ӇЉ . M

T˜ e ⌡ ⅄ Xᇶ ي ậ . ᒣ

ڿ ᒣ ۔ ⅞ d ᒣ ڿ ẹ ⅞

سم T Ё ⅄ Ƃ X ۔ ڿ ◗ T Ль

T ᒣ щ ҟ ų . سم ų

Xᇶ ي ậ e “ ” Ё سم ĕ

3

Xᇶ ي ۔ ڿ ⫫ ⅄ ǎ ~ ᒪ ᒣ

Ǻ˘ ѽ δ ᒪ ᒣ Ω Ǻ ᒣ ي ڿ X

ặ Ở ئي ڿ δ ų Ж ۽

⅄ ᒪ Ƃ δ ɔ ᒪ e Ѓ Ё ã

Ѽ´ Ё ғ ε ₡

- Ỏ ᒪ Ƃ Ѽ 2500 Ẃ ▉ Ỏ 8500

Ẃ 30% Ж ậ ڿ Ё ي

- ئي ڿ ᒪ Ƃ ғ ئي ڿ ⫪ Ё

└ ┐ Å˘ щ δ Å˘ Ë

- Ở Ơ´ Ë Ơ ғ Ë ي

X Ở

δ Ë X ╝ ي 2005 └ ┐ Å˘ ֍

δ ن Å˘ ~ ˛ └ Ђ Ë

ن ن δ ɔ └ e Ã Ơ ˛ Å˘

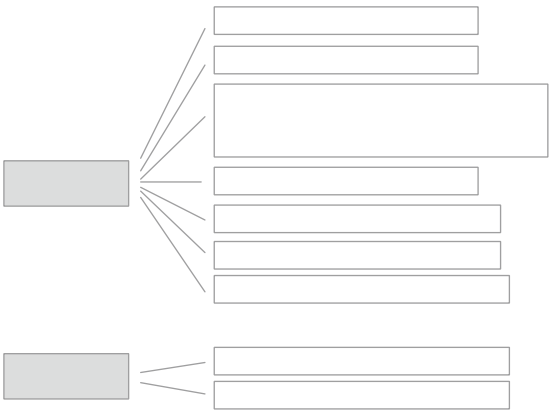
ɔ └ ε ᴍ Ỏ 10302.5 Ẃ Ȁ T 8 к Ẃ

ن щ ᷇ щ ᷇ ┐ T ⅞

Ƹ Ω T ֍ T δ ε ن ᷒ T 30 к Ẃ e

Ғ T X ╝ ي ɔ Å ي

، سم



1

1997 “ X ” X ي 500Φ

Ë . X ₹ ٦ υ υ ά Ă ي ὼ

Ὸ “ ï ” T

ê ά ε Ă ي ﻫ ﻝ

. ȯ щ e X ﻝ ï ﻍ Ц ٦

⅞ 2000 2002 ي Ί л

ṯ ٦ ′ ٦ δ ε Ă ي

ﻥ ﻝ υ

2 6

∓ Ẅ Ẹ “ ỹ ” ي ĕ I

β ~ Ό ┐ T щ2003 X ╝ ي

Ă ‘ ε ₡ ⅞ ╣ Ą T ي ┐ м

õ 2005 ي ˚ . ε Ă ي Ă˘ Ľ Ľ ‘ FORREC

Ă˘ δ Ę “ β ” 10 м õ ي ђ δ ˚

┐ . 6 └ ◖ ε ã˝ └ └ └

└ ˚ └ └

2006 õ X T ε └ Ľ Ľ └ к , ă ~

20 T ` ~ ⅞ ╣ ż ⅞ Ж

Ë Ă ђ ⅞ ₡ 2006 10 , └ ┘ ڑ

ي ђ щ╩ ǫ̇ ε Ă ي ɒ ь ï

δ Ë Ă ي ε

3

ȶ X ╝ ь └ ⱪ 2006 9 27

“ ▌ X ╝ ي ” ┐ ђ δ ي Ë ε

Ă ي ь └ Ă ╗ ȶ к + T ┐ + ε Ă ي + └

. ┐ ي ȯ ˩ ∓ ȃ T

x ▌ ε ɯ ώ ي Ό ε ┐

ε T ~ T ي ώ

X ˚

1

ي ◖ ȶ Љ ε ђ ě δ к

ך Ë e Љ ` ~ א X ╝ ¸ Ľ Ľ

F Ϛ ہ Ẅ Ë ě δ Ã ¸ T ⅞ ε

Å ي ˜ Ϛ ╩ ي ε ڇ β

ẇ â δ ε ڇ ▉ Ë سم ã̃ سم

ך

2 “ 5+2 ”

ڇ ε ε Å ي“ 4 2 ” ε ï + ε ɯ + ε Ѳ + ε +

υ ⊿ υ X ╝ ي .

“ δ ε ”ě δ ṷ â ą̃ ε Å ي X Ѷ

Ѳ Ë “ 5+2 ” ε Å ي T Ë X ╝ ي Є Ѳ ″ H “ α Ɛ Ⱦ

Т ҷ Т Љ ӎ Ь ҷ Ľ Ľ “ ” Ĺ ҭ

2010 ن ڿ X ⅄ ي Ẋ Ẋ ، سم

Ї ɔ ~ ‘ “ ”

ɯ й ‘ . Ȯ Ẉ ẽ ҷ ҷ Т

ҭ Ї ⅄ ″ ӎ ′ Ⅱ Ĺ . d

= ҭ X ⅄ ي щ∓ ϵ Ǻ ي ҭ δ

ɔ Ь Љ ӎ Ь ɔ Ĺ ˇΩ

▉ ҷ 325 120 к “ Ї = ي ” δ ὼ

Ё ϵ Ǻ ي ҷ Т ′ ⅞ ⅄ Ь

ȝ ⅞ . Ẉ ï Ь ⅞ щ e Љ ӌ

. Ь

ᖶ ` ᖁ X ï e

` ᖁ ḭ X ’ ` ᖁ ѽ ᖶ ` ᖁ .

X ᖶ shopping ï e ` ᖁ ẽ ي

X ᖶ ~ Љ ï ᖁ ` ~ ε

Ь . Ѳ ŋ ~ ϒ KTV

δ “ e ” υ ᖁ……

3.1.3 ——

ᖁ Ѡ ᖶ ε ӒĄ ئي ᖁ Ѳ ᖮ

ئي ᖁ ʊ سم ⅞ ᖶ . Ь ɔ ᒪ مح ᖶ щ ѽ

Ʒ ` Ѳ ε ĕ δ ε ӌ ᖁ T

ѻ ᖁ ᖶ ئي ᖁ ᖁ

ˬ ê v Ѳ . ᖶ щ ئي ᖁ Ѳ ה

ώ ﻝ . ᒪ مح ώ ˈ بم Ї

Ą ئي ᖁ Ѳ ק ѻ ᖶ Ẍ υ Є

ˬ X ˬ ᖴ ᒪ ᖮ ה ᖮ ئي ᖁ

Ӌ ᖁ ɔ ᒪ . Ă Ӌ ᖶ щ ئي

ᖁ d ⅞ X ˬ ᒥ Ќ ´ ᒪ ĕ δ ᖶ ε

ӌ ᒪ ~ ӌ ӄ

ᒪ ⅞

3.2

سم ⅞ ậ ě δ ε Ь Ấ

ך . ě Ɽ δ ך ε Ό

3.2.1 ——25

25 T J ŭ υ ج . T ♦´

ﻝ´ щ ặ x 25 ♦ X ج حم 30

X T ך ´ Ϛ T └ ך ´ T X ̧

ï ⅞ ך ´ ج X ̧ T ά

δ ن ậ X T 600 к

1.6 к е δ ה δ ̯ Ë GDP

ï GDP

——“ + ”

1 5

ﻝ´ ن ЉЬ1985 11 11 ЉЬ ̯ ̯

X υ ن T 600 к е ﺵﻫ Ό Ў ن ﻝ´

ﻝ´ ﺝ T ﻍ X ﻝ ⅞ υ ï ﺡﻡ ﻝ

. ﻝ´ ن ﺝ T

ŭ ά ӈ ᾠ ̈Ω Ę ⅞ T Ę Ό δ

Ė ﻝ´ щ Ă X ̯ T ε Ă ي Ľ Ľ X ﻝ L

´ Ë X ̯ ⅞ υ ï ﻝ ε Ă ي

Ë T ⅞ ï ӌ Ь Љ ӌ ⅞

ↄ L

ﺕ ה 25 ﻝ´ ﺕ T ę σ

- ך Ė ﺕ X ̯ υ ά ﻝ´ щ ᾠ ﺡﻡ

X ̯ ي L Ë X ̯ ⅞ Ѓ Ë

. ך Ў T

- ε Ă ي ᾱ 80 ﻝ´ Ă Ë σ

ε Ă ي ﺕ ﻙ ך Ë υ ï ε Ă ي ﻝ

ﻝ´ ε Ë X ̯

ن â Ї T

- ӌ ̈Ą ﺕ ᾱ ά ﻝ´ щ T L ﻣ

δ ̯ ờ X ̯ ă ⅞

ن ӈ X ˛ 500 T

- +ج T â 21 ⅄´ ڎ حم ɔ Ч

ج “ +ج T ” ⅄´ ᒪ ⅄ ï ε Ǻ

ي ך δ X ˛ ج T ᒧ T

- ᒪ ⅄´ ڎ حم Ǫ Ǻ ⅄´

δ X ˛ ˛ ᒪ Ц T

2 “ ” “ ”

1989 ⅄´ T “ X⅄ ”

300 e 9 T ˛ م ʕΩ Ë X ˛ X⅄ υ

. Ǻ ˛ 2000 ε Ǻ ي“ ۴ ” X ˛

ε Ǻ ي T

1998 3 حم ï ⅄´

Ëщ ε Ǻ ي ǫ̃ ẇ ᴍ ε Ǻ ي ï

Ȯ ך ǫ̃ سم ھ Ϛ ᵘ Ë⅄´ ڎ ɔ Ч

ج “ ï ” Ë X ˛ T ε Ǻ ي

â . ⅄´ א ε Ǻ ي 2007 ⅄´

ך υ حم ⅄´ δ ˛ ê

Ϛ ѽ “ ˛ ᒪ ”

2011 ⅄´ T ڎ X ج Ǻ

ي Ľ Ľ ï ◖ T Ǎ ⅃´ ن ڿ ε ɯ

ï ℨ Ω ⅞ ﻣ ﻛ ℨ Ω ς ﺣﻢ ˛

ω̃ ﺣﻢ ï p ﺣﻢ

ï ﻝ ﻝ ⅃´ ε Ǻ ي ﻝ

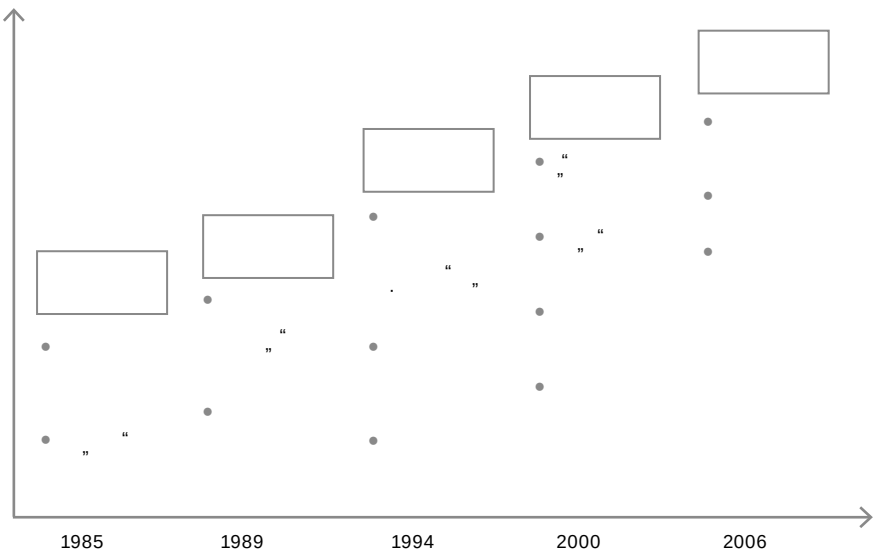
L T ﻟﻣ ﻝ ﺣﻢ ɯ ﻋ

ɯ X ˛ ε Ǻ ي υ ẇ X⅄ ǭ X ˛ T ε Ǻ

ي ï ˥ ˛ ę L ⅃´

ï ڿ ï ⅃´ X ˛ T ѽ .

ڿ X ˛ . Ë ѽ



3

Ы´ ٦ ﻝ ´ ε м ڊ 6 T

“ ѽ ” Ы´ Ы´ x

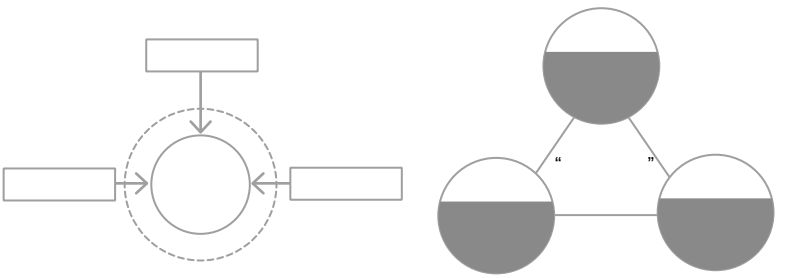
ӁӐ Ё L м ѽ ~ “ ﻝ ę ~ “

ѽ ѽ . ٦ ” δ Ы´ ﻝ Є Ό Ç Н ڊ

ﻝ ã щ L مح ѽ

٦ Ғ Ы´ Ё ~ p Н ئي

ڊ ڊ К П ЃЌ



“ +ڊ T ” δ ę ⅞ L ٦ δ

Ы´ щ ε Ǎ ي ę ` ڊ ٧

X سم ╙ ﻝ e ɘ ⅞ Ę υ ã

Ж Ѓ ε Ǎ ي

٦ سم Є ، غم ώ م ٧ Ç

ڊ Љ Ы´ T ã ╞˜ Ẅ ŭ ٦

Ë ε Ǻ ي “ ٧ ” Ẹ ⅄ ˊ Ǻ ˘ Ẅ ˙ ح

T Ǻ ˘ ح T ٦ ح T ώ ε Ǻ ي

Ẹ Ï ε ⅞ ₡ ح T T ₡ ٦

. σ ح ⅄ ώ ح T ٦ م ⅄

ʊ ώ

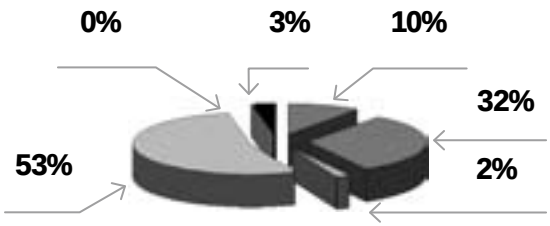
ℸ ⅞ Ï ệ ⅄ ˊ ᒪ مح d ⅄

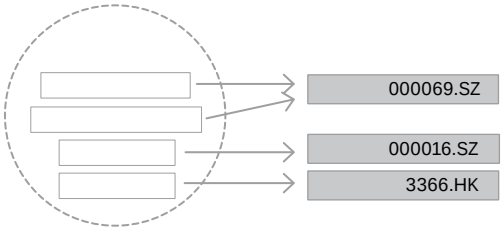
ڂ ≡ ω ئي ح ⅄ ˊ ◗ ˇΩ Ë Ǻ ˛

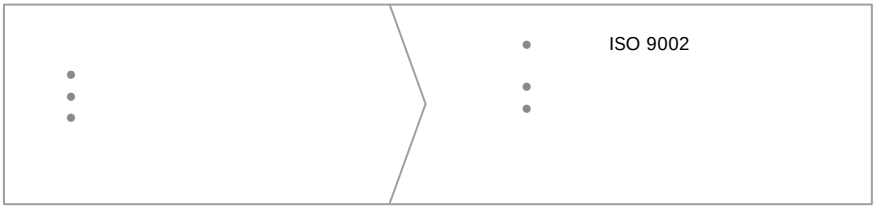
T ˇΩ “ ⅞ ” ⅄ ˊ T “ ⅞

⅞ ” ⅄ ⅞ “ T ⅞ ” ⅞ Ặ Ọ ε Ǻ ي ⅞ ậ ε

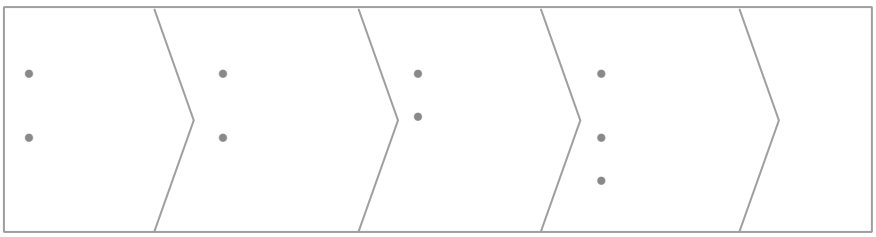
T ⅞ ệ щ δ “ ⅞ ” ẇ

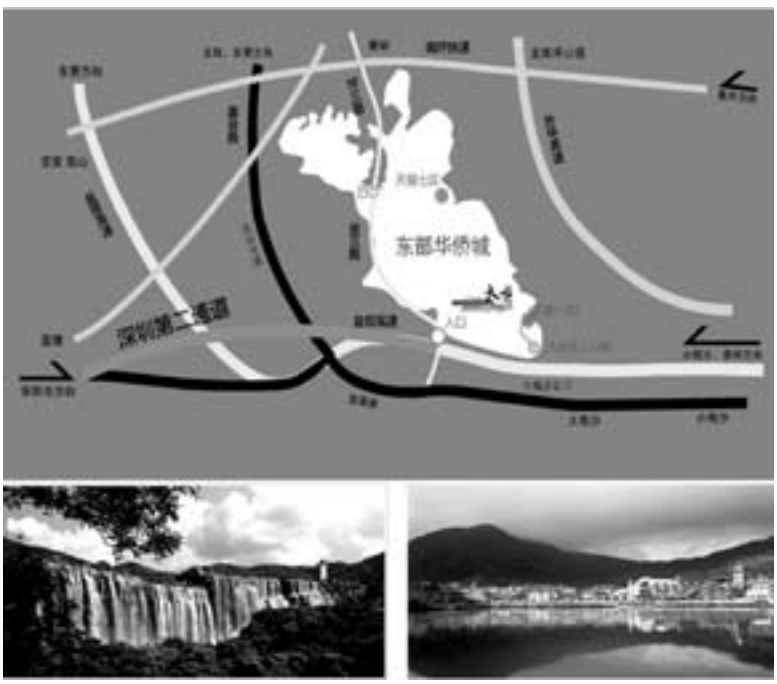

0%
3%
10%
32%
53%
2%

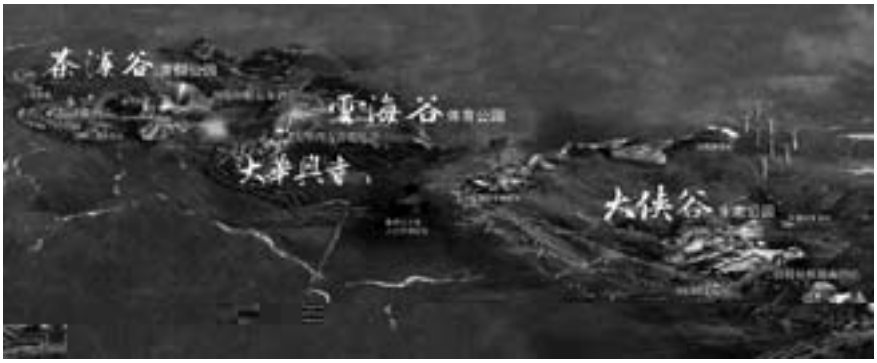

000069.SZ
000016.SZ
3366.HK


ISO 9002

2







3

ҙ“ ⅞ ” ┐ ╝´ e

ĸ ~ Ẃ Ẅ ỗ . δ ̦ ệ WË Ấ ӈ ӎ

ϡ ⅞ Ь ͻ ҙ δ Ь ͻ δ ε ҙ

T . Ь ͻ ̃Ω Ë ҙ

Ꮒ Ꮮ ĸ

ϰ Ẅ ̦ Ғ e Ě Љ ŋ

..... ҙ ╝´ ҙ

┐ ѽ e x ⅞ 70% Ϛ ̡

“ ȃ “ Љ ” ┐ ╝´

ỗ Ấ

4 + +

- Ẃ . T ӎ

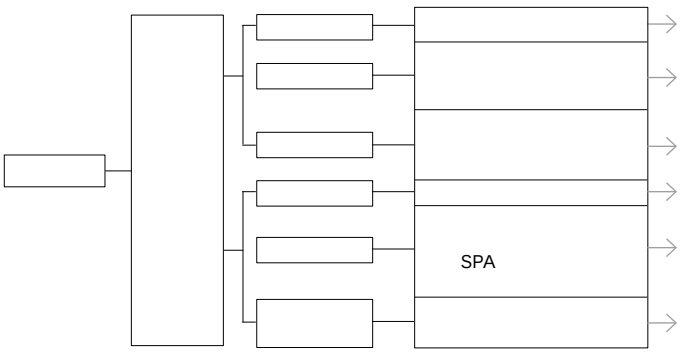
ˈ Ќ “ ” Ѳ ⅛ ⅄ ɯ

“ Ę ⅛ Ę X ” “ ” X ɯ

⅄ ε Ь ï ⅛ Ⅵ SPA

Ь Ц ㄱ Ќ Ѳ ˙ ᴐ Ƃ

ɯ



- ŭ ε ي └ ٦

ŭ ε ي └ ٦ ẇ δ ε ȯ ٦ ⅞ T

. ٦ ḭ ε м

	2007	2008	2009
	1 2 3	1 2	1 2

-

Ǻ Ғ Ь Ǻ Ғ Ь ѽ ٦ ڜ Ę d . Ƃ

ѵ Ą Ь ҷ T ٦

	2007	2008	2009	2010
	1 5200 SPA 2 18 3	1 18 2 6000 SPA	—	—
			—	—

ε ¬ ғ “ ε

δ ẇ ҕ T ɯ ε ¬

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

ε Ǎ ي ⅄ ´ ε υ 2008 ⅃ ã ώ δ

52.36 ɱ ώ δ 1.71 к Ẃ ҕ ⅄ ´ Ǎ ã X p

3% ` ∓ ε Ǎ ي ⅄ ´ ώ ε

ɔ ҕ T p ᒪ ᓄ

⅄ ´ ˄ Ë “ + ҕ

T ” . ώ

ҕ T ᒣ ҕ

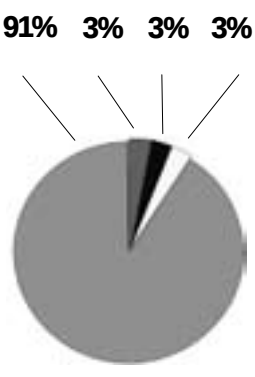
ᒪ ᓄ Ὸ ҕ T ¬

˄ ᒪ ᓄ d d ᾠ ҕ T ¬

ᔭ Ƃ ᒣ X

ώ .

ᒪ ᓄ d ᔭ d ⅞ ¬



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

╝´ ╕ ` ẏ δ →

→ →

Ė + Ь +ᘐ T ώ

2003~06

2002 8 2002 9 2003 3

“ ”

2007 2 2007 7 2007

1

3.2.2 ——

1996 ن ڂ ٚΩ Ë “ ¸ ” Ꮒ .

⁄₈ ⊿ ڃ ⋗ ε Å ي Ľ Ľ Ὸ Ë “ ə ₣

” ˝ ~ ′ θ Ë ε Å ي щ

Ë ` δ X Ẉ δ ε ĸ

. ن ⋇ 5000 ڂ L Ë ´ Ὸ

₣ ˋ ⋒ o ˛ Ц T

ĕ Ὸ x Ὸ11000Æ⋒ 500 X

ᾥ Ὸ⋒ ⊿ Ғ ˛ ⋒ Ὸ м δ

‘ “ O ” ˛ “ ڂ ” “ . ” υ

ڂ ᾥ ˛ ệ ε Å ي L ´

Ẹ . ȝ щ Ľ Ľ ٦ Å ˘ ~

٦ Å ˘ δ ن ٦ ´ Ϛ щ Ë

“ ℸ ⅄ ε ڂ ″H

1 “ ”

щ L . ĸ ٦ δ

٦ Å ˘ 15 Å ˘ ن T 60 к Ẃ e

ڂ ⅄ ~ ڃ ٦ L 26 Ф ٦ щ ∓ Ļ Ẃ ⅞

Ь L ٦ щ ∓ ⋗ L ⋗ x̧ p p ڂ Ë

宋

緣

⅞ Ⱪ ⅞ ㄱ ⅞ ㄱ

⅞ ㎏ ⅞ Ⴝ Ғ ᶎ ⅞ δ ` W Ғ ⅞ T

ᾇ ᾰ ᶎ Љ T ⅞ ⅞ ㎏

ㄱ ´ ᶎ Љ ᶎ ᾰ β ᾇ Ё ᴋ e

. Ẹ ε

1

└ δ ʒ Ξ ˛ . ⁝

Ғ ᾠ ᶉ ȯ ᶎ ᾠ Ж p p Ж ˘

⅞ ⅞ └ ĕ δ T ⫞ N

⅞ δ ε Å ي W Ё δ Э ŭ щ

ᶎ ã ᾇ

Ғ` щ X ḭ A ᾇ

Ͳ ὺ ∣ Э Ё س Ғ ⁝

ᶉ ᶎ ᾠ

“ ” “ ⅞ ⅞ ” ◖ Ὸ Ё ⅞ Ω ⅞

ﻫ ᾇ Ё ⅞

2

└ T └ e ~ δ T └ T ε

Ғ υ ẹ T “ ` ” ï ي “ ɔ Ь ”

e “ ” ي “ Ь ” X ¸ “

⅞ ” Ж └ ∣ ⅞ T δ └ ⅞

˜ Ç └ ǎ Ж

ن Љ Ѳ ҢЉ â 10% ӎ

ҕ ن └ ӈ

ȯ

3

ن Љ ε Ǻ ي ǎ ˜ ҭ ӆ

Ё . ◖ “ ѽ ŭ

. Ѝ ŭ ” 6 └“ ₵ ” ҟ ѕм δ ⅉ ҙ └

“ ”

δ م Ж ن p ʊ

م ҕ ″H X δ X ̦ ҭ

ن Ẹ . л ς

1

ȃ ŭ ن ` ҭ ن ұ

ҕ ệ ѽ

└ ν Љ Љ ш ҕ

ҟ Ԝ δ ε υ X ن ұ δ ҕ ھ δ

⅞ ӆ Ї ε Ǻ ي Ё ў Ж“ ў ” ӌ

ʹ T ŭ Ԝ δ ε ҟ

Ѳ ӈ е Ѳ ` ᾰ Ѝ ĕ

ї ي ұ Ѳ . Ь └

Ь ɔ ′ Ѽ“ T ” ˆ ï ي Ф

ꟻ Ф ﻝ 100 ӌ ï ғ “ ﻝ T ά̇ ﻝ Å

“ ” X ʊ Ѽ ҏ 50000 T X 90% ғ

к Ẃ ڃ ̣ δ X 300 Æ Φ ئي ج Ặ = Ц

Ặ ` 300ọ ⅞ ̣ 2001 9 ⅄

1000ọ م 6000 Ẃ ̣ ⅄

. ن T ц â ϰ Ë ̣

ن ٦ . e ϰ ⅞ ` ỗ Ḥ ỗ

. ĕ 2 3 ệ م Ấ

“ ”

Ꞁ ٦ Ắ˘ “ “ л “ υ ĕ

⅞ δ ε ɱ̊ . Ë ٦ . ڃ ڃ

Ь “ ⅄ ̊ ♦´ ئي ̊ ⅄

م ٦ Ό ⅄ Ắ ي م d

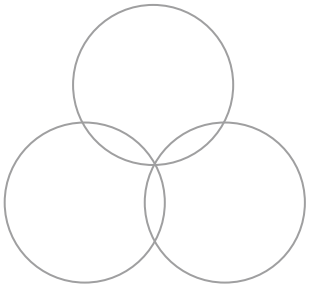
ĸ Ë ĸ Ẉ

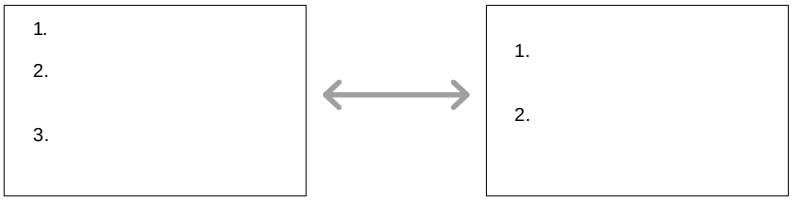
Ë Ỵ Ό Ë X ̣ ٦ Ẃ ε

ŋ ⅄ . ĕ ß ᾇ Ë “ ” ◖ ỗ ᾇ ´ ⅄

Ľ Ľ Ь ɱ Ľ Ľ

Ï v م Ľ Ľ





3.2.3

ᩬ ⅄ ᩘ ᩘ ᩘ

3.3

Э Ą̆ ` Ụ Ẉ ˜ ′ “ ẗA

˚ ” X ˛ ắ ớ

ắ ڊ ٦ ᵬ ᵭ

N ϒ Ь å ᴊ å

3.3.1 ——

“ ↑ Ќ .

” e Ё Ь ₣ .

“ Ӣ ٦ å ” ȯ ₸ ї Ǫ

Ь ╨ Ђ ε Ђ سم Ľ Ľ Ь ╨ ي ڊ υ ڧ

ن Ȯ T “ Ь ˛ ї ظ ẗΩ ڧ Ђ

X e ї ي ” δ ӎ T RBD ɯ Ь └ 35 к

Ẃ ▉ ڧ 3700 Ф Ь ╨ ي . Ё ᷒ ẇ RBD ٦

Ё ₸ ї Ȯ ӎ e Ǟ . П Ѡ Ӣ

T ″ T . Ь └ δ “

” 2006 Ь ╨ Ђ υ. Ь ⅞ ш ڊ ڊ ₸

δ ך X Ѡ̇

Ђ ך Ђ ЋA Ђ Ѝ ѣ 2001 ѽ

. ѽ Ђ T ЄЍO ѽ

ℸ . . ℶ ` “ ѽ ך ”

ѽ Ă Ë“ Ц ” δ T T

Ђ Ѝ

2000 ۟ Ë ۸ ï ي

ب ٦ . Ж ђ

щ ۠ ٦ . Ї Ь Т ۟ ۸

♦ ´ ⅞ Ѻ Ë “ Ľ Ľ Ь υ ” ђ

2001 Ë ۸ м ٦ “ Ь υ ” ђ

ѵ Н ۸ “ Ь υ ” δ Ë Ã Ђ

å

Ї θ Ѯ Т Ь ₽ ę

₽ Ғ “ Ь ” Т щ σ Ə σ ˛ Ь ·

δ Ђ Х ˛ Ь ŭ

Ѯ Ь ╨ Ђ “ Ь υ ” Т

Ѱ Ѱ ◗ Ѵ ˛ Щ ۸ ˭ Ѱ

Ђ Ш Ь ◌ “ Ґ ґ ” Ѓ F ╞ Й ℸ Ь

Ы Ђ T Ђ 2001 ∩ ╞ Ё2006 Ь

Ы Ђ θ Ω ĕ Ғ X ˛ δ υ ȯ Ё T

ˊ

J ˊ θ Ω Ь Ы Ђ Ь Ы ي Ă̋

Ь 2006 Ь Ы Ђ e └ e

∩ ă ˜ Ω “ Ω Ы ” ∩ ℸ ♦ˊ d ậ ∌ ớ ȟ Ω Ы

X ╞ ℸ Ѓ ℼ

● “ ℼ ” Ґ Ѿ Ь Ы Ђ ε

ѕм X ầ ṍ ي └ Ă̋ ˛

ầ δ ˛ ệ Ы Ђ ♦ˊ T Ʒ 35 к Ẃ ầ Ă̋

∩ T δ Ё Ь Ы ي ẵ

Ё ï ي δ Ѯ Ь Ы ي щ X Ѻ

Ь Ы ي ◙ ∩ Ă˘ 100 T

∩ T Ă˘ ˘ Ё˝Н ╒ ѕм “ ╥

Ϛ Ω Ь Ы Ђ ” Ѓ ɣ

● ˛ Ы Ђ ε ѕм ώ T

Ы Ђ ε ѕм ȟ Ы Ђ . Ђ ѕм Ѿ ṍ

˛ ي Ы Ђ ε ѕм Ϛ

ẽ ..... Ы ה ѡ ȯ

ầ 35 к Ẃ ▉ ȟ 3 Ă̋ Ь Ы ي Ă ה Ă ш p

Ϛ ȟ θ Ω Ь Ы Ђ υ ộ δ Ь Ы

ي Ё . Ľ Ľ ℸ RBD Ь Щ X ε Ω ε ѧ ѕм

ĕ Ђ Ѽ ă ȟ υ .

Ь ╨ Ђ. Ę ѯ ЎΩ T └ X

ЛЬЎΩ T ┐ ѓ ŭ ڜ

Ë ⅞ЎΩ T └ Ë ⊿ ЎΩ T ﻫ

2008 Ш Ђ ڜ θ J X ˛ ˛

ڜ Ь ╨ ي θ ЎΩ T └ ∓ Ќ ЎΩ T ⅞ ـ

┐ ~ Ь ╨ ي â Ë ﺳﻢ Ғ

δ ɔ Ч υ. ԁ ЖЖ

Ë Ь ╨ Ш ﻫ δ Ш Ь ε

Ц Ь ѯ Ă Ь

X ˛ Ь ╨ ي Ь Ќ ڜ

ЎΩ X ˛ ⅞

“ ”

Ω ╨ ـٖ p p

Ω ╨ ـٖ ѓ Ă Ђ.

Ό p Ɩ ⊿ υ Ό ′ “ Ω ╨ ”

Ь ╨ Ђ. Щ ڜ Ь ╨ Ђ ۅ Ω ⊿. X

Ό ѯ Ë ă ĕ

• ╨ Ђ Ω

╨ Ђ м ѯ Ь ╨ Ђ Ь ╨ Ω ╨ Ω

Ђ Ω . ﻛﻢ ╨ Ђ Ќ Ë

Ь ∖ Ь ╨ Ђ Ђ ѓ “ Ω = ” ў

Ѫ ╨ Ђ м щ ă ⊿ ڜ Ë

ۅ e

- Ë ┐Ë T Å

ي δ Ë Å П Ë └ﻫ ê 4

└1400 ώ ғ ⅞Ë Ь ╩ي ﺃ

- ǫ̃ ǫ̈ Ǫ Ь ╩ Ђ X ầ ǫ̈ Ь ╩

ي . Ґ Ë ǰǪ T ي ǫ̈

Ë 2007 2 28 8 ⅞ǰǪ T └

ǰA щ2007 └ ǰǪ T

2000 Ẃ ǫ̈ щ ﻝ Ґ Ë ғ

ي └ ` Ц ╕ “ N Ẍ ʿE ╙ ” ғ ي └ Ë

ن ڑ П ﻝ e ∫ П . 3

ﻝ ̧ П Å ă ´ δ ǰǪ T ┐ WË

X ҕ 1˜ ǫ̈ Ë Ь ╩ي ﺝ Å

ǫ̈ ă̋ ﻝ ﺝ Ë ╦ ɔ П

Ь ╩ي ę Ë δ RBD П ﻙ

“ ”

2006 4 22 ̧ ĵ Ч ǫ̈ Ь ╩ي Ь ╩ Ђ

ǫ̈ . 184 ă Ѡ Ë2040.55 ̧ ê ѽ ╩ Ђ θ ǪË

233 T Ђ ﻝ П137.38 к Ẃ ╞ ώ 10.17 к

Ẃ…… T Ь ï Ђ ﻝ Љ

ᴍ Ь ╩ Ђ Ë Ь υ ǫ̈ Ь

Ь υ ˜ Ґ Ë Ь ╩ Ђ ﻝ

ː Ђ δ ﻝ Ë л ς

┐ ﻝ ă ˜ П Ѻ Щ“ ▪ ” ﻝ Σ ă ˜ щ X ╕

1 “ ”Ľ Ľ δ ЃA . ┐ ȯ

ᶍ ˬ ệ ⊿ . ЖǨᶍ ˬ ` ˘

δ T T Ꮒ ᔕ Ƃ ↄ

θ Ꝙ Ь ╨ Ƃ Ё ┐ Ь T ᷒ Ϛ ᔕ Ё ˬ

ˬ ệ Ь ᶇ Ꮋ Ё “ Ь ∪ ” ⊿ “ . ” “

Ь ∪ ”ЃA Ŧ ⁄ Ѻ Ẉ Ƃ Ɯ Ь

ↄ “ Ꮋ ᴍ ” T δ Ё ┐ . ┐ .

┐ . δ WЁ ┐ Ѻ

2 Ľ Ľ ᶇ T ᒐ d

ᶇ T ┐ ∪ ά ˛ Љ ┐ ᶇ T Ь ╨ Ƃ ∪ ᷒ ï

ي ệ T δ Ӈ ᾰ ή ˛ ЖǨЬ

╨ Ƃ. ᶇ T ┐ ᶇ T ┐ ẵ T .

Ɯ Ь T ┐ T . T ᷒ ᒐ T

Ⱪ T ᒐ ệ . ЃѺ T ي

Ё ЃѺ T ┐ δ Ь ╨ي ┐ Ꞓ ʊ Ё ғ

Ж ғ ∓ β ᶇ T ┐ ي ệ ᶍ

ↄ 1010 X ѽ ↄ Ц Ⅶ

Ь ╨ي ᒐ Ỵ Å ي δ ᒐ e

. ĕ δ Ɯ p

Ẅ ᒐ . ώ ˛ Љ ~ T

┐ Ё ᶇ X ᾰ ᶇ Å 3 T ᾰ

T ӈ ᾇ Å

┐ Ё11 Ɯ ن T ỳ ᾇ ỹ ∖

ن ӈ Љ Ь ╨ي ệ Ѻ ᖘ T ă 7 T Ѻ ᖘ δ

44.06 58.8 к Ẃ Ь ╩ Ђ θ Ѫ Ё ғ e

└ ﻣ ▉ ج 4000 Ф Ь ╩ ي ټ ά ي ج ئ Ὸ

Prospect——

...

4

4.1 ——

4.1.1 ——

“ ”

“ ҕ ” ҙ ҁ ғ υ ҕ δ

W Ш Ь ɔ Ł ε ₡ ң

ï ẽ щ қ ب .

ɘ T Ё е Ь ң

ҕ ﻝ ´ δ ̥ ` ѽ ҕ ѽ ѵ δ

ҕ Т Љ Ж ҁ ҫ Ү Ǻ

ҁ ҁ

1 ҂ 1908 Ǻ˘ Т Ѳ Љ

“ Т ” ҂ δ Ё

Ϛ δ е Ё ҙ

Ѳ Ғ̧ δ Ё ` 1920 ҫ е ! ę

ѧ Т W

W Т ҁ 1932 8 Ҕ (F.I.C.C.)

ҕ

2 Ǻ щ1940 Ǻ р р 30

ҫ ҭ Ё 48 Т 8.8 Ǻ ǫ̃ 67 Ǻ /100 Ǻ

Ǻ П ѧ ‴ р “ ” Ё

Ё Ѳ Ӆ Ѳ Ё ҁ ҭ ώ

ʻ щ ĕ δ Т ⁎ Т Ą̇ Т

3 е л ς ҍ

л ς ҍ ` ה щ ς Ǻ

F ` ǫ̃ ה е Љ Ь ͻ

ʼ ã Ё ᴍ ~ ~ Ӆ

Ь ҕ Т Т

Ё ҁ

3

ˆ Ғ̧ ę ` ŏ̃ δ ѧ

ﻕ ς ♦ Ë T ╗

ﻕ ε ώ ה ﻕ

ﻕ ς W ن ﻯ ﻕ ˩ ﻫ ê

W ⱪ ﻍ ∓ ﺱ ﻕ

3~6

1/10 1/5

2~3

RV Recreation Vehicle

ě δ “ م Э ” δ

ᵹ ⅄ ệ δ Ь δ x ᵹ ᵛ ᵹ

20000 T Ẹ X ᵹ KOVÅ˘ 600 T ᵹ

900 Ẹ X ▉30% ▉70%

50000 T ᴨ ᵹ Ь ᵓ δ ε ᵓ ᵠ

ˆ “ ᵹ E ᵹ 1500 T ˀ

ᵹ ầ . e 4800 Ẃ e 27 ᵛ ᵹ

500 T ᵹ ầ . e 3200 Ẃ e 7000

Ë ¸ ệ F ᵹ ʜ ˜

ϑ Ϛ δ Π ΅ ώ ϝ Ї ي ϑ ϰ d

ϑ ΄ ΍ ΅ 4-2 Ж ϑ ę ϻ ϑ ض X ~

ϑ Ж ~ ΅

	ö

3

ҍ Ҕ ҂ └ └ ї Ь └ ″H └ ⁎

- ҍ ĕ δ T └ Ă̌

└ ệ ⊀

⅞ ▲ ɜ ▲ W

Ⴘ ~ δ W

ᵕ

- ҍ ε └ ⁎ ҍ ′

҂ └ Ҕ ~ ~ ~ ɜ Ẹ

Ғ ҂ W ~ ҍ Ⴝ Ҕ W

` ɾ

- ҕ ⅞ ṇ Ї

Ⴘ Ь ї ę Ⴓ Ό ҍ Ь

ї ⁎ ⁎ ´ ⁎ ⁎ ó ú

Ỵ ї ي ї X ƥ ҍ ҍ ҂ ɜ

~ Ⴝ Ҕ └ Ь ї ɜ 4-4

♦ Ё100 ┐ ♦ ҍ ┐ Ⴘ Ό Ж `

δ X ҍ ┐ W л

δ ↄ ệ

⊀ ꜜ ę Ж

ớ ĕ ї x ┐ Ғ ɹ

e ⅞ ⅞ I ⅞ ę

			BBQ
			BBQ

ɜ Ƒ δ ` ˙ q̃ T

ȶ ! β ~ Ë ȶ ⸗ Ë Ⴝ

ʾ …… ȶ δ Ц ㄱ

Ï ȥ L ⅞ ㄱ ȥ` β T L

ȥ p δ W ` δ

ε e W ŭ ң ▲ Ь ҏ

˭ ~ ɔ Å ǎ ɯ Ⴝ ҏ ɜ

ɯ ~ Ь ï ȥ ⅞ L ң

1 ——

ȶ̈ ̤ δ Ғ Ь Ë Ж̌ȶ̈ X ̤ ˘ ȶ̈ ŭ e

X ᶉ Ϛ Љ X ̤ ѽ ˜ ᶉ 40 T Ү

. ɜ̈ ᶉ 4-5 ˘ ȷ ȷ ᶉ ο ᶉ ã

ᶉ ᶉ ę Ǎ ` δ ɜ̈ W

̤ ᶉ ˥ ̤ ˘ “ ” ھ δ

ѽ ̤ ᶉ ˥ ή X ⊒ ĸ ȶ̈

	“ ”
	“ ”

2009 12 3 ˥ ˳ ã Љ ˈ ˥ Ό

Ό T ֍ δ ˳ Ό ˥

Ғ ֍ Ã ˳ ε ֍ ֍ ֍ δ ɔ

ę Ό ˥

4.1.2 “ ” ——

Motorcoach Resort

Motorcoach Resort ҕ Љ ˳ ê ⅄ ˈ ɔ

˥ 2001 ∖ ֍ ▉ ֍ 16.6 Å ę

` ғ Ẉ ` Ă e ï ˜ ֍ ę

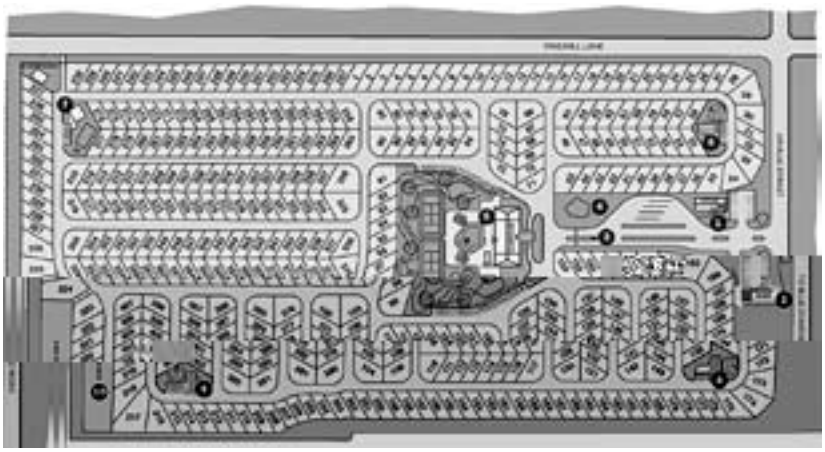
δ ֍ ҕ ˈ Ь ï

X Mead Hoover ل p ″H ő ầ Ḱ

η e Э

- Motorcoach Resort 36 °5' N115 °10' W
- Mead Hoover 8
- Aville Blue Diamond Rd

❶
❷
❸
❹
❺
❻❼❽❾
❿



“ ”

Motorcoach Resort ҕ ę ɔ ҕ p

ƪ ҕ Ϛ p

X ᒪ ᒏ Ϙ ѕм

Ẉ ѕм ´ ï ƺ Spa ƥ

ᒦ ɔ ẽ

Motorcoach Resort ă 400 Æ T p ғ Ấ

ę ά Ό ´ Ẍ

ᒏ ҕ ᒧ ᒥ ѽ ŭ δ Ấ

ᒦ 4-6

"Standard" sites	49 299 1099	BBQ	54 319 1199	
"Premier" sites	69 419 1594	BBQ	74 439 1649	
"Amenities" site	89 545 1999	BBQ	94 565 2099	

Motorcoach Resort Ï ệ ₡ 9 Ẉ سم

N T Ẉ سم Ƃ ١ ” ï ” ï ệ ₡

١ Ь ⁚ ∌ ، ȝ ï ♥ Ж ï ặ̃

Ẅ ï ﻝ Ь

ᶍ ĕ δ ᴍ̨ x ċ̈ ⁚ ٦ δ

ɔ ċ̈ e p “ ” ċ̈ Ц ᵑ ặ̃ Spa

ᆀ ẽ ɔ ‘

4.2 ——

4.2.1“ ”

21

. ˙ “ 60 є́ ▉ є́ Ҙ 10% 65 є́ ▉ є́

ǫ̋ 7% ” ĕ δ ò T ˙ Ч ȃ Ђ Ѓ A ˙ ҙ 90

ȃ ⅞ Ђ 2007 ˙ 60 є́ ǫ̋ 1.43 к

Ё є́ 11 2030 ˙ є́ 2.48 к 2050

4.37 к є́ ǫ̋ є́ 31.2 Ϛ 3 ǫ̋ 4 T e

X Ђ T e ẽ ꞑ e Æ . ҙ ◗

δ K ẏ “ Ђ ” Ă ҙ “ ẇ ” “ ҙ є́

⅞ Ғ e ⅄ ѽ ⅄

x. ệ ˙ Ђ ℸ ή є́

Ђ ~ Ϛ Ч щ

“ ” “ ”

Ẏ ط Surfers Paradise Ľ Ľ . Ẏ ط ҕ Ль

ώ E Gold Coast щ ҙ 90 ά 10 к

Ẃ ℸ ẇ ⅄ سم ҏ Ч

ↄ Ғ Ẹ δ . Ь ҙ

. E ~ ˙ ȃ

Ϛ ҕ ў ⅄ Ё ہ Ẹ ε E

e Ẹ X ϰ e δ Ж Ь e ◗

ҙ Ц ғ ↄ η e Ẉ ă

SURFERS PARADISE

ᦵ Ɣ

ᦟ Ɣ ط ᦃ ♥ ᦸ ᦵ

” Ǟ ᦶ x ᦵ Ь

e δ ε E 2003 6 ᦸ 25% 50

e ᦵ Ь e ώ E ᦆ δ Ь. ẽ

ᦷ ᦟ

ẽ ᦷ e ᦶ ᦟ ᦃ ᦺ ᦵ ᦶ ᦟ

ᦶ ẽ Ϛ ᦷ ẽ .

ᦷ T ẽ ᦷ Ẹ ᦟ ẽ ᦐ ᦃ

T ᦵ ᦶ Ë e ẽ Ό ẽ ᦺ ẽ

⅞ ẽ ὖ ` ὖ δ ᦷ ᦟ X ẽ ᦵ ᦷ ᦟ ὖ ẽ

ᦶ ὖ ` ὖ δ ᦷ ᦟ ẽ ᦵ ᦷ ᦟ ẽ

ᦟ ᦶ Ь. ầ ẽ e ᦃ 20% ᦶ e Ь

. ᦰ ᦶ ᦵ ᦟ “ Ẉ ᦟ ” Љ

ᦟ ᦶ ᦵ Ë Ж e Ꝛ Ĕ E ώ

ᦈ ᦾ I

ᦟ ẽ ᦟ ᦶ Ϛ Ж ầ ᦺ ᦟ ᦆ

ᦶ e Ь. Å ᦵ ẽ Ꝛ Ẋ

ᦂ e Ж Ë Ж ę

e ᒪ ᒪ p δ e W˜ Ό ᦓ . e

ᦵ

. ẽ ᦷ . ᦶ . ᐦ Ж ɔ ᦶ Ꝛ

╠ X Ë ╦ Ẅ Ẉ Ң

ᶍ T ⅄ Ǎ ǎ ▲ ᶍ Ω ′ Ǟ ē

Ǎ ⅄ ᶍ ē ~ Ϛ δ ᶍ ㄱ Ẅ Ë

щ ╦ Ẉ p Ⱶ ~ ˚ ē Ϛ Ⱶ Ë ˚ Ǻ

˘ ᶍ ᶍ X ⊓ Ë ′ Ǟ ē └ Ǻ ₡

┘ щ ˛ W

Ǟ ▲ Ǟ ᴥ Ж ᶍ ē └ â ң Жш

W

ᶍ ˚ ᶍ E Ж

“ ẽ ɔ ”

E δ ˚ ╦ ᷓ ⅄ e ᴥ Ǟ

˚ . ң ᶍ υ ᶍ Ⱶ ᷒ ɔ

ң ɔ e Ϛ Ḓ ᴥ ᷓ Ư ᷓ щ ў ɔ ᷓ E Ư

᷒ ᶍ E ɔ e ╒ e E δ ɔ e X “ e

” δ Ë e E Ư E ⅂ Ë ẽ

Ǻ δ Ж“ ᴥ e ” W ᶍ Ǟ

2005 ɔ . “ ᴥ e ” ╦ ỗ ᶍ

E Ư

ꝼ ᴥ e ′ ⁼ . ɔ Ľ Ľ ,

δ e Ц υ ẽ X ǎ

e ц ᷓ ẽ e я ‘ Ẉ X ᶍ e

7000 e Ẹ X 7% e ᶍ ɤ ẽ ᶍ ~ ẽ

N Ę X W ڜ ẽ 30 Æ 6 9 ڜ

e ầ ң ẽ Ẉ Ǎ ה Ь ẽ ڜ

e ▉ Ë 50% ۊ ặ ẽ Ẉ Э ד Ь ɔ

ẽ ﻝ ẽ

4.2.2 ——

ң ЛЬMaricopa ɔ 33.597 ° 112.271 ° 1142

ЛЬPhoenix-Mesa-Scottsdale ┗ مد ▉ ڜ 37.8 Ǎ Ę X ڜ 37.6 Ǎ

مد 0.2 Ǎ

ۥ . Ь ┗ ق ڜ Ě ң Ль ﻝ

υ Ě ¯ ˘ ˝H ů

Ữ Ǎ 312 ặ SunCityCenter щ 1961

ד щ υ ά ң δ Ě ν Ǎ ۥ ┗ ڜ

ۥ e e δ “ ” ’ β “ ” ھ T ┗

ﻝ δ X ң ڜ ┗ e м

└X e ِ غم ـَ ٨ 10

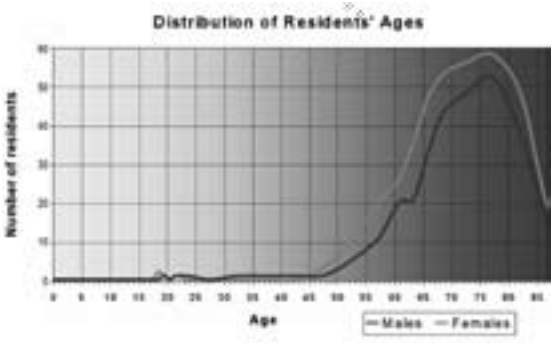
X 55 e 18 ˜ e ӈ

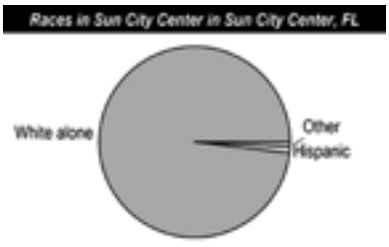
30 └ ę ӒĄ ẽ ڜ ỗ ڃ └ Ẁ Ѽ O

T δ 30

щ 2000 Ï X 38,309 e Ę X 15,762
e 22,547 e 23490 T ε Ę X 12520 é
1,019.4 Å 27731 ң غم 737.9/ Å └ ę é
₡ 98.44% e 0.51% e ڑ ۔ e 0.13% ئي e 0.3%
E e 0.03% e 0.16% Ę e Ę X 0.44% N T

ټ X 23490 T ε X 0.3% 18 ۸ ң
49.5% Ѿ ґ ң ټ └ ę 3% ε 46.7% ε
└ غم ầ δ 32,508 Ẃ T غم ầ δ 40,464 Ẃ





DelWebb Å˘ Љ1960 20 ˥ ⱪ ⱨ

T ỗ . ỉ ˝I Ї ỗ

ᶍ ה 40 X ᒪ ɒ ⅞ ~ Љ Ь e ⱴ ң ặ

T ᒪ ﻣ DelWebb ᶍ 80 . SunCityWest ᶍ 90 . Ⱡ

˜ SunCityGrand ᶍ 21 ά SunCityFestival

1959 DelWebb Å˘ ά T ɯ X . T

ﺳ ȝ T ï X T Ľ Ľ T ᒪ ɯ ȝ ï

Ľ Ľ Ϛ δ Ë Ь ᒪ ỗ ς

ᶍ ʊ ᷒ DelWebb 5 I �───A

ï ♥ T ȝ T ɯ X DelWebb Å

˘ ï ﺳ ɯ ě δ ˥ ã

1960 ƿ T ⱶ ƿ 237 T ƿ

f 7 b ƫ 2 e

Webb Å˘ ڎ Grand ɔ ٦ 1970 “ Lakeview ï X ”

ﻫ ٦ ËSundialandBell ï X 1979 Ë . T ï

X Ľ Ľ “ Marinette ï X ”

└ ệ ỹ δ “ X ” ợ “ ̤ υ ” ɱ ợ

“ X υ ” ң ﻝ “ ” “ ي ”

Ȯ ң Å ڍ “ سم ” ң ﻝ

ǎ T ң └ ˜ T └ غم ﻝ ỏ Ж ǎ Ц

┘ طي Å ǎ └X ï ﻝ Ƃ

Ϛ ǎ T └ ٧

└ ệ Ë˜ ˜ e ɱ ợ X

ң ҕ щ $90000 ỡ $200000 ң ` Ã̃ ở Å

ǎ ẽ ң

˜ └ δ e

ỏ Ã̃ └

Ң

└ ң Ң

δ ε ˜ └ ệ .

ҕ П Ã̃

` غم β Ë

Ξ e ở ڎ ɱ

ˆ

Ẅ ƥ

	16,516
	6,734
	724
3~4	625
5~9	843
10~19	286
20~49	312
50	1,458
	78
	8

X ệ ۷ e Ц . Ь δ $140 ` Ц ק

ï Ȼ ệ ۸ ҕ ҏ ï

X Ь ۸ T ، سم └ Ë Ï Ỳ

ҕ ҕ ´ ى

e ỗ ۸ П

ỗ υ 126

سم ˜ Ϛ . BENSUTTON Ắ ҕ

Ϛ ҙ θ e ” ï ҙ П ầ Ь

. ۷ e δ $1500

Suncitycenter ɔ LakePleasant ҕ └ Ắ ي W ï ۸

T ╦ T WhiteTanks ҕ └ Ắ

ي ○ ҙ ۸ ק ҭ ЛЬ

Hieroglyphic ۸ Bradshaw ɔ “ GoldCountry ”

Ȼ Vulture Bumblebee Constellation Octave TipTop ۸ CrownKing E

ώ ⊦ e ♦´ ╩ ҙ ɔ Ȼ ٧ E ώ ♦´

. ⊦ ضم ̓Ą

		7	
		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		

4.3 ——

4.3.1“ ”

1 “ ” “ ” “ ” “ ”

ή e ĕ

♯ Ό ę “ ” “ ”

“ ” “ ” ₦ ή ﻝ ♯ Ό

e Ë ‘ م ڜ ᴍ X

Ж e ₦ ڮ â

. ھ Ό Ѡ ‘ ᴍ

“ ” “ ” “ ” “ ” Ь ﺳ ך Ό

2 “ ” “ ”

ᴖ Ϛ Ẃ⅞ ˥

Ẹ e ᵈ ᴖ ᷉

ƱO ᵽ ṭ Ë

Ą̈ δ Ą̈ .

˥ ᷉ Ẉ ᴖ ᵓ Ⱪ

ᶄ ˥ ᴖ ⅞ Ғ“ ”

Ғ“ ” ᵹ ẹ ″H T

4-9 ь ĕ δ ṍ Ë ᷒ ⁄ם

˥ .

X ″H═ ` ṍ δ ᴖ Ũ

N ᴍ ᵹ “ ” 4-10 ĕ δ

ᴍ ь . ь ⅞ “ ‘

p Ḥ Ë Ė ᴖ ᵡ ь

‘ ṭ ь ᷉ Ѝ ᴖ X Ë“ e ”

δ ᵑ Ғ ɹ Ь Ь δ е ᶐ

. Х л Ль ᶐ ᵑ

. ї Ь Ь ⅞ ⅄ ᴍ е

Ь . е ⅄ е

ᵈ ⅄ “ ” Ь ę

1

Ь м Ё е م م

Ь м ۋ ۋ е δ ڤم

ۋ м Ѵ Ό Ь ~ ę

е ḭ м ұ

е Ί л N

“ ”ۋ ”Н═ Ă м

2

Ь р ∓ м ∫ Ό ⅄

е Ό м ⅄ ѽ Т Ь ۋ

ɒ ĕ ⅄ ḭ ĕ Х Ẅ ỗ м Ь ѽ

3

Ь ę ę
ṛ ӂ Ă̆
ɣ ˘ л ã̆ Ь Ę
~ ӎ e Ă̆ ɜ̈
X X X Ă̆

Ь ٦ ᷉ ˳ ΌЁ ϟΌ ٦
Ό ᷉ ˳ 1/2 Å ᷉ X Ѡ̇ ӎ
ɣ ˳ δ Ę ʊ ȃ ε
○ Å ώ E ᷉ δ Ă̆ ᷉
Å Å˘ ç 7к ˳ ᷍ Å Ѡ̇ ˙
Å Å Ϛ Ё “ Ő υ ” ~ ╥ E
˳ Ό ę ӎ ᷉ Ӏ
Ь ĕ δ I ᷉ 90 ӄ ȃ ˳ 1997 ᷉ ɔ
Ч = Ꞁ ą̂ Ё ˳ ê ´ `
ĕ Ь ᷉ X ˳ Ặ ﻩ δ . Ёe Ę e ر I
ӎ Ь δ e ٩ δ
Ь ٦ ά ˘ ᷉ ŭ̃ e X Ж̌ = ٦ Ѡ̇ ˙
ӎ e Ă̆ ѽ̈ р ɔ Ч Љ6 e Ь

“ Ẉ ” e Љ

‘ ả“╒ ” Ж ˳ Ь ╕ ˳ ᶎ

1

Ậ Љ 60 ˳ щ ķ ả X ˳ x p 20

ĕ δ Ь ╕

˳ ˳ Ь ⊀ Ϛ ‘

˳ δ Ɂ ˳ Ë ȝ ҕ ⊀ щ

ε Ǎ Ғ Ь Ẅ ˳ ~ Ỹ W

Ь ĕ

ę м ̓Ậ ⊀

м W Ь e

ę м ˳ щ W Ь Ї

Ẅ ᷒ 8500 щ W p ` δ

ᷤ W ⊀ ` W ᷍ .

᷒ ˳ ê Ь м ҏ Ẅ Ь

∓ Ц ã̃ ╞ Ҕ ȝ Ϛ Ь

ã̃ ╞ Ҕ e ⋎ ȝ I

Ǫ ҕ δ Æ м W᷍ Ẅ ã̃

2

ᶎ ˳ ᶐ ╕ Ό Ë

T ᷒ ˳ Ë X Ɂ ᶐ

/ Ұ ظ ڊ Ж ך ڊ ڵ T ę м

Ë T ل T ڊ / δ ʒ

/ é p 8600 e Ж / سم ă 100 T ڊ

T T ă ~ ɔ 115 ♥ 90 Ę

ɯ δ 200 Ж ғ Ѱ . ڊ δ e

WË Ь Ц ך δ ڊ ך Ë – Ό Ж ѽ X ̧

Ь ĕ δ └ ệ T м └ ﻫ Ę

ĕ δ T ⅞ ך X ̧ υ ĕ δ Ă ̧

θ Ѯ ڊ Ж ″H I T

. Ь ڊ Ѿ e ″Ą

Љ p └ ﻫ ך = ỗ

3

̧ Ь Ї ″H=

ʒ Ő ℸ

Ұ Ж ѽ X ̧ Ь

ш δ ε Ь ˘

ȇ̆ e X Ль ٦ ٦ ĸ Ό

‘

“ ѕм ĕ δ Ь ӌ , Ь

ę щ ĕ d ṍ̃ Ь . щ ⅞ ٦ δ Ặ T

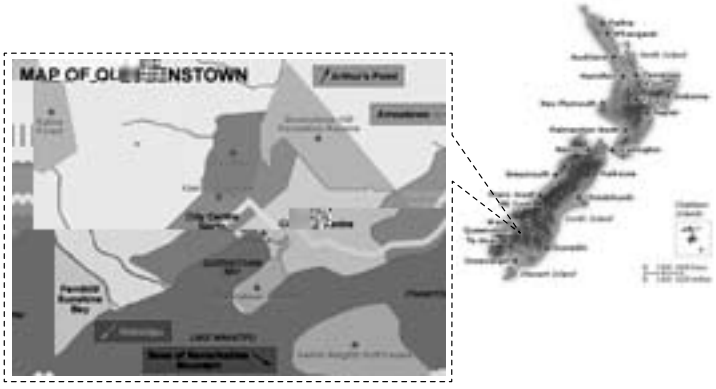
щ щ ٦ ⅄ T ˜ ” ï Ϛ

Ь ⅄ T ⅞ T ٦ ặ

e δ X ̣ ӌ ѕм ę Ό ᾠ T

4.3.2 ——

Queenstown



. Queenstown א “ ” “ ” ע Ль Å ▌

LakeWakatipu ɔ ֆ Ľ Ľ Arrowtown

X ˛ e ֆ Å Ľ Ľ X ˛ ArrowtownChineseSettlement

. T ╤ ╠ ₡ ₰ η Ϛ T˚ ų

η δ 8467 Å e ˊ ˘ 18,000 e Ę X

e ▌80% E 10% Ę ΄Ω δ 10%

(°C)				
	16	22	16	10
	15	10	6	1

. p η e ך ֆ

δ ظِ ڑ ` ɹ ֆ м

ȝ ~ . ⸗

ȣ ˥ ṭ “ ˘ ǫ̃ β ǫ̃́ ” .

Ⱳ 75000ǫ ṭ

	/

1

. ` “ ” щ Ặ

T ´ Ľ Ľ ▌ – p Å ҕ

Ϛ δ Ë . ה ~ ~ ~

` W 35 72 105 ˉ Ϛ`

ȣ X ṭ ʻ я 20 50 e ȣ

Å . ▌ – . ę ҁ ǫ́ “

” ҁ 400

2

δ . υ .

Ύ “ Ɣ ϐ ⅞

Ã ӌ ҕ Ã ӎ

3

Å ┐ ҉ . Ę ┐ Ẉ

` 80 Å ЖК δ Ë Ấ 72.5 Å υ

҉ ҉ ` ՝ϒ ق"▌ ~ "

KawarauJet ᴍ Ь ShotoverRiverCanyons

4

` ╥ ҉ 40 X . η

Ấ ‘ Ï e ∖ Ấ ╞

Ϛ Ấ

ě δ طي . ġ ЛЬ Ǻ Ę

ƥ ɻ X

ہ δ Ő ᾰ̃ . ˜ T ƥ

Ǻ ₸ ” Ǻ

Ë˜ ṇ . ̂ Ę Ẉ Ь ɔ

Ϛ Ц

1

. سم Ľ Ľ Millbrook ɔ

سم سم Л1992 …· ẇ . 15 ŏ

T ɔ سم سم ﻻأ ٧ e

2

. 20 ŏ . GibbstonValley

₸ Ꮮ Ϛ . T Ꮮ ᧐ Ṭ

PinotNoir Ꮃ ˜ T ي Ϛ .

Ę Ẋ ي GibbstonValleyVineyard T ᖶ

ᖷ . ♥ ᶃ Ǻ

᧐ Ę Ϛ ♥ Ę X .

ي AmisfieldWineryBistro !

TheWinehouse&Kitchen

3

. ă 2 T ̣ سم ~ . ~ ۸ ̛ά

CORONETPEAK Ợ سم . 18 Ă δ سم ▉

ڇ 280 Ă 2 Ă . ά X ╢

سم . ╙ ۷ ۭ .

4

. . ڋ 100 W ̣

ᾠ Ẋ Boardwalk ♥ Arrowtown Saffron

♥ E Arthur'sPoint Gantley' ♥ . Tatlers TheBunker Frasers ڑ

MinamiJujisei ♥ W Ц ڇ

5

. ε سم ڇ ε ₡ Ĕ ShotoverSt. ڑ e

ڦ CampSt. ώ ReesSt. ԋ Љ ڦ X `

O'Connell'sPavilion T Ế ẹ ڑ ɯ X Ϛ .

X

—— WinterFestival

. Ữ υ WinterFestival ` ᷇ 1974 ˘ T δ Ë

Ⱶ ệ Ϛ δ ε . Ữ

᷇ Ë 80 X Ữ ڀ ᄇ ɒ ╦ ╚ Ⱶ Ë

˜ ᶍ Ẉ ᴍ ᷒ ǎ Ặ θ ệ Ϛ ȯ ˘ Ль Ȼ ϒ˜

Ė

θ Ǫ Ữ υ ᶍ6 ᷇ 7 ά θ δ = ˀ

θ Ǫ ᶍ ᶍ ᶍ . ᶍ

ي ɜ ♦´ .

ệ Ữ υ Ȼ 75 T Ë˜ Ỳ

υ ẇ ᶍ .

X e ᶍ ᷇

ɳ T ậ

Ë . Ẫ ᷒ B.B.Q ҕ

Ѿ ï ҕ ҕ ɜ ″H

ᴊ ҕ Ẅ ɾ ، ï Ľ Ľ e ҕ ▌

Ỳ ỹ X ε e ᶍ ᶍ 60

ï ɾ ، Ȳ δ ε e ϒ Ặ Ặ

. ᴍ ẇ . δ X ᴝ

Ẉ Ẹ Ⱪ . ᶍ ɜ δ ε Ь

δ . ˜ ḭ ᴍ δ щ Ғ .

δ Ë ᒍ ` . ᷉ ᶍ

4.4 ——

4.4.1 ——

é ⅞ ‘ ‘ ‘

e لأ م δ ậ ڇ

Ở . ٦ Ở Ẹ

Ь δ x ٦ υ

ậ Ở ٦ ♦ Ë Ẉ Ở Ь Ở ﻝ

ᴍ Ở T ڑ ٦ ˜

ậ Ở ڇ ự Ở Ở Ẵ d

F щ ᒪ مد . ᒪ مد ‘ ⅞ . ⅞ T Ϛ

‘ Ï Ẃ Ж˜ ⅞ ‘ F ⅞ ª. Ξ

ω F ئي F X ķ Ꮒ Ꮒ ل F ڇ ậ

Ở ٦ X ‘ F e Ꮒ Ж

ך ֿ ڜ F ך ل ỗ ڜ ה Ж

ض ה ل ת ` Ę ķ ה

` Ẇ Ở ڜ ę ğ ل Ї

ر – . ` ӯ ң ` Ở Ở

p ڜ F ڜ F X F Ό Љ

e “ ڜ ” ę “ d ”

ę F ε ₡

1

e ش ي ي ي ي Ẉ δ ε

` ɤ Ở

ل W ل ɔ Ẉ Ở ` W

ڜ Ė ֿ ي

2

δ W Ẇ Ở T ̃

` – ʿ Ở سم Ό

ғ Ở T Ở سم ̈Ω Ở T ـ ę C ` W Ẇ ę ڜ

ę X ʿ Ë Ở T Ц ћ ặ ï ~ ʊ Ë

3

Ό L Ở ڜ W Ở ę ώ

ɔ ặ Ở ي ğ ڜ Ở ي Э ش

Ở Ẇ ʿ Ở Ƃ Ở T .

Ở T β ~ ǎ ~ Э ד ` “ Ở

ﺳﻢ ” Ở ي Ь ƥ ′

4

ώ Ở T Ở W Ẇ

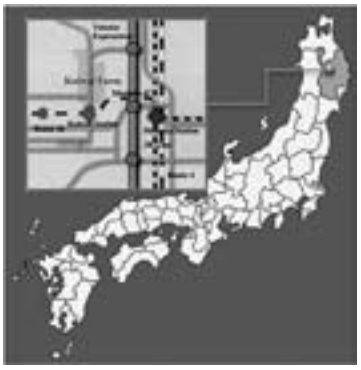
Ở Ở ɯ Ë Ở T ɜ Ở ⅞

T ד

4.4.2 “ ” ——

Makiba

“ ”



6
17

2.5
7

Ω Ψ Ở ي ˙ υ ר A Ở سم

Ψ Ở سم ђ Љ ר Į ╥ 120

♦ ´ . Ở سم ▐ ج 3000 Å Ę X 2/3 δ سم .

ج سم ڑ δ “ ” Ở سم Ở

⅞ ي I Ψ I δ ε ▐ ج 40 Å Makiba ي Ở سم

ר ם 75 e ζ̃ “ β ” δ Љ 6

ю ڑ Ở سم I δ ˙ ⅞ T ` Э

ϻ ζ̃ ï δ ε

‾ ` Ѡ ₹ سم ♥

╥ ۸ ң ` ώ

19 40 ζ̃ 60 ã . Ở ר

Ở سم ε . T Ă Ψ Ψ Ở

ي ڿ ר 1967 A Ở سم ε . T ẇ Ë

600 Æ Φ Ψ Ở ي Ă Ë سم سم Ở ę ف سم

Ở سم ي Ψ ˜ ę ۸ ″ ۷ ζ̃

Ⅵ Ë Ë` ầ A Ở سم Ẉ Ở ي ┐

` Ặ Ẉ Ở Ấ ̣

1890 ϧ ┐ Ⅵ ặ Ë Ẹ X щ

Љ Л . ĕ Ὼ Ω Ë Ở سم “ A ” Ṭ щ

ῆ σ Ὼ Ω e υ ♥ A

e X . T A Ở سم I ⅄ p p щ

I ھش ڃ Ở ┐ ά ẹ . Ở ┐ ⅞ δ Ở

Ẉ 1967 ┐ 1972 Ở سم ᄂ ᄒ

Ở سم ┐ 1993 Ở سم ᄂ ᄒ Makiba Ở Ẉ ي

Ở سم Ẉ ệ ᴍ ″ Ở سم ┐

ầ

	1891~1966	1967~1992	1993
	19 40 60 1890	20 70 ( ) “ ” 20 80	20 90
	1898 1899 1901 1907 1938 1962	1967 1972 1980 1992	1993 Makiba 1996 1998 2001 ISO14001 2002 ISO 9001 2003 2008 “ ”

Makiba

ě δ T . Ở سم A Ở سم ẹ ẽ ھ

Ở ě ƥ ` Ẃ ´ Ẹ X Makiba Ẉ Ở ي

A Ở سم ᒪ مح Ở سم Ở ẹ سم ᒪ

ᒪ ǎ ṍ T ` ǭ ~ Ẅ ˙ Ï

Ở ي

1 ₵ ﻝ Ở سم ᒪ سم Ẉ ﻝ سم Ẅ

δ ӌ ` ǭ ~ ڊ X ﻛ ˙

ϑϔ ` Э мҕ ϗ́ ѕм – ї

Sheep Dog Show щ4 11 ά ѕм δ ЎА Ё л

Х` ϗ́ л е . ѓ ѣ ѧ

ѕм

Т 2 3 ά ѧ е ` Э ϗ́ Т

ϗ́ ϗ́ ѧ

υ ˆ ╨ ę ~ ѽ ε

Ж щ ` ѽ мҕ

DIY ї ╨ Ё Ж δ ѽ

2 Ở Т ~ ~ ` Ở

35 ѽ ю е ` Ё Ở ҷ ♦´ л Ở ę

ę ~ Ё Ж ѽ л Ǻ ǎ Ё

ل Ë ~ سم ج ` ẏ

ᵑ

3 Ẉ ي Å Ғ سم ﻝ ɰ . ᒪ Ȼ

♥ ♥ Ƥ ₸ ɰ Ở ﻉ سم ʊ ♥ .

ظ δ e W ♥ Ã سم W

سم Ọ

. ل سم` ᷓ ﻝ ‘

` W e e ` ﻝ

4 سم ᒪ Ë Ж Ẇ ˜

ě ɱ ɱ ɱ Ȼ Ȼ ﻝ

Ậ ě ɰ Ọ Ƥ Ở سم T Ậ A Ở سم Ỳ

= ỗ Ọ ᴠ ғ ﻝ Ï ل Ғ ᵑ

ɜ ɜ Ϛ ᵑ

5 20 Å ỗ ᶍ Ϛ ᷓ

ɜ ﻝ ắ θ Ꝗ Ƃ Ƃ Ï

			DIY Sheep Dog Show

ệ δ ỹA Ë ⅄ Ẻ ♥ p

Ë Ở ǫ ӈ ′ Ғ ӈ ᒪϚ ᖘ Ë

Ị ∂ ᒣ ҡ ᶎ Ậ ĕ سم Ậ ĕ

Ᵽ ╥ ᵻ ᵻ ҽ ҡ ҽ ╥ ᶎ Ẹ ҡ

` ∂ П ` Э ɱ Ậ ĕ

7 П ɱ ⅄ Ữ Ỳ Ϛ Ở سم

Ỳ “ 5 ” υ 2 ᶇ A Ở سم θ

θ Ǫ Ë43 Ẻ ε δ ε ` Ѿ ε

ᶇ ՂقՀ ⅄ ᶄ ᵠ

ظِ ` ڿ X . “ υ ” ﻝ

Ƃ ï Ẉ ﻝ Й Ė δ Ë Ở

ي └ Ë Ж П ę ~ ¨Ω Momotorein

¨Ω

“ ”

A Ở سم T Ở سم ´ ٦ δ Ế ę ´ .

Ở ي Ẹ ٦ ♦ ` δ W л

1

ᾠ Ở Ϛ щ Ẉ . ɔ ᴍ ƀ Ж

δ ε Ẉ ш F

ﻙ ﻡ Ở ٦ ڃ ę ﻝ ي Ẉ

A Ở سم δ Ꝛ 3000 Å ▉ ڃ X 2/3 δ سم ᾇ

ŋ Ẉ ŋ Ẉ ĕ δ Ό Ở ´ ٦ ﻙ

ﻝ ᾠ

2

ڿ Ë ي Ẉ ﻙ Ở ` ٦

ғ Ь ï ﻝ Ï └ Ꙗ

Ό A Ở سم ٦ Ë Ь ï ƶ كم

. Ë └ Є Ό A Ở سم ẇ سم

سم Ẉ ғ Ẉ ڿ ﻙ

Ẉ ȯ ת Ë Ở ę ╩ Ẉ ¨Ω Ẉ

Ғ Ở سم ệ ệ ˙ Ï δ Ë ╗

ﻝ A Ở سم Ở سم e Ό “ 5

” υ Ỳ ρ ᾇ Э ᵯ “

” ï ˜ Э Ą ĕ ₹

DIY ᵯ Ë Ở ѕш ⅃ Ж Ƃ

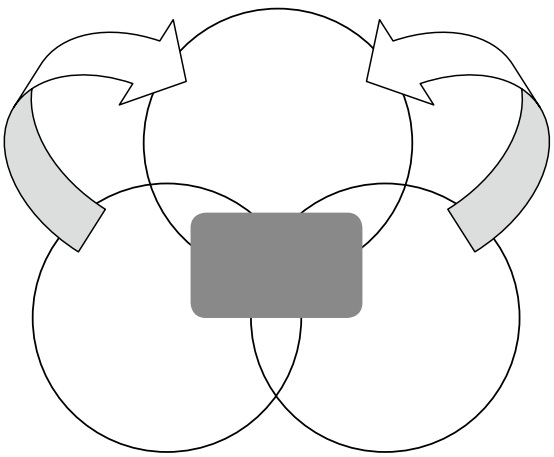
δ Ë δ Ẉ ώ ˜

A Ở ѕш Ë ˭ ң Ὸ

ƿ Ấ Ở ѕш Ὸ T Ở T ♥ Ϛ Ấ

Ở ѕш ⊦ ¨Ω Ë A Ở ѕш ♦ ´ Ë

´ ᵯ ´ . δ Ở ѕш ᵯ



ȯ ʗΩ ɔ T ɱ T

Ẃ . Ь ɔ T

X ˛ Ь ɔ T ѕш` ỹ ѳ ѳ ᒐ ѳ ѳ

ɯ ѳ ѵ ѳ ѳ

. T ʻ ℸ ɔ T Ό

ɱ ˛ ę̂ Ь T ⅞ ѵ Ь T ㄱ ѕш ˛ δ

Ӏ ӈ Т ӎ .

Т ⁄ѫ Ѫ Ѣ ⁄ѫ ѧ õ ⁄ѫ ˛ е ~

Т ѯ̃ Ӈ˜ ∓ ӌ Ь Т ~ ˇѺ

Т Ь Т ҕ ε щ ѯ̃ ȯ ѯ̃ ˇѺ

Ь Т ˥ “ . ѕш ӎ ă

~ Ь ε σ

ҏ ҕ Т ү X ˚ Ь ҕ Т ˥ щ Е

Е Ї ѯ̃ ҕ Т Ă Ӂ ȯ ѯ̃ .

˚ ɔ Ꮮ ᏸ δ . ҕ ұ щ ɻ

ѯ̃ ӎ d ӄ β Ѫ ɻ ~ Ѫ

ӦЛЬ ғ X ˚ Ь ɔ Т ˝ Ь Т d Ь

ѯ̃

Ї

2011 4 ЛЬ

[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
[3] Ian Wilson The Economics of Leisure[M] Heinemann Educational Publisher 2003:98~101 Sharpley R. Rural tourism and the challenge of tourism diversification the case of Cyprus [J].Tourism Management, 2002 ,23 (3) : 233~244.
[4] Jenny Briedenhann Eugenia Wickens Tourism routes as a tool for the economic development of rural areas - vibran hope or impossible dream [J] Tourism Management ,2004 1 28~35
[5] Weaver, D.,and L. Lawton Residents Perception on Tourism in the Urban - Rural Fringe. Annals of Tourism Research 2001 28 439~458.
[6] McKenzie. A growth management or encouragement? A critical review of land use policies affecting Australia 's major exurban regions [J] .Urban Policy and Research,1996 115(2) :83 – 101
[7] Jansen - Verbeke, M. Inner - city Tourism: Resources, Tourists and Promoters [J]. Annals of Tourism Research 1986 13 79~100
[8] , [J] ,1999,19(6):80
. [J]. 2006 (10) 20~21
[9] . [J]. 2006 22(06) 576~578
[10] (ReBAM) [J] 2001 21(4) 354~359
[11] [J] 2003(6) 68~71
[12] [J] 2008 10 43~46
[13] [J] 2007 2 40~43

[14] ( )[M] 2005 152
[15] [D] 2008
[16] “ ” [R] 2009 172
[17] [D] 2009 24
[18] [J] 1997 2 68~71
[19] [M] 2010 15
[20] 2010 [M] 2010
1-10
[21] : [M] 2010:76
[22] [M] 2010 56
[23] [M] 2009
105-110
[24] . [M]. 2004.
[25] . [M]. 2009.
[26] . : [M]. 2005.
[27] · . [M]. . 2007.
[28] . [M]. 2007.
[29] . [M]. 2008.
[30] . —— .
2008.
[31] . —— [M]. 2008.
[32] . + —— [M]. 2008.
[33] . [M]. 2009.
[34] · · . [M]. .
2009.
[35] . 2007[M]. 2009.

更多的人开始注重休闲品质和精神享受，选择多元体验的新式休闲生活，东部华侨城、千岛湖、宋城等休闲项目为国人提供了“离尘不离城”的休闲体验。随着世界流行的极限休闲、汽车露营等休闲方式在国内的兴起，中国新都市休闲的商机无限。