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Designing New Tourism Areas in London

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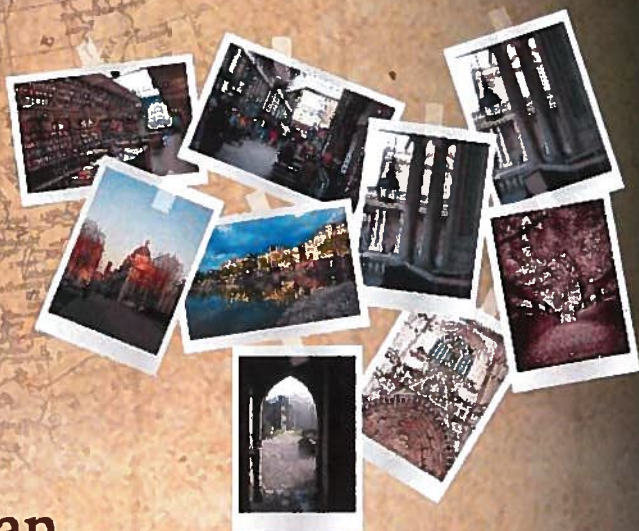
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臺灣
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論壇

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設計 2016/ SAT.
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設計倫敦新觀光區
Nancy Stevenson

譯者：劉以德

一、前言

人們做決定要造訪景點時有千百種理由，他們可能對於該景點的意象或名聲有興趣、可能特別想造訪某個特定景點，參與節慶活動、探訪親友、求學或工作。此場講座將城市意象作為參考因素，將焦點集中於「設計」元素如何吸引遊客及加強其造訪目的地的決定。本講座將從設計觀點探究組成倫敦意象的要素。以較廣泛的層面討論，從倫敦天際線的意象及探討一些部分組成天際線的地標建築。也會論及交通的連結與中心點，意即當我們在探索城市時，建物之間的空間和我們會穿越過的地方。最後，將藉由舉辦倫敦奧運的東倫敦史特拉福（Stratford）為案例，探討多面向設計該區域的方法，以完善的都市設計作用，創建地方進而吸引觀光客作為結論。

二、什麼因素吸引人們到城市？

我們偶然看見美景圖像，激發我們想前往旅行的衝動。在我們實際探訪之前總是抱持天真單純的想法（Selby, 2004），這些印象普遍來自非直接的經驗，並帶有刻板印象。而這些廣泛想像的來源包括觀光書、網路、小說、電影或和去過的人聊天內容（Cherifi, Smith, Maitland, and Stevenson, 2015）。造訪一地可以使我們創想出更多不同的細微差別，這些差別往往反映出我們的個人經驗或在城市遇到的錯綜性（Jenkins, 1999）。在這份研究我選擇把重點放在觀光客的視角，由於他們對都市設計有特定的見識及觀點想法。觀光客通常選擇以悠閒的速度探訪不同於家鄉的地方。觀光客選擇以放鬆的步調，探索不同於家鄉的景點。

三、城市設計

1. 都市全景與標誌性建築物

遠觀倫敦天際線，提供觀看城市的遠景，這就是我們創造都市意識的過程。倫敦座落於泰晤士河流域，山丘環繞連接北部與南部。公園，舉凡漢普斯特德、亞歷山卓公園、櫻草花山、布萊克希斯及格林威治公園）皆位於這些丘陵地帶，並提供市民欣賞都市全景的機會。近來提供人們更多機會欣賞倫敦全景的便是倫敦眼、摘星塔（Shard）和英倫空中花園（Sky Garden）。這些鳥瞰視角讓我們可以辨識地標建築，這些建物往往也展現城市如何運作及彼此間如何相容相合。我們可以看到聖保羅座堂（聖保羅座堂的重要性在於其周圍的景緻皆被保護）、倫敦眼、摘星塔、芬喬奇摩天大樓、利德賀大樓、阿塞洛米塔爾軌道塔及倫敦奧林匹克體育場。這些建物皆由歷史上著名及當代明星建築師所建，包括克里斯多佛·雷恩（Christopher Wren）、倫佐·皮亞諾（Renzo Piano）及扎哈·哈蒂（Zaha Hadid）。都市全景與標地建物都是都市意象中非常重要的一部份，這會影響我們決定是否該前往該地旅行，然而，當我們前往城市旅行時，這些因素在我們的觀光經驗裡通常只構成非常小的影響力。通常作為旅客我們會以拍照的方式與他們交涉。通常我們跟朋友或自己拍照時，會選擇在特定適合位置的前方。

2. 路徑

觀光客也會藉由地圖、走過倫敦的路線來觀看城市。交通的公共設施設計和地圖本身也是城市設計中重要的一部份。地圖可以幫助我們理解地理方位之間的連結及我們在城市旅行時可能安排的路徑。城市地圖展示了倫敦交通的幹線要道，包括主道路、次要道路、公共交通路線，並設計出易讀性，這對觀光客來說很重要。如果遊客在探索一個陌生的城市，且不大有機會迷路，這會是更令人愉快的經驗。倫敦提供觀光客的地圖，本身就是標誌性的設計，此

外也逐漸使用網路地圖導航。智慧型手機逐漸改變我們在城市中遊歷的方式及建構城市的過程。當我們將注意力集中在平板裝置，屏幕上的微觀環境顯示我們周圍廣闊的實際世界層。

3. 空間與街道生活

當行走於城市時，我們可以看到更多有形的城市設計外觀，建物之間的空間也會影響我們的移動路線，例如，狹長的小徑通往大型廣場、雍塞的交通及行人專用區。店面、公共空間的長椅、咖啡店、標誌、十字路口，這些地方我們與人們相遇交涉，主街道及十字路口的噪音喧囂，襯托出次要道路的相對平靜。堅硬的混凝土、玻璃與磚瓦皆被毀壞並由栽種植物軟化。廣場和公園都是都市設計中重要的一環，這些地方為喧囂忙碌的流動城市生活提供歇息。我們的公共空間開放暫時性的環境外觀城市設計，舉凡都市活動或節慶。（例如特拉法加廣場及南岸定期舉辦節慶與活動、Ladbroke Grove周圍的街道廣場以諾丁丘嘉年華會為中心點、皇家廣場舉辦的音樂及體育競技活動）。這些節慶活動都是城市設計中重要的一環。這些吸睛的意象皆是運用來形塑城市生活，包括城市的活力元氣、多元性、刺激元素及生活。

四、設計構思及附加價值

當規劃城市設計時，我們必須考慮到的不只是如何吸引人們前來觀光，更要將回流率的因素列入考量。在觀光業我們常套用四模組（亦即吸引力、文化設施、住宿及輔助性），然而這對於在概念化都市觀光體驗都過於狹隘，僅是特有的對照設計思維。有意義的體驗，不僅僅只是具物質的空間設置特性，更是驅動一地的附加價值（Sancar and Severcan, 2010）。這些體驗往往出現在空間，有時在四模組之間；有時與其他城市生活外觀相互交織。這些概念都與設計台北（Design Taipei）的構想相互共鳴。

「設計應該是情感與體驗的結合，而不是藝術或風格特徵」

—仁寶電腦創新設計本部副總經理陳禧冠。

(節錄自*Design Taipei* · 2016)

「設計應該回饋給人民」

—台灣創意設計中心執行長。

(節錄自*Design Taipei* · 2016)

從人們的觀點和體驗概念化設計再建構我們的思維及強調創意需求和連結方式。觀光客喜歡再次造訪地方，但同時他們也喜愛探索新景點，因此都市必須不斷的創新與改變。都市必須發展新區域及景點，使這些地方和都市相互連結，這就是一生活。這些新景點對遊客來說需具備易達性及容易辨認，讓想去的遊客可以從他們已經知道的地方前往。這些景點必須提供獨特的特徵，而不只是展現國際品牌。都市規劃者需要思考關於如何促進及支持小規模活動來發展街頭生活或周圍環境，包括多元的咖啡文化及讓民眾免費進入供觀賞、玩樂或遊歇的景點。活動與節慶都是這些區域的部分關鍵軟設計。

五、個案研究—倫敦奧林匹克公園及周圍環境設施

我的個案研究是英女王伊麗莎白二世奧林匹克公園及其周圍環境設施為主，也就是舉辦倫敦2012奧運的場所，同時這場所也扮演該區域再生成果的催化劑。舉辦奧運是提升城市意象並吸引投資客、人潮及更多較富有居民的一種方式。這在倫敦的歷史上創造重要的時機，同時也是將重心重新聚焦於東倫敦的策略之一。另外，奧運作為都市再生的動力，也被開發成具競爭及市場面向的策略 (Harvey, 1989; Rojek, 2013)，並反映出成長的「軟地方因素，像是娛樂活動地方利基於意象」重要性 (Jakob, 2012:448)。

1. 都市全景、地標建築及休閒空間

奧運的開發設施包含了一些地標建築，例如扎哈·哈蒂設計的水上運動中心、霍普金建築團隊設計的室內自行車旗艦場館、體育館則是由博普勒斯建築公司設計。這些設計反映出該地區分階段性的發展，不少在奧運期間的活動場館，在會後都轉變成另一模式的風貌。這包含景觀設計的途徑，在活動期間，利用視距儀連接高品質的公園空地，這些活動空間提供休憩及欣賞公共藝術、小型街頭表演及吃喝玩樂。該運動場近期將分階段發展，有些公共用地被重新開發。然而，有一大片草地將會保留，結合娛樂區域、較大的空間留給都市慶典活動，小空間則提供休息放鬆。

2. 路徑

改善前往該區的途徑也是極其重要，有很多種方式，像是鐵路、地鐵等基礎建設的增進。另一個途徑則是改善抵達地點的體驗，大部分的觀光客從史特拉夫站到達目的地。工作也正在持續進行改善車站，設計清楚的通行標示，從車站到運動場需經過寬闊的行人道路，穿過南端的西田大型新購物中心。這一站從第三區被重新劃分為第二區，有助於將都市重心移至曾經是郊區的東邊。

3. 街道生活

遊憩場地受益藉由公共藝術設備、高品質的栽種與設計及活動吸引人潮並鼓勵其探索。很多舉辦於遊憩場的活動 (例如，東區戶外藝術節)，闡述的是設計思考，同時也被用來籌畫重新開放不同區域吸引當地居民或倫敦人，製造環境氣氛、活化地方。音樂及體育活動普遍有更高的吸引力，也常常舉辦來吸引更多人參加。開發計畫試圖連結遊憩場周邊與文化創意活動的發展。這些設計措施包含周邊地區，像是白色建築的公共藝廊和餐廳，這些都提供一個更開放、更易於使用的空間來創製藝術 (Stitching the Fringe, 2012)。

再生當局還在園區開發了一些短期藝術工作室。這些短期用途及網絡進入現有的社區創造具另類、探索和嬉皮元素的新景點。這個廣泛的區域藉由連結當地已經有的事物，吸引觀光客，產生出一定程度的真實性。

六、結論

倫敦是一個多元面向都市，同時以不同方式體驗。這份報告指出都市設計應因應觀光客體驗，而不是著重於空間或建築特徵。我研究了這方面體驗的設計三元素：地標建築、途徑空間及街頭生活。我強調空間和街頭生活的重要性及這兩項在開發地方本身的理解及體驗都市周圍環境生活，用視覺、嗅覺、味覺、觸覺、聽覺感受城市。好的都市設計對觀光客來說就是對人們有效益的，其中包含完善的易辨性途徑、良好的都市公共設施（例如，交通系統）、地方空間連結及體驗的多元機會並融入城市生活。

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Designing New Tourism Areas in London –

Dr Nancy Stevenson – University of Westminster

1. Introduction

People make decisions to visit cities for a wide variety of reasons – some are interested in their image and reputation, some want to visit specific attractions, to attend an event, see friends and family, to study or work. This presentation considers city image, focussing on the design characteristics that appeal to tourists and underpin their decision to visit destinations. It explores the components of London's image from a design perspective. Starting at a broad level it considers an image of the London Skyline and explores some of the iconic buildings that form part of that skyline. It then discusses transport links and nodes, the spaces between buildings – the places we traverse as we explore the city and where we encounter and experience the life of the city. It uses a case study of the Olympic Park in Stratford to explore the multi-faceted approach to designing this area and connecting it to the life of the city. Finally it makes conclusions about the role of integrated urban design in creating places which are attractive to tourists.

2. What attracts people to cities?

We encounter images of places that influence our desire to travel to them. Before we actually visit we often hold 'naïve' images (Selby, 2004) which are developed without a direct experience and encompass stereotypical images. These are developed from a wide range of sources including brochures, the web, novels, films and conversations with people who have already visited the place (Cherifi, Smith, Maitland, and Stevenson, 2015). Visiting a place enables us to create more nuanced images which reflect our experiences and the complexities of the city we encounter (Jenkins, 1999). In this presentation I have chosen to focus on tourists' views because they have a particular appreciation and perspective of city design. Tourists chose to explore a place which is different from home, often at a leisurely pace.

3. City Design

(1) Panoramas and iconic buildings

Long views of the London Skyline provide a perspective of the city – and are part of our urban sense-making process. London is situated in a river basin with hills rising to its north and south. Public parks (Hampstead Heath, Alexandra Park, Primrose Hill, Blackheath and Greenwich Park) are located on these hills and provide opportunities for people to encounter panoramic views of the city. More recently viewing opportunities have been provided from the London Eye, the Shard, and the Sky Garden. These “birds-eye” views enable us to identify iconic buildings and structures which provide a sense of how the city works and how its parts fit together. We can see St Pauls, (the significance of which is marked by protected views from many vistas around the city), the London Eye, the Shard, the Walky-Talkie, the Cheese Grater the London Orbit and the Olympic Stadium. These are designed by historic and contemporary architects including Sir Christopher Wren, Renzo Piano and Zaha Hadid. Panoramic views and iconic buildings are an important part of city image and influence our decision to travel to places - however once we arrive in the city they usually form little more than a backdrop to our experiences. Most commonly as tourists we engage with them by taking photographs – often with ourselves or our friends in the foreground as we engage in a particular type of appropriation of place.

(2) Routes

The tourist also views the city through maps and the routes that they take through London. The design of the transport infrastructure and of the maps themselves are an important part of city design. Maps help us understand how places link to one other, and how we might make connections as we travel around the city. City maps show the arteries of London, the major and minor roads, the public transport routes and create a legibility that is important to tourists. It is more enjoyable to explore an unfamiliar city where there is little chance of getting lost. In London tourists engage with the tube map – an iconic design in itself – and increasingly use digital maps to navigate. Engaging with the city through our phones changes our engagement and sense-making process. As we concentrate on our devices, the micro environment of the screen and the expanse of the virtual world layer with the actuality of our surroundings.

(3) Spaces and street life

As we walk around the city we encounter the more tangible aspects of urban design; the spaces between buildings that affect the flow of our movement; narrow pavements opening up into city squares, heavy traffic and pedestrianised areas. Shopfronts, benches, cafes, signs, road crossings – in these places we encounter the people in the city – the noise and bustle of main streets and intersections, followed by the relative calm of side streets. The hardness of concrete, glass and brick are broken up and softened by planting. City squares and parks are an important part of this design – sometimes providing places to pause and allow respite from the flows and hectic life of the city and at others affording intense and cacophonous experiences. Our public open spaces create the setting for those ephemeral aspects of city design - urban events and festivals. (For example Trafalgar Square and the South Bank regularly host festivals and events, the streets and squares around Ladbroke Grove are home to the Notting Hill Carnival, the Royal Parks host music and sporting festivals.) These events are a fundamental part of city design – creating attractive images which are used to encapsulate the life of the city – its energy, diversity, excitement and life.

4. Design and attachment

When making design decisions about the city we need to consider not just about what attracts people to a city –but also what makes people want to return. In tourism we traditionally use the 4 A's module (attractions, amenities, accommodation, and ancillary) – but this is too narrow a conceptualisation for the urban tourism experience - the very antithesis of design thinking. Meaningful experiences, rather than simply the spatial attributes of physical settings, drive attachment to places (Sancar and Severcan, 2010). These experiences often occur in the spaces, and at times in between the 4A's, and are intertwined with other aspects of city life. These ideas resonate with the ideas behind Design Taipei.

“Design should be a combination of feeling and experience rather than characteristics of aesthetics or styles” Chen, Sh-Kuan - Deputy General Manager of the Innovative Design Department Compal Electronics

Inc.(Design Taipei, 2016)

“Design should return to people” Ling Pang Soon Director of Taiwan Design Centre) (Design Taipei, 2016)

Conceptualising city design from the perspective of people and their experiences reframes our thinking and highlights the need for creative and connected solutions. People (tourists) like to revisit places but they also enjoy exploring new places – so the city needs to be a place of constant innovation and adaption. It must evolve, developing new areas and attractions and connecting these with city-life. These new areas need to be accessible and legible to visitors who want to explore from the places they already know. They must provide some unique features, rather than just showcasing global brands. City designers need to think about how to facilitate and support small scale operations to develop a street-life/ambience - including diverse café cultures and places where people are free to pause, people-watch and play. Events and festivals are a key part of the soft design of these areas.

5. Case Study – The Olympic Park and its surroundings

My case study is the Queen Elizabeth Olympic Park and its surroundings – the site of a Mega Event (London 2012 Olympics) which acted as a catalyst to regeneration efforts in the area. Staging the Olympics provided a way for the city to boost its image and attract investors, visitors and more affluent residents. It created a significant moment in London’s history and was used as part of a strategy to refocus the heart of the city eastwards. This event was developed as part of a competitive and market-orientated strategy for city regeneration (Harvey, 1989; Rojek, 2013) reflecting the growing importance of “soft location factors such as recreational activities and place based images” (Jakob, 2012:448).

(1) Panoramas and Iconic Buildings and Leisure Spaces

The development of facilities for the event included a number of Iconic Buildings – the Aquatic Centre designed by Zaha Hadid, the Velodrome by Hopkins Architects, the Stadium by Populous. The Orbit by Anish Kapoor provides

panoramic views of London from its East end. The area was designed to reflect the phased development of the area – with many buildings having one form during the Games and another in legacy mode. This included the approach to landscape design – during the Games the stadia were linked by high quality parkland spaces which provided places to pause and appreciate public art, small-scale street performance and food and drink. The park is currently being developed in phases – with some parkland being re-developed. However a large swathe of parkland will remain, comprising play areas, large spaces for urban events, and smaller spaces to relax.

(2) Routes

Improving access to the area was vitally important – there were several aspects to this – one was infrastructural improvements to rail and tube links. Another was improving the experience of arriving at the area – most visitors arrive via Stratford Station, works were undertaken to improve the station and well-marked access was created from this station to the park through a wide pedestrian pathway which runs at the southern end of a major new shopping centre Westfield. The tube station was re-zoned from Zone 3 to Zone 2 which helped to re-centre the city towards the East – what was once outer/suburban is now reframed as inner city.

(3) Street Life

The park benefits from high quality planting and design, with public art, installations and events to attract people and encourage them to explore. Many events in the Park (Open East, Art in the Park) illustrate design thinking and have been staged to re-open different areas, attract locals/Londoners, create ambience and enliven those areas. Music and sporting events with a wider appeal have also been staged to draw people into the area. Projects have been developed which attempt to link the developments in the Park with the cultural and creative activities in its surroundings. These include design interventions in the surrounding areas such as the White Building with a public gallery and restaurant which provides a more public and accessible aspect to art production and creativity in the area (Stitching the Fringe, 2012). The regeneration authority has also developed some temporary artist studios in the Park. These temporary

uses and connections into existing communities have created a new destination with elements that are alternative, exploratory and hip. This wide ranging appeal to visitors creates a degree of authenticity by connecting to what is there already.

6. Conclude

London is a multi-faceted city and is experienced in many different ways. This presentation considers city design in terms of peoples (tourists) experiences rather than the characteristics of spaces or buildings. I have explored three design elements of that experience – iconic buildings, routes, and spaces and street-life. I highlight the importance of spaces and street-life and their role in developing understanding of the essence of place and experiencing the ambience of city-life: observing, smelling, tasting, touching and hearing the city. Good city design for tourists is good city design for people – it requires an integrated approach and is about legibility, good urban infrastructure (transport systems), connected spaces and diverse opportunities to experience and engage in city-life.

臺灣歐洲聯盟中心簡介

歐洲聯盟(以下簡稱歐盟)為推廣全球歐盟研究，並促進與各國學術界和公民社會之交流合作，自 1998 年起在全球先進工業國家擇重要學府設立「歐洲聯盟中心」。2008 年 9 月 22 日，臺灣大學與政治大學、中興大學、輔仁大學、淡江大學、中山大學和東華大學等六校締約結盟，成立以臺灣大學為首之「臺灣歐盟中心大學聯盟」。2009 年 5 月 22 日「臺灣歐洲聯盟中心」正式揭幕。目前，全世界共有三十五個歐盟中心和兩個計畫，其中十個歐盟中心在美國、六個在俄羅斯、五個在加拿大；日本及韓國各有四個、澳洲有三個，紐西蘭、臺灣及新加坡各有一個，而香港及澳門各有一個計畫，形成一個全球性的歐盟研究網絡。各個中心儘管名稱稍異但均受歐盟官方委任，為該國社會和學界與歐盟交流合作的平台，彼此之間更串連形成了全球和區域性的歐盟研究社群。

出版品

為推廣並深化歐洲聯盟研究，臺灣歐洲聯盟中心於2009年8月與臺灣大學出版中心 (NTU Press) 正式簽約，共同出版高學術水準之臺灣歐洲聯盟研究叢書。每本專書均經公開發表 (workshop) 及專家匿名審查 (peer review) 通過後付梓。叢書針對的讀者群不僅包含了臺灣讀者、中國大陸學者和學生，亦涵蓋了全球的華人菁英。

近期出版

臺灣歐洲聯盟研究叢書之十一：《歐洲聯盟文化政策之脈絡與實踐》

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編著資訊 /

劉以德博士主編，廖揆祥、李長斌、林曉薇、張淑英、林詠能、仲曉玲、阮若缺、賴嘉玲、王啟明、陳學毅、鄭得興、梁崇民、沈中衡、梁福鎮、鄭欽模、林子立、苑倚曼、張孟仁等教授合著