

## **A Research on the Landscape Design of Beijing Tourist Information Center**

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**Abstract.** With the rapid development of tourism industry in China, each scenic spot of Beijing by virtue of its cultural heritage and natural advantage to seize the market. Tourist information center, as a special and important tourist attractions in the area, at the same time, it is the tourist attractions' image, higher requirements are asked to the design. With the improvement on people's quality of life and the progress of the times, an increasing number of people is pursuing a kind of spiritual tourism experience, and they pay more attention to the quality of tourism. Therefore the traditional design of tourist information center has been unable to more appropriate modern tourism demand. This article about the view of landscape design of the tourist information center in Beijing.

### **Introduction**

In recent years, China's tourism industry is booming, the tourist information center is also receiving much concern. Relatively, Beijing consultation Center has few researches and construction. Through information enquiry, discover the situation is not well and not recognized by the majority of tourists. At present, most centers are funded with the help of Government, because of various reasons, such as, Lax management system, unsightly, and failed to reflect the scenic characteristics, thus affecting its development and its role was buried without a doubt. Although the Government has issued a series of related laws, theories are also formed, it did not form a theory of structure system. This case requires much attention on academics and leadership.

### **The Research Background and Current Situation of Beijing Tourism Information Center**

#### **Research Background**

During the twelfth five-year, Beijing's tourism industry grosses income and tourist reception both improved significantly. By 2016, tourism income of 502.1 billion, an increase of 9%; The tourists' passengers total number up to 285 million, an increase of 4.6%; Total travel dining and shopping of 265.9 billion, an increase of 14.7%, it accounts the city's total retail sales of social consumer goods for 24.2%. Shows that throughout the period of the twelfth five-year, Beijing tourism industry in both quality and number achieved remarkable development.

Gradually, tourism becomes the mainstay of economic growth. The extent of people's passion is increasing, and then, the visitor capacity exceeds the rated capacity. This phenomenon certainly reduces the quality of travel, and foils the importance of the Center. Beijing as capital image, it's tourist information center should design by heart and towards international standards.

Developed cities have a mature tourism consultation service system, in terms of management, staff training, service type, and local cooperatives all mature than domestic. In the United States, consultation Center logo can be seen in everywhere as Australia's, there are various types of travel services.

## Research Methods

Analysis of basic theory. Consultation center's landscape design also needed to be aware of many disciplines' crossover and fusion. When necessary, it needs to apply to the geography, art and so on. Moreover, it should pay attention to the fusion between the scenic spots and design.

Analysis method of data collection. No matter the tourist Information Center's research, or the local conditions, landform and conditions, all of them need careful study. Designing the center should construct a comprehensive grasp.

Case analysis. Each information center designed with practice, we need to analyse information center landscapes to design principles and design methods of polygon, multidimensional and in-depth.

## Problems Faced by the Tourist Information Center

### Confronting Problems

Currently, Beijing of the big scenic spots of information center generally attention to the building research, and study on its landscape design of research rarely. In the diversified social, scenic of number and content is limited, but the landscape design can create various atmosphere, unearthing information center of function maximized makes scenic can more adapted the modern social, constantly update landscape design style and content to ease for resources limited and Visual fatigue. Eventually, promote tourism development. With the development of tourism in Beijing, between people and scenic spots are slowly exposed a number of problems.

Table 1. Problem analysis.

Problem	Analysis		
	Reason	Results	Example
Management system isn't mature, and limited capacity	Reasonable management system and standard measures are inadequate.	1.Service project single 2.Lack of the effective market demand	The Badaling Great Wall Every golden week holiday, the national day holiday will be overcrowded, although the information center is designed by "People & vehicles" for relieve the traffic pressures. Obviously, it does not meet the needs of visitors. Reception capacity is not well. It likely to result in tourists to disgruntled or stampede accident. The function is only available on daily service.
Single landscape element; Lack of the sense of beauty	1.Do not Attach importance. 2.Small green area.	1.lake of the strong landscape impact. 2.Ignored the spirit of the scenic spot. 3.Lack of the effective relaxation and rest.	Chaoyang Park The park is the largest park within four rings in Beijing, and it also contains elements of the Olympic Games. However, these are not reflected on the information center, and didn't show the unique culture and beauty.
Commercialization of scenic spots; resulting in a waste of resources	Pursuit the higher and faster interests. Intentionally ignore the basic services	1.Reduce information center standard 2.The services facility delayed Threatened healthy development of scenic spots	Longqingxia The scenery spot set a variety of rides and the information center has gradually evolved into a ticket office. The introduction of the scenic spot is limited to posters. To some extent, it has waste of the natural resources. As the area consumption, some projects also imply the "must consume", such as, experienced by boat project, you have to consumption twice. gradually, it let people weaken the experience of the natural resources, and turn to these consumer items. If the tourist information center severed goal is for these services, the image has a certain degree of influence.
Lack of design academic theory	1.research limited 2.There is no specific	1.landscape level shallow 2.Development stalled	Universal scenic spot and park in Beijing

## **Analysis Combined the Beijing Dashilan**

In addition to the above-mentioned problems, tourist information center also existed targeted issues to be studied. By collecting data and case studies, we can conclude the following problems:

Information center does not pay attention to culture development, easily forgotten and gradually eliminated. Beijing Dashilan possesses deep cultural deposits and it is rare in Beijing urban area can show the traditional style of “Hutong” scene. However, the information center design had not adequate survey of the site and the surrounding, many uncontrollable situations may arise from the future. So to protect its own cultural deposit and processing.

Easily ignore spiritual pursuits of tourists. Dashilan now is a famous shopping street and there are a number of shops, Slowly fade dazhalan’s culture, and cause seriously commercialized. It backed the development purposes, and should not to satisfy the material comforts in exchange for scenic unique value. It not worth promoting. Therefore, information center should enhance landscape design and performance to let tourists have a spiritual edification.

Single function. If the question does not solve, it will be the major causes of dashilan area fades rapidly. Dashilan must break with the bottlenecks and increase information center functions. Constantly according to the visitors needs to improve the function. Making the culture and education, presentation, services, leisure and recreation functions together, It will more attractive to customers.

Planning theory is limited, not taken seriously and paying no attention to planning. Dashilan as an attraction in downtown Beijing, tourist information center should foster long-term development objectives to response to the future situation. There is established the core conception of the landscape, through information center in order to improve the quality of the visitor experience, as well as improve services utilization.

## **Landscape Design of Tourist Information Center**

### **Landscape Space Design--A Case Study of World Park**

World Park information center entrance stands many national flags, the flag is surrounded by a ring of water fountains dotted evacuation squares. The space for visitors to leisure and entertainment .The square has a market on the right corridor, which belongs to the traffic space, leads to the small markets outside the area, the building also has contemporary, make person linger; is the ticket office on the left side, setting more than one window, there are dedicated lanes for foreigners, ticket office, street and distributing squares three spaces are well organized. Space can also be divided by plants, landscaping surrounding, may also make use of topographic height difference, dividing the space such as lifting or sinking to the ground.

Table 2. Space design.

Space design of World Park	Element			
	Psychological significance	Space layout.	Ecological environmental protection	Space beauty
Design	People always pursuit of good environment. And seek high standards in order to reach the harmony, beauty and comfort situation.	From architecture to landscapes, from the plant to the piece, from the functional to the layout, using their echo affect to design.	Information center should adopt advanced concept of zero-carbon buildings, it will control the damaging effects of the environment to minimize and reduce the conflicts between man and nature. Eventually, create a beauty and artist leisure place.	The beauty of space comes from the precise mastery and the exquisite division of proportion, and, the relation of contrast and unity needs to meet the visual perception of the tourists.
Case study	The information center possesses the international element and strong regional customs. Not only bring tourists the pleasure mood, but an impulse of visiting the scenery spot. Therefore, grabbing visitors' mind is a key step to success.	It's building is a low bungalow and not outstanding. But you can find that it combined with landscaping and the flags of distinct countries. Observed carefully, a pedestrian street has cultural heritage on the right of it. The layout contrasts with the center and more emphasis on the subtleties of its design.	Although the center building does not use zero-carbon principle, the space design is very comfortable. It mixes visitors behaviors and scenic natural together, and the main entrance of scenic spot communicated with the distributing center, and there are vehicular access and pedestrian access. It makes the whole reached a state of harmony.	The construction of the scenic spot space that involve monomer or combination, both needs fitting the certain proportion. The buildings and landscape sketch are intertwining with each other, and combined with the plants to achieve the beauty of form and size, so as to achieve the beauty of space.

The information center of World Park landscape possesses strong representative, combining the design can list the layout need to be aware of the following:

Break the stiff feel, lay stress on the natural pleasure.

Using the space correlation, appropriate construction scale, the twists and turns of the road to make space changeable and scene gradually expanded.

Adjust measures to local conditions and maximize utilization resources if the location changes.

### Landscape Road Design --A Case Study of Badaling Great Wall

In design of the tourist information center, the road play an important role. It is the significant hub to connect tourists, information center and scenic spots. Road designing was not any landscape elements can replace. And should treat particularly according to the actual condition of the tourist attractions, such as, scenic type, location and surrounding resources.

As an information center, it should not only give visitors event spaces, but note the relationship between car and visitors. When the scenic reception range is limited, it needs to consider the stream of traffic. Badaling scenic steep terrain and the traffic design need to pay attention. Using the "People and vehicles" designing technique to separate people and vehicles completely to relieve the traffic pressure, and the effect is significant. Therefore, organized the traffic well is the most direct and effective way to ease the Center reception pressure.

The road effect of tourist information center is landscaping the space, and providing visitors space to rest. The paving usually adopt natural stone of flat surfaces, and more emphasis on ecology and natural. The paving of Badaling Great Wall information center makes the atmosphere more naturally and the regional characteristic is also obviously. It impresses visitors depend on cultural heritage. And other special materials can also achieve special effects, for example, different color mosaics reflect the personality, goose warm stone paving reach the effect of massage, reflected the humanistic.

In the form of roads, designing the garden road to curved shape frequently to enhance the visual effects, and facilitate the designers to use barrier-view or other design manipulations to show the landscape and achieve different visual effects to increase the aesthetic atmosphere. Arterial road main function is connecting. It needs to be shown clearly and concisely for people. It also needs to notice the safety. It must guarantee to lead visitors to the security zone When meet the emergency condition.

### **Landscape Design--A Case Study of Olympic Forest Park**

Olympic forest park is located in the North of the Olympic Park, it is the public activity area for recreation and cultural tourism. The Park is divided into two areas, northern ecological zones with the concept of ecological protection and recovery function and southern region with the concept of leisure and entertainment. Therefore, the Center design has a high demand for service.

Although the main center square of its information center was not designed the plant landscape, its entrance using most planting skills to make the Center and Park to a unified entity. The most prominent of south entrance is planting a Chinese scholar tree using the isolated planting technique. As the main scenery, other trees are maintaining a proper viewing distance shows the individual beauty of trees. Entrance area isolated plants need broad crowns and leaves densely, round ball and umbrella-shaped Crown pretty well. It formed a relative space and giving a sense of clean, comfortable and quiet feeling, which was in line with forest park visitor's Visual effects.

In the middle of Southern entrance has linear plant with a row tawny daylily and the sight permeability, it makes visitors mood refreshed. At the west of southern entrance, using plants to create a road green ribbon effect of neatly, full, and level clear. People obtain the most direct feeling is through the Vision, designers guide visitors sight success or not decided the advantages and disadvantages of landscape. The planting foil the information center's existence and can promote scenic image.

It can use landscape elements to create scenery. For example, in order to avoid the sight too transparent, the scenery can use Barrier-view, leaking through scenery technique to hide landscape, this technique can turn visitors' attention to the barrier. It makes the information center entrance into a scene and increase the spatial level. There has other skills as leaking window, leaking walls technique to create the "partly hidden and partly visible" effect, subtle and elegant. What's more, it can use the rest, decoration, lighting, display type, service type landscaping to serve tourists, create a beautiful space for them and let them feel more comfortable while entering the scenic spot.

### **Summary**

Comparative analysis of the cases, we can safely come to the conclusion that the scenic landscape design has a significant effect for information center. Deepen the study of the Center's landscape design plays an important role to build a benchmark tourist attractions that enhance the image of the scenic and boost domestic visibility, even international reputation. Eventually, attracting more tourists and bringing economic benefits and social benefits. If the construction of Beijing tourist information center has added some cultural elements into the various elements of the local context, extensive landscaping and facilities, it will bring a cultural shock.

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