Break the tourist bubbles!

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P5

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Tourist bubbles in Hangzhou With 3 representative cases & 4 types of visitors
Have you ever experienced...?
“When we told our guide that we didn’t want to go to all the tourist places, he took us instead to the places where they take tourists who say that they don’t want to go to tourist places. These places are, of course, full of tourists.”

Douglas Adams (1990), Last Chance To See
Priority given to the tourists

Spaces occupied by the tourists

Functions switched to the tourists

No pets, no cycling, no roller-staking
Source: www.hangzhou.gov.cn, 2018
TOURIST BUBBLES

The activity of the urban tourists can be either melted into the urban fabric or confined to distinct urban tourist zones (Bosley & Brothers, 2008). These geographic areas, which are planned and managed for tourists, have been described as “tourist bubbles” (Judd & Fainstein, 1999).
Tourist bubbles

Enjoyable environment occupied by tourists; the city identity is capped inside the tourist bubbles

Problem statement

Segregations for tourists area and the city life

Over-tourism inside
Loss of daily life inside

Pressure at the edge

Outside: loss of identity & liveability under fast urbanisation

Locals outside are ignored

The overview of the problem

Author
2020
Hangzhou?
The change of Hangzhou’s population, tourists and GDP

Legend
- 1 million people
- tourists per year
- average tourists per day
- locals of main city districts with/without registered
- locals of other counties with/without registered
- GDP 20 billion RMB
- from tourism
- from other industry

Tourist number on the rise
Tourism is not as a pillar of the economy;
But tourist areas as the city branding
Great natural structure

Historical city

Culture resources
The tourist areas in Hangzhou

Tourists bubbles in Hangzhou
Tourists occupy the best part of the city.
The office/residential area besides the bubbles

Tourist visiting
- 5,000,000/a
- 20,000,000/a

Data from Hangzhou tourism commission

The population density ppl/km²

Business/office clusters

Numbers of available offices
Data from scraping websites

Legend

The tourist areas with the business centres & residential areas

Author
2020

The office/residential area besides the bubbles
The urbanisation around the tourist bubble area of Gongchen Bridge

Xinke Wang, 2014
source: 3g.163.com/dy/article/ECQ8LEKE0514R9P4

The tedious new-built neighbourhood which has little consideration on humane scale and city identities

Xinke Wang, 2014
source: 3g.163.com/dy/article/ECQ8LEKE0514R9P4

Fast-urbanised areas
Spreading tourism out of the city is the main concept. However, does it work?

Only focusing on amount(numbers)
Spreading tourists, more bubbles?

Current solution
The planning system is now changing, and encourages new cooperation.

**The non-integrated planning**
Economy becomes the main focus.

The official tourism slogan of Hangzhou Aiming at Tourism Enhance Local Life Only remaining on economic aspects
A chance

The planning system is now changing, and encourages new cooperation.
Goal of the project

Reintroduce the locals in the current tourist areas, and invite the tourists out.
Where to change?
What to change?
How to change?
The West Lake (Lake Zone)  
Hefang Neighbourhood  
Qiaoxi Museum clusters

3 representative bubbles
The view of this project

Methodology: Patterns/behaviours
Two gaps:
Planning----Tourist Spaces----Different group of visitors

People

Behaviours/moving & staying

Online survey on the route, the stopping points, the visiting time, the staying time...
(In total 301 valid cases.)

Patterns

Mapping & Field work*
*Video watching

Spaces

Planning
"Each pattern describes a problem which occurs over and over again in our environment, and then describes the core of the solution to that problem, in such way that you can use this solution a million times over, without ever doing it the same way twice."

Christopher Alexander, A Pattern Language 1977, p10
Patterns

Spaces

Mapping & Field work*
*Video watching

Repetitive phenomenon

Cover diverse forms in the reality

Cross scales

Linked

Patterns from different scales and attributes are linked with each other
Cover diverse forms in the reality

Entrances/Exits

NHK, 2019
https://www.bilibili.com/video/av3734555/

YiFan, 2019
https://www.bilibili.com/video/

KatAndSid, 2017
https://www.bilibili.com/video/BV1ks411y7NY
Repetitive phenomenon

Tourist bubble area

From the public transportation to the tourist area

Digging out reason behind the big pattern with patterns at smaller scale

The lake area

YiFan, 2019
https://www.bilibili.com/video/BV1AJ411m7Sx

Juhe Jainer, 2019
https://www.bilibili.com/video/BV1dJ411W76F/

YiFan, 2019
https://www.bilibili.com/video/BV1AJ411m7Sx

YiFan, 2019
https://www.bilibili.com/video/BV1AJ411m7Sx
Digging out reason behind the big pattern with patterns at smaller scale
Entrances/Exits

the transfer point from cycling to walking

people parking mobikes at the transfer place

the bikes form a stronger edge

adding fences = pushing the edge further

Legend
Colour stands for the categories
- Green
- Heritages
- Amenity
- Transportation
- Urban grey elements
- Circulation
- Building/construction
Behaviours/moving & staying

Online survey on the route, the stopping points, the visiting time, the staying time...

(In total 301 valid cases.)

Different spatial needs
Different needs on a sequence of spaces
On-the-run sightseeing
Structured
Strict time-money budget
Long & fast moving
Many stops but short staying for each

Go and stay
Half-structured
Directly to the destination
Very limited stops, but staying long for each

Random wandering
Flexible time budget
Easy to be distracted
Always with other motivations for the visit
Short time visiting and staying

Daily routine
Fixed routine/
Fixed gathering point
Depends on different individuals/groups
Professional needs/social connections to the site
Stable attractions

Legend
Information from the survey
- the moving route
- the staying point
On-the-run sightseeing

Random wandering

Go and stay

Daily routine

Legend
- moving
- staying
- staying time duration 1h
- the spatial attribute on the route
  - transportation-entrance
  - attached parks
  - catering & shopping
  - heritages
  - show/event
  - water(on boat)

- bus station
- metro station
Step 1. mapping the physical existence
Spaces  Functions  Forces/stakeholders

Patterns
Who are encouraged by the patterns?
Who are disturbed?
Who are ignored?
How?

Step 2. mapping the people in
behaviour pattern

Step 3. understand the reasons behind the spatial patterns
Step 4. outcomes

Behaviours/moving & staying

Problems
Potentials
Behaviours of different types of visitors in Urban Scenic area

Sightseeing dominance

- Different levels
- Different attributes

Clear edge

Potentials scattering around

Legend

- the moving route of fast sightseeing visitors
- the staying point of fast sightseeing visitors
- the moving route of the go-and-stay visitors
- the staying point of the go-and-stay visitors
- the moving route of wandering visitors
- the staying point of wandering visitors
- the moving route of daily routine visitors
- the staying point of daily routine visitors

The conceptual summary on the circulation of the four types of visitor in the Urban Scenic Area

author
2020
The vision

For all

Permeable Edge

System for all visitor’s uses

Legend
- the moving route of fast sightseeing visitors
- the moving route of the go-and-stay visitors
- the moving route of wandering visitors
- the moving route of daily routine visitors
- the staying point of fast sightseeing visitors
- the staying point of the go-and-stay visitors
- the staying point of wandering visitors
- the staying point of daily routine visitors
The patterns related to the visitor groups
The patterns related to the visitor groups

Weaken these!

Promote these!
Strategies

**Strategy 1:** Lively edge

**Strategy 2:** Diverse Green for daily life

**Strategy 3:** Social nodes

**Strategy 4:** Heritages for each

**Strategy 5:** Multi-direction routes for casual visits

**Strategy 6:** An Explorable network

**Legend**
- the new links
- the unlinks

**Weaken**
by unlinking
by adding other patterns

**Promoting**
by adding
by linking

**Changing**
by adding/deleting elements
by changing the relationships
**Strategies**

**Strategy 1: Lively Edge**

- **Strategic Activity**
  - **Weaken the pattern Entrance/Exit**
  - Use the green and amenity together on both sides to form continuous and experiential spaces;
  - Soften the big entrances and add more entrances for daily crossing;
  - Give proper places and arrangement for different means of transportation;
  - Give proper facilities for the daily commuting people at the transportation nodes;
  - **More for the experience series**
    - Create direct entries for the people who want to stay;
    - Organising activities/events around; Add surprises in the necessary detours;

**Strategy 2: Diverse Green for Daily Life**

- **Strategic Activity**
  - More green types with more combinations in the park necklace
  - Create diverse and remarkable areas at different scales and with different pavements;
  - Form shades and enclosure for small groups of people aiming at long stays;
  - Combine the accessible green with the paths;
  - **Combine the green settings with heritages, amenities and transportations.**

**Strategy 3: Social Nodes**

- **Strategic Activity**
  - Various social nodes
  - Create for social areas based on different activities;
  - Forming staying areas along the amenity both for passers-by and stayers;
  - Create lively sharing places for people with same routines and visiting purpose;
  - Create places for random meeting and communicating yet not disturbing each other;
  - Make use of the transportation nodes which naturally mix all types of people;
  - Create a slowing down commercial node with greens and heritages

**Strategy 4: Heritages for Each**

- **Strategic Activity**
  - Heritage both as a network for picture taking, education and social life
  - Separate the fast-visitors who wanted to tour around and those who only target for limited destinations;
  - Make hidden heritages discovered and used as local stages or landmarks for local events;
  - Make the extra-ticket heritages more tangible and easier access for the people;
  - Rearrange the must-visit network with new promoted routes.

**Strategy 5: Multi-Direction Routes for Casual Visits**

- **Strategic Activity**
  - **Less crowd**
    - Unlock the hidden parallel routes;
    - Reorganise the circulation around the bottle necks, adding proper explorable route from both sides;
  - **Framer passing**
    - Create more crossing flows between the different parallel routes;
  - **Soften the dominance of the tourist streamlines**
    - Organise the water lines for more than tourist purpose.

**Strategy 6: An Explorable Network**

- **Strategic Activity**
  - **Green as links and hints**
    - Link the cut and the in as a whole with visual and physical connections with green;
    - Push the natural identity out of the boundary;
    - Highlight the existing staying places and paths with green;
  - **Port way for multi-directions**
    - Make the entrance for explorations to multi-directions;
    - Build up various identities;
  - **Heritage as the attractions and nodes**
    - Enlarge the heritage networks and organise more exploring possibilities with one must visit site;
  - **Events for atmosphere**
    - Hold events at the edge for distracting the main flows.
Daily visitor number:
The peak day in the year-145k
Normal peak-50k
Average day-3k
(Hangzhou tourism authority, 2018)
I just want to start my visiting.

I want to avoid crossing the big Entrance for tourists.

I am interested in the places close to the Entrance but the space is disturbing.

Seriously, are there any other entering point?
The design of the Lake shore area

Square clusters around the edge
Open green belt
Fountain plaza
Harbour with a staying square
Staying places of different scales along the main route

Lively facade with outdoor cafe/takeaway windows
Outdoor cafe/restaurant in green
Multiple seats for a quick and easy rest
Mobike parking area
Round lake waterline
Water as the continuous theme

Daily visitor number:
The peak day in the year-145k
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The design of the Lake Shore area

Daily visitor number:
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1. Square clusters around the edge
2. Open green belt
3. Fountain plaza
4. Harbour with a staying square
5. Staying places of different scales along the main route
6. Lively facade with outdoor cafe/ takeaway windows
7. Outdoor cafe/ restaurant in green
8. Multiple seats for a quick and easy rest
9. Mobike parking area
10. Round lake waterline
11. Water as the continuous theme
12. Catering & Shopping Cluster
13. Entrance/Exit
14. Wait, queue & transfer
Fences, semi-fences, checking point

Wait, queue, transfer
Outdoor cafe/ restaurant in green

Water as the continuous theme

Outdoor catering

Wait, queue, & transfer

Playground/-free-field

Seats
Water as the continuous theme

Open green belt Fountain plaza as a node

Multiple seats for a quick and easy rest
Fences, semi-fences, checking point

Parallel walkways
Staying places of different scales along the main route

Water as the continuous theme
Daily visitors:
Peak day in the year-142k
Normal peak-50k
Average day-6k
(Hangzhou tourism authority, 2018)
The design of the Dike Bai area

Daily visitors:
- Peak day in the year-142k
- Normal peak-50k
- Average day-6k
(Hangzhou tourism authority, 2018)

1. Add mobike parking
2. Add staging point at the view on top of the nearby hill, form a platform
3. Add pavilion to form a staying area in the nearby square
4. Remove the hedge at the edge of the nearby square
5. Add series of photo-taking platform with pavilion to form local stages along the bank facing the heritage bridge
6. Add hiking lines and linkages, highlight them with spot marks, pavilions and plants
7. Round lake water line and a harbour square behind it

The whole view point

Pavilion

Events and markets in the square nearby

Stages for locals

Spot mark

Open markets

Mobikes

Wait, queue, & transfer
2. Events and markets in the square nearby
3. Remove the hedge at the edge of the nearby square
5. Round-lake water line and a harbour square behind it
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7. Add staying point at the view on top of the nearby hill, form a platform
8. Add hiking lines and linkages, highlight them with spot marks, pavilions and plants
9. Add mobike parking lots

- Open markets
- Stages for locals
- Spot mark
- Wait, queue & transfer
- Mobikes
Existing situation around Yongjin Park

Daily visitors:
The peak day of the year-50k
Normal peak-
Average day-5k
(Hangzhou tourism authority, 2018)
Add a crossing and add flourish trees at both sides
Add underground commercial with the new development to form a continuous commercial space from east side of the road to the west
Form a new path crossing a series the semi-public gardens
Open up the woods with outdoor cafes and picnic field in front of the cafes
Add another bridge and for a small spaces along the waterfront with squares, amenities and underground shopping pass
Add trees and small squares for events
Form pocket garden with the fenced-up heritage
Round-lake water line with a harbour square

Design around Yongjin Park

Potentials to form daily routine, short/long staying for multi-group

A gradual change from the playground lawns to the semi-public gardens

Hidden heritage for more route options

Public transportation form new meeting point & local use & parallel route

Encourage this change
1. Add another bridge and for a small spaces along the waterfront with squares, amenities and underground shopping pass.

2. Add underground commercial with the new development to form a continuous commercial space from east side of the road to the west.
Form a new path crossing a series the semi-public gardens
Open up the woods with outdoor cafes and picnic field in front of the cafes
Commercial dominance, linear crossing by

IN

Hidden street/Back street
Main commercial street
Branch street
Urban edge

URBAN TRAFFIC
Branch street
Fences & checking point

IN

Traditional shop
Private property (No Entry)
Path to the nature

IN THE EDGE OUT

Traditional neighborhood
Walkways
Well, green & transfer
Parking & logistics

OUT

Urban traffic
Branch street
Fences & checking point

IN THE EDGE OUT

Traditional shop
Private property (No Entry)
Path to the nature

IN

Hidden street/Back street
Main commercial street
Branch street
Urban edge

URBAN TRAFFIC
Branch street
Fences & checking point

IN

Traditional shop
Private property (No Entry)
Path to the nature

IN THE EDGE OUT

Traditional neighborhood
Walkways
Well, green & transfer
Parking & logistics

OUT

Urban traffic
Branch street
Fences & checking point
Vision of Hefang Neighbourhood
Vision of Qiaoxi museum cluster

Distanced building with management fences
Using outdoor places to keep the circulation lively
City & planning
Different visitors have different focuses in the system. The system can offer places for them to meet and communicate. It triggers the transformation of the type A visitors to other types.

**Type A** On-the-run sightseeing

“More attractions and an efficient public transportation system linking them”

**Type B** Go-and-stay

“More places for relaxing and doing nothing!”

**Type C** Random wanderer

“May the new paths lead me to the untouched places for me in the city. Adventures start.”

**Type D** Daily routine

“Exercising route, check! Commuting route, check! Daily shopping area, check!”
Two gaps:
Planning----Tourist Spaces----Different group of visitors

- People
- Behaviours/moving & staying
  Online survey on the route, the stopping points, the visiting time, the staying time...
  (In total 301 valid cases.)
- Patterns
  Mapping & Field work*
  *Video watching
- Spaces
- Planning
- ???
For the changing planning system...
1. It offers a way to discover stakeholders in the starting stage of a project. It is a way for different departments/disciplines to work together.
Discover stakeholders & start conversation

- Transportation Department
- Green and Heritage Department
- The owner & working people
- The commission of the Scenic area
- Shop owners
- Developers
- Residents
- Shop owners
- Tourism & Culture Department
- The bus company & ferry company
- Management office of the park/scenic area
- City maintenance group
- Mo-bike company
- Residents
- Shop owners
- Developers
- Green and Heritage Department
Offer a wholesome view for different city agendas in tourism area

2. If the planning system stay what it is now. The patterns offers the needs from the tourist area to different objective planning of the city.
Take-away messages
Conclusions

What is the view of this project?

Tourist bubbles

The people behaviour

Spaces composition/ arrangement

It is not only about a management line/ the amount of the tourists.
Conclusions

What is the view of this project?

The spaces in tourist area disturbing/support different visitors.

The spaces work systematically. It is not a problem of one pattern or several patterns which form the problem.
What is the view of this project?

What is the view of this project?

- Stimulating internal fast crossing + planned visiting
- Encourage certain behavior type
- Trigger the change on the change of behaviors
- Change the relationship between the locals & tourists & the tourist area

Stimulating stays short and long + casual visiting / daily visiting

Conclusions

- Change the patterns can be the starting step to break the loop.

- Change!
- Mix!
- Eliminate!
Transferability

Examine with two questions

1. How similar is the social and cultural context?

2. How similar are the scale and spatial composition?

The strategies

The patterns

The methodology

Very ☑ Little ❌

Very ☑ Little ❌

Other tourist bubbles

Other tourist bubbles
Reflections

Digging deeper in the problem
It is a nice way of digging out the spatial reasons behind the phenomenon.

Abstract gives the new understanding:
It breaks the spatial boundary when distinguish the pattern from the reality.

Can be use as case study & problem analysis
Good and bad example can all use the language.
Reflections

As a dictionary with a system behind:
To check and use singly as the starting point;
See the parallel patterns at the same scale and same category, possibility to change one into the other;

The first step towards the digitalising and modelling?
The pattern language is the first step to set up a model to do examine how different people will change when the spatial patterns change.

Based on a personal observation??
Different system from different person, patterns scattering around and growing endlessly.
A base for going on for the discussion, but not a final work.
New Challenges & New Chances
Switch from economic **efficiency** to **robustness** for a certain city area:

Bankrupt shops in tourist area, 2020
https://www.bilibili.com/video/BV1ot4y1K7Bk

The shops closing during the covid-19, 2020
https://www.bilibili.com/video/BV1x7411B7Jd

It is a good chance to break the tourist bubbles

Local market/local needs
Understanding of different culture/lifestyles in the new age

De-globalisation? Tensions?

Urban tourism as the bond for the social-cultural understanding of the world

The foreign visitors in Hefang neighbourhood
https://www.bilibili.com/video/BV1Jx411e7sx

Pakistan tourist in the West Lake
https://www.bilibili.com/video/BV1fE411S7PD

South Korean TV show in the West Lake
https://www.bilibili.com/video/BV1BW411Z7CJ