RESEARCH ON DESIGN STRATEGIES AND METHODS OF RURAL HOTELS WITH REGIONAL CHARACTERISTICS

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ABSTRACT

With the rapid development of tourism, the transformation and upgrading of consumption structure, the increasing enrichment of holiday travel methods, and the continuous promotion of rural revitalization strategy, rural leisure tourism has been paid more and more attention, and accordingly, the hotel industry has appeared more and more in the countryside. However, with the continuous development and expansion of the hotel industry in rural areas, rural hotels are becoming more standardized and homogeneous, with insufficient regional environmental characteristics, low participation of tourists and lack of space and emotional experience of local life, which makes the industrial development unsustainable.

The author participated in the design work of Liyang Longtan Rural Hotel project supported by Liyang city government in Zhejiang Province in China. During the design process, it is recognized that in order to improve the quality and personality of hotels and awaken the value-added experience that is different from traditional hotels, it is necessary to study how to create a place that respects the local regional environment, reflects customs and culture, and has unique personality.

In view of the above problems, this paper explores the design strategies and methods of creating rural hotels with regional characteristics from the perspective of architectural design, in order to enrich the personalities of rural hotels.

Firstly, through the literature review and research on rural hotels and regional architecture, this paper sums up the main factors of regional architecture into three aspects: nature, culture and technical elements, and determines the integration and interaction with local natural environment and humanistic environment as the core content of regional research of rural hotels. On this basis, the author summarizes more than 100 hotels in China and other countries, especially in Zhejiang, Yunnan and other areas with distinctive natural landscapes and rich cultural and historical connotations, analyzes the selected regional characteristics elements and corresponding design strategies and methods, and summarizes two main types of regional characteristics: natural environment resources and cultural traditional resources. Then, based
on the research results and literature review of the above-mentioned cases, this paper makes an in-depth study on the strategies and methods of shaping the regional characteristics of country hotels, and obtains three stages of implementation steps and paths: (1) Discovering regional characteristics. Excavate and refine the characteristics of the natural environment and human environment in the region, and based on this, carry out architectural planning on the source of tourists, site selection, scale and theme characteristics; (2) The stage of expressing regional characteristics. According to the natural and humanistic regional characteristics, this paper puts forward specific design strategies from the aspects of overall layout, architectural form, building materials and structure, interior decoration, landscape design, theme activity setting, etc., and carries out implementation-oriented design expression (3) Strengthening regional characteristics. By depicting details, creating multiple perceptions and creating characteristic places, we can enhance the emotional experience related to the region and strengthen the regional characteristics of the hotel.

Finally, the paper takes the Longtan Rural Hotel project in Liyang as a practical case to verify the feasibility of the strategy and design method obtained above. The first is to discover the characteristics of this region and make full use of its unique natural landscape. Second, continue and render its unique humanistic color, that is completely preserve as many old buildings as possible in the site, including the original old school and industrial warehouse, wood truss, gray brick, red brick, courtyard space, etc. Third, create a space where the natural environment and human environment merge to strengthen the experience. By excavating the two regional characteristics of the site, nature and history, and re-expressing them in modern architectural language, while meeting the new functional requirements, the regional characteristics of country hotels are strengthened by creating characteristic places, enhancing interactive experience, creating the interaction between man and nature, retaining industrial truss and setting up workshop exhibition area, creating the interaction between man and space, and so on, by combining veranda with multiple courtyards, creating a space with different scenes and interweaving old and new.
Abstract

**Key Words:** Regional Characteristic, Rural Hotel, Design Strategy and Method


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CHAPTER 1 | INTRODUCTION

1.1 Background

1.1.1 Rural Construction and the Development of Rural Tourism in China

Since 2013, the Ministry of Agriculture in China started the construction of "beautiful countryside", and then introduced a series of policies to support the combination of rural tourism and rural construction. For example, “the Notice of the National Tourism Administration of the Ministry of Agriculture on Continuing to Develop National Leisure Agriculture and Rural Tourism Demonstration Counties and Demonstration Sites” adheres to the principle of "Combining agriculture and tourism, promoting tourism by agriculture, and strengthening agriculture by tourism". "Several Opinions on Further Promoting Tourism Investment and Consumption" puts forward "Carrying out the action of creating millions of rural tourism workers". "Guiding Opinions on Promoting the Sustainable Development of Rural Tourism" proposes to "Highlighting the cultural characteristics of rural tourism and enriching the types of rural products". These policies have made rural tourism develop steadily, and developing rural tourism has become one of the main development strategies in the process of rural construction. The promulgation of various laws and regulations and the support of various documents show that the country has strongly supported the development of rural tourism in the background of rural

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construction, which also means that rural hotels will get more attention and flourish under this series of support.

At the same time, changes of the travel style also promote the development of rural tourism and gave birth to the emergence of rural hotels. User groups, behavior habits and holiday characteristics are the reasons that promote the rapid growth of self-help rural tourism⁴. Among them, the post-80s and post-90s have gradually become the main consumers, who prefer personalized and customized travel experiences and favor leisure and holiday travel forms. Therefore, self-help travel is an important way for them to travel.

At the same time, with the development of the Internet and the cultivation of people's online buying habits, online booking of tourism products (scenic spot tickets, hotel accommodation, transportation, etc.) has become the new trend, which is also an important reason for the rapid development of self-help rural tourism. In addition, with the cancellation of 7-day May Day Golden Week and the emergence of 3-day Qingming, Dragon Boat Festival and Labor Day holidays, the short holiday has stimulated the demand for short-distance travel around, which means that rural leisure travel and weekend trips, is gradually becoming the trend and the first choice⁵.

1.1.2 Transformation in Consumption in the Experience Economy Era

With the vigorous development of domestic social and economic level, people's consumption level and structure have also changed in tourism, gradually changing from the most basic demand for safe shelter and food energy to the psychological demand for product quality and the spiritual level. This demand is becoming the mainstream of consumption today, which is called the experience economy⁶.

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Under the background of the experience era, people’s consumption transformation in tourism is mainly reflected in the following aspects: First of all, in terms of consumption content\(^7\), in addition to traditional services such as accommodation, bathing, catering, leisure and entertainment, consumers are increasingly interested in personalized products and services such as novel sensory experience and unique space exploration that hotels can provide. Secondly, in terms of consumption structure\(^8\), in addition to the product quality and service level of hotels, consumers pay more attention to the sensory and emotional experience they can provide. Finally, in terms of consumption goals\(^9\), consumers have gradually changed from paying attention to the result of obtaining products and services to the process of obtaining products and services, which leads to consumers’ greater expectations for the space and emotional experience they can get in hotels. For rural tourism, people are eager to stay away from the hustle and bustle of the city, get close to nature, and enjoy the tranquility and unique culture of the countryside.

The excavation of the characteristics of rural hotels is to create a place that meets the psychological needs of tourists and bears local cultural characteristics. It can not only provide basic accommodation, catering and other functions that traditional hotels can provide, but also enable tourists to experience the process of local characteristic culture and life and participate in local characteristic activities, thus satisfying people’s pursuit of cultural values represented by rural hotels\(^{10}\). The creation of regional characteristics of rural hotels, bearing the local cultural characteristics, can help to increase the architectural experience and stimulate the emotional resonance of consumers, which should be paid enough attention by architects.

1.1.3 The Problems behind the Rapid Growth of Rural Hotels

(1) Lack of characteristics

\(^7\) Qian Zuyu,Xiong Jian.Analysis of the characteristics of tourists' consumption behavior in the experience economy era[J].Shopping Mall Modernization,2007(04):205-206.
\(^8\) Li Mingyu.Research on hotel brand building based on experience marketing[J].Corporate Economics,2013,32(04):100-103.
With the strong support of a series of national policies for rural tourism, the change of people's consumption habits and the pursuit of characteristic experience, a large number of domestic rural hotels have sprung up, mainly in Zhejiang, Jiangsu, Yunnan and other provinces and cities with good natural resources and cultural heritage. However, it is precisely because of the successful precedents of these scenic spots that many hotels are eager to follow suit. They lack sufficient research on local nature, history and culture, and lack the guidance of professional talents in all aspects. They just blindly copy and paste existing hotels and pursue extensive development of commercial interests and economies of scale, which leads to the convergence of many so-called "hotels" in shape design, activity provision and cultural connotation, and lack of excavation and creation of characteristics, lack of personality and creativity, which makes it difficult to attract them. The main reason for the convergence is the neglect of the shaping of regional characteristics. Rural hotels should explore the characteristics of regional culture through the advantages of their geographical location, and leave a deep and unique impression on people, so that the hotel itself has enough attraction.

Figure1.1 Rural hotels lack of characteristics
Source: Ctrip.com

（2）Tourists have low participation and lack of experience

Urban tourists are eager to seek certain emotional sustenance in the rural environment during their rural tourism. However, driven by economic interests, the development of many domestic scenic spots and hotels over-pursues commercialization, only applying the international standardized hotel management mode in cities, paying attention to the development of accommodation, catering and entertainment facilities, while ignoring the emotional pursuit of tourists for the rural environment and life experience. This

development mode is still a fixed facility in essence\textsuperscript{12}. Tourists can't experience the unique local cultural connotation through buildings or special activities in hotels, and can't interact with buildings or local residents, which leads to low participation of tourists and disappointments of tourists who are eager to experience the rural environment and life.

\textbf{(3) The rural hotel market lack standard quality}

Although some hotel brands participated by architects have settled in rural areas in China, such as Aman Hotel and Alila Hotel, most of the other rural hotels are private or self-employed because they are located in the countryside, and their transportation and service facilities are not perfect. Many of them still exist in the form of "B&B", and there is no national unified management method to manage them, and little theoretical guidance and design strategy reference to study the design of rural hotels from the perspective of characteristic building, which leads to the theory not keeping up with practice. This is not conducive to the development of rural hotels in China.

Under the background of the rapid increase of hotels in rural areas, the creation of regional characteristics is the best way for hotels to seek novelty, changes and individuality. The research on the design of building regional characteristics of rural hotels can improve the quality of hotels, express local cultural characteristics, create regional place spirit and create rural life mode, so as to satisfy tourists' pursuit of experience and individuality, which has strong theoretical significance and also has guiding significance for practical project design. Professor Chuck Y. Gee of the University of Hawaii states in the book "Development and Management of Resort Hotels", "A good tourist resort may not necessarily promote a good resort, but a good resort will certainly make an unknown scenic spot a tourist resort." \textsuperscript{13} It can be seen that the research on the design strategy of building regional characteristics can not only enhance the cultural value of hotels, meet people's needs for emotional experience, but also promote the development of local tourism and local economy.


\textsuperscript{13} Lu Feng, Dai Qiong. The Phenomenological Thinking of Resort Hotel Design——Taking Banyan Tree Resort Hotel as an Example[J]. Urban Architecture, 2012(04): 27-29.
1. 2 Research Object

This paper focuses on the design strategies and methods of regional characteristics in rural hotels, including two concepts: "rural hotel" and "regional characteristics". "Rural hotel", that is, a hotel with traditional hotel characteristics but geographically located in the countryside. It is different from general hotels in that it can not only provide the facilities and service quality of traditional hotels, but also have space that can meet the emotional needs of consumers to be close to nature and local culture. "Regional characteristics" means excavating local regional characteristics, making full use of and reflecting regional characteristics and proposing a design scheme according to local conditions in hotel planning, architectural design, interior design, site building, etc.

1. 3 Research goals and significances

1.3.1 Research goals

This study deals with the rural hotel industry which is developing rapidly but lacks norms and design guidance, hoping to sort out the development and characteristics of rural hotels at home and abroad, and summarize the definition and characteristics of rural hotels in China. Then, through the case analysis and comparison of more than 100 hotels with distinctive characteristics in China, the feasible architectural design strategies for building regional characteristics of rural hotels are summarized from the perspectives of natural resources and human resources, and the design methods for reference are obtained. On the basis of the above research, taking Liyang Tea House Hotel transformed by Longtan Forest Farm Post and Telecommunications Cadre School in Liyang as a practical case, this paper provides a reference for its design strategy, and also provides new design ideas and theoretical guidance for other rural hotels to create their regional characteristics.
1.3.2 Research Significance

（1） Theoretical significance

Because the development of domestic rural hotels is not mature, there are few theoretical researches on rural hotels, and the related researches on creating rural hotels with characteristic space experience from the perspective of architectural design are even more scarce. Therefore, the research on the design strategies and methods of regional characteristic rural hotels can fill the theoretical gaps in this aspect and provide more theoretical support for the individualized development of hotel industry in the future.

（2） Practical application value

① Deal with the problem of rural hotel convergence

Emphasizing that standardized high-end star-rated hotels improve the comfort of hotels, but ignore people's spiritual needs for cultural values and space experience; Traditional rural hotels lack professional design guidance because of blindly following the trend of hotels, which leads to serious convergence problems. The rural hotel, which emphasizes experience and personality, has unique regional characteristics, and its appearance just makes up for the defect of serious homogenization of traditional hotels.

② Guide the design direction of tourism accommodation industry

In recent years, the state has successively issued relevant documents to promote the development and reform of tourism accommodation industry, and pointed out in many documents that hotels should be built in the direction of characteristics. Although the research scope of this paper is limited to rural hotels, the design research of creating regional characteristic space experience can guide the design direction of tourism accommodation industry and satisfy tourists' pursuit of emotional experience and hotel cultural value.

③ Provide specific design guidance

Combining with the theory of regional architecture, this paper explores the characteristics of rural hotels from two aspects: natural resources and human resources, and takes this characteristic as a design clue to guide the design strategy and practical experience gained from every link of rural hotel design from beginning to end. This kind of concrete design research on the
characteristic building of rural hotels can provide reference and inspiration for architects and investment operators.

④ Drive the development of local economy and culture

Most hotels in China are located in natural scenic areas or near villages, while hotels will pay close attention to the dialogue with the surrounding environment, human history, etc. Unique rural hotels can not only attract more tourists to spend, boost the development of local economy, but also have a very positive impact on the spread of local culture.
CHAPTER 2 | RELEVANT THEORIES, RESEARCHES AND LITERATURE REVIEW

2.1 Rural Hotel

2.1.1 Definition of Rural hotel

Due to the rapid development of the tourism industry, the transformation of people's consumption in the experience age, and the transformation of the holiday system from long holidays to multiple scattered small holidays, surrounding tours and country tours have become more and more popular, and rural hotels have become hotels. New trends in industry development.

The concept of "rural hotel" comes from the larger scope of "hotel". "Hotel" can also be called inn, guesthouse, etc. It is defined in "Encyclopedia of China" as "Public buildings which provide accommodation, catering services and entertainment facilities for travelers". The Britannica Concise Encyclopedia defines hotel as "A building that provides accommodation and other services to tourists and is professionally operated based on commercial principles". There are many classifications of standardized hotels, which can be classified according to various criteria such as business model, star rating, quantity scale, and geographic location. In order to facilitate the definition of the research object of this article, the author divides the hotels into two categories: urban hotels and rural hotels according to their geographic location.

The first in China to propose the concept of rural hotels and related standards was the "Classification and Evaluation of Tourism Service Quality of Farmhouses/Rural Hotels" issued by the Sichuan Tourism Bureau in 2005, in


\[16\] Li Jia. The experiential marketing strategy of rural tourism hotels in my country[J].Tourism Overview (the second half of the month),2018(22):81-82+84.
which rural hotels are defined as "located in the countryside, with accommodation, It is a business place that focuses on catering services, integrates with rural customs, folk culture and natural environment, and can experience rural life." Later, many domestic scholars also made an analysis of the concept of rural hotels: Lu Feng and He Yating (2011) believe that rural hotels are a more high-end management form based on farmhouses, located in the countryside, and using the local natural environment, farmhouse production and living resources. Cui Pan (2011) divides rural hotels into two levels: broad sense and narrow sense. In a broad sense, it refers to the use of rural natural and human resources to meet the needs of accommodation. At the same time, it provides a place for tourists to carry out rural characteristic tourism activities. In a narrow sense, it refers to the tourism and entertainment facilities in the countryside, which only meets basic needs such as accommodation and catering. Li Jia (2018) defines rural hotels as places It is a rural hotel with the basic facilities and services of a city hotel, a pleasant natural environment and its own cultural theme.

Based on the above-mentioned scholars’ overviews and the analysis of the concept of rural hotels, the rural hotels studied in this paper refers to professionally managed hotels with traditional hotel characteristics and geographically located in the countryside. Specifically, it has advantages like location, transportation, ecological, cultural, etc. It also integrates the concept of beautiful countryside construction, which can be invested and operated by individuals, governments, or brands. Most importantly, it has unique rural characteristics. It can not only provide basic accommodation, catering, entertainment facilities and service of traditional hotels, but also provide tourists with places and experience activities to get close to nature and experience rural culture and life.

18 Cui Pan. The Regional Expression of Chengdu Plain Country Hotel Design[D]. Southwest Jiaotong University, 2011.
2.1.2 Development of Rural hotel

Since the gradual rise of the rural tourism trend in developed European countries such as Britain and France in the 19th century\(^{19}\), it was accompanied by the birth of a new form of accommodation in rural hotels\(^{20}\). In the 1950s, due to agricultural economic recession and underemployment issues, Germany, France and other countries encouraged residents to transform farmhouses into family hotels. This was the embryonic form of rural hotels\(^{21}\). After the 1980s, due to the development of industry and cities, with the improvement of economic level, developed countries in Europe and the United States took the lead in setting off an upsurge of rural tourism\(^{22}\), and the forms of rural hotels became more and more diversified. There are mainly three forms as follows\(^{23}\):

(1) **Family hotel style (also known as "Bedroom and Breakfast B&B")**

The completed model is generally renovated by its own farmhouse courtyard, which has relatively simple functions, and only provides accommodation and breakfast services for tourists. Because it is a reconstruction of local residential buildings, the architectural style has certain regional characteristics, and it can often show the personal characteristics and artistic taste of the head of the household.

(2) **Rural hotel style**

Rural hotels are larger and more comprehensive than family hotels in terms of scale, function, and room scale. In addition to basic accommodation and catering services, they also have other service facilities such as business centers and meeting rooms. The difference between rural hotels and country resort hotels is that most of the rural hotels are single buildings with more compact landscapes and buildings, focusing on the integration of public spaces and landscapes. The two can be collectively referred to as rural hotels.\(^ {24}\)

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\(^{20}\) J.S. Negi, Rural Tourism and Economic Growth, cybertech publications, New Delhi, 2007, p.190


\(^{23}\) Liu Qingyang. Research on the creation and development of rural hotels in Chengdu[D]. Chengdu University of Technology, 2011.

\(^{24}\) Wu Xiaojun,Yu Lanlan. The concept of homestay clarification, connotation evolution and business development[J].Tourism Research,2018,10(02):84-94.
(3) Rural resort hotel style

The completed model is generally a hotel complex with complete facilities and complete functions to meet the holiday needs of different tourists, such as sports, leisure, viewing, and shopping. Since the buildings of resort hotels are generally located in resort scenic areas, they pay great attention to the integration of architecture and landscape, and the contact between man and nature.

2. 2 Regional Characteristics in Rural hotel

2.2.1 Definition of Regional Architecture

The concept of regionality comes from human geography, and it is reflected in the field of architecture, which is the concept that the natural geographic environment restricts human production, life and construction activities through topography, natural materials, and climate. The long-term coordinated symbiosis of the natural environment and man-made buildings is the embodiment of the regionality of buildings in the traditional sense. Traditional regional architecture, that is, narrowly defined regional architecture, mainly emphasizes the influence of local special geographical environment and climate on building design. Generally, local traditional crafts, materials and construction methods are used to design and construct, returning to the most traditional architectural form.

Zeng Jian and Yuan Yiqian (1998) put forward the concept of generalized regional architecture, that is, to use modern design methods, materials and design principles to deal with local natural climate conditions, to design buildings with regional cultural characteristics, because such buildings can be used in some similar environments, so they are more widely adaptable.

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Zou Deyi, Liu Conghong, and Zhao Jianbo (2002) compared the terms related to regional architecture such as "tradition", "region", "ethnic", "dialect", and gave the definition of regional architecture as "specifically based on a specific place." Buildings characterized by natural elements, supplemented by specific human elements." 28

Professor Lu Feng of Chongqing University (2008) believes that regional architecture can be divided into three aspects: microscopic, mesoscopic, and macroscopic. At the microscopic level, it refers to the regional performance of the building itself, and pays attention to the architectural aspects such as architectural form, technology, and materials. At the mesoscopic level, it refers to the regional performance of the urban space formed by the group of buildings, focusing on the coordination and integration between the building group and the urban space. At the macro level, it refers to the continuous development of the building and the city. The continuation and inheritance of its regional characteristics in the process of renewal. 29

The construction of the regional characteristics of the rural hotel studied in this article belongs to the category of broad regional architecture, that is, it reasonably responds to the natural and cultural environment where the building is located, and uses modern forms, space, function, materials, and technology to innovatively inherit regional culture. And it belongs to the micro level of regional architectural design research, that is, it pays attention to the regional performance of the building itself, such as the architectural environment, layout, form, function, material, technology, etc.

2.2.2 Elements Affecting The Characteristics of Regional Architecture

The current academic understanding of the regionality of architecture mainly focuses on its relationship with natural, cultural, and technical
elements. These elements have also become elements that affect the regional characteristics of architecture.

2.2.3.1 Natural Elements

In the long development process of regional architecture, people from various regions have formed construction experience and technology with local characteristics through continuous practice, and thus developed a unique architectural space form with local characteristics. In the process of this development, the first influencing elements are natural elements, that is, the natural conditions and natural resources of the area, including climatic conditions, topographic features and local natural materials.

Similarly, natural elements have an inevitable influence on the regional shaping of rural hotels. The geographical location of rural hotels is generally located in the outskirts of tourist attractions, and due to the emotional needs of holidaymakers to fully experience the local characteristics, their design is usually extroverted, that is, mainly based on the surrounding environment, and the building itself is secondary. Therefore, when determining the location of the hotel, designing the hotel layout, and considering the architectural form, the rural hotel must fully consider the natural environment of its location, that is, topography, climatic conditions, etc., and fully integrate with the environment to create a unique leisure holiday atmosphere.

(1) Climatic conditions

One of the most primitive reasons for people to build houses is to seek a shelter that can shelter from wind and rain and have a pleasant internal climate environment. Therefore, climatic conditions are a basic and universal significance that affects regional architectural forms and styles. Whether it can adapt to local climatic conditions is also one of the important conditions for measuring whether local buildings have a reasonable architectural form.

The local climatic conditions will directly affect the layout and shape of the building, such as roof form, wall enclosure, external wall openings, and


31 Liu Shilei. The regional expression of resort hotel design in scenic tourist areas[D]. Dalian University of Technology, 2008.
structural methods. For example, buildings in tropical areas and grasslands usually adopt slope roofs with large eaves and steep slopes for shading, rain protection, and ventilation, with large windows and many openings; building roofs in cold regions or alpine environments are relatively flat. In order to keep the dry snow for heat preservation, and the wall openings are small; buildings in arid areas are exposed to strong sunlight and there is not much need for shelter from rain, so the roof is degraded, and the masonry such as stone and fired bricks. The walls played a more prominent role, supporting the earthy flat roof\(^{32}\).

(2) **Topographic features**

For a single building, the topography of the site directly determines its architectural form. The spatial cognition of people in a region will be subtly affected by the prominent topographic features of this region. Therefore, the ideal spatial pattern in the minds of people in that region is largely related to the local natural topographic features\(^{33}\). This relationship between architecture and topography features directly leads to different regional characteristics of buildings in different regions.

Among the elements that influence the design of rural hotels, the topographical features also play a decisive role. The close integration of the hotel with the topographical features is also an important manifestation of its regional characteristics. The general principle of rural hotels in dealing with topography is to maximize the use of existing topographic features while avoiding damage to them, and try to avoid excavation and backfilling of mountains\(^{34}\).

(3) **Native natural materials**

With the development of human civilization, people often use local natural materials, such as wood, bamboo, soil, stone, etc., to process and recreate them in order to find places that can be sheltered and rested, making them become sheltered places. Construction materials. Slowly, these local building materials evolved to become sheltered places.

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\(^{32}\) Zhao Qun. The experience of traditional residential ecological architecture and its model language research[D]. Xi'an University of Architecture and Technology, 2005.


\(^{34}\) Zhou Le. The exploration and construction of regional characteristic landscape in Chongqing[D]. Chongqing: Chongqing University, 2012
materials have been continuously developed and used, making the local buildings also show distinctive local characteristics. For people who live for a long time and live in the same area, the texture, texture, color, and even smell of local materials have long been integrated with their lives, becoming a part of their memories and emotions, rather than simple materials Level\textsuperscript{35}. Therefore, the rational use and re-creation of local materials will also affect the construction of individuality and characteristics of rural hotels, and arouse customers' cognition of local regional culture, which is one of the important means to express its regional characteristics.

2.2.3.2 Cultural Elements

Cultural elements include material culture and spiritual culture. They are the products created by people in a certain area through wisdom and labor over time. They reflect the organizational structure, economic and technological level and form, traditional customs, culture, and religion of people in that area. Faith and so on. Due to differences in the natural geographic environment, the degree to which humans transform nature, the time, method and degree of civilization construction, different regions will produce different regional cultures.

When people are in an unfamiliar area, the first thing to show people the local culture and folk customs is the buildings in this area. Nowadays, when people enter an unfamiliar area, they often first come into contact with the hotels there. Therefore, in the design of rural hotels, creating an atmosphere full of regional culture can enrich the cultural connotation of the hotel, meet the needs of passengers for a sense of belonging physically and mentally, and leave a deep impression on them.

For the design of rural hotels, when architects respond to regional culture, they should not simply copy and continue the local architectural forms that are representative of regional culture, but should maintain the following three new understandings of regional culture\textsuperscript{36}:

① Architects should look at regional culture in a developmental and dynamic perspective.

② Architects should develop and innovate regional culture, rather than simply inherit, and do not allow traditional culture to stay.

③ The architect should make the regional culture and international culture communicate and complement each other.

2.2.3.3 Technical elements

In terms of affecting the characteristics of regional buildings, technical elements specifically refer to structural forms, construction techniques and decoration techniques. Traditional regional architecture uses different construction methods to construct buildings with local materials, so that the buildings present distinctive regional characteristics. Gao Jing and Liu Jiaping (2005) believe that architecture is constructed through architectural technology. Different architectural technologies endow architectural culture with different regional characteristics and constitute the material and spiritual location of architecture. Architectural culture cannot exist independently of technology. Therefore, Regionalism does not advocate technology itself, but believes that technology and culture have a coexistent relationship.

The same is true for the construction technology application of rural hotels. While learning the characteristics from the traditional construction methods of regional architecture, modern technology and methods should be used rationally, not limited to the technology itself, but only used as a construction method to satisfy construction. The building of people's spiritual and emotional needs.

2.2.3 The regional characteristics of rural hotels

The regionality of the rural hotel studied in this article belongs to the micro-level of the generalized regional architecture mentioned in the previous article.

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At the same time, it combines the natural, cultural, and technical elements that affect the regional architecture to introduce the specific core content of the rural hotel's regionality: Under the premise of the function and positioning requirements of the rural hotel, it should maintain coordination with the local natural and cultural environment.

Specifically, there are two aspects: First, meeting the needs of the function and positioning of the rural hotel is the prerequisite for creating its regional characteristics. According to the previous research on the development trend of rural hotels, rural hotels are increasingly pursuing comprehensive functional requirements and high-quality, personalized positioning, so traditional architectural forms and architectural styles cannot be copied.

Secondly, in order to maintain coordination with the local natural environment and humanistic environment, it is necessary to excavate and refine the characteristics of the natural and humanistic environment of the local area, and then from the perspective of architectural design, that is, the architectural environment, layout, form, function, materials, technology, etc., fully consider the relationship of integration and coordination with the natural environment and the human environment.

Specifically, it has the following characteristics:

(1) The layout and form fully adapt to the local natural terrain and climate conditions.

(2) Architectural layout, form and style, indoor and outdoor environment should fully learn from local culture and fully respect local customs and traditions.

(3) Make full use of local materials.

(4) Construction technology and construction process are all learning from local technology.

(5) It has innovative and developmental design concepts and design techniques, and uses modern architectural language to interpret traditional regional culture.

(6) It has economic value that are obviously different from other regions, which can promote the development of the local economy.
In the process of continuous development of regional architecture, under different historical backgrounds, these characteristics have always been maintained and new connotations have been continuously given to them.

2.3 Conclusion

Through the reading and research of a large number of documents, this chapter studies the concept, development, characteristics of rural hotels, and the concept, development, characteristics of regional buildings, and the elements that affect their characteristics, and draws the conclusion that the regional characteristics of rural hotels are mainly reflected in the integration and interaction with the local natural environment and humanistic environment.
CHAPTER 3 | SOURCES OF THE REGIONAL CHARACTERISTICS IN RURAL HOTELS

3. 1 Sources of the Regional Characteristics in Rural Hotels

"Characteristic" refers to the distinctive form of a certain object or thing due to the influence of specific environmental elements, which is obviously different from other things\(^{39}\).

The creation of the characteristics of a rural hotel can be understood as the spatial artistic conception created by the architect that belongs exclusively to this land. The characteristics of the hotel are by no means a concept forced by the architect's personal preferences, but a unique personality that is in harmony with the local natural and cultural environment and is significantly different from other hotel characteristics.

Combining the research on the natural, cultural, and technical elements that affect regional architecture, and the conclusion that the regional nature of rural hotel architecture is reflected in its integration and coordination with the natural environment and humanistic environment, as well as the conclusion of more than 100 rural hotels in China. According to the investigation and sorting, this article will create the types of materials for the regional characteristics of rural hotels, which are summarized into two categories: Environment and Nature, Culture, Custom and Tradition.

3. 2 Environment and Nature

Natural resources mainly refer to landscapes with primitive natural features that have not been or slightly affected by humans, such as geological landscapes, mountain landscapes, hydrological landscapes, etc.; or natural materials, such as wood, stone, and bamboo. These natural resources can stimulate the user's sensory experience and allow people to

integrate themselves into nature. Due to regional differences, natural resources often have their own characteristics, which can contribute to the unique personality of rural hotels.

### 3.2.1 Natural topography

Natural topography and landforms are taken as the regional characteristics of rural hotels. The most common ones are mountain topography and landscape, and waterfront topography and landscape. In addition, there are some special landscape topography, such as forest, desert, grassland, Canyons, etc., such as my country’s Huangshan Mountain in Anhui, Tangshan Hot Spring in Jiangsu, Prairie in Inner Mongolia, tropical rain forest in Xishuangbanna, and coastal beaches in Sanya, Hainan. These distinctive natural topography and landforms not only have rich landscape appreciation value, but also put forward the requirements for mutual benefit, symbiosis and coordinated development of the buildings standing on them. Although rural hotels in different regions will adopt their own unique layouts and architectural forms, they always maintain the same principle, which is to maximize the use of the existing natural topography and landscape while avoiding damage to them.

(1) **Mountain Terrain and Its View**

Rural hotels that take mountain topography and landscape as the elements of regional characteristics usually use mountains and rivers as the basis for hotel layout and landscape elements. The layout of the hotel is premised on not destroying the basic trend of mountain contours. When building grounding, try to avoid backfilling or excavating the mountain. Consider the integration with the mountain in terms of building scale and texture, and consider the sight relationship between the building and the landscape. Rural hotels located in the mountains can use grounding methods such as overhead, platforming, and split-level to respond to different slopes and types of mountains, and these methods are often mixed to create a rich spatial experience, so these hotels often follow The mountain is in a staggered and tortuous form.

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Within the scope of the study, there are three rural hotels that use mountainous terrain and landscape as the main elements of regional characteristics: Mogan Mountain Naked Stables, Lijiang Banyan Tree, and Yunnan Jixia Shan Meili SUNYATA Resort Hotel.

For example, Naked Stables in the Mogan Mountain Scenic Area, Deqing County, Huzhou City, Zhejiang Province, has a decentralized overall plan based on the mountains and topography of Mogan Mountain. The buildings are scattered throughout the valley like pearls, making the valleys and ponds. Different landscape elements such as rivers, streams, woods, etc. are fully integrated with the living experience, creating disagreeable landscapes among different groups. Therefore, this kind of planning method places the entire resort rooms, swimming pools, restaurants, meeting rooms, SPA, clubs and other functions in the entire valley. The building forms are tree houses and rammed earth houses, hidden in the mountains and forests. In the far-sighted and refreshing environment, residents can enjoy the beauty of nature.

Figure 3.1 Naked Stables
Source: https://www.nakedretreats.cn/naked-stables/zh-CN/

(2) Waterfront topography and Its View

Rural hotels that use waterfront topography and landscape as regional features are usually located near rivers, lakes, or seas, or have relatively large bodies of water within the hotel, and use water environment as their feature.

Within the scope of the study, there are nine rural hotels with waterfront terrain and landscape as the elements of regional characteristics: Jiande Fuchun Jushe, Fuchun Kaiyuan Fangcao Rural hotel, Ningbo Park Hyatt Hotel, Wuzhen Alila Hotel, Qiandao Lake An Lu Hotel, Dali Slow House·Jimu Holiday Hotel, Hangzhou Mushou Xixi Hotel, Hangzhou Xixi Banyan Tree, Qingpu Yangzhou Slender West Lake Cultural Hotel.
For example, the Jiande Fuchun Club in Hangzhou, Zhejiang Province, is located in the heart of the Fuchun River, which is a national treasure-level water travel insurance in my country—West Lake, Fuchun River, Qiandao Lake, and Huangshan Line Center. On the secret island of Dokdo in the heart of Fuchun River, you need to take a ship to and from the hotel. The buildings are arranged along the river bank, so every guest room and every public space can enjoy the elegant Fuchun River view. The Kaiyuan Fragrant Grass Rural Hotel, also located on the bank of the Fuchun River, is built around the mountains and the water. The characteristic wooden houses and thatched cottages on the higher part of the hotel are scattered among the mountains, while the boathouses at the lower part extend to the lake and blend in with nature. Among. The conformity to the terrain and the response to the lake landscape enable customers to feel the leisure experience of an intimate dialogue with nature no matter where they are in the hotel.

![Figure 3.2 Jiande Fuchun Club](Source: Website) ![Figure 3.3 Kaiyuan Rural Hotel](Source: gooood.cn)

### Special terrain

In addition to the most common mountain terrain and ice water terrain, some special terrain such as grasslands, hot springs, tropical rain forests, etc. are also one of the natural and regional characteristics of rural hotels. There are four hotels in the research area:

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① **Grassland**: The Gradan tent hotel with grassland as its characteristic features tent camps in the grassland. The overall scale is small, with only 6 public tents and 7 guest tents, and the tent site will not change any topography or vegetation landscape, Is the embodiment of eco-tourism that protects the natural ecology.

② **Rainforest**: Huajiantang Yuejingzhuang in Xishuangbanna, Yunnan, which uses tropical rainforest as a regional feature, incorporates all the customs of Xishuangbanna, low-density architectural layout, heat-saving and ventilated dry-lane Dai architecture, and rainforest in the courtyard Plants, etc., all reflect the regional characteristics of tropical rain forests.

③ **Hot spring**: Kunming Bailian SPA Hot Spring Hotel, Yunnan Tengchong Angsana Hot Spring Resort, Fuzhou Minggu Hotel Hot Spring Hotel, Henan Xuchang Yanling Jianye Huamandi Hot Spring Hotel, all of which use local natural geothermal resources and long-standing hot springs History and culture (for example, Fuzhou, known as the "city living in hot springs", has been famous throughout the country since the Jin Dynasty. In the Northern Song Dynasty, more than 40 "official hot springs" and "min hot springs" were built in the city of Fuzhou. There are 7 ancient hot spring pools before the Tang Dynasty), with hot spring pools as the main body of the hotel, supplemented by dotted outdoor hot spring pools, and hot spring bathhouses and hot spring bathhouses with independent hot spring baths. Relax and enlarge the geographical feature of natural geothermal resources, complete the contemporary interpretation of the ancient hot spring tradition, and become the hotel's characteristic and individuality as a starting point.

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46 Zou Hongxuan. Research on Fuzhou Regional Hot Spring Tourism Development Based on Target Market[D]. Fujian Normal University, 2015.
3.2.2 Native natural materials

Local materials with regional characteristics are usually used as building materials, such as soil, wood, bamboo, and stone. There are two main ways to use it as a regional feature of rural hotels: directly selecting local natural materials as building materials, or partially using natural materials processed by local traditional techniques\(^47\). The use of local natural materials is not only due to its convenient transportation and low price, which makes the hotel have price advantages from the beginning of construction to subsequent maintenance; but also because of its color, texture, texture, etc., it has long been integrated into the lives of local people. In the memory, local materials have also become one of the important elements that reflect regional characteristics. For foreign tourists, local materials have undoubtedly become a characteristic vocabulary that reflects regional culture. Therefore, choosing local materials as the characteristics of rural hotels can naturally create a leisure and vacation environment with unique local characteristics. The human body sees the fusion of materials and the unique geographical natural environment, reflecting a kind of regional charm and traditional sense of belonging.

(1) Wood

There are three rural hotels in the research area that use wood as the source of regional characteristics, Gaochun Pillow Pine Resort Hotel, Zhejiang Yuyao Treefrog Tribe, and Liyang Meijie Mountain Resort.

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For example, the tree frog tribe\textsuperscript{48} in Zhongcun Village, Luting Township, Yuyao City, Zhejiang Province, uses the tree house as its characteristic. The hotel provides various types of tree houses, such as triangular tree houses, round tree houses, dome tree houses, tree frog tents, etc. Each independent guest room is made of light steel structure and local reclaimed wood. The buildings are scattered along the terrain in the mountains, as if they were built along the texture of the big trees. The trees themselves have become part of the hotel and are integrated into this traditional village that grows under the natural mountains.

Similarly, Meijie Mountain Resort\textsuperscript{49} in Liyang City, Jiangsu Province also features tree houses, with 31 scattered tree house villas hidden in the Longtan Forest. The greatest charm of Meijiao is its original ecology. It does not damage the local environment during development, retains the original mountain vegetation, and uses local stones and environmentally friendly wood to the greatest extent. It is built with wood-clad steel structure, and is based on the mountain and orientation. Each tree house can welcome the mountain scenery from different angles into the house, and even squirrels and other small mountain animals can become customers’ neighbors.

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{Figure3.7}
\caption{Tree frog tribe}
\end{figure}
\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{Figure3.8}
\caption{Meijie Mountain Resort}
\end{figure}

\textbf{(2) Bamboo}

Within the scope of the study, there are five rural hotels that use bamboo as the source of regional characteristics: Anji Alila Hotel, Baoxi Township Art

\textsuperscript{49} http://www.meijieresort.com/
Hotel, Bamboo House, Daoming Zhuli Hotel, and Cross Water Ecological Resort.

For example, the Anji Alila Hotel in Anji City, Zhejiang Province, the use of local bamboo materials can be seen everywhere, such as landscape bamboo in the courtyard, bamboo wardrobes, curtains, tables and chairs, partitions, etc.

Another example is the "Bamboo House" designed by Kengo Nakakuma, the first true boutique hotel in China, "Commune at the Foot of the Great Wall". Since bamboo is easy to crack after drying, it was basically not used as a supporting pillar in the past, but only for interior decoration. However, Kengo Kuma believes that just using it as a decoration cannot reflect the tough material nature of bamboo and the earth, so he used bamboo as a mold, concrete is poured into it to solve the problems of strength and durability. In addition to the structure, the slender bamboo material is also used as a partition element to separate a tea room suspended over water. From the inside of the tea room, visitors can view the natural landscape through the bamboo cracks, which has a strong Zen sense.

![Figure3.9 Anji Alila](source: www.alilahotels.com)  ![Figure3.10 Bamboo House](source: ikuku.cn)

(3) Stone

There are three hotels in the research area that use stone as the source of regional characteristics: Tengchong Stone Hotel, Tonglu Xiaoxiongbao, and Xiamen "Naxiang" Hotel.

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50 Kuang Lei, Anji Alila Resort. The love of bamboo and the sea is naturally exquisite Interview with Mr. Michael Brooks, General Manager of Anji Alila Resort[J].Travelling World,2015(08):89+88.
The Stone Hotel\textsuperscript{52} in Tengchong, Yunnan, was designed by the architect Kengo Kuma. Under the premise of fully respecting nature, the teak wood and stone are used ingeniously. Six different local stones are used as materials to design 108 different sizes and thicknesses. Like stone blocks, these stones are used as walls, roofs and roads by matching the colors and embossing bumps to achieve the perfect masterpiece of "no repeating walls in any two square meters". The gods of the earth are hidden among the mountains and forests on the surface, and buildings seem to grow out of the ground.

Xiaoxiongbao\textsuperscript{53} is located in the She nationality township of Tonglu, Zhejiang. It was transformed into a rural hotel by architect Zhang Lei from several rammed earth houses of the She nationality. The exterior wall of the new house is made by stone masons in the village without drawings and experience, using stone waste from a stone processing plant. This not only makes the exterior look as strong as a "stone castle", but also increases the thickness of the wall to make the interior warm in winter and summer. cool. The ground material used the cement and fine stones of the original house, creating a warm feeling of local rural family.

The biggest feature on the grounds of Xiamen "Naxi" hotel\textsuperscript{54} is a few natural boulders. In response to this unique natural landscape, the building is embedded in the mountains, which makes natural boulders appear in some guest rooms, bringing the natural scenery directly into the room, creating a unique spatial experience. At the same time, in order to coordinate with the mountain and rock landscape in appearance, the outer wall of the building is made of dark gray material. Whether walking outside the hotel or inside the building, visitors can experience the integration with nature and combine the natural mountains and rocks in the region. This feature has been brought into full play.

\textsuperscript{52} http://www.theloststone.com/list/front.article.articleList/15/44/1517.html
\textsuperscript{53} https://mp.weixin.qq.com/s/yvvqSujXFpftaPYrHiihrQ
Figure 3.11 Stone Hotel
Source: theloststone.com

Figure 3.12 Xiaoxiongbao
Source: gooood.cn

Figure 3.13 “Naxiang” Hotel
Source: gooood.cn
3.3 Culture, Custom and Tradition

Humanity resources refer to **the products on the lifestyle level due to differences in natural environment and geographical location in the process of human survival and development, such as historical buildings, villages, historical contexts, folk culture, religious culture, etc.** Unlike natural resources that can provide direct sensory stimulation, humanity resources pay more attention to shaping unique spatial experiences through different spatial environments.

3.3.1 History and culture

China has a very long history and culture, and there are a large number of historical and cultural buildings of various periods and types. They can all become the best medium for rural hotels to show their regional cultural characteristics. It is also a market economy method to protect historical heritage and at the same time a way to drive the surrounding economy. According to case collection and classification, it is found that the historical and cultural buildings with the value of rural hotels to capture their regional characteristics can be divided into three categories: historical village houses, mansions and industrial heritage.

(1) **Historical village houses**

China's long history and culture has given birth to many ancient historical villages. They survived the baptism of the years and became one of the symbols of local culture. Due to my country's vast territory, numerous ethnic groups and long history, various types of traditional houses have appeared in these different villages. Not only that, the ancient village itself also contains unique regional cultures such as its distinctive spatial layout, colorful humanities, and living conditions. Therefore, whether it is the ancient village itself, a few houses in the ancient village, or the historical charm, layout, and morphological characteristics of the ancient village, it can be a medium for rural hotels to tap their regional characteristics and show tourists the unique local history and culture. Within the scope of the study, there are 29 rural hotels with ancient village houses as the regional characteristics of rural hotels, of which
26 are renovated from ancient villages, and 3 are newly built rural hotels that restore the historical charm of ancient villages. See the attached table for details, most of which are concentrated in Jiangnan Water town areas and ethnic minority areas in Yunnan. Among them, Bushe-Yemaling and Banyan Tree Hangzhou Xixi are the most representative.

① **Reconstruction:** Bushe-Yemaling\(^{55}\) is located in Malingjiao Village, Pujiang, Zhejiang. Although the village is closed and poor, it has 600 years of the most natural living conditions and traces. The whole ancient village undulates with the mountains, dense towering ancient trees, quietly sheltering those houses in the lush green shade, and there are several thousand-year-old camphor trees at the entrance of the village, which immediately touched the memory of the Chinese village.

![Figure 3.14 Bushe-Yemaling](https://www.sohu.com/a/277984803_783413)

In his attitude towards more than 30 old houses in the village, Wang Yuhong, an architect from gad, kept the original state as much as possible and fully presented the original layout of the ancient village. The original loess walls and old house beams, as well as the old trees rooted on the roadside for more than a hundred years, have been well preserved and repaired; for public spaces, modern methods are used to set off the old house, such as the cafe on the mountainside was originally an old house. The designer retained the original form and added a glass interface on the outside to form a contrast and harmonious symbiosis between the old and the new.

In addition, the architects also created plot-style layouts and spaces, so that travelers can walk around like a poet, and explore streams and vegetation like a geologist. To enter Yemaling, visitors need to pass a moss-paved promenade;

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after passing through the lobby, visitors have to walk along the winding mountain road to reach the guest rooms. On the road, listening to the sound of water from the stream and the sound of birds in the shade seems to be everything. Settling down, Jiangnan's childhood memories were all awakened. There are also many craftsmen's workshops in Yemaling, flower rooms, incense-making rooms, and wood workshops. It is a simple and elegant place where visitors can completely relax and feel the ancient village dwellings.

The existence of Yemaling has allowed the continuation of the 600-year life traces of the ancient village, which has brought income to the villagers, as well as the source of tourists and economic development for the surrounding villages. At present, the surrounding new countryside is a prosperous scene.

② Newly built: Banyan Tree Xixi Hangzhou Hidden in the beautiful Xixi National Wetland Park. In terms of the architectural layout, inspired by the traditional architecture of the ancient city in the south of the Yangtze River, the architectural layout of Banyan Tree Xixi continues the characteristics of the Jiangnan water town, which is built on the street and built by the water. There is a central lake in the hotel, and the water of the lake is led to the landscape of the hotel by winding waterways, which also adds a bit of grace and aura of the Jiangnan water town to this "Xanadu". The building is organized by pools and courtyards, and the living space is organized by patios. There is also a pavilion in the middle, which highlights the characteristics of the garden. Inside the hotel, visitors can get a unique experience of wandering between the small bridges and flowing water, which conveys the visitable, impressive, A habitable garden mood.

In terms of architectural style, Banyan Tree Xixi is like an Hui-style Ming-style courtyard. The dark gray clay tiles are combined with the white gables, with exquisitely carved eaves, uniquely shaped roof ridges, and tall roof beams. The lush and tranquil waters are perfectly integrated with the natural scenery of Xixi.

In terms of decoration and furnishings, the designer decorates each guest room with hand-painted wallpapers with plants and flowers in the four seasons and water country style murals. The wooden screens with Chinese charm separate the areas in the rooms, and the beauty of Jiangnan style is everywhere.

(2) Historical Mansion House

If the ancient village dwellings are a kind of local architectural form with regional characteristics to awaken people's memories of a certain area, in order to experience the primitive and pristine local life, then the mansion house will be transformed into a rural hotel with its regional characteristics. The building itself is full of historical and cultural atmosphere, even a national-level cultural relic. The old owner may have a reputation and carry a certain unique memory of the locals. In addition, since most of the mansions themselves are well preserved, the amount of engineering and investment in the initial renovation will be less for the hotel, and the guest source benefit will be better in the later stage. There are three rural hotels in the research area: Chengdu Shangxi Longyuan Hotel, Dali Xilinyuan Inn, and Xizhou Tiangu Xiyuan.

Take Chengdu Shangxi Longyuan Hotel\(^{57}\) as an example. The hotel was renovated from the old residence of Mr. Ba Jin's grandfather Li Zhuxi. It is the best quality of the seven old courtyards preserved in Chengdu. It reopened as a hotel and once again evoked Chengdu people's interest in the courtyard. Memory. Shangxi Longyuan is adjacent to Wenshu Monastery, a thousand-year-old temple. It is a typical three-in-one courtyard with a bucket-like wooden structure in western Sichuan. The courtyard has five bays from north to south, four bays on the west and a pavilion on the east. There are four ancient trees in the courtyard. The architect hopes to preserve the beauty of the former living space and courtyard of the garden. Therefore, the structure and layout of the original house have not been changed at all, but the original bone structure of the building has been repaired and designed. Specifically, the blue bricks and tiles, pavilions, pavilions, and ancient trees have been completely preserved.

\(^{57}\) http://loftcn.com/archives/82329.html
The architect also retained the clean wooden structure roof of the old courtyard. The original complex mahogany colored carved doors and windows were removed and changed to transparent. The glass doors create two public spaces that are like glass boxes, making it easier for light to enter the room. The modern style and the step-by-step landscaping of dialogue with time and space restore the original beauty of the architecture and reshape the space experience of the Republic of China. Has a humanistic charm.

![Figure 3.16 Chengdu Shangxi Longyuan Hotel](https://www.sohu.com/a/232772363_365067)

(3) **Industrial heritage**

Industrial heritage mainly refers to the industrial buildings that were abandoned in the new era in order to meet the needs of industrial production in the new era with the development and progress of economy, technology, and policies. The geographical location is often at the edge of urban construction. For rural areas far away from city life. Part of the industrial heritage has good natural landscapes in rural areas, "industrial landscapes" precipitated by time that can awaken people’s industrial memory, and the unique regional cultural environment in which they are located, enabling industrial heritage to become rural hotels shaping their regional characteristics. One of the most valuable elements. Rural hotels can use the value of the industrial heritage to bring benefits to themselves, create their own personality and characteristics, or use this income to invest more funds to maintain the industrial heritage. There is a symbiotic and mutually beneficial relationship between the two. . There are a

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total of eight rural hotels that have been transformed based on industrial heritage studied in this article, Alila Hotel in Yangshuo, Xilinyuan Hotel in Guangzhou, Canal Chefley Hotel in Hangzhou, 31 Xugu Hotels in Hangzhou, and Phoenix Art Resort in Hangzhou. The hotel, Xitang Drinking House·Jiushe, Jiuxi Dalezhiye·Huchen Granary Resort Hotel, Moganshan Qingjing·The Original House, take the most representative Alila Hotel in Yangshuo as an example:

![Image of Alila Hotel in Yangshuo](source: gooood.cn)

The Alila Hotel in Yangshuo in Guangxi has a unique view of the Li River, as well as the old sugar factory and industrial trusses that carry the life memories of some local residents. In order to incorporate the unique industrial heritage element of the old sugar factory into the hotel design, the architects try to preserve every building and structure, and replace its function into the public space of the hotel, such as the refining workshop transformed into a gallery restaurant, and the sugarcane crushing workshop transformed into a bar.

In terms of site layout, in order to strengthen the characteristics and status of the industrial heritage, the hotel uses the old sugar factory and industrial trusses as the main axis, and the newly built guest rooms are placed on both sides of the axis.

In terms of material use, the architects kept the rocks that were blasted during the excavation of the foundation. Almost every stone that can be seen is taken from the local area and classified by color. The green slices are placed in the pool, and the red ones are whole. Put it indoors, and put the blue grated on the roadside. The material of the new volume is selected from concrete blocks.

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of modern materials similar in texture and color to the local stones, and the local stones are built together with the traditional masonry method. At the same time, the shape of the new building should be kept as low-key and restrained as possible to highlight the industrial atmosphere of the old sugar factory.

In terms of decoration and furnishings, the designer keeps the old-fashioned objects in the factory as much as possible, such as dashboards, etc., and uses them as a work of art to rejuvenate them, and integrate new objects into the old space as much as possible.

Because the hotel is located in a unique karst terrain area, in terms of space experience, the architect introduced a space system that can be walked, and the building uses plank roads and karst caves to present geometrically to tell the locals how to get along with nature.

3.3.2 Folk culture

Folk culture refers to the life culture that people in a region have continuously created, shared, and evolved in the course of thousands of years of life and development, and the traditional cultures of different regions are different and shine. It is this tradition. Cultural differences have created the prosperity of human civilization. As people generally come into contact with and stay the longest in local hotels when traveling on vacation, local traditional culture is used as a means of emphasizing the regional characteristics of rural hotels, so that customers can more directly experience the local area. The humanity of the country, gaining physical and mental belonging, can also create the regional uniqueness of the rural hotel. At present, there are many opinions about the classification of folk culture in our country. The more accepted one is divided into material life folk customs, spiritual life folk customs and social life folk customs.\(^{60}\)

3.3.2.1 Material life folk culture

Material life and folk customs refer to the living habits or activities related to the daily life of the local people. At present, the domestic rural hotels are used as the regional characteristics of tea culture, horse culture, bamboo weaving culture, boat dwelling culture and so on.

（1） Production folk culture

① Tea culture:

Within the scope of the research, tea culture is the regional feature of rural hotels. There are four sources of materials: Jingmai Mountain Bailian Hotel, Hangzhou Longjing Landison Manor, Hangzhou Tianlun Hotel, Quanzhou Anxi Yuequan Hotel, among which Jingmai Mountain Bailian Hotel is the most representative.

Jingmai Mountain Hotel ① is located on Jingmai Mountain, known as the "World Tea Tree Museum" in Pu'er City, Yunnan Province, which has the oldest surviving and most complete 10,000-mu Pu'er tea plantation. In order to create a peaceful and distant atmosphere, the buildings are built on the hillside, scattered around the tea fields, as if hidden in nature. Architectural form and landscape settings also pursue integration with nature, such as a tennis court surrounded by a Chinese tea leaf-shaped roof, a SPA pavilion with a thatched roof surrounded by a tea garden, an infinity swimming pool with a splendid sunset view of the Jingmai tea field, etc. Each building can overlook the changing clouds of Jingmai Mountain, and customers can also stroll to the tea garden to enjoy the refreshing fragrance of tea. In addition to the buildings hidden in nature, and the simple interior furnishings that reflect the Zen tea mood, the hotel also provides tea garden strolls, tea picking, tea making, tea storage, offering sacrifices to tea ancestors, tea drinking and tea ceremony performances, and Pu'er tea spa The Zen tea experience creates a peaceful and far-reaching leisurely elegance through the association of people, scenery and objects.

（2）Life Style folk culture

①Horse riding culture

There is one hotel takes horse riding culture as the regional feature of the rural hotel: Hotel Indigo in Lijiang Old Town.

The symbols of Lijiang are the Ancient Tea Horse Road and the Jade Dragon Snow Mountain, and the hotel Indigo Lijiang Old Town⁶², which is located where the Ancient Tea Horse Road must pass, integrates the local people’s caravan culture into the architecture and experience. Indigo in the ancient city of Lijiang embodies the horse caravan culture more in terms of interior furnishings and functional experience: from the horses on both sides of the hotel entrance, to the galloping horse glass wall in the hotel lobby, to the lighting and decorations designed according to the shape of horseshoes in the guest rooms. Hangers, saddle-shaped pendants on the wall, lantern-like wall lamps, and the ancient tea-horse road murals, etc., can lead customers back to the era of caravans; in addition, the service staff wear riding attire and riding boots. You can also experience the feeling of a cave where caravans sheltered from wind and rain in the "private space". All spatial feelings and unique emotional experiences can give customers the wonderful feeling of being in the Tea Horse Road Station, which is impressive and full of regional characteristics.

The houseboat of Kaiyuan Rural Hotel\(^{63}\) is located on the Fuchun River. The concept and form of the five houseboat rooms are derived from the ancient local custom-boat dwelling culture. Five houseboats slanted across the tree canopy, and two-thirds of the boat hull floated on the lake, light and agile. In a space of 50 square meters, the stern on the shore is used as the entrance hall and toilet; the bow is full of floor-to-ceiling windows, and the terrace of each guest room extends to the water surface. Customers can lean on the hemp rope net railings and look out to enjoy the beauty. Lake view. The spring water is blue in the sky, and the painting of the boat to listen to the rain is a poetic dwelling in the world, and it is also the continuation and inheritance of the local folk culture.

![Figure 3.20 The houseboat of Kaiyuan Rural Hotel](source: gooood.cn)

(3) **Industrial and Commercial Folk Culture**

**Bamboo weaving culture:**

Daoming Zhuli Hotel\(^{64}\) is located in Daoming Town, Chongzhou, Sichuan. The village has the intangible cultural heritage of "bamboo weaving". Almost everyone in the village has the skill of bamboo weaving. In order to inherit and display the bamboo weaving culture, and to promote the development of rural tourism, the architect chose to build a bamboo li in Daoming Town, which closely connects nature and humanity.

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The construction of Zhuli is divided into two phases, the first phase is the lobby, and the second phase is the guest room part. The guest rooms are partly located on the mountainside behind the first phase of Zhuli. Eight independent single-story guest rooms are scattered on the forest site, so as to minimize the damage to the existing vegetation and establish a dialogue relationship between modern architecture and natural countryside. The architectural model is based on the traditional architecture, and the smart hyperbolic roof is generated by a circular plan topology, coupled with the combination of the local traditional small blue tile roof and the bamboo woven facade, complementing the site environment. The perfect combination of new construction technologies such as parametric design, robot construction and wooden structure factory prefabrication and local handicraft bamboo weaving culture has turned the hotel itself into a work of art that integrates architectural craftsmanship and design concepts.

In addition, Zhuli not only attracts tourists who want to experience the local characteristic folk culture, but also attracts more and more artists who are willing to return to the countryside for artistic creation and reconstruction, giving the folk culture a new lease of life. Therefore, the hotel brings the vitality of business and economic development to the village.

3.3.2.2 Spiritual Life Folk Culture

The spiritual life folk culture can best reflect the local regional characteristics with the recreational folklore and the religious culture in the folklore concept, so it is also widely used by rural hotels to show its regional characteristics.

(1) Recreation culture

① Shadow play:
The space layout design of Beijing Shichahai Shadow Play Culture Theme Hotel\textsuperscript{65} is inspired by the shadow puppet stage. The guest rooms on the second floor are arranged around the full-height lobby on the second floor. The lobby is the stage and the guest rooms are the elegant seats of the theater. In the middle of the lobby, there is a stage built by a local master who repaired ancient buildings. The background of the stage is an archway, which deepens the performance effect of shadow puppetry. At the same time, the public space is divided by lattice doors, after the sunlight enters from the top. The mottled shadows are reflected, adding to the drama of the entire hotel. In addition to the traditional shadow puppet elements that can be seen everywhere in the hotel, travelers can also watch shadow puppets, play shadow puppets, and even make shadow puppets. This traditional entertainment and folklore experience with double space and activities allows travelers to feel the characteristics of regional culture most intuitively.

\begin{enumerate}
\item \textbf{Guqin Culture:}
\end{enumerate}

Guqin is a traditional Chinese musical instrument with strings. The Qin House\textsuperscript{66} is located in a traditional village in Weihai, Shandong. Since the village has the human resources of Guangfu Temple, the Chinese culture, the construction of the Qin House is a response to the Guqin. In terms of functional settings, the piano house has a dedicated piano room for passengers to experience. In terms of decoration and furnishings, both public spaces and guest rooms are decorated with guqin elements. In terms of space atmosphere creation, in order to create an elegant space experience that matches the guqin culture, U-shaped glass is used on the wall of the public space, so that indoor activities can project a fuzzy shadow on the glass, which is similar to the original yellow of the old building. The mud walls, wooden triangular trusses, etc. together create an elegant atmosphere.

\begin{enumerate}
\end{enumerate}
(2) Religious culture

Religious culture, as one of the important components of spiritual life culture in folk culture, will permeate people’s lives, behaviors, and even consciousness no matter ancient or modern. Therefore, religious culture will plan the layout, architectural form, architectural decoration image, and landscape of the region. The environment has a far-reaching impact, is a manifestation of the spiritual value of architecture, and is one of the elements of the regional culture of rural hotels with great excavation value. Looking at our country’s rural hotels, they use Buddhist Zen thoughts as their spatial characteristics and have the largest number and highest quality. There are six hotels in the research area: Hangzhou Fayun Aman, Wuxi Lingshan Abode, Hangzhou Xiangji Hidden Domain Hotels, Beijing Juepin Hotel, Qianxun Mowen Zen Hotel, Hangzhou Jiuli Yunsong Resort Hotel, among which Aman Fayun rebuilt from an ancient village and the newly built Wuxi Lingshan Jingshe are the most representative.

Reconstruction: Fayun Aman\(^67\) is located in Fayun Ancient Village between the valleys on the west side of West Lake in Hangzhou, Zhejiang Province. It is surrounded by seven famous temples and ancient temples and green tea gardens. Fayun Ancient Village has been pious for thousands of years. When the pilgrims and lay persons come and go, they will enjoy incense, rest, listen, and feel the wisdom of Buddhism, which adds a strong cultural atmosphere to the ancient village. In order to retain the original charm of the Zen village, Aman Fayun kept and repaired the historical old houses within the

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scope as much as possible, and at the same time, the interior decoration strives to be simple and simple, to reflect the Buddha’s "to live a simple and ordinary life is the most noble practice" view. In addition to these tangible elements, customers can also see monks passing by from time to time, and they can also walk to seven Buddhist temples including Lingyin Temple to work and rest with the monks, from singing in the morning class to meditation in the evening. Or participate in exchange activities such as Buddhism, tea ceremony, and regional culture in the hotel. Allowing customers to comprehend the beauty of life in the simple and majestic architecture and quiet and slow experience is the biggest selling point and characteristic Zen of Fayun Aman.

② Newly built: Wuxi Lingshan Jingshe68 is located next to the Lingshan Fan Palace, hidden in a bamboo forest. The overall layout of the hotel is a reciprocal layout, with a courtyard in the center. In terms of decoration and furnishings, the high ceiling of the lobby is covered with scripture-shaped bamboos. The sun shines through the gaps between the wooden grids and casts mottled light and shadow on the ground, and the thick Zen is ready to come out. Public spaces can be seen everywhere for people to meditate, seats in a daze, as well as the faint bamboo curtains in the guest rooms, primitive table lamps, and some shabby Buddhist books that have been read through, making the whole hotel scent of Zen. Another feature of Lingshan Abode is the Zen classes it offers and the experience of fast food, which allows customers to stay away from the chaos of the world and relax their souls.

68 http://loftcn.com/archives/9487.html
3.3.3 Ethnic Culture

There are 56 ethnic groups in China, and each ethnic group has its own unique architectural aesthetic form and cultural characteristics. After comprehensively researching both ethnic characteristics and hotel quality, the author found that it is located in a rural area in Yunnan that uses ethnic culture as its regional characteristics. The hotels are the most concentrated and of the highest quality. The most representative ones are Tibetan culture, Dai culture, Naxi culture and Bai culture.

(1) Tibetan culture:

The hotels where Tibetan culture is extracted are mainly concentrated in Shangri-La, Diqing City, Yunnan. There are five hotels in the research area. Among them, Shangri-La Sangzhu Courtyard, Songtsan Shangri-La, and Banyan Tree Ren'an were converted from Tibetan-style blockhouses. Regalia Deqin Hotel and Songtsam Linka MGallery Collection are newly built. The five hotels, whether from the roughness of the architectural style and material, the strong religious mystery exuded from the interior decoration and furnishings, or the traditional Tibetan clothing and jewelry worn by the service staff, They all reflect the Tibetan culture full of regional characteristics.

The most representative one is Shangri-La's Banyan Tree in Ren'an, which was transformed from a traditional Tibetan farmhouse. The shape of the building retains the form of the blockhouse of the Tibetan farmhouse in the original county. From the simple and rough appearance, it can be seen that the local people's living needs for wind and cold, anti-theft and defense against the enemy. At the same time, the interior of the guest room also retains the original layout and characteristics of the Tibetan home. In the center of the guest room, there is a firepit symbolizing the Tibetan religious beliefs, living and meeting guests. The other spaces are all around the firepit, furniture, doors and windows, The carpets are full of traditional Tibetan family atmosphere, giving people a warm and thick feeling. The colors of the interior decoration are mainly red, yellow, blue, black and white, with bright colors and strong contrast, which

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are the embodiment of the rhythm of Tibetan life and the passion for life. In addition to architectural styling and interior design, Banyan Tree Ringha also provides customers with experience activities with Tibetan cultural characteristics, such as traditional Tibetan weddings and spur horses in the wilderness. Being in it is like being in a Tibetan culture museum, telling Tibetan culture everywhere.

![Figure 3.26 Banyan Tree in Ren'an](source: www.banyantree.com)

**（2）Dai Culture**

The rural hotels with Dai culture as the regional feature are mainly concentrated in the Xishuangbanna area. There are two in the research area: Xishuangbanna Huajiantang·Yuejingzhuang and Jingmaishan Bailian Hotel.

Take the Jingmai Mountain Bolian Hotel in Pu'er, Yunnan as an example. It faces Pu'er Green Delta in the north and Xishuangbanna tropical rain forest in the east. The design of the hotel is inspired by the scattered ethnic minority villages in the Jingmai Mountain. A large number of Thai teak, local natural wood and Tengchong volcanic stone are used to construct a dry fence building community with a very Dai style and decorated with traditional hanging tiles. The roof, the pristine temperament perfectly fits the lush rain forest tea garden, and it also echoes the architecture of the various ethnic villages in Jingmai Mountain. After staying in the hotel, customers can feel the living wisdom of the Dai people when they cope with the local humid and rainy climate from the architectural form, material use, and decorative furnishings.
(3) Naxi Culture

The rural hotels with Naxi culture as the regional feature are mainly concentrated in Lijiang, Yunnan. There are 12 hotels in the research area. Among them, the Qingpu Lijiang Baisha Cultural Hotel, Heyue-Moke, and Huajiantang were renovated from traditional Naxi residences. Compiled by Others, Huajiantang Moxiang Courtyard, Huajiantang Aesthetic Humanities Inn, Manxin Resort Hotel, Lijiang Nanxuan Club Inn, newly built Aman Dayan Lijiang, Banyan Tree Lijiang, Hotel Indigo Lijiang Old Town, Lijiang Pullman Resort Hotel, Lijiang Hefu Intercontinental Resort Hotel, Dream Butterfly Hotel, Huajiantang Wenyun Villa. The architectural form of the hotel mostly retains or continues the original style of the Naxi folk house.

① Reconstruction:

The most representative hotel converted from a historical building is located in the Qingpu Lijiang Baisha Cultural Hotel71 in Baisha Village, Lijiang, Yunnan. There are traditional Naxi houses built side by side in the countryside, with a rich pastoral atmosphere. The hotel was rebuilt from four existing Naxi houses and the main entrance. In addition to retaining the original courtyard layout and Naxi architectural style, the hotel was extended to the surrounding irregular plots to add new buildings. The architectural form is also modernly interpreted on the basis of the wooden and soil structure system of the former Naxi residential houses. The local five-flowered stone is piled on the outer wall, and the existing reserved part of the wooden frame structure is exposed. Finally,

the exposed wood. The structure and wooden walls contrast sharply with the hard shell of the five-flowered stone, highlighting the characteristics and differences of the two completely different elements of lightness and weight. It is not just a simple preservation of the nostalgic atmosphere, but the use of local materials to add new thinking to the building. It contrasts with the old wooden structure and the ancient memory on the rough stone wall that have been changed over the years. The old and new time and space combinations are piled up together. In addition to the architectural layout and shape, the use of "Xiazi" and the display of traditional Naxi furniture and weaving crafts, guest rooms and corridors also use Dongba paper, a specialty of the Naxi ethnic group, to set up a grid with a gradual effect. "Wall", while effectively controlling light, it also conveys the breath of the daily life of the Naxi people all the time.

② Newly-built:

There are two most representative newly-built Naxi cultural hotels: Dayan Aman in Lijiang and Banyan Tree Lijiang.

Take Dayan Aman\(^{72}\), located in the Lion Rock of Dayan Ancient Town, Lijiang, Yunnan as an example. The architectural form adopts the Naxi courtyard built on the hill. All spaces are organized around different courtyards. Thirty-five suites and leisure places are distributed in These courtyards with sparse flowers and trees emphasize the life characteristics of Naxi people who regard courtyard space as a place for rest and gathering. Between the courtyards and on the side of the promenade, there is a clear water channel, which is the same as the water channel in the ancient city, which interprets the modern life of Lijiang. Observing the exterior wall of the courtyard, we can find that the architects used the Naxi indigenous house-building technique to closely stitch the irregular boulders. The lines are neat and refreshing. This ancient Naxi art has renewed the modern aesthetic consciousness. In addition, the materials and fabrics used in the interior decoration of all guest rooms are from the local area of Lijiang, including Shangri-La's Yunnan pine, chic Naxi embroidery and elegant Naxi Dongba woodcuts with natural patterns such as flowers and birds. The stone floor and furniture are made of elm wood harvested

from the northeast region. They are exquisite and elegant, with simple lines, full of modernity, and full of strong Naxi characteristics. In addition, Aman Dayan also provides customers with experience activities full of Naxi characteristics, such as Dongba paper making experience, Dongba calligraphy experience, and barley noodle making. Living in such a residence, customers can quietly enjoy the beautiful scenery and the radiance of Naxi culture. The sense of passing through hundreds of years of history seems to be within reach.

![Figure 3.28 Baisha Cultural Hotel](Source: archdaily.cn)  ![Figure 3.29 Aman Dayan](Source: www.aman.com)

(4) Bai Culture

The rural hotels with Bai culture as the regional feature are mainly concentrated in Dali, Yunnan. There are 4 in the research scope: Xizhou Tiangu Xiyuan and Dali Xilinyuan Inn, which were rebuilt from Bai people’s dwellings, and the newly built Yang Liping Art Hotel and Mengdiezhuang Villa hotel.

One of the most representative is Xizhou Tiangu Xiyuan[^73] in Dali, Yunnan. Standing on the northwest side of the Erhai Lake, Xianglong Village, the ancient town of Xizhou, is an ancient village of the Bai ethnic group. More than 95% of them are Bai aboriginals who have rooted here for generations. The architectural form is a typical Bai folk house Hanfeng Fangyuan (namely, three squares, one zhaobi and four-in-five courtyards. The mansion rebuilt by Tianguxiyuan is an extension of its form, which is called the "six contract spring" Courtyard). In order to reflect the most primitive style and charm of Bai architecture, the architects not only convened ancient construction protection experts and structural experts, but also invited local Bai ancient construction craftsmen in Xizhou to participate in the repair and reconstruction project. The

[^73]: https://zhuanlan.zhihu.com/p/27994342
The walls, mirror walls, columns, beams, stone carvings, wood carvings and all paintings and inlays have been preserved, telling the blue tiles, white walls, ink and carvings of the traditional Bai culture. The freehand brushwork of traditional Chinese aesthetics is brought into full play here.

Dali Xilin Garden, also located in Xizhou Town, was rebuilt from Yang Pinxiang’s old house, which is also a typical Bai folk residence with Hanfengfangyuan. On the basis of restoring the original appearance of the building, Xilin Garden has deliberately reduced the number of guest rooms and opened up a number of public spaces such as a library, tea room, and game room, providing explanations on the history of Xizhou architecture, traditional three-course tea experience of the Bai nationality, local cooking classes, etc. Multiple experience activities. In the decoration and furnishings, the colors are mainly white and blue advocated by the Bai people, supplemented by complicated pictures and decorations, which reflect the beauty of the Bai people’s beauty and elegance.

3. 4 Conclusion

Through the research and summary of a large number of rural hotels in China, this chapter focuses on discussing what the regional characteristics of rural hotels are, and summarizes, organizes and generalizes the types of

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materials used for the construction of regional characteristics of rural hotels, and their regional connotations Summarized into two categories:

(1) Environment and nature: The regional characteristics of rural hotels that extract natural and environmental elements are to show the mystery of nature and environment, as well as the culture and wisdom generated in the process of human beings to conform to and feel nature.

(2) Culture, Custom and Tradition: The regional feature of the rural hotel, which extracts cultural and traditional elements, is to pass on the local cultural characteristics to people by restoring the traditional way of life, and to spread the correct and positive attitude towards life.

In summary, the connotation of the regional characteristics of the rural hotel is the continuation and innovation of the wisdom and stories behind the local lifestyle.

At the same time, this chapter also analyzes the brief design strategies and methods of rural hotels with different types of regional characteristics, and compares horizontally and vertically to provide a certain theoretical basis and example basis for the subsequent chapters on the design strategy of rural hotels with regional characteristics.
CHAPTER 4 | DESIGN STRATEGIES AND METHODS OF RURAL HOTELS WITH REGIONAL CHARACTERISTICS

4.1 General steps for designing rural hotels with regional characteristics

At present, there is not much research on the design strategies and methods of rural hotels with regional characteristics in the academic circles. But we can learn from the scholars’ research on design strategies of resort hotels, themed hotels, and homestays, regional design strategies, design strategies of architectural characteristics, etc.

In terms of research on regional design strategies of resort hotels, theme hotels, and homestays:

Cui Pan (2011) combined with the investigation of the regional background of Chengdu Plain and found that the regional elements of Chengdu Plain are forest settlements, the tradition of courtyards, and suitable technology, and based on these regional elements, the overall spatial layout and function planning, architectural form, The three aspects of scale and courtyard space application, and technology suitable for rural environment discussed the regional expression of rural hotel design in Chengdu Plain, and finally summarized into the specific regional design of rural hotel design at three levels: natural environmental strategy, cultural strategy, and technical strategy. The overall design ideas can also be summarized into two aspects: research, collation and design expression.

Xie Bei (2012) summarized the regional cultural theme of building the hotel into three basic steps: (1) Summarize regional cultural resources: divide regional cultural resources into three categories: natural environment, cultural tradition, traditional materials and technology; (2) Generating cultural design elements: After sorting out and selecting regional cultural elements,

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75 Cui Pan. The Regional Expression of Chengdu Plain Country Hotel Design[D]. Southwest Jiaotong University, 2011.
simplifying and transforming them, or refining their characteristics and integrating them with a modern architectural language; (3) Constructing the hotel cultural theme: echoing the theme and architectural form from the layout and functional space, Material structure, decoration color, construction of landscape environment, these six aspects, specifically discuss the design method of constructing the hotel's regional cultural theme. Finally, the Wulong Tujia cultural theme hotel is used as a design practice case to prove it.

Xu Jianbo (2015) summarized and sorted out the natural, cultural, and technical elements that affect the design of resort hotels in Yunnan, and put forward a design method for resort hotels in Yunnan for each element: focusing on natural environmental elements and integrating natural topography. Environmental and climatic conditions, and continue the strategy of traditional houses to cope with the natural environment; for cultural and traditional elements, first explore the local unique ethnic culture, and then transform the functions of traditional buildings and repair the appearance to adapt to new functional needs, or retain local traditions. The architectural form and construction style of the building highlight traditional features to revitalize the local style, or express the space and form characteristics of traditional buildings in modern architectural language, combine traditional construction techniques with modern materials, and apply modern techniques to traditional styles. Expansion; For technical elements, make full use of regional materials and regional construction technology. Finally, it specifically discusses the regional design methods of resort hotels in Yunnan from three aspects: the layout, the regional performance of the functional space, and the selection of colors to render the regional atmosphere.

Because the three factors that affect regional architecture mentioned above are natural factors, human factors and technical factors, when combining the above-mentioned scholars to shape the regional nature of tourism buildings, they are basically designed for these three aspects. Therefore, the overall design ideas can be summarized as: (1) Architects should do research and sort out the local regional elements; (2) According to the three aspects that affect regional architecture, architects should raise

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77 Xu Jianbo. Research on Yunnan Resort Hotel Design Based on Regional Features[D]. Kunming University of Science and Technology, 2015.
design methods which tailored to local conditions in order to maintain the coordination and integration of the building and the regional environment from the functional setting, architectural layout, architectural form, material technology application, landscape and other architectural design levels.

**In terms of shaping the architectural features of resort hotels, theme hotels, and homestays:**

When Lu Feng and He Yating (2011) discuss the design points of rural hotels in the suburbs of cities, they combined the design principles of ecological, regional, and participatory design of rural hotels, and proposed that the theme of building rural hotels should first be based on the landscape environment or local superior cultural industries. Positioning, secondly, relying on the local resources and regional conditions, carry out appropriate development and construction in terms of architectural form, facilities, landscape, etc., and strengthen and highlight key spaces and environments according to the theme positioning, continue the regional culture, and enhance its consumption attractiveness.

Lu Feng and Dai Qiong (2012) take Banyan Tree Ren'an as an example, discussing the design of resort hotels from the perspective of phenomenology should focus on (1) Place creation: creating uniqueness through spatial pattern, architectural form, building materials, cultural activities, etc. Places for regional customs and cultural experience; (2) Time and space experience: create a spatial layout pattern with rich visual and spatial experience, such as a montage-style node space, emphasizing the time and space experience of sightseeing; (3) Seven senses of architecture: from the visual, Touch, hearing, taste and smell to create a characteristic place to create a cultural experience close to local life and create a regional atmosphere; (4) Moral responsibility: adhere to the concept of environmental protection and sustainability, respect the site and the natural environment, and coordinate nature The texture and characteristics make the building and the environment symbiosis.

Wu Xin (2015) discussed the design methods of domestic boutique hotels in shaping their cultural characteristics. First, we summarized and sorted out

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the elements of cultural connotation of boutique hotels, divided into natural elements covering topography and natural materials, human elements of historical context and ethnic folk culture, green environmental protection and decorative arts and other trend elements, and respectively targeted For these three types of elements, specific design methods are discussed from the four aspects of space layout, architectural form, interior design, and characteristic function setting. Finally, the general methods for shaping the cultural characteristics of boutique hotels are given: (1) Select and excavate the cultural characteristics of the area; (2) Spatially analyze the selected cultural characteristics through architectural layout, form, interior design, function setting, etc. The expression of, enrich the space experience; (3) Portray details from the five perceptions of vision, touch, hearing, taste, and smell, strengthen perceptual perception, and strengthen cultural characteristics

When Lu Wenhui (2019) studied the architectural features of newly-built country houses, he summarized the sources of architectural features of country houses into two aspects. One is the regional characteristics, that is, the characteristics of the natural environment and the cultural traditions; the other is the individual characteristics, which will be the operators. Inspired by your preferences, consumer’s needs, or architect’s creativity. It also systematically discusses the design strategy of building features of country houses from six aspects: architectural layout, functional configuration, space creation, architectural form, material application, and color decoration. In summary, the characteristic construction method of the country house is to fully tap the source of the characteristic, and then coordinate with each other through different and appropriate architectural design languages to realize the expression of architectural characteristics.

From the aspect of characteristic creation, it is similar to the design method that shapes the regionality of the hotel, that is, after digging out characteristic elements, they are used as a design concept throughout and presented with specific architectural design techniques. However, in order to emphasize its characteristics and create the differentiation and individualization of the hotel, it is more emphasized to portray details, create

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80 Wu Xin. Design research on shaping the cultural characteristics of domestic boutique hotels[D]. South China University of Technology, 2015.
multiple perceptual perceptions, and create characteristic places to shape the characteristic space experience and strengthen the characteristics of the hotel.

Through the above-mentioned research on the construction of hotel regionality and characteristic construction in the architectural circles, and the inductive research on the architectural planning background, regional characteristic expression methods, and experience event planning of more than one hundred rural hotels with certain regional characteristics in China in Chapter 3, it is found that Although the country hotel places great emphasis on the shaping of its individuality and characteristics, and does not have a unified design standard, there are certain underlying laws for creating the regional characteristics of the country hotel:

(1) First of all, due to the large expansion of the hotel in the countryside, the problem of lack of locality caused by continuous duplication, the specific design of the country hotel must go through the research and excavation of the regional characteristics, and refine the characteristics of the natural environment and the human environment in the locality. And based on this, architects should carry out the planning of visitor source, site selection, scale, theme characteristics, etc. This phase can be called as “architectural planning”, which means discovering regional characteristics. (2) Secondly, returning to the architectural design itself, focusing on the two types of regional characteristics of nature and humanity. In terms of overall layout, architectural form and shape, building materials and structure, interior decoration, landscape design, theme activities and so on, architects should fully consider the relationship between the integration and coordination with the natural environment and the human environment, and propose specific design strategies for the expression of regional characteristics. This phase can be called as “design expression”, which means expressing regional characteristics; (3) Finally, through detailed description, creating multiple perceptual perceptions, creating characteristic places, etc., creating emotional experience related to the region, strengthening the regional characteristics of the hotel. This phase can be called as “enhancing the experience”, which means strengthening regional characteristics.
4.1.1 Architectural Programming: Discover Regional Characteristics

Since the investment cost of rural hotels is generally high, the preliminary architectural planning is particularly important. The architectural planning process can be divided into five parts: target market investigation and feasibility analysis, hotel positioning, site selection planning, scale planning, and function planning, as shown in Table 4.1.

Table 4.1 General steps of hotel architectural planning

<table>
<thead>
<tr>
<th>Programming Process</th>
<th>Research and Programming</th>
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<tr>
<td>Target market investigation and feasibility analysis</td>
<td>Investigation of development conditions in the area</td>
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<td>Investigation of customer source composition and market demand</td>
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<td>Investigation of competitiveness of similar hotels</td>
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<td>Hotel Positioning</td>
<td>Culture Positioning</td>
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<td>Functions</td>
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<td>Site Selection and Programming</td>
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<td>Traffic Element</td>
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<td>Construction Method (reconstruction and expansion/new construction)</td>
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<tr>
<td>Scale Programming</td>
<td>Construction Area</td>
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<td></td>
<td>Number of Rooms</td>
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<td>Function Programming</td>
<td>Basic Functions</td>
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<td></td>
<td>Value-added Functions</td>
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</table>

It can be found that the most important part of architectural planning is a process of digging out the power of a place and discovering regional characteristics. Through the discovery, analysis and in-depth excavation of the local nature, history, humanities and other regional characteristics, the

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regional characteristics elements that can be used as architectural design expressions are extracted, and appropriate processing is carried out to guide subsequent design and management.

4.1.2 Design Expression: Express Regional Characteristics

The expression and construction of regional characteristics are the sum of tangible architecture and intangible services. Therefore, for rural hotels, both design language and functional settings must always emphasize the embodiment of regional characteristics. Amos Rapport (2004) divides the design factors that shape architectural cultural characteristics into three aspects, they are fixed features, semi-fixed features, and non-fixed features\(^8\). Regional culture is the culture within a certain space, therefore, when studying the factors expressing regional characteristics, this article draws on these three design factors that affect cultural characteristics for design analysis.

(1) Fixed features:

Fixed features refer to factors that generally remain stable in a building. They are usually generated during the physical construction of the building and will not change too much in the time after completion. The inherent characteristic factors mainly include architectural layout, architectural form, architectural structure and building materials. Since the shape of the building can make people feel the local regional cultural characteristics most intuitively, and will have a continuous impact on the human landscape of the region, the inherent characteristic factors are the most important when the rural hotel creates its regional characteristics factor.

(2) Semi-fixed features:

Semi-fixed features refer to factors that have a certain degree of variability in the building. They can usually be constantly changed, upgraded, and refurbished according to the needs of users. Semi-fixed features mainly include indoor and outdoor furnishings, indoor and outdoor decorative elements, landscape design, etc. They are the expression of local regional characteristics penetrating into all areas of the space, and play an auxiliary and strengthening role in creating the regional characteristics of rural hotels.

(3) Non-fixed features:

\(^8\) Rapoport, Amos. 2005. Culture, architecture, and design.
Non-fixed features refer to the factors that exist in the space but can or are easily changed, including the users of the space and their behaviors, such as activities and services with local cultural and traditional characteristics, Costume, language, etc. They can better reflect the connotation of regional culture and enrich the experience of tourists.

This chapter will also conduct a specific analysis from these three aspects for the research on the design strategy of the regional characteristics of the country hotel. And based on the summary and sorting out of the geographical elements of more than one hundred rural hotels in the world in third chapter, this chapter will also discuss the design expression methods that shape the regional characteristics of the two main elements, namely environment and nature, culture and Two aspects of tradition.

4.1.3 Enhance the Experience: Strengthen Regional Characteristics

A big reason why travelers choose a rural hotel is to seek emotional experience such as natural simplicity and historical memory.

For the design of rural hotels, the core of shaping its regional characteristics is to shape the experience of the region, whether it is from the overall layout or the details of the building, from the external landscape to the indoor environment, from the atmosphere to feel the sense of touch, vision, The five senses of hearing, smell, and taste all pay great attention to the interaction between people and things, such as people and nature, people and culture, and people and space.

The interactive experience between man and nature is the intimate contact with nature; the interactive experience between man and culture is the appreciation of the local people’s aesthetics, beliefs, lifestyle, and wisdom hidden behind; the interactive experience between man and space is creation Montage-style scene experience, when travelers walk, touch, and feel in the space, they can trigger their intuitive emotional experience of regional characteristics, or get the memory and experience of local life situations.

This interactive experience is a spiritual element, carried on the expression of regional characteristics, emphasizing that passengers gain a
foothold in time and space in places and architectural spaces, thereby gaining identity and a sense of security.
4.2 Design Strategies and Methods of Creating Regional Characteristics in Rural Hotels with Natural Resources

Living near mountains and rivers and relying on nature has always been an ideal living environment for people. Convenient transportation has become a new demand for people nowadays. Therefore, the city’s suburbs with convenient transportation and natural scenery such as famous mountains, rivers, lakes and forests become the first choice for people to take a vacation and relax. Rural hotels that return to the environment and nature are different from traditional resort hotels in that traditional hotels only use natural scenery as the background of the hotel. Instead, rural hotels integrate local architecture into nature, and use local materials to extract beneficial natural elements to promote people’s understanding of the original environment. The experience stimulates the dialogue between man and nature. The specific design method of creating its regional characteristics will be analyzed and researched from the perspective of three design factors that affect the regional architecture.

4.2.1 Fixed features

4.2.1.1 Overall Layout

The main principle of the overall layout of rural hotels with environmental and natural resources is to maintain integration and symbiosis with the environment, and at the same time emphasize the concept of “the harmony between man and nature”. Specifically, it can be considered from three aspects: climate adaptation, mountain coordination, and waterscape integration.

(1) Adapt to the climate

The layout of rural hotels in nature should fully consider the impact of the local climate and the local climate of the base. Through a reasonable and flexible building layout, the building can "breathe" the natural climate, so as to achieve pleasant livability, sufficient light and ventilation Good and energy-saving ecological effect.
Specifically, from the perspective of obtaining sufficient sunshine, the buildings of rural hotels in my country should be arranged on the south slope (including the southeast and southwest) as much as possible. If the base is located on the east and west slopes, the buildings should be arranged perpendicular to the contour line to make the building facing south. From the perspective of ventilation, hotels in tropical areas can combine buildings with scattered layouts and different heights, so that each building unit can obtain good natural ventilation, especially in the guest room area, which is often used in villas. The forms are scattered in nature; hotels in cold areas can be arranged in a concentrated manner. The cascading form (plate-type cascade or dot-type cascade) is more common to reduce the area in contact with the natural climate outside and achieve heat preservation. The purpose of energy saving.

But generally speaking, in order to better emphasize the integration of architecture and nature, not to block the natural space, and to reduce the building's shelter from the mountain, it is necessary to avoid the emergence of panel buildings, and it is more preferable to arrange point-type buildings on the ground.

(2) Coordinate with the mountains

The overall layout of rural hotels that return to the environment and nature should follow the basic principles of harmony with the mountains. Specifically, there are the following two basic principles, which is priority to nature and priority to the whole. Nature first means that the natural environment of the mountain itself restricts the layout of the hotel. The layout of the hotel itself will also participate in the original order of the mountain. Such participation should first ensure that the layout itself does not destroy the original natural ecological laws. Reasonable use of natural resources, with the smallest participation in nature, to achieve the largest and optimal design. Overall priority refers to the coordination of the overall layout of the hotel, the overall structure of the building group, and the environmental organization of the building group with the overall structure of the mountain environment rather than the coordination of a single building with the natural environment. At the

same time, the layout of the hotel should also meet the emotional needs of passengers for experience.

The overall layout of the country hotel and the coordination of the mountain can be divided into the coordination of the plane layout and the coordination of the vertical rhythm. From the perspective of the overall layout of the plan, the overall layout of a rural hotel that returns to the environment and nature can be divided into the following four basic forms:

![Scattered Layout, Group Layout, Central Group Layout, Linear Layout](image)

Figure 4.1 Layout that coordinated with the mountain
Source: the author

① **Scattered layout:** When the terrain is more complex and changeable, it is suitable to use the small-volume scattered point layout method, which makes the layout flexible and free, and has the least damage to the environment. It can be most hidden in the mountains and forests. The building itself is just natural. The supporting role of the environment, the most common is to follow the contour line to arrange the scattered points. The various functions and facilities of the scattered hotel are also arranged separately, so the organization of internal traffic is particularly important, not only to ensure the convenience of passengers to get around, but also to create a rich experience for people when they travel in it.

② **Group layout:** The parts that are in the same or close to the terrain and have related functions form a group. The overall layout is organized in multiple groups, which is a relatively compact layout.

③ **Central group layout:** similar to the group layout, but with an obvious center. For rural hotels that emphasize returning to the environment and nature, in order to shape their natural regional characteristics, the center is often the main natural landscape, such as ancient trees and ponds. And so

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on, buildings and other landscapes are arranged around it, and there are obvious layers from the center to the periphery, which are radial.

④ Linear layout: Natural boundaries (such as ridge lines, footpaths, etc.), main roads, or tourist routes are used as the main context of the series connection of functional areas, generally curves, and buildings and landscapes are arranged on one or both sides along the line. Strong sense of direction and story.

The above four forms are only basic types, and various basic types may also be combined according to local conditions, such as multiple groups connected in series by linear spaces. Generally speaking, the overall spatial layout should maintain the principle of mutual benefit with the environment, reduce the hotel's interference to the environment, and at the same time ensure a good landscape. According to local conditions, design according to the characteristics of climate, height difference and surrounding environment. Ensure the scale characteristics of low density, low floor area ratio, and high greening rate, as well as a volume and scale that are in harmony with nature, as dispersed as possible, low, open, and compliant with changes in mountain terrain.

In addition, not only the overall layout on the plane needs to coordinate the characteristics of the mountain, but also the vertical rhythm of the volume should also fully consider the harmony with nature. It should follow two basic principles, that is, to maintain coordination with the mountain environment. Harmony with the overall mountain86.

Coordinate with mountain environment: According to different locations, mountain environment can be divided into three mountain positions: the top of the slope (top, ridge), the middle of the slope (mountainside, cliff), and the bottom of the slope (piedmont, valley, basin), and different mountain positions. They have different spatial and landscape characteristics, so they have different influences on the overall layout of the hotel. For example, a hotel is generally not suitable for building on a slope with inconvenient transportation and less level land. However, if the hotel is located on the slope, the building volume should be handled carefully, and the coordination of the skyline should be taken into consideration to make it follow the original

mountain rhythm or form a joint with the mountain. If the hotel is arranged in a slope, the volume and height should match the original mountain as much as possible; if the hotel is arranged at the bottom of the slope, the height can be controlled according to the distance between the building and the mountain, that is, the closer it is to the mountain The volume of the single building should be lower, otherwise the height can be increased appropriately.  

Harmony with the overall mountain terrain: People's cognition of the mountain terrain is mainly through the steepness and magnificence or the gentle beauty of the opening and closing of its outline, which can bring people a completely different psychological feeling. Similarly, the morphological rhythm generated by the clustering of hotel buildings will also give passengers a sense of grand majesty or gentle and pleasant feeling. Therefore, the vertical rhythm of the country hotel with the mountain as a natural geographical feature should be kept in harmony with the overall mountain. Or blend into nature, or form a co-constructive relationship with it.  

(3) Integrate with waterscape  

When there are waterscape resources such as lakes, streams, oceans, etc. within or near the base, in order to bring passengers a peaceful leisure experience and unique natural waterscapes, reflecting the natural and regional characteristics of rural hotels, the layout of the hotel should be consistent with the waterscape. Organic combination of resources. For rural hotels with waterscape resources, the overall layout planning of the hotel can organize buildings and spaces with waterscape as the landscape axis, and treat waterscape as a natural element that constitutes the space. It is not only the background of the architectural space, but also the consciousness of the space extending outward. Endless end in the field. Specifically, there are mainly the following three forms:  

① Along the landscape axis: when the water body passes through the base or appears linearly, a sequence of public spaces can be set along the landscape axis, and public activity nodes, such as viewing platforms, waterscape restaurants, partially enlarged pools, and outdoor spas can be set up along the landscape axis. Etc., showing the state of mutual penetration between the natural environment and the architectural space.  

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87 Wang Li. Spatial analysis of mountain architecture[D]. Taiyuan University of Technology, 2012.
② **Arrange around the waterscape:** When the water body is spread out in a plane or in the base, the building units can be arranged around the waterscape, showing a radial trend.

③ **As a symbol:** When the natural water body is just a regional feature, that is, the town where the waterscape nourishes the residents for generations, the waterscape can be introduced into the layout as an image symbol, and the linear landscape mentioned above is adopted. Axis, or spread out the layout along the waterscape, around the waterscape, or use it as the center of each building group, and use the waterscape as a clue to connect all the spaces in series.

![Diagram](source: the author)

Figure 4.2 Layout that integrates waterscape

In addition to the overall horizontal layout, in order not to obstruct the view of the landscape, and to create a richer viewing level, when the base has a natural waterscape, a layered skyline should be created, that is, the foreground volume near the water is small, The height is low, emphasizing the cordial relationship with the water body, and the distant view of the water can appropriately enlarge the volume and increase the height, as a background to highlight the volume of the near water, and at the same time, it will not be blocked by the foreground of the natural landscape, forming a vivid The whole of level changes.

4.2.1.2 Architectural Form

From the perspective of the relationship with the environment and nature, the architectural form of the rural hotels with environmental and natural

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resources is also restricted by the environment and nature, that is, the architectural style and space should be fully integrated, respond to the natural climate and natural topography, and emphasize the relationship between space and nature. Interpenetration and dialogue relationship between. From the perspective of experience, the experience of architectural space can arouse people’s visual, tactile and auditory responses, which means that the interaction between the building itself and nature can arouse people’s experience motivation, so various architectural elements Responses to the environment, such as courtyards, corridors, framed landscapes, etc., can satisfy travelers’ desire and demand for experiencing nature in rural hotels.

Due to the different regional climate, topography and other natural conditions, the architectural forms respond to them differently, which makes the hotel building itself have regional characteristics. Therefore, in order to create its regional characteristics, the architectural form of a rural hotel that returns to the environment and nature should be considered from the following four aspects: climate integration, mountain coordination, waterscape integration, and architectural interface integration.

1. **Adapt to the climate:**

   The scattered layout can bring cool ventilation in hot areas, and the concentrated layout can keep warm in cold areas. Similarly, in addition to the architectural layout, the form and shape of the building itself are also closely related to the local climatic conditions, and can be derived from local traditions. There are certain rules and characteristics found in the vernacular architecture. Specifically, there are mainly the following ways of building forms and shapes that adapt to the climate:

![Figure 4.3 Building Forms that adapt to the Climate](image)

Figure 4.3 Building Forms that adapt to the Climate
Source: the author
① Set up a courtyard

The setting of the courtyard can not only provide viewing and play functions for the country hotel, but also play a prominent role in regulating the climate of the space. Specifically, the setting of the courtyard not only ensures privacy, but also brings more natural lighting to the space. At the same time, it can also use the chimney effect to bring natural ventilation and circulation and adjust the microclimate. At the same time, the setting of the landscape in the courtyard can Nature is introduced into the space, allowing passengers to experience the changes of the four seasons.

② Set up a terrace

As a viewing space, the terrace is a space that extends between nature and the interior of the building. It is also an active window and medium through which people can communicate with nature. Under the influence of the local natural climate, terraces can be divided into two types: built-in terraces and protruding terraces^9.

Built-in terrace refers to the form of a terrace without an open top, enclosed on three sides, and open in one direction. It is generally suitable for areas with strong sunlight and heavy rainfall where there is a need for shading and shelter from rain, and it is generally used in guest rooms. ; The protruding terrace refers to the open terrace form that can receive the lighting and natural ventilation from three directions at the same time, and enjoy the open view. It can be a cantilever or a platform on the lower roof. It is generally suitable for a mild climate. , Sunny areas can be used in guest rooms, or in public areas combined with natural scenery for tourists to enjoy leisurely.

③ Set up a open corridor

Open corridor refers to the corridor built on one side of the main body of the building that is open to the front, with a span, a roof on the top, and a column support in the front. The open corridor is very suitable for rural hotels in low-latitude tropical areas, because it has the functions of shading and rain protection, ventilation and heat dissipation. But it is also very commonly used in areas with pleasant climate and sufficient sunlight, because the open corridor can not only play a role in transportation, it can also display flowers, for tourists to relax, and also make the hotel look more exquisite.

④ Bottom overhead

Bottom overhead means that the bottom of the building is partially or completely separated from the ground, and the building is isolated from the ground by pillars or partial support of the building, so as to achieve effective moisture-proof and ventilation, and can reduce the interference of insects and make the indoor environment more comfortable.

It can also be seen from the traditional Chinese dwellings that the dwellings in some humid, rainy and hot areas such as Yunnan, Guangxi, Guizhou, etc., in order to avoid indoor ground humidity, indoor humidity and heat, etc., the buildings are raised to form an overhead, such as the Dai people. Ganlan Bamboo House, Diaojiao Building, etc.

(2) Coordinate with the mountain

Rural hotels with natural resources as their regional characteristics are often located in mountainous areas, which means that the grounding form of the building itself needs to match the topographical height difference. Building units in flat terrain areas can directly use the same grounding method as flat ground, and then arrange different building units on different terrains; for areas with steep terrain or large undulations, the external environment and local climate need to be combined. Vernacular architectural forms, folk culture, etc. adopt different grounding methods. Specifically, there are three types of grounding forms of buildings in the mountains:

① Underground grounding methods

Underground grounding methods can be divided into two types, which is the burrowing type and the overburdening type.

Figure 4.4 Underground grounding method

Source: the author

The burrowing type refers to inserting the building in whole or part into the natural mountain after digging the soil to create a space experience similar to a cave. This type has also appeared in traditional residential buildings in my country. However, the early traditional residential buildings were not based on architectural form or creating space experience, but evolved to cope with the natural climate, backward construction techniques, and lack of building materials. In addition to cave dwellings, this type of construction is more common in the Loess Plateau of northwest my country, such as cave dwellings in northern Shaanxi. But for rural hotels, the burrowing architectural form can not only reflect the regional characteristics of the local living conditions, but also create a unique natural experience and show the symbiotic relationship between architecture and nature.

The covering soil type refers to that the whole or part of the building is buried under the ground. Although there are more excavations, it will be covered with soil and reconstruct the vegetation on the surface to reduce artificial traces. There are two main ways to deal with this type of grounding architectural form. One is to preserve and restore the original form of nature after being covered with soil, so that the building and nature are integrated, so that the building is almost completely hidden. The other is to reconstruct the ground surface according to the function. The ground surface is distorted, folded, uplifted, and opened, and the form is more flexible. But the roof is still connected to the ground, as if the building is growing from the ground or floating on the ground.

2) **Grounding method on the earth surface**

The grounding method on the earth surface refers to the main body of the building placed above the ground. Except for the inclined method of directly grounding the outer wall of the building when the slope is relatively gentle, the stepped grounding method is more commonly used. Specifically, it can be divided into three forms, that is split-level, dropped and stack-up forms.
Split-level form means that when the building unit is located on a slope of 10% to 30%, the internal cross-level traffic is organized through the stairs; when the building unit is located on a slope of 30% to 60%, the height difference inside the building reaches one level or more. Then we can directly use the method of dropping layers.\(^{91}\)

Dropped form refers to the united building falling down the mountain layer by layer, forming a stepped layout.

Stack-up form refers to that each layer of the building unit stack on the lower layer along the hillside, and the roof of the lower layer becomes the upper terrace, and adapts to different slopes by changing the depth and size. Terraces can first dissolve the sense of volume of the building, make the hotel more integrated into nature, and make the spatial scale more approachable, narrowing the psychological specificity between passengers. In addition, the landscape platforms with different heights and rich levels are also available. It can provide passengers with more viewing angles and form a leisure system that is patchy and does not disturb each other.

For rural hotels, both the falling and overlapping grounding methods can emphasize the “co-constructed” relationship formed by the building and the mountain or the natural environment. The form and layout of the building will not damage the original mountain. The trend and contours conform to the mountainous terrain, so that the terrain trend is further strengthened by the building. Compared with hiding the building in the environment, this architectural form complements the mountain environment, relying on the terrain and building a new landscape together with it.

\(\textcircled{3} \) Overhead grounding method

Overhead grounding refers to the partial or complete separation of the ground floor of the building from the ground, and the support of the superstructure with columns or local solid buildings. Because this type of building form has a small contact area with the ground, it has strong adaptability to the terrain. It is very suitable for areas with more changes in

terrain and uneven ground. It is also suitable for the original natural environment, natural vegetation, and hydrology of the mountain. The impact of conditions and so on is relatively small. Suspended grounding methods can be divided into three types: overhead type, hanging foot type and cantilever attached to the cliff.

![Figure 4.6 Overhead grounding method](source: the author)

The overhead type is to lift all the bottom of the building and only support the ground with pillars. Since the direct contact area with the ground is the smallest, and the pillars deep below the soil layer will not block the infiltration of groundwater, so it will not affect the survival of surface vegetation, which protects water and soil, is the least damage to the ecological environment of the mountain among all types of building grounding. Chinese traditional dry-lane dwellings adopt this grounding form, such as the Dai bamboo buildings.

The sling-foot type is similar to the overhead type, but it lifts part of the bottom of the building and uses the building parts to land on the pillars. For example, in Banyan Tree Hotel in Chongqing, in order to cope with the undulating mountainous terrain and embed the local cultural characteristics into it, the building of the guest room part responds to the change of height difference in the form of a traditional stilt building. Everywhere is permeated with the essence of traditional mountain villages.

The cantilever-attached cliff type\(^{92}\) refers to when facing a steep cliff or a steep slope of about 90 degrees, because the bottom cannot provide support, the main body of the building can only rely on the cantilever structure for

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support, as if attached to the cliff wall. Both the shape and the landscape experience are very distinctive. For example, the main structure of InterContinental Shanghai Wonderland is attached to the cliff and adopts a retreat architectural form to create a terrace or corridor space, so that all guest rooms can have a unique waterfall view on the opposite side.

(3) Integration with waterscape

When there are waterscape resources in or around the base, in order to get closer to the natural water body and enjoy the special natural landscape brought by the water body at the same time, the single building form of the rural hotel often has the following three characteristics:

① **Transparent and fluid:** Since the natural waterscape is a unique natural landscape, and the water itself has the physical characteristics of high transparency and strong fluidity, in order to integrate into the waterscape, the form and shape of the building itself should also create a sense of transparency and flow. Specifically, for waterfront rural hotels, especially guest rooms, unobstructed glass should be used as much as possible to expand the field of vision, or framed to emphasize the sight-direction of natural waterscapes93.

② **Float and light:** The hotel can erect part or the whole of the building facing the water on the water surface, support the overall structure with columns, or cantilever the part of the building on the water surface, creating a feeling of floating lightly on the water surface. Because the building space is directly facing the water and is not blocked, it can provide passengers with a wide natural view and the feeling of nature flowing into the building. Among the traditional dwellings in our country, many people in the mountainous and watery areas of the southwest live with their backs on the mountains and water. Therefore, there has been a form of dwellings such as Tujia stilts, half connected to the land and half standing in the water. It absorbs heat quickly and dissipates slowly, and has the effect of ventilation and drying. This type of stilt building is warm in winter and cool in summer, making it very suitable for living94.

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Waterfront transitional space: Waterfront transitional space refers to the external space that connects the interior of the hotel building with the natural water system. In order to get closer to natural water bodies, hotels often create a pleasant waterfront environment when designing. Therefore, it is particularly important to handle the transitional space between this pleasant waterfront environment and the comfortable indoor environment inside the building. For rural hotels, the waterfront transitional space can be gray space in the traditional sense, that is, colonnade, under the eaves, platform, etc., or it can be a wider outdoor space, that is, the outdoor square, lawn, vegetation, etc. outside the waterfront building.

(4) Increase the building interface layers

Generally speaking, increasing the building interface layers means that the building's outer envelope is superimposed on another layer of material or structure. For rural hotels that return to the environment and nature, in order to more embody the dialogue between architecture and nature, create landscapes that blend with nature, highlight its natural regional characteristics, and achieve ecological functions such as thermal insulation, green energy saving, etc. Usually, natural interfaces are used for building interface composites, such as greening and water bodies.

Increase greening interface

The outer protection system formed by vegetation can effectively improve the microclimate of the building, thereby improving the comfort of people living and moving in it. The interface composite completed by the green vegetation has a series of advantages such as blocking heat and reducing noise, and at

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the same time, it can extend the natural environment to the building, so that passengers can get closer to nature and have a pleasant leisure experience.

There are two main forms of greening interface compounding, namely roof greening and wall greening, both of which have the function of heat preservation and heat insulation and cooling. From the perspective of heat preservation and heat insulation, due to the low reflectivity of vegetation to solar radiation, the surrounding air is less affected by reflection, and the temperature is low. Therefore, it can effectively reduce the temperature of the underlying material, that is, the original maintenance interface, so as to achieve a good improvement in local micro The role of climate; from the perspective of shading and cooling, the branches and leaves of the vegetation itself can form a large area of shadows, which can block the sun and prevent the lower walls or ground from being exposed to solar radiation, thereby reducing solar radiation and hot air on the building influences96.

② Increase water interface

![Figure 4.8 Water interface](source: the author)

The outer protection system formed by the water body can also improve the microclimate of the building and space, and achieve the functions of absorbing dust, reducing noise, and regulating temperature and humidity97. Since the specific heat capacity of water is the largest among common substances, that is, every kilogram of water absorbs the most heat per degree Celsius rise. Therefore, if the same solar radiation is received, the temperature near the water body is lower, which can be used in summer or hot areas. Reduce the temperature of indoor and outdoor spaces. Similarly,

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due to the large specific heat capacity of water, the heat dissipation rate, that is, the cooling rate is also slower than other materials, so it can play a role of heat preservation in winter.

There are two main forms of water interface complex, namely, roof pool and waterscape waterfall, which can enrich the landscape while adjusting the microclimate of the surrounding space, creating a more comfortable and relaxing space for tourists.

4.2.1.3 Building Materials and Structures

Rural hotels with environment and nature resources usually use natural materials such as wood, bamboo, stone, etc., through reference to regional vernacular architecture, with partial glass, canvas, marble, etc. to make the building appearance more refined, and at the same time achieve better ventilation daylighting effect, or use modern materials with natural textures, such as the wood grain concrete used by Hotel Alila in Yangshuo, so that the building style matches the nature and meets the needs of modern life.

In addition to the use of materials that are full of natural and regional characteristics, the use of traditional construction techniques and green ecological sustainable building technologies can reduce the interference to the environment, while inheriting and carrying forward the local traditional skills, and better demonstrate the regional characteristics of the hotel.

The specific case practice has been studied in Chapter 3.

4.2.2 Semi-fixed Features

4.2.2.1 Interior Furnishings

The principle of interior decoration and furnishing design of rural hotels with environment and nature resources is to maintain originality and nature, and the overall atmosphere emphasizes simplicity and simplicity, reflecting the idea of returning to nature, fusion and symbiosis with nature. In the choice of materials for the indoor interface, materials with natural texture are mostly used, such as bamboo, logs, cotton, hemp, etc.; in terms of furnishings, simple and comfortable furniture with local characteristics at the same time is selected, such as cotton and hemp furniture, rattan, etc. Wooden furniture,
etc.; in terms of interior decoration, it is embellished with decorations made of natural materials with regional characteristics. For example, the hotel in the forest can be made of dry branches, and the hotel next to the bamboo forest can be made of bamboo. In terms of design, under the premise of satisfying the illuminance of basic living and activity needs, warm and warm light colors are selected to give people a warm and natural atmosphere.

Generally speaking, interior decoration and furnishings aim to create a primitive, natural and warm atmosphere for passengers from the perspectives of vision, touch, smell, and even hearing, blur the boundary between the outside nature and the interior, and allow the natural environment to flow into the interior.

4.2.2.2 Landscape

For rural hotels in the natural environment, they generally have the characteristics of low floor area ratio and low building density. Therefore, the external environment landscape generally occupies a large area, and it is also determined as a transition area between the building and the natural environment of the region. The degree of integration between the country hotel and the natural environment. In order to reflect the natural and regional characteristics of the hotel, and at the same time provide passengers with a rich and individualized natural experience, the design of the landscape environment should guide or create the sight line of the landscape under the premise of ensuring the use of functions, and bring the sensory experience of easy scenery. Specifically, it can be divided into two aspects: borrowing the scenery and creating the scenery.

① **Use the original scenery:** In addition to the use of terraces and glass in architectural form to respond to the landscape, the design of the outdoor environment can also use the best resources of the natural landscape environment to create viewing platforms, landscape trails, waterfront platforms and trails, and outdoor environments. Restaurants and other spaces provide passengers with a wealth of options for viewing and being close to nature.

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98 Qiu Yue. Research on Resort Hotel Landscape Design Based on Traditional Gardening Techniques[D]. Sichuan Academy of Fine Arts, 2018.
Create the scenery: Country hotels usually introduce unique local natural landscapes into the indoor and outdoor spaces of the hotel to achieve the effect of integrating the hotel with nature. While highlighting the regional cultural characteristics and improving the regional recognition, it can also bring a relaxing atmosphere to tourists. If you are in a bamboo forest, place bamboo as a landscape element in the main entrance landscape, atrium garden, etc.; if you are beside a stream or have the characteristics of a water village in the local area, water can be introduced into the hotel as a series of elements of the architectural space and the main landscape.

4.2.3 Non-fixed Features

None-fixed features mainly refer to the feature function setting. In order to shape its natural regional characteristics, this type of country hotel usually uses the advantages of the natural environment to set up special features for outdoor leisure activities, such as outdoor hot springs, horseback riding, fishing, climbing, flower viewing, organic farms, etc., emphasizing the return to nature Special activities. At the same time, the setting of special activities should also consider their impact on the environment to avoid damage to the ecological environment caused by man-made actions such as large-scale picking and sewage discharge.

In conclusion, the establishment of characteristic functions should follow two major principles, namely, ensuring leisure and entertainment of activities, contact with nature, and avoiding pollution and waste and destroying the ecology.

4.2.4 Summary of Design Strategies

In summary, the essence of creating the regional characteristics of rural hotels with environment and nature resources is the integration and symbiosis with nature, which is shown in people’s attention to the natural environment such as climate, topography, and landscape. The specific form is adapted to local conditions, and its design. The main points can be summarized in Table 4.2.
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4.2.5 Case Study: Naked Stables

4.2.5.1 Background of the Project

Naked Stables is located in Mogan Mountain, Deqing County, Zhejiang Province, with a beautiful natural environment, surrounded by rice fields, bamboo forests and tea farms. The entire project includes 30 duplex tree-top villas, 40 rammed earth huts, as well as clubhouses, restaurants, banquet centers, health spas, outdoor swimming pools, and equestrian centers.

Naked Stables is a two-and-a-half-hour drive from Shanghai, a half-hour drive from Hangzhou, and approximately 15 kilometers from Deqing County Railway Station.

4.2.5.2 Discover Regional Characteristics

Naked Stables is located in the Mogan Mountain Scenic Area, surrounded by vegetation, forest and water, beautiful environment and fresh air, far away from the city. The hotel is surrounded by large-scale bamboo forests, pine forests, and endless tea gardens. Therefore, the scenery of winding mountains and woods is the most regional feature of Naked Stables. So the architect's main design motivation is to stay away from the city and return to nature.

Figure 4.9 View of Naked Stables
Source: https://www.nakedretreats.cn/naked-stables/

4.2.5.3 Fixed Features

(1) Overall Layout

In order to reduce the ecological damage to the Mogan Mountains, Naked Stables chose the site where the trees had been already cut down.
In the planning process, a low-density, small-scale layout is adopted to integrate the building and the environment naturally. The whole hotel adopts a linear layout, and the villas and other public buildings are arranged flexibly along the trend of the mountain, echoing the mountain environment. The building conforms to the natural terrain and faces south to get the most solar energy utilization. In order to reduce noise and air pollution, the daily traffic flow is controlled on the periphery of the base, and a complete walking system is formed inside, and only electric golf carts are allowed.

Figure 4.10 Overall Layout of Naked Stables
Source: https://www.nakedretreats.cn/naked-stables/

(2) Architecture Style

There are two most distinctive architectural forms in the hotel design, that is the tree-top villa and the rammed earth hut in the accommodation area. These two architectural forms respond to different mountain slopes, but the same is that in order to conform to the mountain, they both adopt the overhead construction form, which means that the bottom of the building is separated from the surface of the mountain foundation.

The tree-top villa is located in a steep hillside. In order to cope with the steeper mountain, the building adopts a stack-up form and naturally forms a balcony to provide visitors with a better view of the landscape. The overall structure, from walls, roofs, pillars to window frames, uses local wood to get closer to nature.

The rammed earth hut is located in a hill with a small slope, so the building is an independent one-story villa. The combination of rammed earth walls and thatched roofs has a natural feel of South Africa's coarse minerals. The rammed-earth hut also has an outdoor platform, allowing visitors to climb
up and overlook the beautiful scenery of the mountains and forests, and integrate man and nature.

![Image](https://www.nakedretreats.cn/naked-stables/)

**Figure 4.11 Tree-top Villa**
Source: https://www.nakedretreats.cn/naked-stables/

![Image](https://www.nakedretreats.cn/naked-stables/)

**Figure 4.12 Rammed Earth Hut**
Source: https://www.nakedretreats.cn/naked-stables/

(3) Building Materials

In order to ensure the integration of the building and the environment, the building materials of the hotel make best use of the local natural resources, such as stones, bamboo, wood, mud, rammed earth and so on. At the same time, the architects also adopted traditional construction methods, such as stone walls combined with bamboo, beam-column frames made of recycled wood, and traditional mud-embossed walls.

The most special thing is that the rammed earth huts in the accommodation area use sustainable sirewall, that is stabilized insulated rammed earth wall. This kind of load-bearing wall construction requires far less cement than traditional concrete works, and all ingredient mixing is done locally, which is not only rich in color, but also has environmental protection effects such as heat preservation and energy saving. This kind of construction
mode makes the wall of the rammed-earth hut have a unique striped texture, which adds to the original ecological visual interest. The rammed earth hut not only meets the needs of holiday residence and rest, but also inherits traditional craftsmanship, using natural materials to evoke people's original visual and tactile memories. In addition, the roof of the hut is also made of the local material, which is the local bamboo thatch.

These building materials are not only environmentally friendly, but also set off natural lines and designs. The use of all materials creates a sense of returning to nature and a simple experience for visitors.

![Figure 4.13 Rammed Earth Wall and Bamboo Thatch Roof](https://www.nakedretreats.cn/naked-stables/)

4.2.5.4 Semi-fixed Features

(1) **Interior Furnishings**

The spatial form, furniture design or interior decoration of Naked Stables all present a simple and natural style. The overall design language is simple and natural, and it is close to nature in the use of materials and decoration. For example, the wall decoration of the tree-top villa is made of local bamboo plaques, and bamboo plaques of different sizes and forms are arranged in a certain arrangement, which is full of novelty. In the interior of the South African-style rammed-earth hut, hand-made fabrics based on animals on the African grasslands can be seen everywhere, and the floor is covered with South African cowhide carpets. The kitchen cabinet panels are made of pine wood, sprayed with black paint, and black stone is used as the countertop, which does not feel the slightest cheapness, but feels very tasteful. The color of the whole villa is also very peaceful and clean. It is basically based on
various shades of wood, with some milky white, black and a small amount of bright colors, but rich in layers. The materials and decorations used in the interior design are mainly natural, full of quality and charm, so that visitors can fully enjoy the peace.

(2) Landscape

In order to preserve the most pristine natural scenery and allow visitors to get close to nature, in addition to preserving the original bamboo forest next to the base, the hotel also designed a large tea farm, farm and horse riding ground in the public activity area. The design of these venues is not only a response to local farming traditions, but also a richer experience of being close to nature.

In addition, in the accommodation area, the architect also designed an infinity pool in accordance with the mountainous terrain, which is integrated with nature. The amphitheater in the accommodation area also conforms to the original terraced terrain to form an auditorium. The amphitheater uses natural mountain views as the background to bring people closer to nature.
4.2.5.5 Non-fixed Features

(1) Special Activities

Naked Stables fully makes use of its unique natural environment to design a variety of experience activities to enable people to integrate into nature. The activities can be divided into two parts, that is experiencing the nature and experiencing the culture. For the nature one, the hotel has a well-equipped equestrian center where visitors can ride horses and experience the feeling of galloping on the lawn. There is also a large tea garden here. Visitors picking tea in the tea garden is also an experience activity, and the locals teach the guests how to pick, how to burn, how to roast, how to make tea, and so on. In addition, visitors can also go hiking in the mountains or participate in mountain biking activities to get in touch with nature. For the culture one, there is also a bamboo art museum and a pottery art museum in the hotel. Visitors can recognize and appreciate the famous local crafts and make some improvisational artistic creations. Visitors can also make natural cosmetic product, candles and other things by using the natural materials in the DIY workshop.

In short, the hotel’s experience activities have fully explored local resources, focusing on experiencing nature and enjoying local culture.

Figure 4.16 Special Activities
Source: https://www.nakedretreats.cn/naked-stables/

4.2.5.6 Conclusion

In short, the design concept of Naked Stables, surrounded by nature, is to return to the nature, so that people can stay away from the troubles of busy life in modern cities and integrate with the natural environment. Therefore, from architectural design, interior design, landscape design to event design, the architect all pursues a peaceful and natural feeling. All the designs adopt
sustainable development strategies as much as possible, based on the premise of maximizing reuse of materials, and try to preserve the original ecological environment and reduce the impact on the environment. At the same time, it can also bring visitors the closest contact with nature.
4.3 Design strategies and methods of creating regional characteristics in rural hotels with culture and history resources

When the area where the hotel is located has a unique history, folk customs, and national culture, it is not only necessary to emphasize the reproduction of the historical style of its location, but also to inherit the core humanistic value of its location. Because culture is the soul behind architecture, architecture is a concrete expression of culture and tradition. It can not only convey the unique local historical culture, folk culture, ethnic culture, etc., to tourists, but also enrich the connotation of space and place. Therefore, for rural hotels, using the language of design to show the characteristics of regional traditions and culture is the key to attracting tourists and operating successfully. The specific design method to create its regional characteristics will also be analyzed and researched from the perspective of the three design factors that affect the regional architecture.

4.3.1 Fixed Features

4.3.1.1 Overall Layout

In order to reproduce the traditional culture of the region, reflect the spatial prototype formed by the living, lifestyle and cultural concepts of different regions, different generations, different ethnic groups and different families, and become the carrier of the hotel's spiritual culture. Rural hotels with culture and history resources often learn from traditional building layouts in this region in order to create unique regional cultural characteristics.

The overall layout design of the rural hotel is mainly based on the study of the traditional space prototype, and the expansion and development with more suitable modern architectural language, and the use of street lanes, gardens and other organizational methods to connect them. There are two typical features in the layout: **The first one is to make use of courtyard space.** Because traditional living spaces are mostly combined with courtyards as prototypes, because traditionally people’s ideal of living is to have their

own yard. At the same time, as a place of communication, the courtyard contains the life philosophy of establishing order and adapting to nature. **The second is to coordinate the architectural order and scale.** As most traditional residential spaces are small in scale, it is often considered to divide the large-scale functional space into parts and separate layouts to weaken the overall sense of volume of the hotel. Of course, there must be some regional buildings which have large scale, so the most important thing is to coordinate with the overall layout of the local regional buildings.

Specifically, the overall layout of rural hotels with culture and history resources mainly includes three forms: axis layout, garden-like layout, and residential-style layout. In the actual project design process, these layout modes can also be combined with each other.

**（1） Axis layout**

Many traditional buildings in China are influenced by feudal thought and Confucian culture of respect and inferiority. They will use the axis layout, and the imperial city buildings and the residences of emperors and generals will adopt the axis layout to demonstrate their status and majesty. For a rural hotel in a certain historical background, the axial layout can make the new building correspond to the historical building and historical culture in the spatial form. At the same time, organizing the spatial sequence of the hotel through the axis can make the various functional spaces be organically unified and have a sense of order. This sense of order is also a manifestation of the spatial order produced in the local traditional living and living culture.

In historical traditional buildings, due to the constraints of feudal ideas or production and living technology, the axis is often used more rigorously. However, for rural hotels, the axis can be not only a straight line in the traditional sense, but can also use curves, or multiple axes combined with each other, so the organizational changes of the building plan are also richer.

One of the typical representatives of the axial layout is the Hotel Aman Summer Palace in Beijing. Multiple axes are combined with each other to string together courtyard spaces and arranged in order. It is a modern interpretation of the architectural hierarchy and order of the Summer Palace.
Chinese traditional garden art has extremely high historical achievements. It is a concrete manifestation of people's life philosophy and pursuit from ancient times to the present, and provides a rich source of inspiration for today's architectural space design. The traditional garden-style layout has no restrictions of any form. It adapts to local conditions, is free and flexible, and has twists and turns. It emphasizes the charm of "Although it is made by humans, it is like nature", and emphasizes the implicit and hidden relationship between buildings.

For rural hotels that emphasize culture and tradition, the overall layout can usually learn from the flexibility and freedom of gardens and pursue the form of nature, and use methods such as borrowing, facing, framed, small and medium to see the big, so that nature, landscape, and architectural space They are interpenetrating and blending, creating a hierarchical and flowing space, giving the hotel a garden-like connotation that combines nature and man, learns from nature, and cultivates the character.

Banyan Tree Anji100 in Zhejiang Province has adopted a garden-style layout. The building as a whole is organized by the courtyard space, and has a variety of expression methods of Soviet-style gardens. For example, in the public space, the bamboo forest and mountain scenery are introduced into the garden by borrowing and framed scenery, and there are corridors and

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100 https://www.archdaily.cn/cn/898674/an-ji-yue-rong-zhuang-gad
pavilions interspersed by dozens of lakeside villas along the lake, using garden landscape sketches, small bridges and flowing water. In this way, passengers can feel the endless extension of nature in a limited space.

Figure 4.18 Banyan Tree Anji
Source: archdaily

(3) Residential-style layout

As the natural climate, natural topography and folk customs in different regions of China are very different, different regions will form distinctive residential settlement layouts. For rural hotels, by drawing lessons from the layout of local residential settlements, an architectural space and atmosphere with regional characteristics can be created. For example, in the north, we can learn from the layout of the courtyard house, and in the south of the Yangtze River, we can learn from the layout of the dwellings of the water villages in the south of the Yangtze River.

Banyan Tree Xixi101, located in Zhejiang Province, is one of the typical representatives of the residential settlement layout. Its architectural layout continues the characteristics of the Jiangnan water town, which is built along the water and built into a street. The building is organized by flowing water and courtyards. The flowing water is enlarged in the middle to form a lake surface. There is also a pavilion and arch bridge. Guests can get a unique experience of wandering between the bridges and flowing water inside the hotel, which conveys the visitable, impressive and liveable concept of dwellings in riverside towns in southern China.

101 http://www.banyantreexixi.com/
4.3.1.2 Architectural Form

Due to differences in climate, topography, materials, and culture in different regions, a variety of residential forms and building types have occurred. Among them, cultural elements are the main reason for the different and colorful characteristics of traditional buildings, that is, people’s aesthetics, beliefs, construction technology, etc\textsuperscript{102}. Therefore, the inheritance and reconstruction of the traditional local architectural form and style is not only an imitation of appearance, but also the reproduction and inheritance of people’s memory.

(1) Reproduction and inheritance of traditional style

For most of the reconstruction and expansion types of rural hotels, the original buildings themselves have profound cultural heritage and historical memory. Therefore, they should first be protected and repaired based on the assessment of their historical value to reproduce their traditional regional style. Secondly, for the reconstruction and expansion of the hotel, architects should adopt repair the old as before, follow the traditional architectural forms, symbols and styles, in order to let visitors feel the most primitive historical

\textsuperscript{102} Lu Yuanding. Exploring the research methods of folk houses from the law of the formation of traditional folk houses[J]. Architect, 2005(03):5-7.
architectural style and bring them an experience as if they have traveled to the past.

This kind of reproduction and inheritance of the traditional architectural style is more suitable for the transformation of buildings with greater historical protection value, or for rural hotels near historical protection buildings and historical style areas.

For example, Aman Fayun, which was converted from a historical village in Hangzhou, Zhejiang Province, completely protects and follows the traditional architectural styles of the village houses like tiled roofs, rammed earth walls, wooden structures, etc., The architect strived for simplicity and simplicity in order to allow visitors to fully experience the original Zen charm of the ancient village.

(2) Revival and reconstruction of traditional style

The revival and reconstruction of traditional styles refers to the use of modern language and techniques to reproduce the forms and construction methods of historical and traditional buildings. It is not a simple copy of its style and architectural language, and it is not limited to the reproduction of cumbersome decorative components or traditional structures. Instead, it maintains the charm and essence of the traditional style, abstracts and artistically treats it after drawing on the traditional style, emphasizes architectural signs and symbolism, and satisfies new functional requirements. While being regional, it also forms a contemporary architectural culture, which is a certain landmark and has a positive effect on maintaining the diversity of regional culture.

This kind of revival and reconstruction of the traditional architectural style is more suitable for newly-built rural hotels, or renovated and expanded rural hotels with a small area occupied by traditional buildings.

Figure 4.20 Comparison of the architectural form of traditional Naxi dwellings with Banyan Tree Lijiang
Source: https://www.sohu.com/a/116542769_516112

For example, Banyan Tree Lijiang uses new architectural language like exaggerated curved roofs, large-scale overhangs, and dark, exposed columns to reproduce the curved hanging mountain tops and light structural features of traditional Naxi dwellings. In addition, the removal of traditional and cumbersome decorations such as “zhaobi” and “queti” also shows the revival and reconstruction of the style of traditional Naxi dwellings.

4.3.1.3 Building Materials and Structures

The distinctive characteristics of the use of local materials and the difference between traditional construction techniques have created a variety of traditional architectural styles and styles scattered throughout China, and also reflected the wisdom and aesthetics passed down by the local people. Therefore, rural hotels should pay attention to the use of local materials and traditional technologies, reflect the rich regional cultural characteristics behind them, and combine new functional use and aesthetic needs to re-energize traditional wisdom.

(1) **Use local materials and traditional techniques**

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First of all, local materials and traditional technologies have long been incorporated into the memory and life of local residents in terms of colors, textures, and combinations. Therefore, for tourists who are temporarily tired of the cold large-scale buildings in the city. The use of local materials and traditional techniques is undoubtedly a design language that best reflects the characteristics of regional traditional architectural culture, full of humanistic atmosphere, and can also relax the body and mind of passengers. Secondly, local materials and traditional technologies meet the requirements of green ecology and environmental protection, which are more conducive to the protection of natural ecology. Finally, local native materials have the advantage of convenient transportation, and the traditional simple and effective technology also has the advantage of price. Therefore, the use of traditional wisdom has economic advantages for rural hotels, both during construction and later maintenance.

(2) Meet modern function and aesthetic needs

In order to reflect the rich cultural characteristics of the rural hotel, it does not mean copying and copying local materials and traditional techniques in an ignorant way to build an old house exactly the same as traditional buildings, but stressing the rational use of traditional materials and techniques. And combined with modern materials and technology to rejuvenate traditional wisdom to meet the richer functional and aesthetic needs of modern people. Specifically, such as using local materials reasonably, or using new masonry and construction methods after most local materials are used, or using traditional construction techniques to let modern materials reveal the charm and wisdom of history.

4.3.2 Semi-fixed Features

4.3.2.1 Interior Furnishings

In terms of interior decoration and furnishings, in order to inject the connotation of tradition and culture, while ensuring the comfort of living and life, country hotels usually seek to restore the interior style or charm of traditional buildings as much as possible, which is embodied in color, decoration and furnishings.
First of all, as differences in different geographic environments, religions and cultures will lead to people's preferences for different colors in different regions. For example, people in Southeast region prefers simple and fresh colors that are similar to nature, and people in northern region prefers bright colors due to the lack of overall natural environment in winter\textsuperscript{105}. Because the color itself exists in people's memory and can bring people intuitive emotional feelings\textsuperscript{106}, the proper use of regional traditional colors in interior decoration and furnishings will show respect to the preferences and taboos of the people in the region, and can arouse the emotional resonance of travelers.

Secondly, in terms of interior decoration, it is possible to expose the structure using traditional architectural forms and partially restore the structural decoration such as smallpox algae wells to reflect the beauty of traditional architectural structures. It is also possible to reconstruct and simplify the decorations in traditional buildings, and use them more. To reflect the charm of traditional culture in a concise and modern way.

Finally, in terms of indoor furnishings, the indoor space can be divided by partitioning methods such as partitions, screens, and bead curtains in traditional residential buildings, and decorated with furniture and handicrafts full of local folk culture.

For example, the interior decoration of the guest rooms at Banyan Tree Ringha in Shangri-La are mainly red, yellow, blue, black, and white. The colors are bright and contrasted. They are the embodiment of the rhythm of Tibetan life and the passion for life. In terms of layout and furnishings, there is a fire pond in the center of the guest room, which symbolizes the Tibetan religious beliefs, living, and meeting guests. The other spaces are all around the fire pond. The furniture, doors, windows, and carpets are all full of traditional Tibetan family atmosphere, which provide a warm feeling. The colors of the interior decoration are mainly red, yellow, blue, black, and white.

\textsuperscript{105} Huang Xing. Research on the application of regional cultural characteristics of color in packaging design[D]. Hubei University of Technology, 2014.
which are bright and have strong contrast. These colors are the embodiment of the passion for life of Tibetans.

![Figure 4.21 Interior decoration and furnishings of guest rooms in Banyan Tree Ringha](https://www.banyantree.com/zh/china/ringha)

4.3.2.2 Landscape

For rural hotels that emphasize culture and history, the most important aspect of the creation of the regional characteristics of the landscape environment is to create some landscape sketches with local traditional characteristics. The scale is relatively free. It can be a sculpture by the pool or in the forest, or it can be a large-scale sculpture. The construction or installation of the building to highlight its regional cultural atmosphere. For example, if you are located in the riverside town, you can create the atmosphere of "small bridges and flowing water " through arch bridges and pavilions.

4.3.3 Non-fixed Features

For a rural hotel that is infused with culture and history, it is not only a high-quality hotel that provides accommodation and catering, but also a stage and window that showcases the local cultural characteristics. Therefore, in terms of characteristic function settings, the country hotel is more Emphasis on allowing passengers to directly experience regional traditions.

First of all, in terms of special services, hotels usually provide local specialties, and the service staff can wear local costumes, even with the local accent in the words.

Secondly, in terms of special activities, it can provide experience of local rural life, or experience activities of traditional folk customs and ethnic culture, such as tea picking, weaving, and meditation.
Finally, in terms of cultural display, it is possible to set up spaces, images, or books to display regional characteristic culture, or provide activities to learn regional culture.

4.3.4 Summary of Design Strategies

To sum up, the essence of shaping the regional characteristics of rural hotels infused with culture and tradition is to pursue "the prototype", which includes people living in the region, lifestyles, and the ideas behind them, and then express them as "the current", which means the space, atmosphere and experience offered by rural hotels. The main point is to revive its historical style and form, reproduce its historical and humanistic customs, and update its historical connotation. The specific design expression is shown in Table 4.3 below.

Table 4.3 The key points of creating the regional characteristics of rural hotels with culture and history resources

| Source: the Author |

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4.3.5 Case Study: Dhara Dhevi Chiang Mai

4.3.5.1 Background of the Project

Dhara Dhevi Chiang Mai is sitting on roughly 60 acres of manicured tropical grounds deep in Northern Thailand's Amphur Muang Province, about a one-hour flight from Bangkok, and 20 minutes outside of Chiang Mai proper.

The hotel contains 123 rooms, from private two-floor villas, colonial-style suites to grandeur of residences.

![Satellite imagery of Dhara Dhevi Chiang Mai](image)

Figure 4.22 Satellite imagery of Dhara Dhevi Chiang Mai
Source: Google Earth

4.3.5.2 Discover Regional Characteristics

Where Dhara Dhevi Chiang Mai located used to be the palace of Princess Dhara Dhevi of the Lanna Kingdom, which has rich and charming history. The Lanna Kingdom, “The land of a million rice fields”, covered most of Northern Thailand including areas of present day Myanmar, China and Laos but Chiang Mai only became its capital in the 13th century. Today, 700 years later, it continues to stand tall, as the country’s third largest city and the most important urban center North of Bangkok.

Therefore, the design concept is based on the Lanna Kingdom (Kingdom of Million Rice Fields from the 13th to 18th centuries) and inspired by elements from Myanmar (Taungoo to Konbaung dynasty), northern Thailand and Laos. In order to let visitors experience the prosperity of the Lanna Kingdom in the past, preserve and share the beauty of Lanna culture and continue its traditions, the resort acts as a real life replica of how the Kingdom
used to be during ancient times. The design of the architectures in Dhara Dhevi, is a visual journey through the history of the Lanna region, from the glory of northern Thailand to the influences of neighbouring Myanmar, China and Laos and the introduction of colonial architecture. There are nods to age old practices everywhere.

![Figure 4.23 Lanna Kingdom (Left) and Dhara Dhevi (Right)](https://www.onceinalifetimejourney.com/)

Source: https://www.onceinalifetimejourney.com/

4.3.5.3 Fixed Features

(4) Architecture Style

Because the Lanna Kingdom once covered most of Northern Thailand including areas of present day Myanmar, China and Laos, and was invaded by Myanmar, the architectural style was also influenced by Thailand, Myanmar, China and Laos. Therefore, the architectural style of Dhara Dhevi is also influenced by those countries’ traditional architectures.

1. Myanmar Style

The Lanna Kingdom was ruled by Myanmar in history, so the architecture incorporates many Myanmar characteristics. One of the typical buildings is the Royal Gild, the lobby of the hotel. Royal Gild is a magnificent Burmese style palace, cascading up, majestic. The building uses pure white walls with Myanmar characteristics and Myanmar bell-shaped pagodas. In addition, the Dheva SPA is also a Myanmar style building. The architecture is inspired by the Mandalay Palace in Myanmar. The building is a seven-story wooden tower, which is a symbol of the royal family at that time.
Northern Thai Style

The villa area of the hotel is full of Thai-style buildings. The two-storey villas are in fact authentic Northern Thai rice houses made out of teak wood. The large roof and the raised ground floor are all in response to the local hot and humid weather. At the same time, many villas have built Thai Sala-style pavilions, which are rich in history and modernity.

In addition, the hotel’s towering entrance gate, minaret-style lobby, antique Lanna temple, and magnificent pavilion all show unique charm and the traditional artistic flavor of Northern Thailand.

Colonial Style
There are seven colonial-style buildings inside the hotel for use as suites. The architecture and design resembled the colonial cities of Galle in Sri Lanka or Ho Chi Minh in Vietnam. Protruding columns on the wall, arched windows, and balconies are all symbols of colonial architecture. For those looking for Asia’s 19th century grandeur, the colonial building could offer just that.

![Colonial Style Suites](https://www.onceinalifetimejourney.com/)

**Figure 4.26 Colonial Style Suites**
Source: https://www.onceinalifetimejourney.com/

4. **Chinese Yunnan Style**

Tai Lue Hall was designed as the meeting hall of the ancient village and now serves as a place for meditation. The building is inspired by the Yunnan Province of China, and the double-layered large roof is a typical symbol of the traditional houses of the local Dai family in Yunnan Province.

![Tai Lue Hall](https://www.cntraveler.com/)

**Figure 4.27 Tai Lue Hall**
Source: https://www.cntraveler.com/

5. **Building Materials**

Wood is the main material of Dhara Dhevi. Wooden items are roof structures, support structures, ceilings, lighting, furniture, animal objects, religious objects and sculptures. This trend has been practiced since a long time ago because the northern region of Thailand is a heavily forested area.
This is due to a climate that is extremely conducive for the tree growth. At the same time, teak is used at most time because of teak’s main characteristic such as lightness with strength, stability, durability, ease of working without cracking and splitting, resistance to termites, resistance to fungi, resistance to weather and non-corrosive properties, which is very suitable for building houses in Thailand. Another reason why wood is chosen as the main material is because the local people believe that certain species of wood have special significance, such as magical properties, protection, healing power, and fertility, which is also what a kingdom wants.

At the same time, the hotel also uses a large amount of white stone, which is a response to the traditional Myanmar architecture and also demonstrates the nobility and solemnity of the building.

![Image of wooden interiors](https://www.cntraveler.com/)

Figure 4.28 Use of Wood
Source: https://www.cntraveler.com/
4.3.5.4 Semi-fixed Features

(3) Interior Furnishings

The interior furnishing of Dhara Dhevi is also full of the traditional characteristics of northern Thailand, Myanmar, Laos, and southwest China, and is rich in Buddhist colors. From sculptures, wall decorations, roof decorations, lighting to furniture, every detail tells the history of the Lanna Kingdom and has strong local characteristics.

For example, in creating a Buddhist atmosphere, the use of some animal objects adds a sense of mystery to the hotel. All mythical animal creatures are taken from the Himmaphan forest as detailed in Traiphum, which is the Buddhist system, such as garuda (Figure 4.29: (a)), singha (Figure 4.29: (b)), and naha (Figure 4.29: (c)). At the same time, the use of lighting, sculptures, and Buddha statues with Thai Buddhist shapes can also make visitors experience the solemn and solemn feeling.

In addition, some wall carvings and decorations are also a response to the traditions of the Lanna Kingdom. For example, Tai Lue Hall, which has the Dai style of Yunnan Province, China, has a peacock pattern carved on the wall, which is a characteristic animal of Yunnan Province. In addition, the wall of the Ballroom uses gem mosaics to create the "Tree of Life", replicates the "Tree of life" in Luang Prabang in Laos.

![Figure 4.29 Use of Animal Objects](Source: MFA Rani)

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108 Adaptation of Buddhist art Motifs as Architectural Ornaments in Contemporary Buildings: the Case Study of Five-Star Hotel Lobbies in Chiang Mai. MFA Rani. Humanities, Arts and Social Sciences Studies, 2018(1).
(4) Landscape

The Lanna Kingdom was called “The land of a million rice fields”. Therefore, in order to allow travelers to experience the local tradition of planting rice, the architect designed a large field in the center of the hotel. The real farmer irrigates the vegetables, planting rice seedlings, plowing the fields with buffalo, and irrigating the waterwheel. Visitors can experience the fresh pastoral scenery here, full of natural freshness and simplicity in addition to luxury.
There is a Myanmar-style Buddhist temple called Suwannasathan Dhara Fahkaew in the hotel. There are many cannonball trees around the temple, with flowers and fruits on the trunks. Buddhists believe that the cannonball tree is a sacred tree because they think that the Buddha was born under a tree, so this kind of tree is often planted around temples. The planting of this tree also emphasizes the religious mystery atmosphere.

4.3.5.5 Non-fixed Features

(2) Special Activities

In order to allow visitors to experience the atmosphere of the Lanna Kingdom and the traditional culture of Thailand more deeply like the locals, the hotel also organizes various special activities.

For example, the art and craft village called Ban Sam Lang, offers highly informative exploration of the ancient Lanna culture including hands on craft demonstrations, a variety of lectures and an enlightening tour. Tourists can also learn traditional Thai crafts here.

Visitors can also enjoy morning sun salutations or join classes in Hatha Yoga, Yoga for children or more advanced Yoga sessions.

Dhara Dhevi also provide traditional Thai food cooking class. The cooking class include informative trips to the local market and preparation of a four course meal.
Other activities at The Dhara Dhevi includes rice planting, in one of the many private paddies in the property and with traditional Thai peasant clothing. Visitors can even interact with buffalos.

Figure 4.34 Culture Center and Rice Planting
Source: https://dharadhevi.co.th/

4.3.5.6 Conclusion

In all, Dhara Dhevi is a combination of legendary buildings, fairytale decoration and ancient Lanna traditions, allowing visitors to experience the prosperity and traditions of the Lanna Kingdom in the 13th century.

The hotel looks old and authentic, but in fact, everything is newly built and the resort is under 10 years old. Therefore, it is also described as “Disney-ish” feel, which will not be to the liking of all.
4.4 Conclusion

This chapter first summarizes the general steps of creating the regional characteristics of rural hotels, which is, digging out characteristics, expressing characteristics, and strengthening characteristics. This chapter focuses on the expression of regional characteristics from the perspective of three design factors that affect regional architecture, which is, fixed features, semi-fixed features and non-fixed features. Based on research of the sources of the regional characteristics in rural hotels discussed in Chapter 3, rural hotels can be divided into two types, which is, rural hotels with environment and nature resources, and rural hotels with culture and history resources. Therefore, this chapter discusses the general law of rural hotels to create their regional characteristics from the two types of rural hotels, and summarizes a set of systematic design methods and thinking methods, in order to provide directional guidance in the design strategies and methods of creating characteristics of such buildings.
CHAPTER 5 | Design Practice: Design of A Rural Hotel with Regional Characteristics

5.1 Background of the Project

In order to respond to the call of the state, improve the happiness of local residents and inject more vitality into liyang city, liyang city government put forward the route layout of chronic leisure routes, and combined with chronic leisure routes, built posthouse and post station; And plan the first-level tourism service center, the second-level tourism service center and the three-level tourism service facility system of the tourism station; In addition, it is planned to set up 14 posthouse (mainly providing accommodation, reception and supply services near the tourist service center and central town) along the slow-moving greenway line in combination with towns and important scenic spots, and set up 26 posthouse in combination with tourist villages and characteristic resource points.

After years of efforts, liyang city has excellent tourism resources and can attract a large number of tourists from the Yangtze River Delta region. According to the previous research, although the number of hotels in Jiangsu Province is at a medium level, there is still a big gap compared with Zhejiang, which has similar natural and cultural resources. It can be seen that there is still a broad space for the development of hotels in Jiangsu Province, and the southern Jiangsu where Liyang is located can just attract a large number of tourists from the Yangtze River Delta region.

Therefore, in 2017, the Office of the People’s Government of liyang city put forward the implementation opinions of building "Liyang Tea House": "Relying on the advantages of location, transportation, ecology and culture in our city, integrating the construction of beautiful countryside, shaping the brand of" Liyang Tea House "with unique rural characteristics and regional customs in Fuyang, expanding the connotation of leisure economy and building a new format of leisure economy."

The Longtan Tea House designed in this paper is located in the post and telecommunications cadre school next to Longtan Forest Farm in the urban-
rural border of Liyang city, which has good transportation advantages: 20 kilometers away from the center of Liyang city and about 30 minutes by car; It is only 12.6 kilometers away from Tianmu Lake Scenic Spot in Liyang, and it takes about 17 minutes by car. It is only 15.2 kilometers away from Nanshan Bamboo Sea Scenic Area and takes about 19 minutes by car. It is close to Liyang No.1 Tourist Highway, only about 5 minutes by car. It is the largest tea house along Liyang No.1 Tourist Highway.

Figure 5.1 Distribution of Liyang Tea Houses
Source: The Author
The site contains the best preserved historical buildings in Liyang city. The original site was a military warehouse, which was later changed to Longtan Post and Telecommunications Cadre School. It was abandoned at the end of the 20th century and has a strong humanistic atmosphere of industry and cadre school; And the base is located in the valley, surrounded by mountains and rich in natural resources, which is very suitable for developing rural hotel tourism industry.

5.2 Architectural Programming

5.2.1 Extract elements of Regional Characteristics

1.3.2.1 Environment and Nature

(1) Natural resources of Liyang

Liyang city itself is rich in natural landscape resources, with rich geological resources (mountain forest landscape), water scenery (lake wetland) and biological landscape (bamboo forest, tea garden, forest park, etc.), among
which mountain scenery, waterscape, bamboo, tea and trees are the regional natural resources worth exploring.

![Figure5.3 Natural Landscape and Characteristic Resources of Liyang City](Source: Website)

**2) Natural resources of the site**

- **Mountain landscape**

  The site is located in a relatively gentle valley, with rolling and lush low mountains on the east and west sides. Because there are almost no buildings around and only some low villages on the west side, the overall natural mountain scenery of the hotel is good, and the natural mountain scenery can be introduced into the hotel by some borrowing methods.

  ![Figure5.4 Mountain View of the site](Source: Google Earth / The Author)

- **Trees**

  There are many trees with diameter at breast height greater than 15cm in the site, and the French Indus and Cedar are well preserved, especially the
Indus planted on both sides of the road in an orderly manner, which can evoke people's memories of the cadre schools and has preservation value. However, the existing greening in the base is rather messy, with no priority and lack of density change. Therefore, while retaining the symbolic vegetation such as Chinese parasol and cedar, other messy grasslands and greening should be trimmed and landscape designed again.

Water resources

There is an obvious flood discharge ditch in the site, which means "living near the distant land" in combination with the residential houses near the downstream forest. It is a natural environmental resource worth digging, and can be designed in combination with the water system landscape and leisure activities in the site. However, due to the influence of natural conditions, the water system will be insufficient and waterless, so the water system can be introduced into the base as an intentional element.
1.3.2.2 Culture and Customs

(1) **History and Humanity Resources of Liyang**

Liyang City has a deep historical and cultural heritage, with a total of 494 historical cultural relics resources, most of which are located in rural areas. The Longtan Forest Farm Post and Telecommunications Cadre School where the base is located is one of them. In addition, Liyang City is also famous as the "Hometown of Fish and Rice" and "Hometown of Tea", and has rich folk cultural characteristics. Among them, the theme of tea picking and traditional Chinese music is a cultural feature worth exploring.
(2) **History and Humanities Resources of the Site**

**Historical buildings**

The post and telecommunications cadre school to be renovated by Longtan Tea House is the most well-preserved historical building complex in Liyang City. The total construction area is 7654.2 m². The humanistic atmosphere of the cadre school. The buildings of the post and telecommunications cadre school are full of the strong memory of the cadre school of the locals. The single building styles are relatively uniform. They are all blue brick and black tile or red brick and black tile buildings, and some of the internal industrial trusses and forging workshop slogans exude The industrial atmosphere, this contrast between "soft" and "rigid" gives Longtan Post and Telecommunications Cadre School a unique historical charm. Therefore, after the inspection, measurement and evaluation of the existing buildings, except for several buildings that are severely damaged and small in size, and newer in style and age, all the rest are repaired and retained, with the impression of the factory area and memories. The historical value of industrial heritage, the value of experiencing real life, witnessing industrial development, the spatial value of preserving traditional space, inheriting the needs of the times, and the experience value of tapping the potential of the site and stimulating consumption vitality.
Figure 5.8 The old building exuding the atmosphere of industry  
Source: Author

Figure 5.9 Analysis of Current Historical Buildings  
Source: Author

Chart 5.1 Analysis of Current Historical Buildings  
Source: Author
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Historical Roads

There is a strong sense of sequence along the roads inside the base, and with the plane trees beside the road, people can feel the atmosphere of the original cadre school. In addition, the original concrete road remains intact and is basically undamaged. It is also the memory of the cadre school. However, since the path experience is relatively simple and lacks interest, while retaining the original road structure, a new walking system will be introduced in the later design in order to revitalize the venue.
Courtyard space
There are relatively large and open yards in the site, as well as small introverted and secret yards, but the scale changes lack hierarchy and order. Therefore, the courtyard space can be used as a starting point to show its regional characteristics: maintain a large and open courtyard as the main public activity space; use an introverted, secret small courtyard as a quiet and elegant public space, or a private courtyard of a guest room; As an element of intention, courtyard space organizes space and forms landscape nodes.
5.2.2 Hotel positioning and building function configuration

According to preliminary research, most of the tourists arrive here by car, and the clientele is tourists and business people. Longtan Rural hotel is positioned as a mountain hotel with historical characteristics, providing a diverse and balanced space for travel and living, exquisite and feasible. The space is a paradise with unique regional characteristics, self-cultivation and close contact with nature. In terms of specific functional configuration, high-quality accommodation is the main body, providing a variety of suite types and courtyard villas. In addition to the traditional lobby reception, catering and banquet halls, the natural water system is equipped with health care and leisure functions, the courtyard space is equipped with a cultural and creative theater, and a children's center is provided for parents and children to meet the needs of different types of travelers.

5.3 Design strategies and methods

5.3.1 Fixed Features

5.3.1.1 Overall Layout

The site is located in a gentle valley, high in the south and low in the north. The surrounding environment is dominated by mountains and forests. There is a river flowing from south to north around the site, a flood discharge ditch runs through it, and a local residential village to the west. The old buildings which used to be a school are scattered along the main road. Because the site itself is large and narrow, and the original linear road inside the site was too straightforward, the building was first divided into two main parts, namely, the open public area and the private guest room area, and then passed through the core landscape and the central square. The two parts are connected in series to serve as an isolation belt for the dynamic and static partitions, and also a transition area connecting the two. Since the transition area is located in the center of the venue, it has become the sublimation and focus of the venue, and also the venue for the main activities of tourists. Therefore, it is also an area that needs to focus on creating
regional characteristics in the specific node design. Taking advantage of the unpretentious characteristics of the site, as well as the well-preserved buildings and courtyards, the interiors of each district use "courtyards" as clues to create courtyards of different scales and different themes, connecting the entire plan in series, and setting up the courtyards. The landscape node is used to create a rich experience of changing scenery like a garden.

Because the old buildings themselves have certain historical protection value, most of the buildings have been preserved, but the existing buildings are scattered, the space is unstable, and the main building and spatial gathering points are lacking. Therefore, they are constructed in several larger public space nodes. The new volume creates the focus of the site and meets the new functional requirements. The volume of the new building is smaller, and the scale is closer to the surrounding rural texture and the old building inside the base.
Because the relationship between the building and the site is too simple, there is only a linear road in the center as a connection, which leads to weak interaction between the building and the site, and the external space is linearly monotonous and lacks connection. Therefore, the strategy of juxtaposition of roads is adopted to introduce new crossing paths. Increase the circulation, break the original relatively single road system, create a rich path that penetrates and surrounds, and forms a tortuous and secluded tour experience. At the same time, a corridor system is placed in the reserved building to blend the old and the new to form a distinctive feature. While creating a rich experience, it also brings new vitality to the site.
5.3.1.2 Architectural Form

(1) **Entrance Space: A Spatial Response to Industrial Heritage**

The building in the base used to be a military warehouse, and has buildings with strong industrial atmosphere such as forging workshops. The triangular truss inside the old building also tells people the history of industry. The toughness and roughness of this industry is in sharp contrast with the green bricks, red bricks and black tiles of the Cadre School, and it also forms the characteristics of the Post and Telecommunications Cadre School.

Therefore, as the entrance space that visitors can see at the first sight of the hotel, while completing the basic functions of collection, distribution and reception, the language of the building should also be used to show visitors the characteristics of the venue.

Since the original entrance was only a road, there was no clear entrance meaning, so first put a new volume between the volumes of the two old buildings, and make the space between the new and old buildings to form a physical entrance space. In order to realize the function of spatial agglomeration and transformation. In terms of architectural form, the architectural prototype of the factory is extracted as the carrier of the "station" intention to establish the main entrance image of the site, and realize the transformation and dialogue of time and space from a traditional factory to a modern hotel. The double-layer steel triangular truss extends out of the main building to form a gray space at the entrance, which also tells the industrial memory of the hotel to the newly arrived passengers. Combining the landscape design of the entrance front yard and the bamboo courtyard at the
back, a multi-entry spatial sequence is formed, making the design of the entrance lobby resemble a time-space conversion station, realizing the transformation from abandoned factory buildings to new luxury hotels, from modern cities to industrial sites Conversion, and the conversion from the hustle and bustle of the city to the quiet mountain forest.

In terms of material use, the newly built volume is entirely made of modern materials, namely steel structure roof truss, dark gray metal roof and pure glass, which are in harmony with the old building with gray brick and blue tiles on the left and red brick and blue tiles on the right. It also forms a contrast between a certain industrial atmosphere and the humanities of the Cadre School.

![Figure 5.17 Formation of the Entrance space](source: The Author)

![Figure 5.18 Plan of the entrance space](source: The Author)

![Figure 5.19 Elevation of the entrance space](source: The Author)
(2) Relaxation Area: The continuation of the Building Rhythm

The area that provides health care and leisure services is located in the transition area of the overall layout, and is also the central gathering area of the entire site. As the largest and most open space in the center of the site, the building itself should have a certain degree of identification, but it should also coexist harmoniously with the old building. Therefore, in terms of architectural form, in accordance with the texture and rhythm of the old building on the north side, the symbols of the sloped roof are extracted to create a continuous and rhythmic sloped roof building, and the new and old buildings are overlapped to make the new and old space continue and establish Contact, forming a community of interaction between the old and the new and the symbiosis of the old and the new, thus activating the site. At the same time, due to the close proximity to the water system inside the base, and in order to create the regional characteristics of "Longtan" and "Land of Fish and Rice" in Liyang, the "Water Alley" and "Longtan" are also introduced, making the building seem to be floating on the water, empty and quiet. With the intention of living by the water in the Jiangnan water village, it also provides visitors with a unique experience of intimate contact with the waterscape, such as outdoor tea rooms and water playing spaces.
(3) **Dining and Entertainment Area: Reshape the Space with Corridors**

The old building complex on the northeast side of the site is another important part of the public area. Because the old buildings are relatively concentrated, and the space provided by the original old buildings cannot meet the new functional needs, the old small courtyard is replaced by a corridor. Spaces are connected together.

There are two types of relatively hidden and private courtyards in the site: one is a private inner courtyard enclosed by a red brick wall and a sloping roof building originally used as a faculty dormitory, and the other is accessible through a narrow path. There is a two-layer roof truss building and a hidden forest courtyard with the largest phoenix tree in the site. Both adopt the method of placing glass corridors to divide and guide the space to a certain extent, and create a new place with thematic characteristics, bringing vitality to the old building and the old courtyard space.
Specifically, the space with a private inner courtyard is embedded in the old building in the form of a glass corridor, and the four buildings are re-divided to form eight restaurants and eight courtyards with different themes. The space and functions are reshaped to form eight separate courtyards. As the service passage of the restaurant, the glass corridor is also for tourists to stroll and relax. Through the corridor, you can see the old red brick and blue tiled building and the mountain scenery behind, and get a unique dual experience of nature and history.

Figure 5.27 Formation of the Restaurant
Source: The Author

Figure 5.28 Formation of Recreation area
Source: The Author

Figure 5.29 Rendering of the Outdoor Restaurant
Source: The Author

Figure 5.30 Rendering of the Amusement Park
Source: The Author

Figure 5.31 Bird's-eye view of the restaurant
Source: The Author

Figure 5.32 Rendering of the outdoor theater
Source: The Author
The space with the hidden forest garden is also placed in the volume of the glass corridor, which connects several scattered old buildings on the north side, so that the old buildings themselves have a dialogue relationship with each other. At the same time, in the courtyard space enclosed by the glass corridor and the old building, conforming to the original slope topography of the site, part of the slope is lifted, digging holes, and lively and interesting elements are placed to create a place full of play for children A place of fun and vitality. An outdoor theater is also placed in the previously hidden forest garden, which forms a leisure and entertainment area together with the cultural and creative entertainment space inside the building.

(4) Guest Room Area: Use Courtyards to Integrate Space

The guest room area is located on the south side of the site. It is composed of 16 independent old buildings. It was originally part of the teaching area and accommodation area of the post and telecommunications school. The building styles are unified, all of which are red brick and blue tiles or gray brick and blue tiles with sloped roof buildings. However, the spatial pattern of the original old buildings was relatively single, but distributed more evenly on both sides of a path with a strong sense of order. In order to have as little impact on the structure and style of the original building as possible,
and retain the humanistic atmosphere of the original roads and buildings full of campus history, while breaking the monotonous and linear spatial structure, keeping the style and appearance of the old building unchanged. On the premise of avoiding the existing phoenix trees next to the road, a new corridor system is installed to connect scattered old buildings to make connections between functions, and at the same time form multiple courtyards with different themes to increase the level and level of space. Interesting. Except for the more open front yard, which serves as the entrance area for the guest rooms, each guest room has an independent private backyard with landscape and outdoor hot springs, etc., to improve the environment and comfort of the guest rooms and provide high-quality accommodation.

Figure 5.35 Formation of the guest room area
Source: The Author

Figure 5.36 Axonometric view of the guest room area
Source: The Author
The placement of the courtyard not only brings richness and vitality to the original monotonous spatial structure, and makes the accommodation environment more comfortable, but also a response to the spatial pattern of the old buildings in the site, which is a combination of large and small courtyards. When you are in the front yard or resting in the backyard, you can feel the unique memories belonging to the cadre school, as well as the unique space atmosphere and emotional experience experienced by people who have lived and studied here.

In terms of specific room types, a variety of room types are formed according to the combination of the number of different rooms in the old building, which are divided into three room types: single room, two room and three room to meet the needs of different travelers and provide a more comfortable and relaxing accommodation environment. On the east side, two relatively independent buildings close to the natural mountain form a clubhouse, which contains 5 guest rooms. The backyard is enclosed by a low white wall, combined with pavilions, pools and other landscapes, and borrows natural scenery to create a garden-like experience.
5.3.1.3 Building Structure and Materials

The most important principle in the selection of building structure and materials is to maintain the original historical charm of the post and telecommunications cadre school after repairs, alterations, and additions, so that visitors can still feel the cadre school and industry in the remodeled space. Memories.

The repair and reconstruction of old buildings mainly involve two aspects, namely the reinforcement of the structure and the restoration or reconstruction of the shape.

In terms of structure, in order to ensure the safety of the building after the renovation, steel columns were added and the steel roof truss was remade in the form of the original wooden triangular truss. The steel columns and the steel roof truss together form a new overall structural system of the house. At the same time, rebuild the inner wall of aerated concrete blocks, and remake
windows on the new masonry wall at the corresponding place of the old exterior windows, forming steel beam fire protection measures and the lining of the old wall to solve the problem of heat preservation. In terms of foundation, a new strip foundation is made, and the overhanging beams accept the foundation beams of the longitudinal internal masonry walls and steel columns, and the precast concrete slabs are placed on the strip foundation.

In terms of styling, it is mainly divided into three aspects, namely roofing, exterior walls, doors and windows. There are two ways to deal with the roof: (1) Rebuild the original blue tile roof as it is, retaining its original historical charm; (2) Build a new gray metal roof to form a contrast and harmonious symbiosis between the old and the new. There are also two ways to deal with the exterior wall: (1) For walls that are well preserved or printed with unique historical charm, keep them and repair them for damage to restore the appearance of the 1960s as a whole; (2) For more serious damage, the damaged wall is removed, and industrialized fine texture materials are selected according to the design requirements, such as transparent glass, translucent polyester board, fair-faced concrete, light-transmitting concrete, etc., combined with the retained old wall to form a rich indoor light and shadow effect. For the treatment of doors and windows: (1) Keep the position of the original doors and windows, and make new doors and windows at the new inner wall doors and windows; (2) Remove the original doors and windows, and make new doors and windows that extend out of the old wall at the new inner wall doors and windows.

For the newly built volume, it mainly echoes the style and charm of the old building. Therefore, in terms of material selection, modern materials similar to the old building in color and texture are used, such as dark gray metal roof, white concrete, transparent glass bricks, rubble walls, etc.

5.3.2 Semi-fixed Features

(1) Landscape Response: Spatial Response to Nature

As a land of fish and rice, Liyang has abundant waterscape resources such as waterfalls and lakes. In addition, the base has water bodies passing through, which means living by the water. At the same time, the word "tan" in
the Longtan where the base is located also implies the meaning of "living near the lake", therefore, in order to echo the natural characteristics of the place and the local area, the intention of "pool" and "water" is introduced into the hotel, restoring the lifestyle of living near water.

In order to create the characteristics of Longtan, the author extracted the characteristics of the lake, which is the enclosure of the interface, the stacking of rocks, waterfalls and water pools, and then abstracted and integrated these elements and placed them next to the relaxation area as an important landscape node. There are two different ways of responding to the natural intention of water. One is to create a pond: On the open site, the mountain forest is used as the background, the low white wall is used as the enclosure, and the water surface is divided into three parts, which is a shallow water area, a children's water play area and Longtan surrounded by piles of rocks. The second is to create water lanes to allow water to penetrate and become a part of the constituting space, making the building with continuous sloping roofs that have a sense of flow. It seems to be floating on the surface of the water, far away and quiet, just like living by the water. It also provides visitors with a unique experience of intimate contact with the waterscape, such as outdoor tea rooms and water platforms.

![Figure 5.40 Formation of the pool area](source: The Author)
5.3.3 Non-fixed Features

Combining the characteristics of Liyang City with rich tea garden resources and mountain forest resources, as well as the industrial and humanistic atmosphere of the old building itself, this rural hotel also fully reflects the regional characteristics in its special function settings. For example, the public area of the hotel has a small tea room, an open tea room, an outdoor tea room and other tea tasting spaces, and there is a tea mountain view next to the pool. The entrance space is equipped with a workshop display, allowing visitors to experience the breath and memory of industry from the cultural display. The hotel will also provide mountaineering services, so that travelers can have a unique experience of exploring the mountains and forests and feeling the charm of nature.

5.4 Summary of creating regional characteristics

5.4.1 Create Interaction Between People and Nature

The design introduces the water system, a special landscape resource, into the hotel’s site in the form of "Longtan" (the pool) and "Water Alley", so that visitors can experience the unique natural scenery unique to Longtan in the hotel, enriching the hotel’s Natural connotation.
At the same time, the method of borrowing scenery is adopted. In the guest room area, because the south side is close to the mountain and the north side is close to the water, different private courtyard spaces are created. The scenery is introduced into the interior of the hotel, creating an intimate interaction between travelers and nature.

5.4.2 Create Interaction Between People and Culture

From the perspective of architectural design, the old buildings full of industrial atmosphere and humanistic atmosphere of the school were repaired and preserved to restore their unique historical charm. For the newly built volume, industrial elements are extracted to create an entrance space, and the building texture of the site is followed to create a health center with a continuous sloping roof. The new and old buildings create a harmonious symbiosis relationship through interweaving and contrast, so that visitors can both in the hotel. Get the historical memory that belongs to the post and telecommunications cadre school, and feel the new vitality brought by the interweaving of the old and the new.

From the perspective of function setting, industrial exhibitions, tea tasting, mountain climbing and other experiences are all the embodiment of the tradition and culture of the region and the post and telecommunications school.

5.4.3 Create Interaction Between People and Space

The placement of the corridor system breaks the original monotonous linear space, forming a multi-entry courtyard space, creating a richer walking experience, and more ways to interact with the space, and travelers are walking in the courtyard with different scenery. When walking, you can feel the interweaving of the new and the old systems, and get a variety of visual and tactile interactive experiences with the old buildings.
5.5 Conclusion

This chapter takes design of the rural hotel called "Longtan Rural Hotel" reconstructed by the school near Longtan Forest Farm in Liyang, Jiangsu Province as a design example. This chapter applies the design strategies and methods of rural hotels with regional characteristics summarized in Chapter 4 to a specific design, and verifies the basic theoretical design strategies summarized in Chapter 4 effective.
CHAPTER 6 | Conclusion and Prospect

6. 1 Conclusion

The core of creating the regional characteristics of rural hotels lies in solving the problems of homogenization of rural hotels, low passenger participation, and lack of spatial experience. And the core of reflecting the regional characteristics of rural hotels lies in their integration and interaction with the local natural and cultural environment. Therefore, this article takes rural hotels with regional characteristics as the research object, and analyzes how to find a way to create regional characteristics from the perspective of regional resources, that is, natural resources and cultural resources, based on the three design elements that affect regional architecture. And then conclude specific design strategies, summarize a set of systematic design methods, and apply them to the design practice of Longtan Rural Hotel.

To create a rural hotel with regional characteristics, the most important thing lies in the excavation of regional characteristics, as well as the reproduction of the characteristics tailored to local conditions. It is also important for the architect to let the rural hotel go out of "homogeneity", and create a local and unique rural hotel full of natural, cultural and space experience.

6. 2 Prospects for the Design of Rural Hotels with Regional Characteristics

The world’s hotel industry is still developing rapidly. The increase in the number of hotels will also bring a certain competitive pressure and the problem of homogeneity. In the short term, rural hotels will still focus on development in tourist resorts and first-tier surrounding cities, but in the long run, with the continuous development of tourism resources and cultural
resources, rural hotels will gradually penetrate into more areas. With the increasing standardization of the market and the participation of more and more architects, whether relying on natural environmental resources or historical and cultural resources, I believe that more rural hotels in the future will try their best to discover regional characteristics and create their unique charm and personality.

Finally, I sincerely hope that the rural hotels will develop well in the future, bring richer and more unique experience to tourists, and also contribute to the economic development of the countryside.


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