

Case Study: China Resources Hope Town Village Hotel Development
华润希望小镇村庄酒店开发案例分析

The Sustainable Model
可持续性模式

The First China Responsible Tourism Forum
by PATA China Chapter
第一届中国旅游社会责任论坛
亚太旅游协会中国分会

China Wall Group
华垣旅游产业发展有限公司
2011. 12

China Resources Hope Town Beigou Village – the Village Residence
华润希望小镇北沟村 – 村民老屋



To Create a Rural Tourism Destination

创造一个农村旅游目的地

Over the years Beigou village has fallen into empty. In 2010, the village resident's average annual income is low. The absence of any Class A tourism attractions, places of interest or industries in the vicinity makes it difficult for young people to make a decent living in the village and most of them have to work in Beijing.

北沟村的周围没有A级景区，村民每人的年平均收入较少。村中的年轻人外出求学和寻找工作机会以求更多收入；大部分壮年男性村民在北京市里开出租车。

Due to the facts that the sources of revenues to boost the local economy are quite limited, China Resources has initiated a wide range of Hope Town “rural aid(农村帮扶)” agriculture related projects. The objective of this village hotel development project is to create a rural tourism destination to attract companies and individuals to experience the simple, easy and relaxed countryside lifestyle in order to be recharged and to be revitalized.

为了帮助地方提高经营性收入和财产性收入，华润以农民利益为出发点，以增加农民收入为目标启动了多个农村帮扶项目。村庄酒店项目的开发是帮扶项目之一。开发酒店的目的是创造一个农业旅游目的地以吸引客人到这里体验简单，轻松和质朴的农村生活；同时，客人能够很好地休息，恢复和充电。

China Resources Land's Commune Partnership with Local Villagers 农村帮扶项目，华润置地与当地村民组成共同体开发乡村酒店

The sustainable model 可持续性模式

- retaining the integrity of the traditional village landscapes and historical details;
- building new homes for the villagers in the same town; having the villagers to become part of the shareholders of the hotel property to ensure their source of income is secured for long term

保留原有自然村落的格局，农民搬入新居，农民的宅基地经过评估后折价入股酒店公司，农民也成为酒店股东

The Sustainable Model 可持续性模式
Hotel Ownership 酒店资产持有

- those of the residents of the village, their houses are going to be redeveloped into hotel guest rooms, meeting rooms, restaurants, etc; the residents remain as **owners** of the village hotel.

村里的村民，他们的院子将改造成酒店的客房，会议室和餐厅；他们将搬入附近的新居，同时他们有了新的身份，即乡村酒店的股东。



The Sustainable Model 可持续性模式

Hotel Concept, Development and Construction 酒店的概念, 开发和建造

It is a village, and it is a hotel

是村庄, 再是酒店

“Scattered Hotel” - to enhance the sustainability

It retains the integrity of the traditional village landscapes and historical details, it also connects with the original residents which gives guests the sense of being in a community.

分散式酒店为可持续发展的典范, 为村民创造就业机会, 客人在当地购物和消费, 可以使当地村民增加收入。另外, 分散式酒店的另一要素是实在村民的存在。酒店和村子相互依存, 传统村貌和历史细节相融。没有原来的村民就没法使客人感受到融入社区的氛围, 除酒店员工外, 客人还能见到村民。



The Sustainable Model 可持续性模式

Hotel Development and Construction 酒店的概念, 开发和建造

- repurposing existing structures which costs less, and has a much smaller carbon footprint than constructing new hotel

原拆原建, 保持村中的建筑特点, 减少碳排放



The Sustainable Model 可持续性模式

Hotel Lifestyle 酒店的生活方式

- remaining village lifestyle 保持村庄生活方式
- focusing on application of environment technologies 注重环保技术的应用

For guest experience, the village lifestyle remains
韩大妈家的生活方式将成为客人体验的一部分



less bottled water, easy access to potable water
减少饮用塑料瓶装水，可直接饮用井水



saving energy with original cellar to store food
节省能源，采用地窖用于储存食品

The Sustainable Model 可持续性模式

Hotel Lifestyle 酒店的生活方式

Village Academy 村庄学堂

- wellness programs are developed for guests to learning and practicing full engagement, prevention, balance and connection

健康计划帮助客人实践减压和放松, 预防, 平衡和连接



The Sustainable Model 可持续性模式
Hotel Community Project 酒店社区项目

- facilitating local residents to get micro financing loan (from China Resources Town and Village Bank) to develop their small business such as producing organic foods, developing new business opportunities for village shepherd

华润村镇银行未来也将落户于此，为村民提供小额贷款，帮助像北沟村羊倌这样的村民创造新的致富机会。





The Sustainable Model 可持续性模式 Hotel Community Project 酒店社区项目

- creating community feelings for guests, for instance, in the village café and village market, guests will be “served” by original residents;
- creating job opportunities for local residents by offering hospitality service skill training program to them

李大妈自制豆腐，养有猪，鸡，鹅，鸭；种有桃树，杏树，李子，核桃树。酒店的厨师将帮助她写个菜单，开个小食店吸引城里人专门来吃，应该没问题。



The residence host and his guests
张贵福大爷是个好客的主人

The Sustainable Model 可持续性模式
Hotel Community Project 酒店社区项目
- keeping original residents as integral part of the hotel, giving guests the sense of being in a community, surrounded by everyday people and not just hotel staff

由原住村民作为特聘员工为客人提供居家体验的服务。这样，客人可以近距离接触当地村民，感受淳朴民风，体验村庄酒店与城市酒店的不同。

Thank You 谢谢 !