



Agritourism

Strengthening and Diversifying Taoping's Tourism Economy

Magdalena Celinska
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“Mystical mountains tower on both sides of the narrow gorge, whose clear water runs thunderously ahead over its course of century-smoothed stones, dashing against rocks the size of small dwellings. Above this tributary of the Minjiang River hangs a suspension bridge constructed from bamboo. A winding path from it leads to the mountain village of Taoping.”¹

Every year, tourists come to visit the 2,000 year old Qiang settlement of Taoping to experience the rich architectural and cultural heritage.

The traditional settlement is a remarkable work of interconnected stone architecture and showcases the Qiang traditional skills of building and crafting. Underneath the buildings, a labyrinthine network of subterranean tunnels, transport water throughout the village.

The culture and daily rituals of the Taoping villagers are significant since they accurately portray the traditional Qiang customs. Taoping villages cook traditional meals with millet, highland barley, potatoes, winter wheat and buckwheat which they farm on nearby land. Traditional clothes are made of gunny cloth, cotton and silk with sleeveless wool jackets and are worn during ceremonies and after dinner social events. The women wear laced clothing with decorated embroidered fabric. Many women are talented in embroidery and the embroidery crafts are sold throughout the village as well as outside the village.²

In the past villagers sustained themselves through farming. However as tourism grew, many villagers began providing tourist amenities such as homestays as their main source of income. In 1996, Taoping has started to develop a new site of the town to expand their tourist market.

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农业旅游

增强多样化的桃坪旅游经济

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“神秘的高山像尖塔一样耸立在狭窄的峡谷两旁，清澈的河水咆哮地冲刷着用许多世纪打磨光滑的像房子一样大的石头。在闽江上悬挂着一条拉索竹桥。竹桥旁一条蜿蜒的小路将我们带到了山寨桃坪。1

每年，游客们都会前来参观有2000年历史的桃坪羌寨，并体验其中丰富的建筑和文化遗产。桃坪传统的住区是一个卓越的创造物，她展现了石造的建筑，羌族传统技能和工艺。村寨建筑的下面，一个迷宫般的地下水网覆盖了全村的每个角落。

桃坪村民的文化和生活是非常重要的，因为他们准确地描绘了传统羌族风俗。桃坪的传统饮食是用肉炒他们在附近农场种植的土豆、大麦、粟、冬小麦和荞麦。传统的衣服都是由粗麻布、棉花、丝绸和羊毛做成的夹克背心。村民们会在仪式和晚饭后的社会活动中穿上这些传统衣服。女人们穿着花边的并有着刺绣图案的衣服。羌族的女人擅长于刺绣并且在村内外出售她们的作品。2

在过去，村民们通过农业维生。因为旅游增长，许多村民们开始提供旅游设施，例如家庭旅馆作为其收入的主要来源。1996年，桃坪开始开发一个新的村寨去扩展她的旅游市场。

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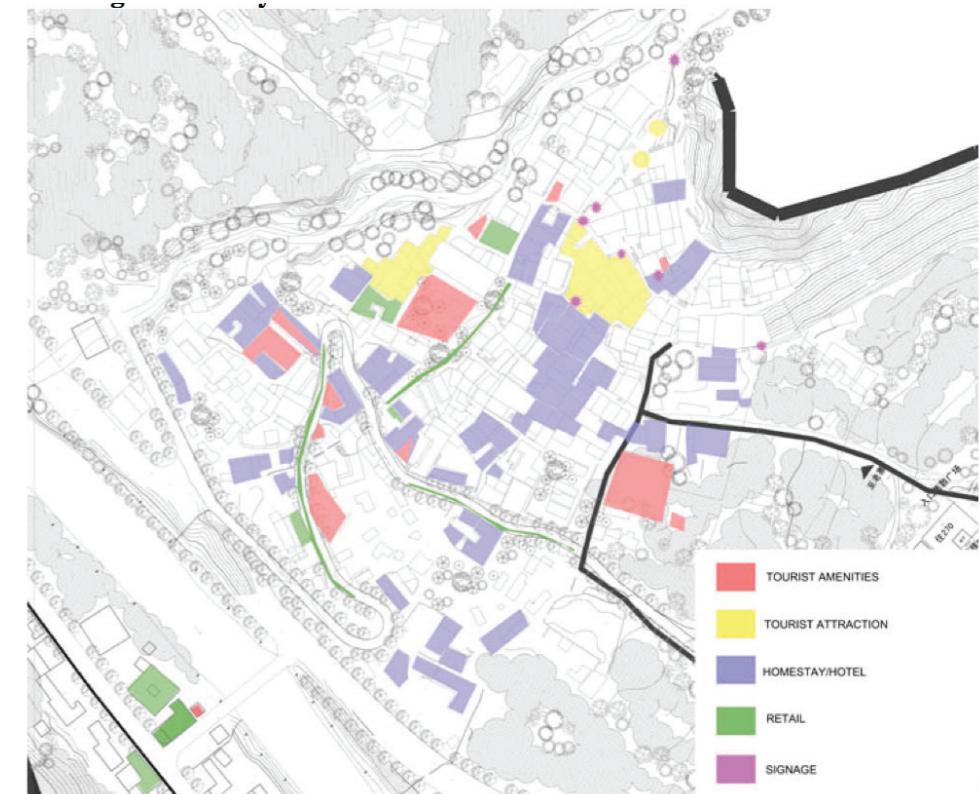
In the summer of 2009, a field studio led by Dan Abramson, researched and mapped the tourist amenities before and after the 2008 earthquake. The study found that after the earthquake, the homestays in Taoping decreased drastically. There were 34 buildings which were homestays before the earthquake. After the earthquake only 3 remained to function as homestays and an additional 8 new buildings were relocated throughout the village.³

By strategically restoring homestays, we can increase and diversify the tourist demographic, which would benefit Taoping residents with additional income.



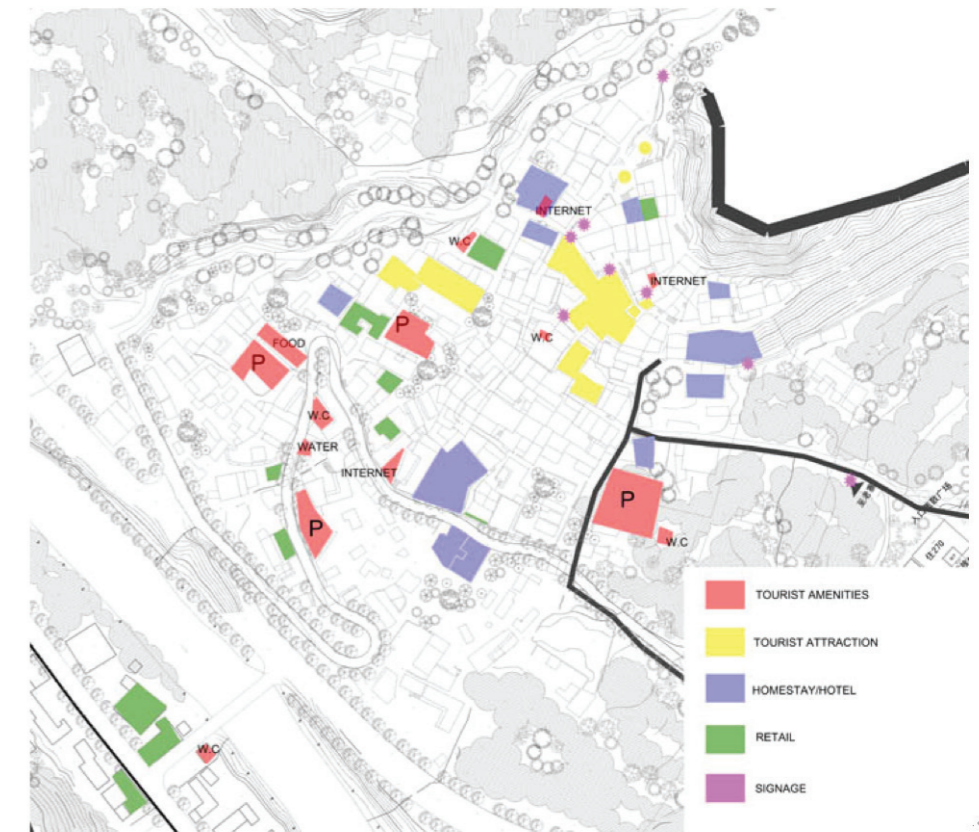
Figure 6.3 Tourist Amenities before and after the Earthquake

- Buildings which were homestays before the earthquake
- Buildings which continued to function as homestays
- New Homestay Locations after the earthquake



Before earthquake

Figure 6.1 Tourist Amenities before the Earthquake



After earthquake

Figure 6.2 Tourist Amenities after the Earthquake

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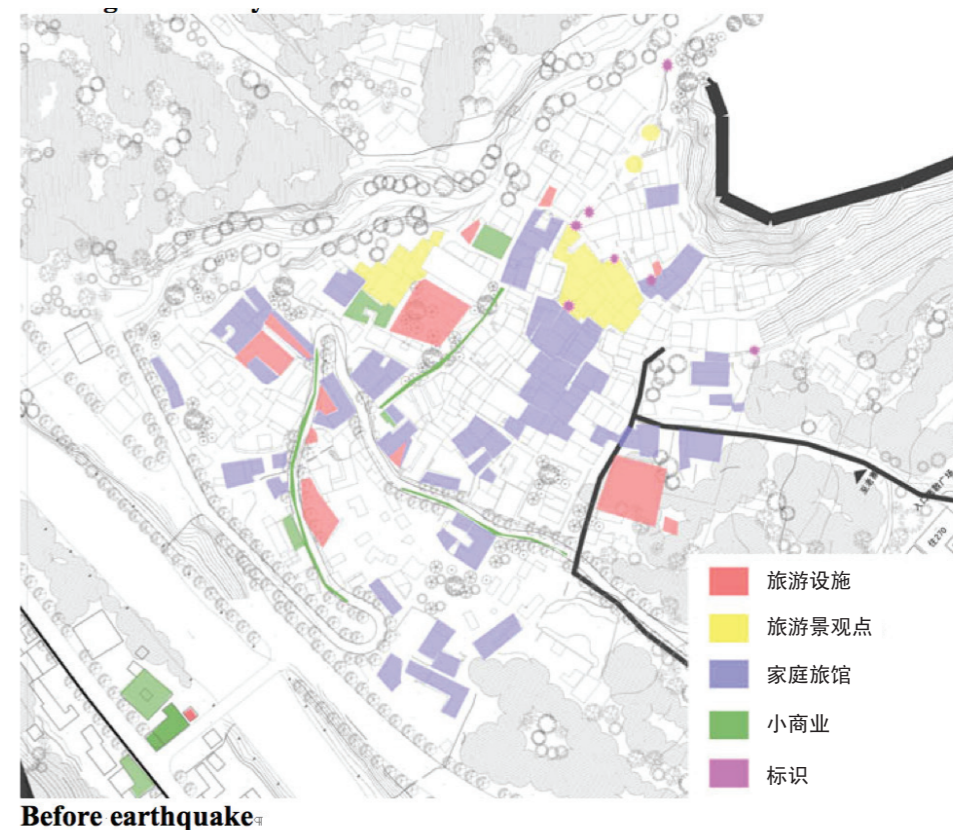
2009年的夏天,由艾丹教授带领的工作室研究和映射了大地震前后桃坪的旅游设施。研究发现,地震发生后,家庭旅馆的数量大幅下降。在地震前,桃坪共有34所家庭旅馆。地震发生后只剩下3家。并且另外的8个新建筑物被安置在整个村庄中。³

通过有策略性的恢复重建家庭旅馆,我们可以增加多样化的旅游人口。这样就可以给桃坪居民带来额外收入。



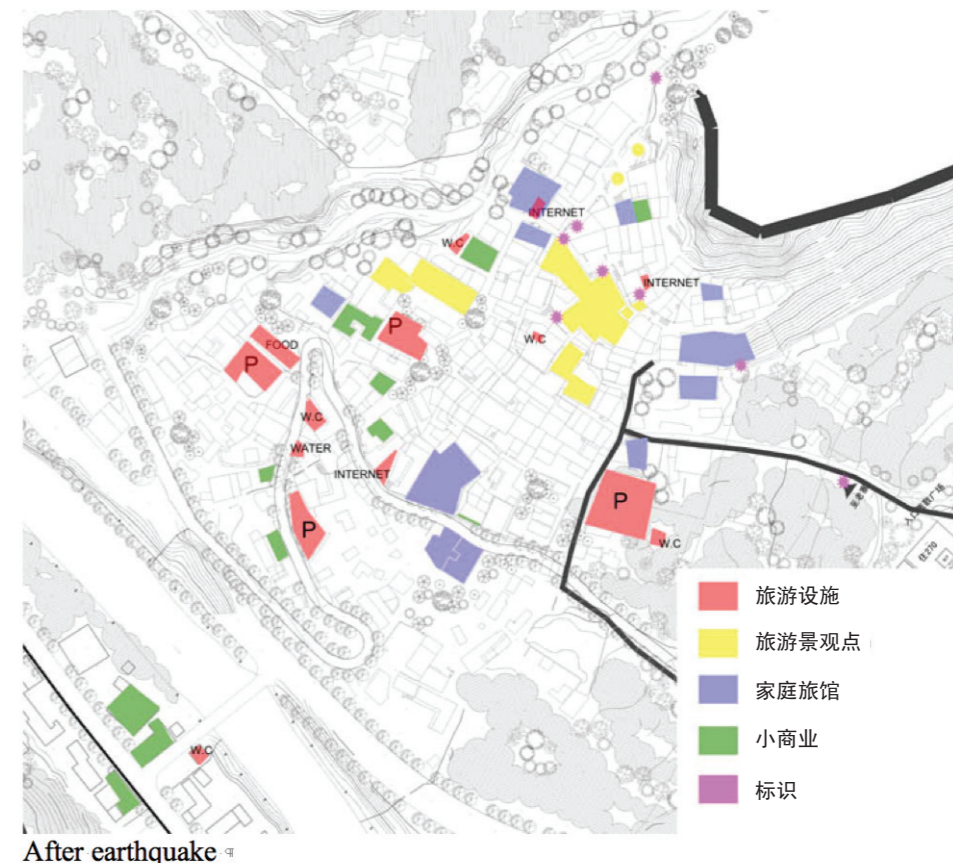
图 6.3 在地震前后的旅游设施

- 在地震之前是家庭旅馆的建筑物
- 在地震后仍然保留为家庭旅馆的建筑物
- 在地震后新的家庭旅馆



Before earthquake

图 6.1 在地震之前的旅游设施



After earthquake

图 6.1 在地震之后的旅游设施

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Model of Agritourism

Strengthening and Diversifying Taoping's Tourism Economy

This studio focused on building upon an Agritourism economy that existed in Taoping prior to the 2008 earthquake. Traditionally based on agriculture, Taoping is known throughout the Lixian region for its authentic Qiang style of agriculture. Most of Taoping's residents spend half their day working their own agricultural plot in the village. The current tourism model for Taoping focuses mainly on providing homestay opportunities for tourists and selling locally made handicrafts. In developing a new model of tourism for Taoping it was important to incorporate a strong element of sustainability that would focus on building relationships between villagers, surrounding villages and strengthen existing ties to the landscape. In addition, providing a model that allows for growth through community focused cooperation is essential to insure maximum participation and foster a sense of ownership throughout the Taoping community.

The Agritourism model focuses on three main challenges facing Taoping. These involve incorporating sustainability into the Taoping lifestyle, restoring infrastructure, ensuring infrastructure resilience and resuscitating Taoping's damaged economic base due to the 2008 earthquake. The proposed agricultural model for Taoping proposes to initiate a plan for strategic economic growth, encourage cooperation between Taoping residents and strives to create authentic, enriching experiences for travellers visiting Taoping.

This model divides Taoping tourist base into three categories. They are cultural heritage travellers, educational and family oriented groups, and agri-volunteers. The purpose of dividing the tourist base into categories serves to insure a diverse mix of activities and homestay accommodations for tourists. The three groups of tourists engage the maximum number of Taoping's residents by providing opportunities for economic growth in the form of scheduled activities, tours and agricultural assistance. Some of these activities and tours are listed Figure 5.4, which illustrates the proposed Agritourism model for Taoping, as well as the relationship between the current agrotourist market and Taoping's agricultural producers.



Figure 6.4

农业旅游的模式

桃坪旅游经济的多样化发展与加强

我们的设计规划小组着重于研究5.12地震之前桃坪的旅游经济，并在此基础上进行规划设计。桃坪以其羌族传统农业在理县而闻名。大部分的桃坪居民每次要花半天以上的时间在田间劳作。当前的桃坪旅游的经济模式是提供家庭旅馆和出售传统的手工艺品。在新的旅游开发中，我们要着重输入一种可持续发展的元素来重建村民之间、村与村之间的关系以及增强与景观之间的关系。并且，我们要提供一种基于社区合作发展的模式。这种模式对于促进参与和增强桃坪所有权的归属感都有关键的意义。

我们的农业旅游模式是应对桃坪的三个主要的挑战。这些也包含将可持续发展的理念融入到桃坪的生活模式、基础设施的恢复与维护以及重建桃坪被摧毁的经济。这个农业旅游模式提出了一个来促进经济发展、鼓励桃坪村民之间的合作的方案，并且为来到桃坪的观光者提供真实的与丰富的旅游娱乐体验。

这个模式将桃坪的旅游分为三类，他们是：1) 文化遗产的旅游者 2) 学习教育型的家庭与团体旅游 3) 学习农业文化的自愿参与者。将旅游者分类的目的是要提供一个多样化的旅游活动和适应不同旅游者的家庭旅馆。这三类旅游者将尽可能多地参与到村民提供的多样化经济旅游模式中去。这些模式包括安排好的各种活动，参观和自愿农业劳作。一部分的活动与参观(见图5.4)。该图描绘了我们为桃坪提议的农业旅游模式以及在现今的农业旅游市场与桃坪村民之间的关系。

旅游者的类型

- * 文化遗产的旅游者
- * 学习教育型的家庭团体旅游
- * 学习农业文化的自愿参与者

图 6.4

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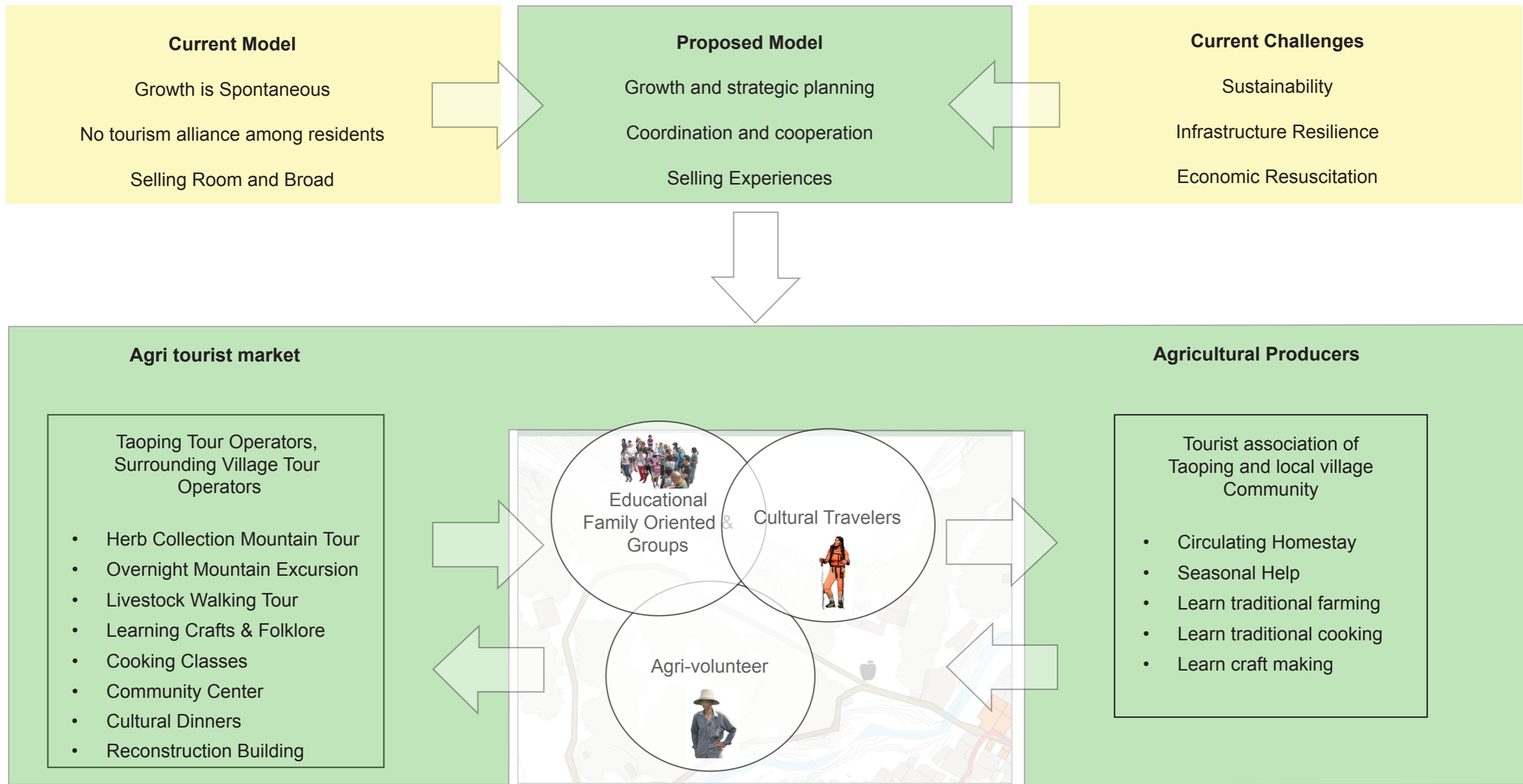


Figure 6.5 Figure text

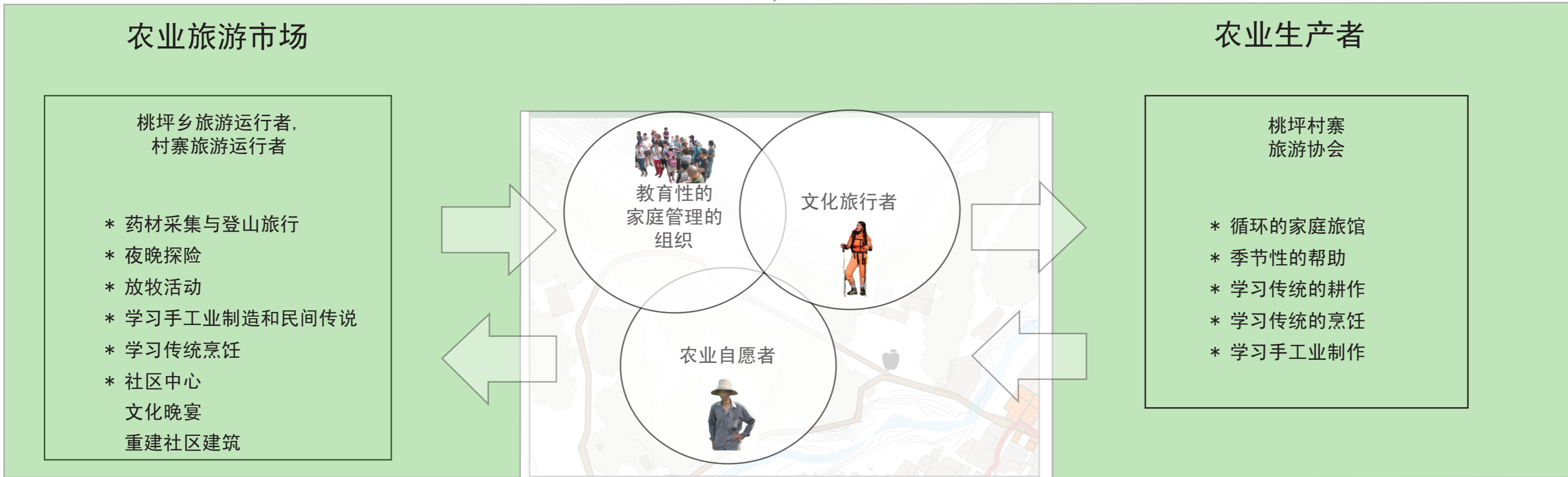
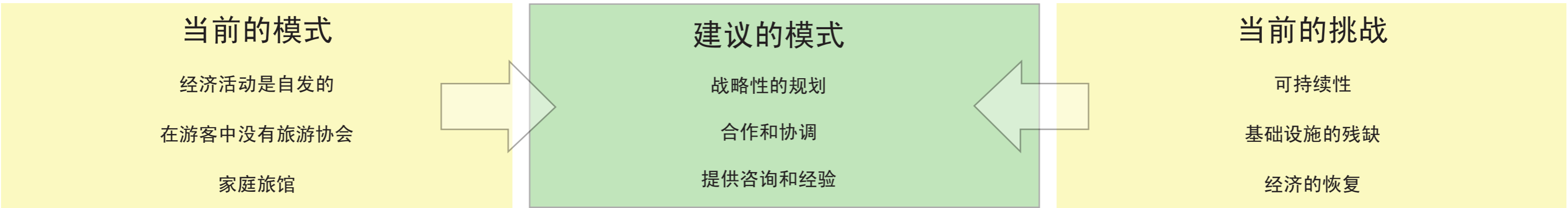


图 6.5 图例和解释

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Cultural Heritage Tourist



"We are **Biyou** and **Mingli**. We are native to Taoping and we own a guesthouse that we rent out to tourists visiting our mountain village. Our children have moved to bigger cities so we enjoy having people around to share our culture with".



Figure 6.6
Building Typology



"My name is **Jenny**. I travelled to Taoping from Beijing where I am currently on a student exchange from Sweden. I love hiking the mountain trails between Tao Ping and the surrounding villages".

-  Guest Houses
-  Old Village
-  Market
-  Path to
New Village
River
Upper Orchards
Mountain Pass

Figure 6.7 **Sample Itinerary**

- 8:00am** - Breakfast (Communal Kitchen) 
- 9:00am** - Cultural Heritage Tour 
- 11:00am** - Temple Tour
- 12:00pm** - Lunch at the Marketplace 
- 1:00pm** - Group Activity
 - Hiking 
 - Cooking Class 
 - Earthquake Tour
 - Craft Making 
 - Earthquake Reconstruction Building
- 4:00pm** - Free Time - Market Shopping
- 7:00pm** - Cultural Show & Dinner 



Figure 6.8

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探寻文化遗产的旅游者



“我们叫王彼有和杨明理。我们是桃坪的本地居民，我们拥有一栋家庭旅馆并将它租给外来的旅游者。我们家的小孩子已经移居到大城市中，因此我们很高兴你们能够来访。”



图 6.7 简单的日程表

8:00 - 早餐(公共厨房)	
9:00 - 文化遗产之旅	
11:00 - 庙宇之旅	
12:00 - 在市场处共进午餐	
1:00 - 团组活动	
爬山	
烹饪课	
地震遗址之旅	
手工艺制作	
灾后重建参与工作	
4:00 - 自由活动时间 - 逛市场	
7:00 - 文艺表演与晚餐	

“我的名字叫Jenny，我是瑞典人，来北京上学，现在来到桃坪参观。我很喜欢爬山，特别是喜欢攀登桃坪周围的村寨。”



- 游客住所
- 老村
- 市场
- 通往
新村
河流
村北果园
山脉

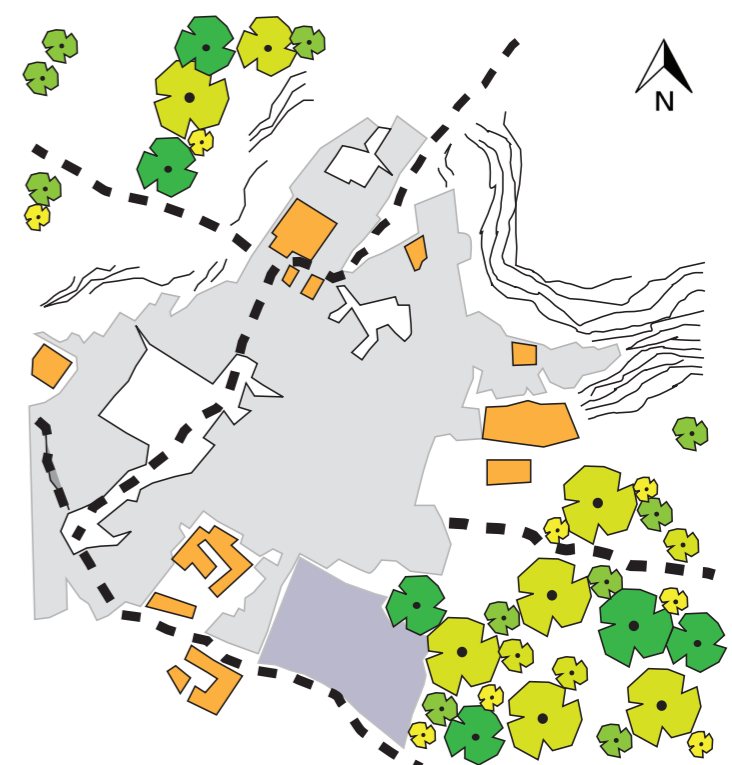


图 6.8

建筑类型



图 6.6

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Cultural Heritage Located in the Heart of Taoping

The cultural heritage tourist experience and the family and group oriented experience are quite similar in that they revolve around the same activities and tours. However, the cultural heritage experience begins with a homestay located in the historically significant architecture of Taoping's old village. The homestay locations were chosen from existing homestays that survived the 2008 earthquake with minimal damage. These locations are closely linked with everyday village life in Taoping and provide ample opportunity for interactions with Taoping residents at the central market, community center and communal gathering spaces.

The inter-village trail (red line) and wetland habitat trail (yellow line) provide paths of discovery and connect historic Taoping with new development and earthquake remembrance. The historic livestock feeding tour allows visitors to experience the unique system of agricultural livestock practices that harbor animal husbandry on the first floor of house structures throughout Taoping's old village.

The homestay provides a traditional guesthouse structure with communal gathering spaces located on the first floor and living arrangements located on the floors above. The guesthouse would also be equipped with information about various tours and activities offered in Taoping, with the ability to make reservations, schedule pickup times and departure dates for visitors wishing to participate in these tours and activities.

Depending upon the preference and schedule of the guest house operator, visitors would have the option of dining with their hosts in a family style setting, eating at the marketplace

or enjoying the company of other tourists and villagers at the community center.

Activities and tours offered to the cultural heritage tourist would include individual and group tours such as the cultural heritage tour, historic livestock feeding tour, temple tour, earthquake remembrance tour, hiking, cooking classes, craft making, cultural show and dinner and shopping at Taoping's central marketplace.

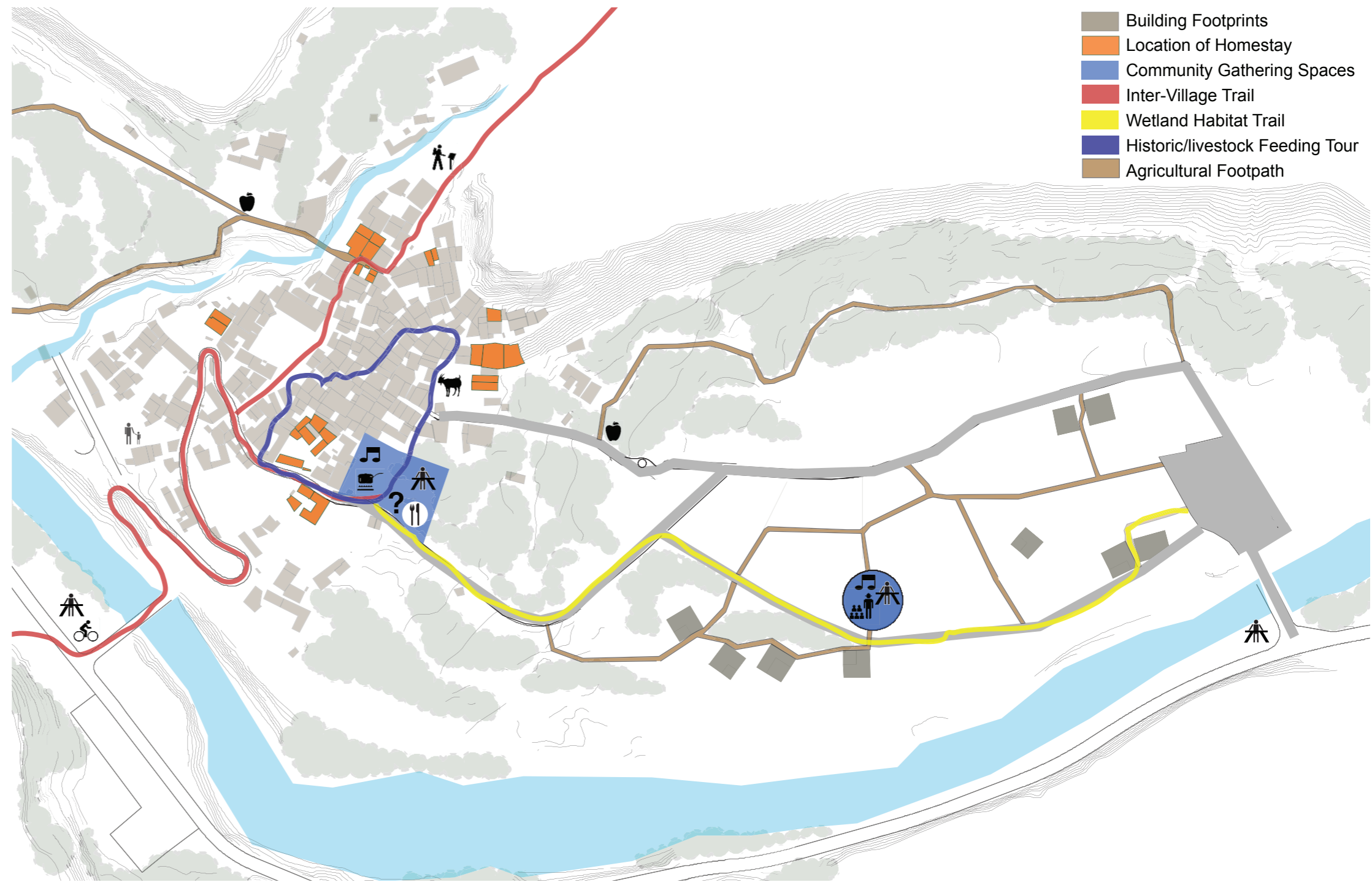


Figure 6.9

作为桃坪灵魂的文化遗产

当文化遗产旅游者与家庭团体旅游者参与到相似的旅游活动或参观中时，他们会得到相似的旅游感受和体验。然而，文化遗产旅游的收获是从作为家庭旅馆的历史文化建筑而来。这些家庭旅馆是由在5.12大地震中幸存下来并受损较轻的建筑物改造而成。这些家庭旅馆就座落在桃坪村民的日常生活中，并与其融为一体。游客们有足够的机会在中心市场、社区中心和社区聚集空间接触到村民和他们的日常生活。

村寨联系小径（如图中的红线）和人工湿地小径（如图中的黄线）提供给游客探索桃坪和联系历史桃坪、新村重建与地震回忆的极好的契机。家畜养殖之旅让游客体验到独特的羌族养殖文化。比如说，桃坪村民是将牲畜蓄养在建筑的首层的。

家庭旅馆的布局延续了传统家庭的室内空间布局。公共聚集空间位于首层，而居住空间位于二层。家庭旅馆还提供各种旅游活动信息给旅游者，例如预定服务、制定活动或参观时间表等。

基于兴趣与预定的计划，参观者们可以和家庭旅馆的主人们一起品尝羌寨的家常菜，也可以和其他游客或村民在市场中交流、并享用午餐。

向文化遗产之旅的游客提供的活动和参观包括个人和团体的参观活动。这些参观活动包括文化遗产之旅、传统牲畜养殖之旅、庙宇之旅、地震遗迹之旅、远足爬山、传统烹饪课、手工艺品制造、文艺表演和晚餐、以及在桃坪中心市场的消费活动。

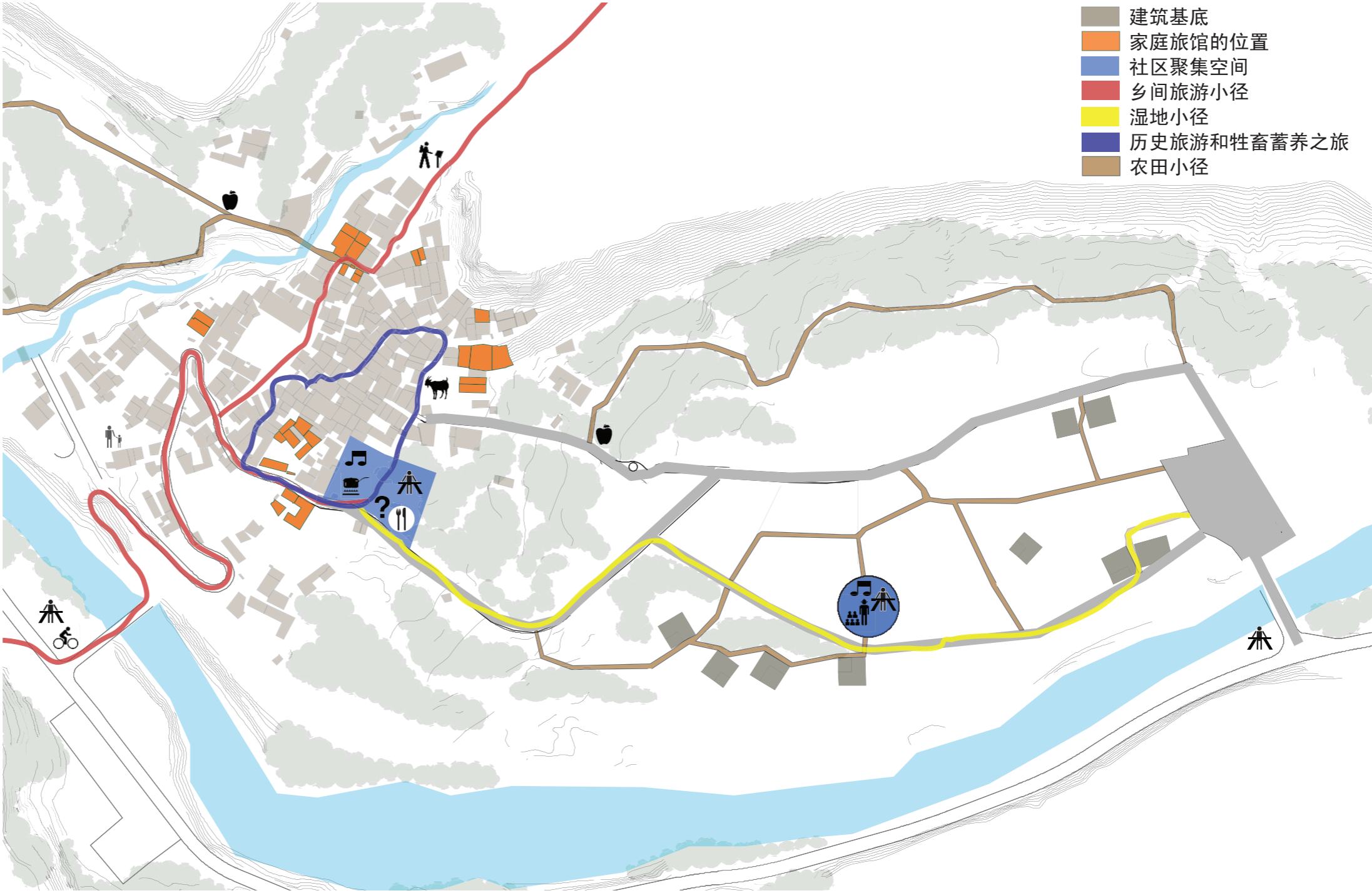


图 6.9

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Family and Group Oriented

The family and group oriented experience is catered towards larger groups and includes volunteer and school groups visiting Taoping. The experience would offer visitors a chance to learn traditional Qiang crafts, specifically the traditional craft of building resilient Qiang architecture, and agricultural techniques specific to the Qiang culture.

During the reconstruction process, the groups would experience Qiang building techniques first hand by aiding the restoration and new construction of the old and new development in the village.



Figure 6.10 Building Typology: Group Homestay

Taoping households buildings are characteristically interconnected three-storied structures with vegetable courtyards. The first floor is traditionally used to store food as well as house domestic animals, and the top two floors function as the family living quarters.⁴ In the group oriented model, figure 6.10, the first floor will continue to house the food and animals as well as provide space for group activities such as learning food, cooking, and livestock feeding techniques. The second floor will provide homestay rooms and the third floor will remain as the traditional household space.



Figure 6.11 Sample Itinerary

8:00am - Breakfast (Communal Kitchen)

9:00am - Village House Rebuilding

12:00pm - Lunch (Market Place)

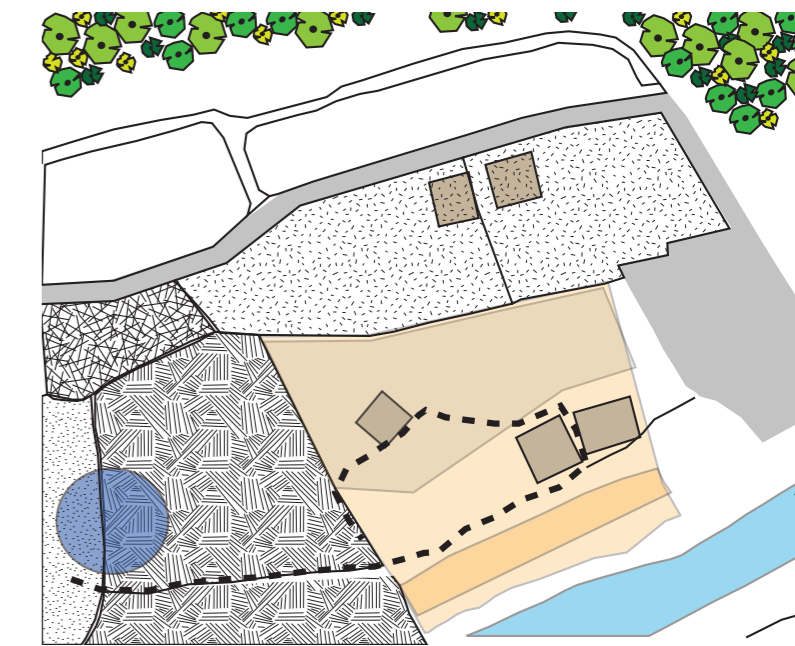
1:00 pm - Cultural Heritage Tour

2:00pm - Craft & Arts Tour

4:00pm - Group Activity

- Hiking
- Cooking Class
- Agriculture & Livestock Tour
- Earthquake Tour
- Craft Making

7:00pm - Cultural Show & Dinner



Cultural Gathering Space	Crops	River
Wetlands Trail	Guest Houses	Orchards

Figure 6.12 Map of Building Typology

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面向家庭和团体旅游者

面向家庭和团体旅游者的经验能照顾到更大的群体, 包括志愿者和学校团体来参观桃坪。这些经验会提供参观者一个来学习传统羌族手艺的机会, 特别是羌族的建筑传统工艺和农业技术中所特有的羌文化。

在重建过程中, 通过帮助恢复旧建筑和发展村中的新建筑的新旧发展模式来获得羌族建筑技术的经验。



图 6.10 建筑类型

桃坪常见的房屋非常有特色。房子一般三层楼高, 并带有种植蔬菜的院落。一楼传统上是用来储存食物以及蓄养家畜, 二三层的功能为家庭生活区⁴。如图6.10, 在团体运作的模式中, 一楼还将继续储藏食品和蓄养家畜以及提供空间给团体活动, 如学习食品制作、烹饪、和牲畜喂食的技巧。二楼将为游客提供住宿。第三层仍是传统的居家空间。

图 6.11 游程示例

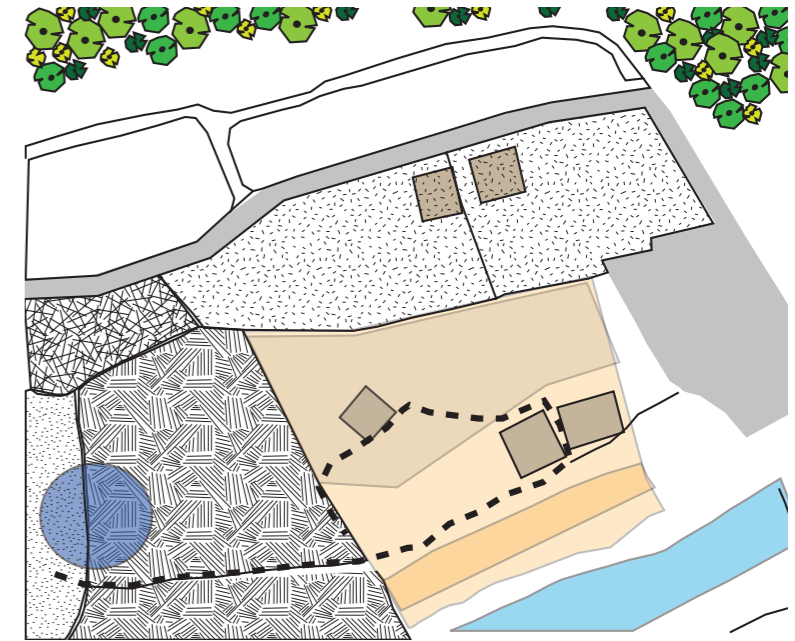


图 6.12 农业旅游建筑位置图

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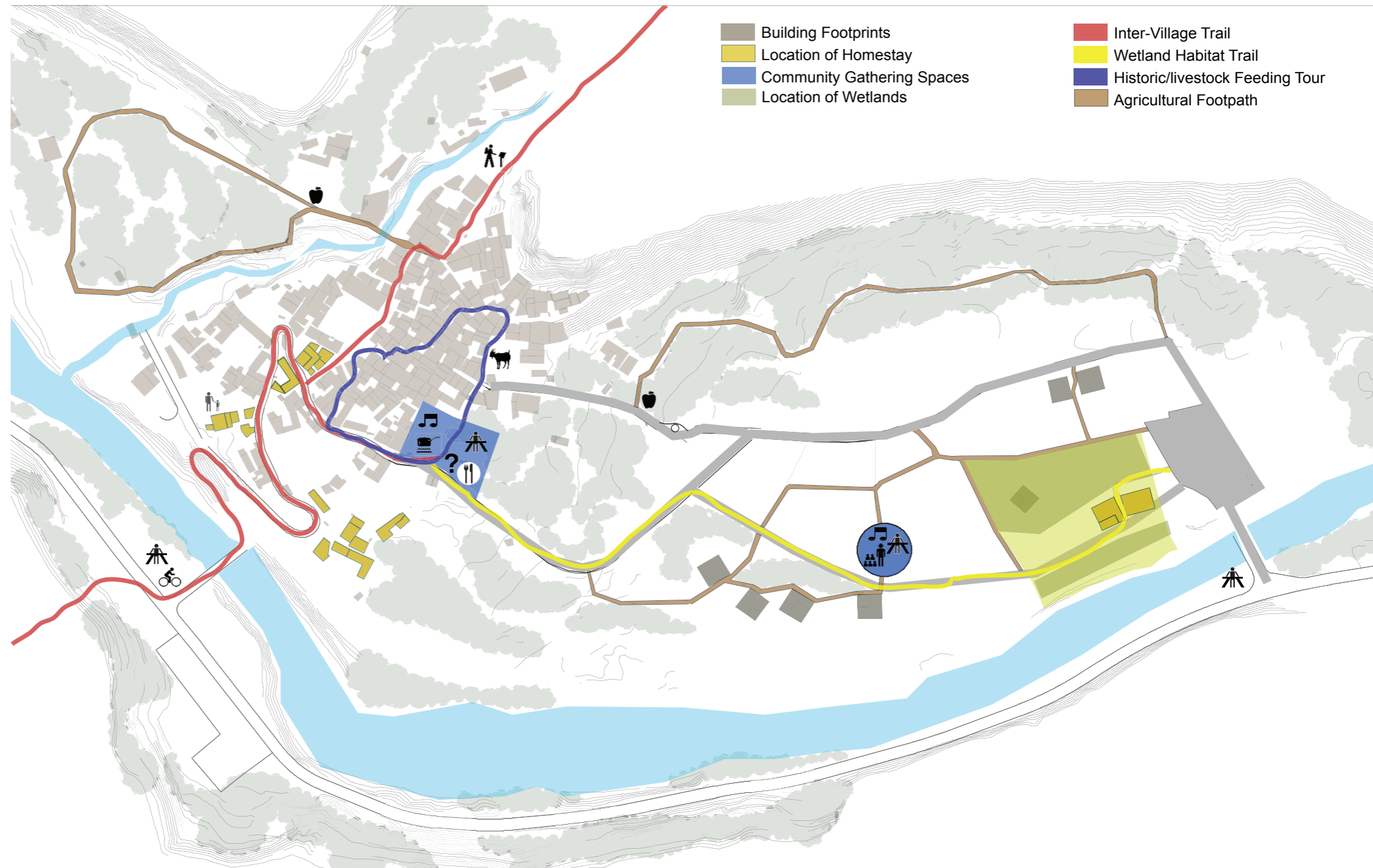
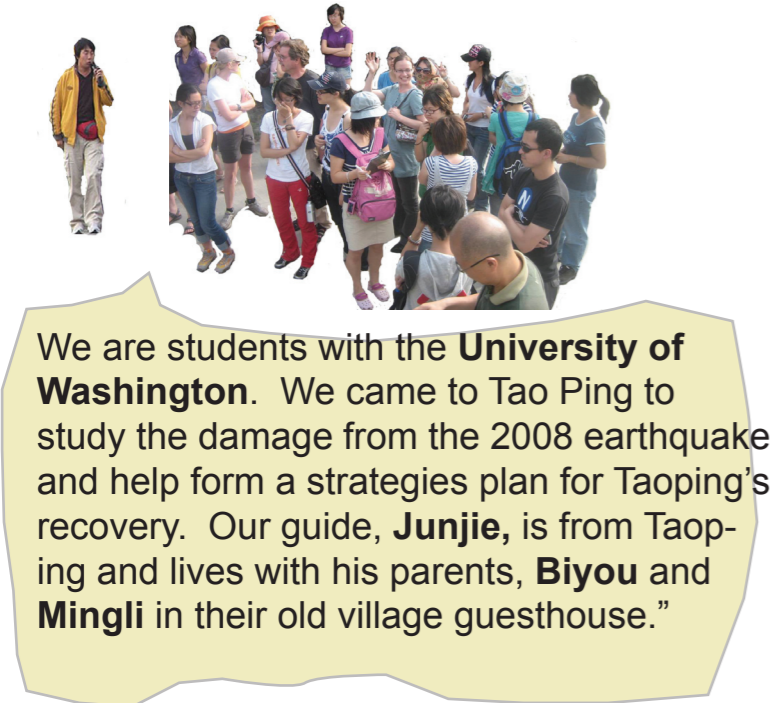
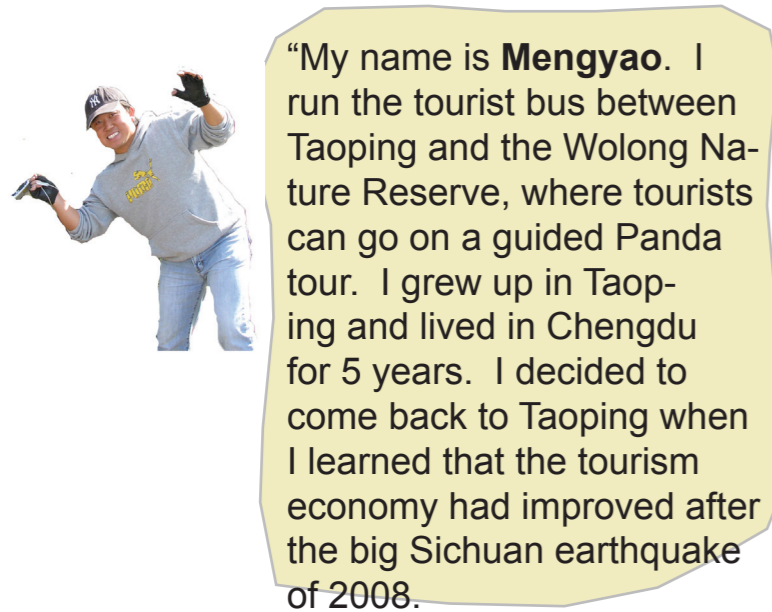


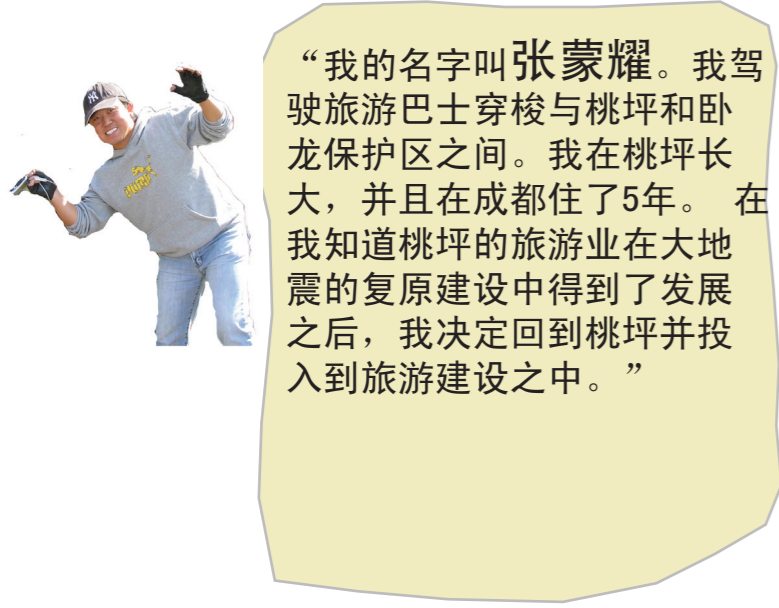
Figure 6.13 Tourist Narrative

Figure 6.14 Site map

There are three group homestay sites located Taoping. The spaces, highlighted in yellow in figure 6.14, were chosen as good candidates based on their location and past site specific functions.

The two sites closest to the old village once functioned as homestays before the earthquake. The buildings would be restored to the homestay function. Visiting groups would learn traditional Qiang building techniques while working on the traditional buildings alongside villagers. They would help the villagers of Taoping by assisting the reconstruction process and in return learn valuable skills and craft.

The third group homestay location is located in the rehabilitated structures of the new village built before the earthquake and on the proposed wetland. While many of the structures are uninhabitable, there are a nine within the village that can be salvaged and reprogrammed. The structures serve as a reminder as well as a symbolic gesture of past and future perseverance and will house student groups learning traditional farming and sustainable development practices.



“我的名字叫**张蒙耀**。我驾驶旅游巴士穿梭与桃坪和卧龙保护区之间。我在桃坪长大，并且在成都住了5年。在我知道桃坪的旅游业在大地震的复原建设中得到了发展之后，我决定回到桃坪并投入到旅游建设之中。”



我们是从**华盛顿大学**来的学生。我们来到桃坪来研究和帮助大地震之后的重建。我们的导游，**李俊杰**，是从桃坪而来。他现在和他的父母，**王彼有**和**杨明理**居住在村里的游客招待处中。

图 6.13 游客自述

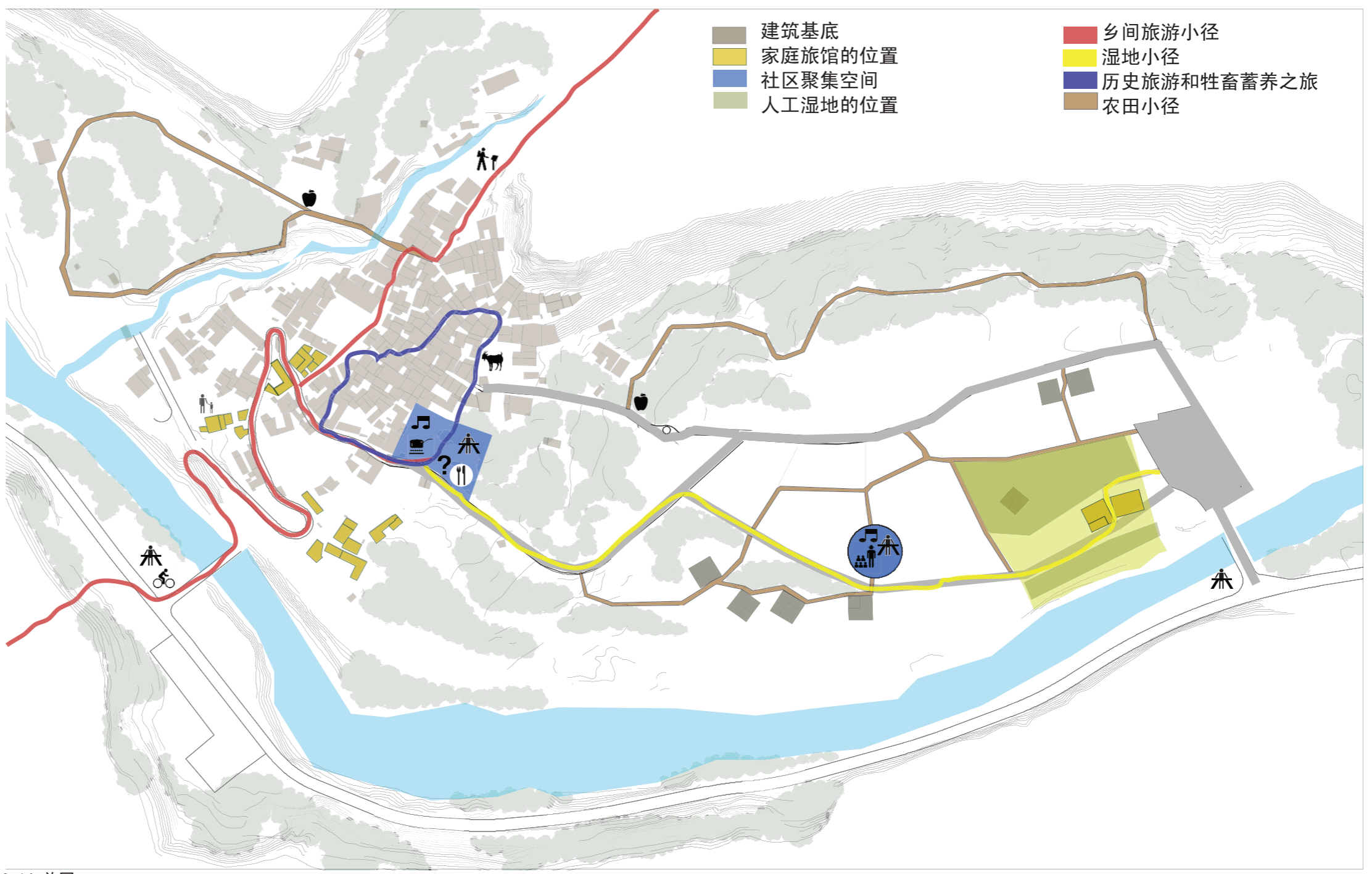


图6.14 总图

在桃坪，有三组家庭旅馆的基地。在图6.14中，我们基于良好的基地选择以及以往有着特别用途的基地这两点，将家庭旅馆的基地位置用黄色标记了出来。

靠近老村的两处基地在地震之前就用于家庭旅馆业。这里的建筑将被恢复为家庭旅馆。参观者们可以通过和村民一起工作的方式来学习传统的羌族建造技术。他们将会帮助桃坪村民的重建过程，作为回报，他们可以学习到有价值的传统技艺。

第三处的家庭旅馆坐落在原有的新村之中，靠近人工湿地。虽然大部分的建筑物在地震中损毁了，但我们仍然恢复了九栋住宅并将它们改造为家庭旅馆。这些恢复的建筑一方面提醒我们勿忘历史与保护，另一方面将会容纳学生团体来学习传统农作与可持续的开发。

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Live Like a Farmer



Figure 6.15 Building Typology

Sample Itinerary

6:00am - Breakfast w/ Host Family

7:00am - Livestock Feeding and Tending

- Chickens, Pigs & Goats Feeding
- Egg Collecting
- Manure Collection



9:00am - Agriculture

- Weeding
- Crop Harvesting
- Crop Processing
- Craft Making
- Cooking



1:00 - Exploring Taoping Culture



6:00pm - Dinner w/ Host Family

7:00pm - Cultural Show

Figure 6.16

Circulating Guest Houses

- High Intensity Farming
- Medium Intensity Farming
- Low Intensity Farming
- Low Intensity Farming

Cultural Gathering Open Space



"We are **Anna and Liwei**. We work in the fields helping out with crop harvesting, weeding and livestock tending. **Liwei** moved to Tao Ping from Chengdu to enjoy a slower paced lifestyle. **Anna** is a visiting farming science student from Berkeley, California who is here to learn traditional Qiang agricultural practices."



Figure 6.17 Building Typology - Individual Homestay

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体验农夫的生活



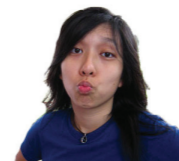
参观各个游客招待处

- 高强度的农作
- 中强度的农作
- 低强度的农作
- 低强度的农作

文化聚集开放空间



“我们是安娜和李威。我们在田里劳动，帮忙收割、除草和照料家畜。李威从成都搬到桃坪来享受步调缓慢的生活方式。安娜是加州柏克莱大学学习农业科学的学生。她正在桃坪学习羌族传统的农作。”



日程表示例

6:00 - 和旅馆主人一家共进早餐

7:00 - 家畜喂养 (养鸡、猪、羊)
拾蛋
拾肥

9:00 - 农业耕作
除草
收割农作物
加工农作物
手工艺制作
烹饪

1:00 - 探险
桃坪文化探险

6:00 - 和旅馆主人一家共进晚餐

7:00 - 文艺表演

图 6.16



图 6.17 建筑类型



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Agri-volunteer Experience

The agri-volunteer experience is intended for the person who wishes to have an intimate cultural experience while at the same time learning the traditional Qiang agricultural practices that are unique to the Lixian county. Agri-volunteers will stay for longer periods of time and will live with guest families that are part of a circulating homestay system. Each homestay will center around a different farming style, from low intensity to high intensity. In this way, the agri-volunteer will have a variety of farming techniques to study and will have the greatest chance of helping out the largest number of farmers.

The low intensity home stays will focus on growing such crops that require minimal labor, such as grains like millet, buckwheat, winter wheat and barley. The medium intensity home stays will focus on plant based crops such as potatoes, beans and peppers. The high intensity farmstays require the most labor and involve tending the orchards that grow apples, peaches and walnuts.

Agri-volunteers will live with their host family and most likely share all meals with the family. There will be an option to trade room and board or a reduced price room and board for agricultural labor.

Activities that the agri-volunteer can participate in will include meal planning and cooking, livestock feeding, egg collection and barn maintenance, manure collection, weeding, crop harvesting, crop processing, craft making and selling produce and crafts at the local street market or roadside stands.

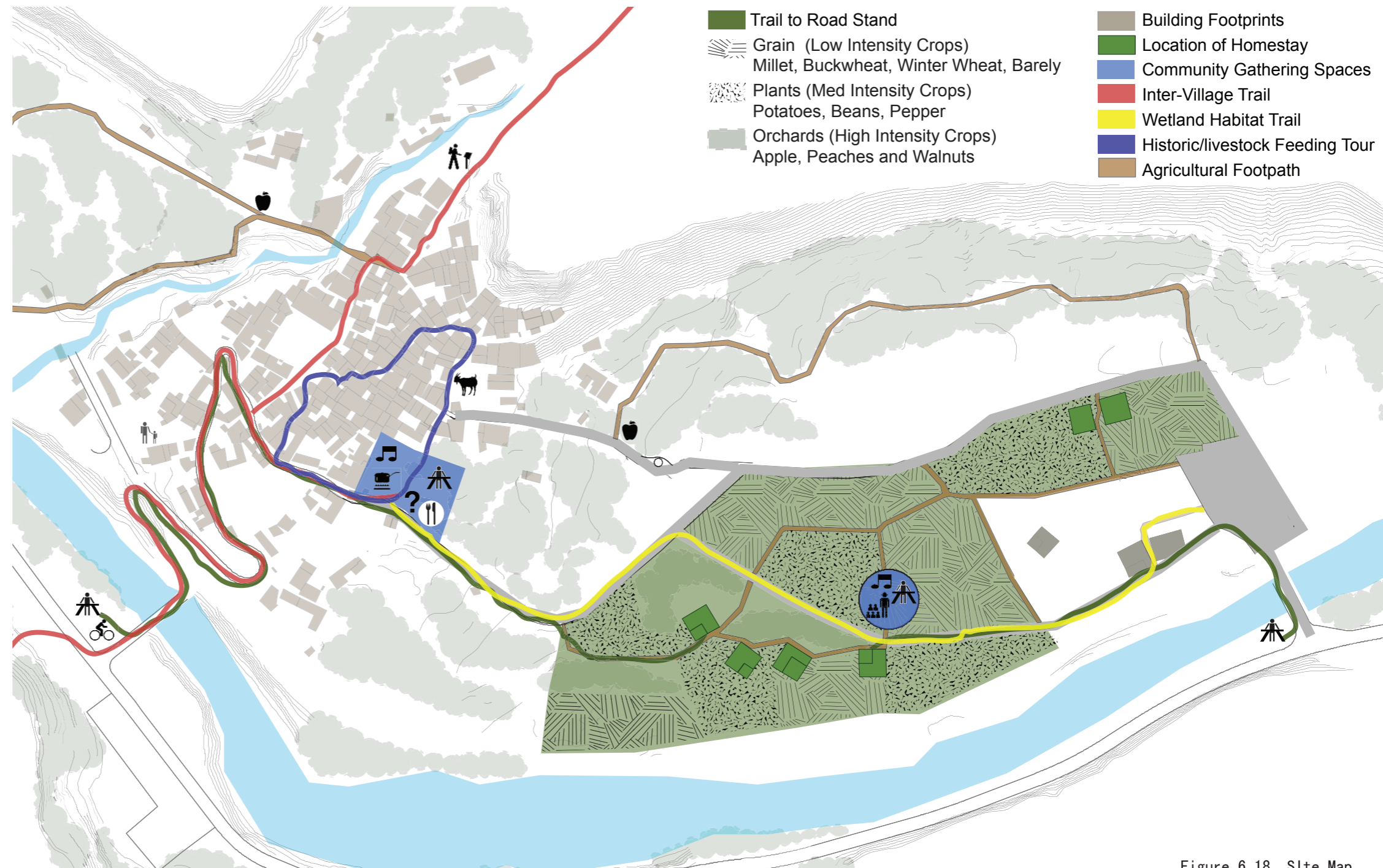


Figure 6.18 Site Map

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农业劳作自愿参与者的体验

有一些旅游者希望能够有最直接的文化体验同时学习在理县独一无二的羌寨传统农业耕作技术。农业劳作自愿参与者的体验就是为这样的旅游者量身定做的。这些自愿参与者将会在桃坪停留较长的时间并且居住在参与轮转家庭旅馆的家庭中。每一个家庭旅馆都以一个不同的农作类型为中心，从低强度到高强度。以这样的方式，自愿参与者们就能学习到各种各样的传统农业耕作技术，并且能够最大限度地帮助最多数量的村民。

居住在低强度类型的家庭旅馆的游客将参与种植需要少量劳力的农作物，例如小米、荞麦、冬麦和青稞。居住在中等强度类型的家庭旅馆的游客将参与种植需要中等劳力的农作物，例如土豆、青豆和胡椒。居住在高强度类型的家庭旅馆的游客将参与种植需要最多劳力的农作物，如在果园中种植苹果、桃子和核桃。

农业劳作自愿参与者将和他们的旅馆主人住在同一栋房子中，并和旅馆主人一起享用食物。这些食物和居住的费用是他们劳动报酬的一部分。

农业劳作自愿者参与的活动包括烹饪食物、家禽家畜喂养、拾鸡蛋、谷仓维护、拾肥、田间除草、收割、手工艺制作和在集市上出售这些手工艺品。

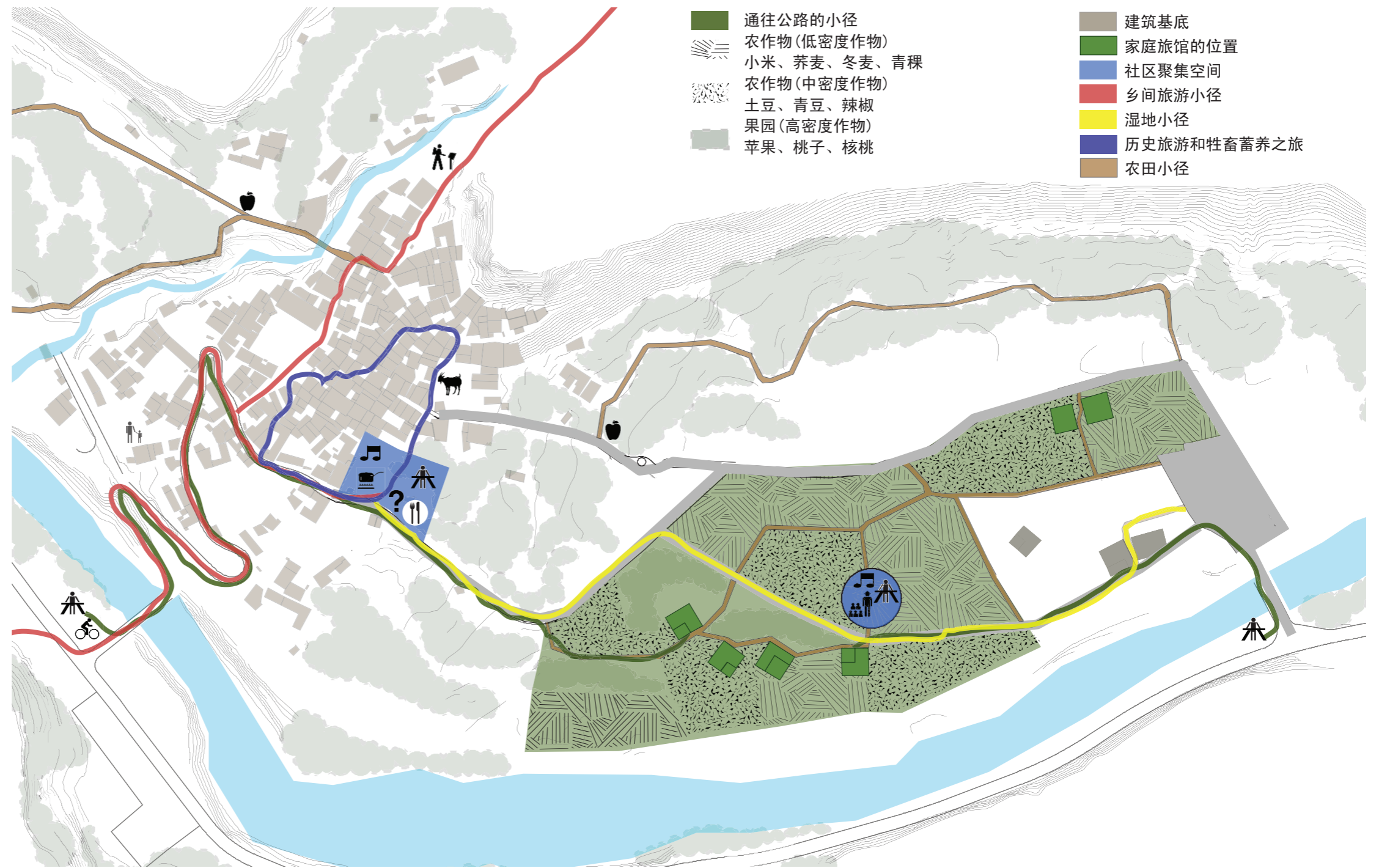


图 6.18 总图

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Gathering Spaces



Figure 6.19 Gathering Space Option

Gathering spaces within the village provide places for all villagers and tourists to congregate and exchange traditional practices and customs.

The west gathering location restores a former gathering space and enlivens the space with new functions including, a space to learn Qiang traditional cooking, a market space, a place for eating food and witnessing the traditional music and dance of the Qiang people.⁵

The other gathering space is located at the new village development, figure 6.19. Surrounded by new agricultural land, the space can be reprogrammed with new agricultural functions including, an outdoor living classroom and seed exchange,⁶ similar to the spaces created by the Pomegranate organization, a non profit which specializes in developing neighborhood gathering places by facilitating the creation of meaningful, community-crafted gathering places.⁷

These physical gathering places provide spaces where the Qiang people can explore and teach their traditional way of living as they did prior to the earthquake.



Figure 6.20 Pomegranate Center Projects



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采集空间



图6.19 可选择的采集空间

在村寨内的采集空间为所有村民和游客提供一个聚集和交流传统习俗的场所。

西面的聚会场所恢复了以前的集会空间并被赋予了新的功能。这些新的功能包括一个学习传统烹饪的场所,一个集市,一个品尝食物的场所和观赏传统音乐舞蹈的场所。

另一个聚会场所位于新村(如图5.20)。这个场所被新的农业用地所环绕,并被赋予新的农业功能,这包括户外课堂和种子交换处。类似于美国西雅图叫做石榴(Pomegranate organization)的非盈利的组织,她也开发了好多个这样的场所,以帮助营造有创造力和有意义的社区聚会空间。

这些聚会的地方提供羌族人民学习,探索和传授他们的传统生活方式。这正像他们在大地震之前所行的。



图 6.20 Pomegranate 中心项目



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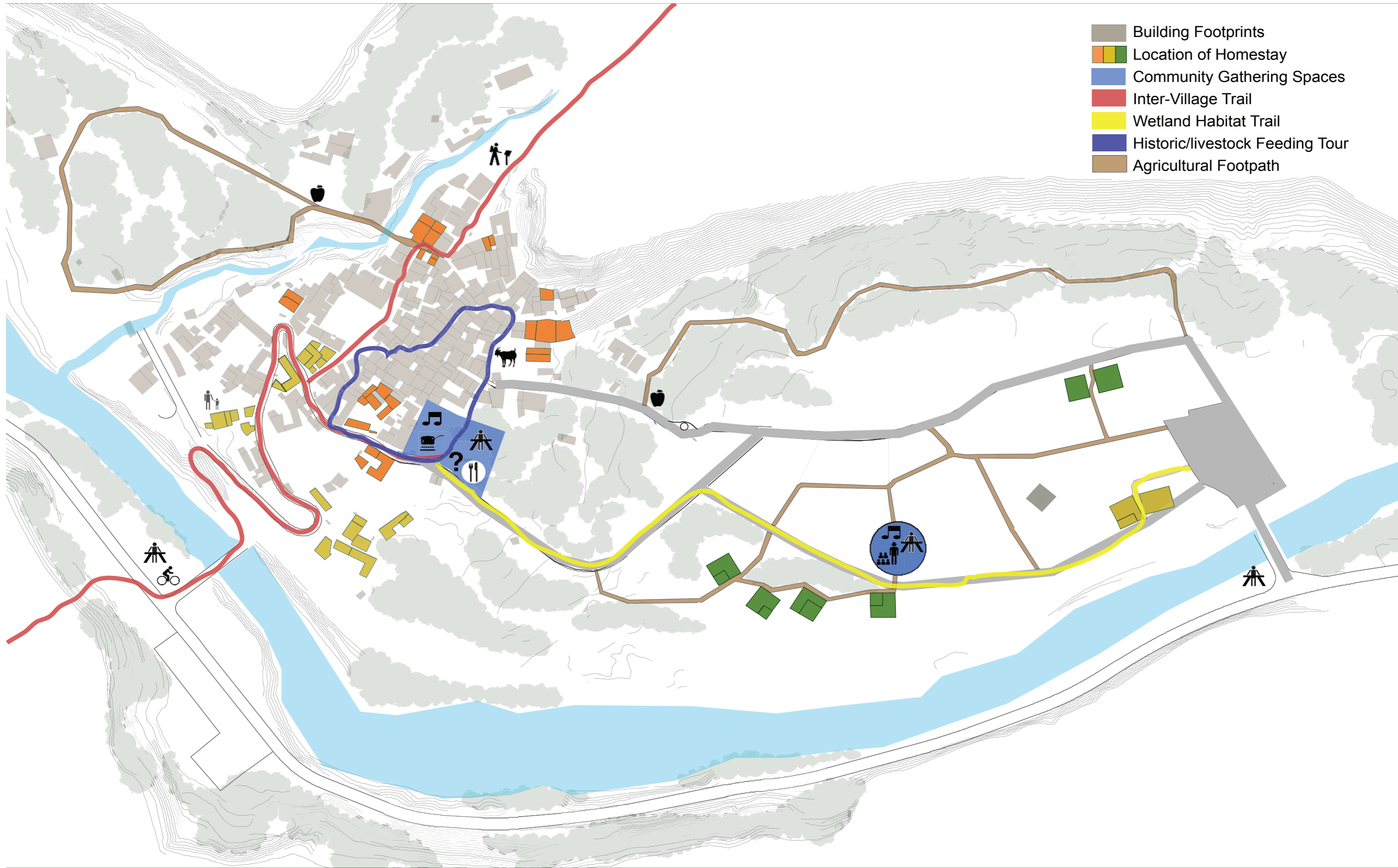
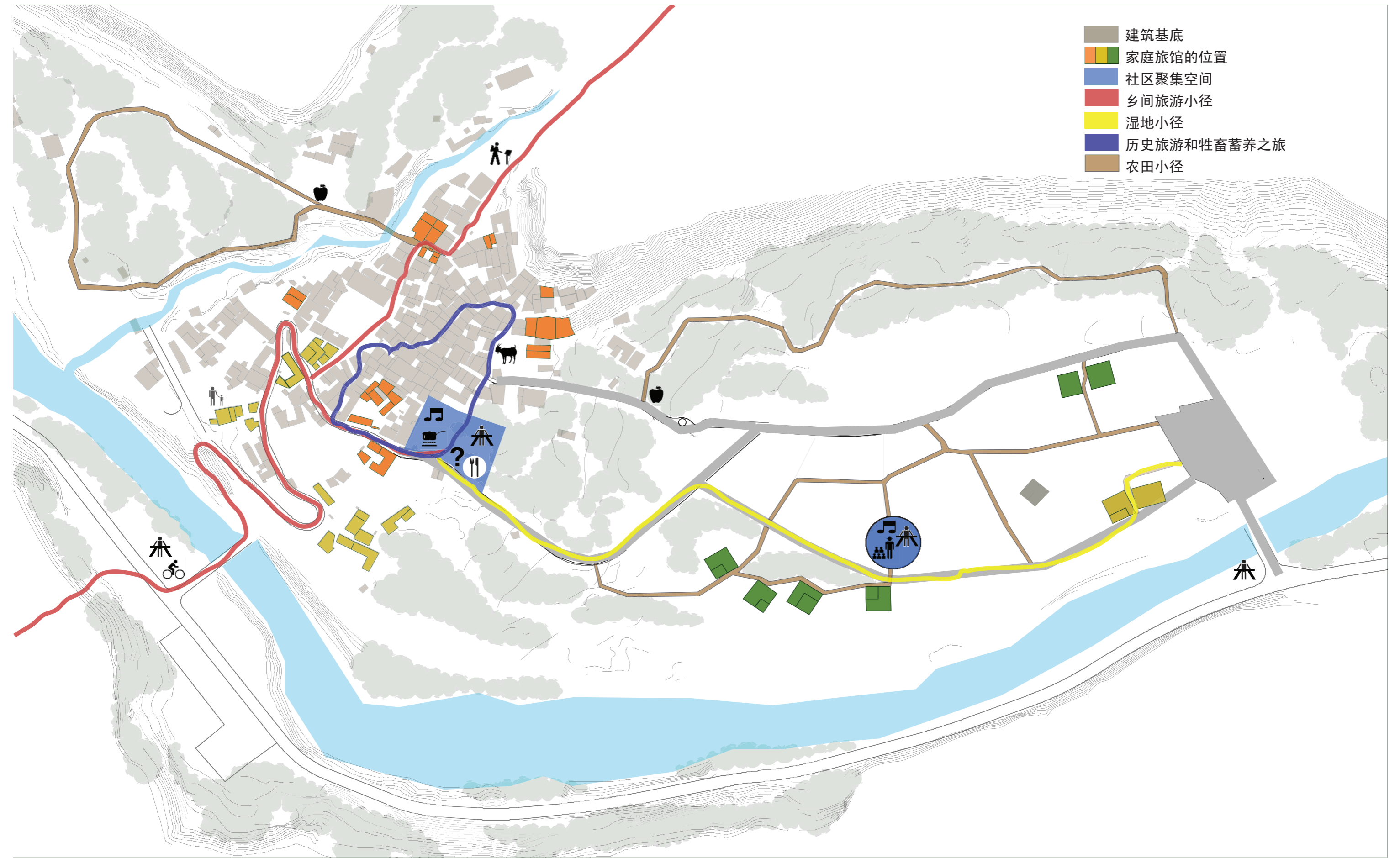


Figure 6.21 Site Map

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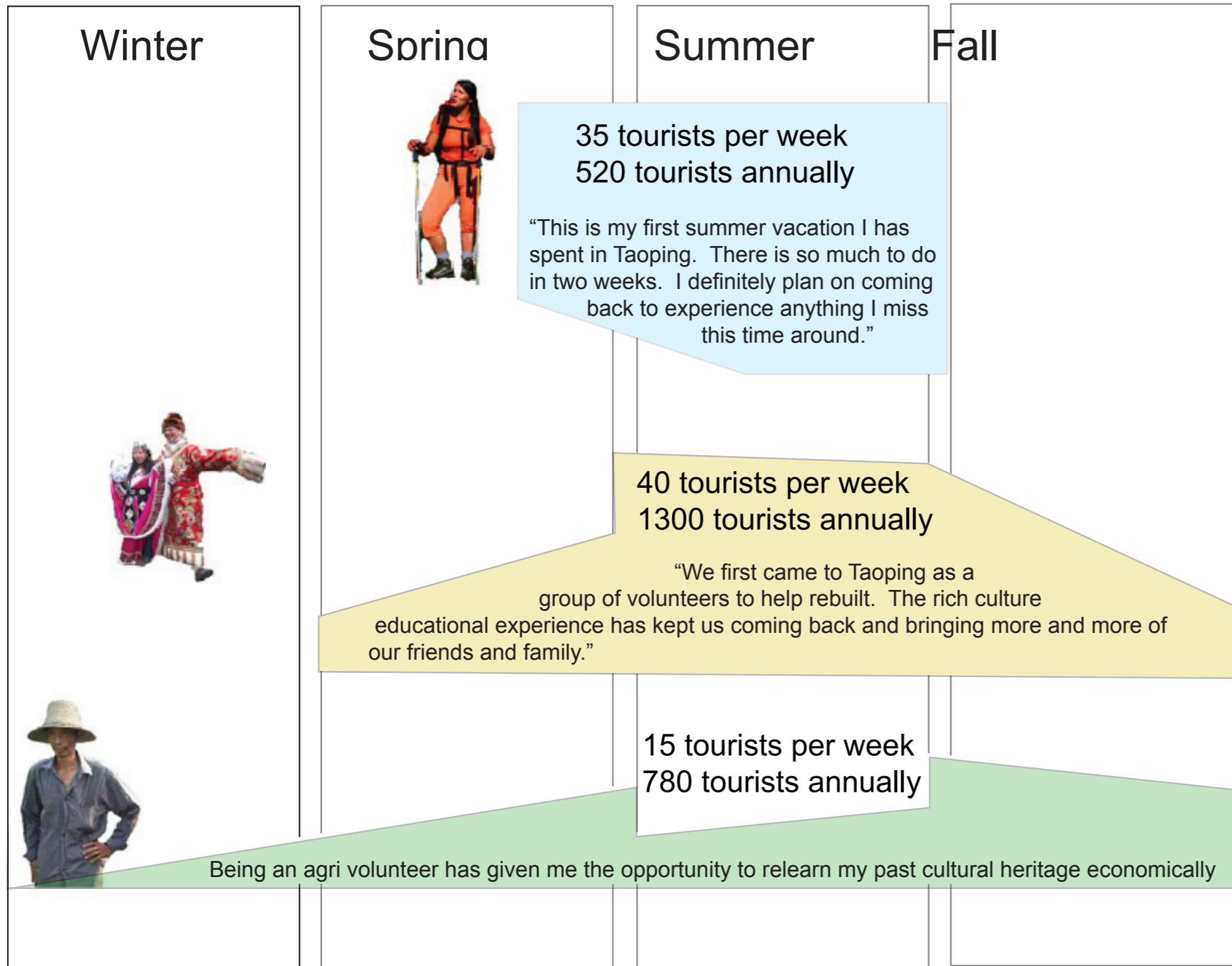


- 建筑基底
- 家庭旅馆的位置
- 社区聚集空间
- 乡间旅游小径
- 湿地小径
- 历史旅游和牲畜蓄养之旅
- 农田小径

Figure 6.21 Site Map

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The Agritourism model practices social equity as well as seeks to restore and educate the Qiang culture Engaging tourist in the rebuilding and agricultural processes will help restore Taoping physically as well as give the villagers a chance to share and celebrate their way of living to others.

Figure 6.22 Seasonal Model Diagram

The tourist model will bring in an estimated 2600 tourist yearly. The tourist group types would fluctuate differently over the four seasons. Providing a circulating homestay model would offer a way to distribute income to all residents.

1. Xingqiang, Hong. "Taoping Village" Discover China. <<http://www.chinadiscover.net/china-tour/sichuanguide/sichuan-taoping-2.htm>> (accessed Dec 17, 2009)
2. "The Qiang Nationality Language and Culture Web Site" <<http://victoria.linguistlist.org/~lapolla/qiang/qiangmain.html>> (accessed Dec 17, 2009)
3. Jeon, Daniel "Tourism Amenities" Taoping Summer Field Studio. July 18, 2009
4. "The Qiang Nationality Language and Culture Web Site"
5. Ibid.
6. China-U.S. Center for Sustainable Development Huangbaiyu <http://www.ecoworksfoundation.org/projects3a.html>
7. Pomegranate Center. <http://www.pomegranate.org/who-we-are/> (accessed Dec 17, 2009)
8. Stoddard, James E. Michael R. Evans and Dinesh S. Davé Sustainable Tourism: The Case of the Blue Ridge National Heritage Area. Cornell Hospitality Quarterly. 2008; 49; 245

冬季

春季

夏季

秋季



每星期35个旅游者
每年520个旅游者

“这是我在桃坪生活的第一个暑假。在两个星期内，我经历了很多活动。我决定我还会回来并且补回这一次我还没有做的事情”



每星期40个旅游者
每年1300名旅游者

“我们以志愿者的身份来到桃坪帮助重建。桃坪悠久的历史吸引我们又回到这里，并且带来更多的朋友和家人。”



每星期15个旅游者
每年780名旅游者

作为一个农业志愿者，我有机会在经济生活中重新学习了桃坪的文化遗产。

我们的农业旅游模型将兼顾社会公平以及寻求恢复和教育羌族文化。⁸ 从事旅游业重建和农业种植的旅游者和志愿者们将不仅帮助恢复桃坪历史村寨，同时也让村民有机会与他人分享并庆祝羌族的生活方式。

参考资料：

1. Xingqiang, Hong. "Taoping Village" Discover China. <<http://www.chinadiscover.net/china-tour/sichuanguide/sichuan-taoping-2.htm>> (accessed Dec 17, 2009)
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3. Jeon, Daniel "Tourism Amenities" Taoping Summer Field Studio. July 18, 2009
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8. Stoddard, James E. Michael R. Evans and Dinesh S. Davé Sustainable Tourism: The Case of the Blue Ridge National Heritage Area. Cornell Hospitality Quarterly. 2008; 49; 245

图 6.22 季节性的模式图

这种旅游模式将于每年带来估计2600个游客。旅游团的模式产生的效益将随季节的变化而变化。一个循环的家庭旅馆模式将收益分发给所有村民。

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