Jujube Farm Tourism Village
A Multifunctional Agri-tourism Farm in Zaozhuang, Shandong P.R.C.

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Explanatory Document

An Explanatory Document submitted in partial fulfillment of the requirements for the degree of Master of Architecture (Professional)
Unitec Institute of Technology, New Zealand 2019

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Word Count: 12406
ACKNOWLEDGEMENTS

I would firstly like to thank my supervisors, Bin Su, Annabel Pretty, and Lester Mismash for the support and patience they have given me this year.

Secondly, I would like to thank my family who provided me with financial support and meticulous care.

Lastly, I also thank other people who have helped me in various ways.
**PREFACE**

I was born in Zaozhuang, a prefecture-level city in Shandong province, and a fourth-tier city in China. Zaozhuang is divided into six districts: Xuecheng district, Shanting district, Tengzhou district, Yicheng district, Taier zhuang district, and Shizhong district.

When I was living in China, I always lived in the city centre, and rarely engaged with the rural life and agriculture. In 2013, I began to study architecture in Auckland, New Zealand and I have lived in New Zealand for six years now. In New Zealand I experienced more rural life and a slower pace of life. The people here can enjoy nature. I also find agri-tourism in New Zealand is very attractive and popular. In this country the local agricultural products are well publicized to others. Many Chinese tourists come to New Zealand every year, and they enjoy the life away from the skyscrapers and the hustle and bustle of the city. They also enjoy the fun of the local agri-tourism. In my spare time, I also like driving to the suburbs with my friends or staying at a farm stay for a night which can help us relax from the pressure of work. We also enjoy driving ten minutes to One Tree Hill to see the scenery, cattle and sheep, and have a coffee in the cafe with friends. Life here is very different from life in my hometown. This experience informed my interest in designing a project which can offer urban dwellers opportunities to engage in a rural environment and to experience agriculture for my hometown.
ABSTRACT

With China’s rapid urbanization, urban dwellers are far away from rural culture and the agricultural environment. Especially young urban dwellers who are growing up in an urban area, know little about agriculture. The tension and pressure of urban life also make urban dwellers eager to return to nature and the countryside. Meanwhile, the traditional agricultural industry is not enough to meet the needs of rural development, so young people often choose to leave the countryside for better employment opportunities.

Agri-tourism provides urban dwellers opportunities to engage in rural life and understand agriculture. It is a way to promote the economy in the area dominated by agriculture and create more job opportunities. My research focuses on how the architectural design of an agri-tourism farm can show sensitivity to culture, history, and site to be more attractive in contemporary China. The tourism farm experience is becoming more diverse today than the traditional tourism farm which just has sightseeing and picking experiences. Visitors expect more experiences, such as learning some knowledge or doing some handmade things. The tourism farm has also become a resort place where urban dwellers can take a break from their everyday lives. Living on the farm allows them to get away from the hustle and bustle of the city, get relaxation and leisure, and experience more rural life.

The site of the project is in my hometown, Zaozhuang, and based on jujube which is the traditional cultivation of Zaozhuang. Included will be:

- Exploring jujube-related and other agriculture-related experiences to provide interesting experience for visitors.
- Creating architectural space according to the natural features of the site, river, and jujube farm.
- Allowing visitors to experience the rural life – back to nature and the countryside.
- Through the exploration process of the project, find out how to design a more attractive agri-tourism in contemporary China.
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1.0 Introduction
1.1 Project Background

- **Zaozhuang**
Zaozhuang is a city with a population of 4 million people located in the east of China, in Shandong Province, with a total area of 4,563,000,000 m². It is a city with a long history of coal mining. With the gradual exhaustion of coal mining resources, the city went into a decline, and there were many job losses in Zaozhuang. Zaozhuang has closed 91 coal mines over the last decade. The industrial transformation of the city became a thorny issue in Zaozhuang. In 2009, Zaozhuang became the only city for transformation of old industrial cities in China by the State Council. In 2013, Zaozhuang was listed as a key city for transformation of old industrial cities in China by the State Council. In recent years, the Zaozhuang government has made great efforts to develop tourism to develop the economy by creating Zaozhuang as a tourist city.

Shanting district is the main agricultural industry district of Zaozhuang. The economy of Shanting district is the worst in Zaozhuang, and because of this, young people often choose to leave. The government is continuing to develop rural tourism here, exploring and developing the characteristic resources, and comprehensively developing rural tourism, aiming to create a popular cultural tourism area. In 2014, the Shanting district in Zaozhuang was recognised as a model area of countryside for ‘Rural Tourism in Shandong Province’.2

- **The history of jujube cultivation in Zaozhuang**
Zaozhuang is an old city with its origins in the estate villages formed in the Tang (618-907) and Song (960-1127) dynasties. As there are many jujube trees in the area, it was named after the jujube tree.3 Zao (Chinese character), which means jujube in Chinese, and Zhuang (Chinese character) which means village in Chinese. Zaozhuang which means jujube village. The scientific name of jujube is Ziziphus jujuba (from the Greek)4, commonly called jujube, red date, Chinese date. ‘长红枣’, Chang Hong Jujube is the traditional cultivar which was distributed in Dianzi town, Shanting, Zaozhuang, Shandong Province.

Jujube trees have high ornamental value. Since ancient times, jujube trees have been used as elements of Chinese garden. Therefore, in ancient Chinese gardens, we can see jujube trees with hundreds of years’ age.

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4 Henry G. Liddell, and Robert Scott, A Greek-English Lexicon: Based on the German Work of Francis Passow, 1875.
6 USDA, “Taxon: Ziziphus jujuba Mill.”
The jujube is still cultivated today in Zaozhuang. Now, the ‘Chang Hong Jujube’ is the main agricultural product in Zaozhuang. The jujube has won the ‘famous brand products’, ‘Olympic recognised fruit’, ‘organic food’, ‘national games designated food’ honours. Dianzi town in Shanting district is the main planting place of jujube. Every year Zaozhuang holds a jujube flower festival to publicize the jujube culture in Zaozhuang.
• The demand of Chinese urban dwellers

With the high development of cities in China, modernization destroying anything that smacks of rural culture; urban dwellers are far away from rural culture and agricultural environment. As to the government data, the urbanization ratio (urban population/total population), and the population in urban areas of China is growing rapidly. The urbanization ratio of China reached 58.52% by 2017 and the urban population in China has reached 813.47 million. In 2000, there were 3.6 million natural villages in China, but by 2016, the number had reduced to 2.615 million (Figure 7). People who live in the city are further and further away from nature. Especially with the pace of life, tension and fierce social competition, the people who live in the city feel stressed with many possessing a strong desire to return to nature and the countryside.

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Rural tourism is becoming more and more popular with Chinese urban dwellers’ growing desire to return to nature and the countryside. According to the survey, the number of rural tourism visitors had reached 3 billion by 2018 (Figure 8). Meanwhile, the income brought by rural tourism to rural areas is also increasing (Figure 9).  

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11 BES Cultural Tourism Group, "Three important things when developing rural tourism."
1.2 Project Outline

The project is a multifunctional agri-tourism farm which grows jujube. The project is in Dianzi town, Shanting, Zaozhuang which includes a jujube farm, visitor centre, education centre, experience centre, art centre, farm resort, and restaurant. It has a one-day tour and a half-day tour for tourists. Tourists can pick jujube, view jujube flowers, plant their own trees and buy jujube products here. It is also a place for people to live for short or long term, dine, shop, have entertainment and learn agriculture knowledge. There will also be vegetable gardens to provide fresh food for the restaurant and people who live there.

1.3 Aims and Objectives

To be sustainable, agriculture has to be culturally sensitive and empowering and should nurture the cultural renaissance of the countryside.\(^\text{12}\)

In a broader sense, the project is aimed to find a way to promote the agricultural industry through tourism of an area dominated by agriculture, and thus to promote the economy of this area. At the meantime the project can provide more job opportunities in the area. The project also provides urban dwellers an opportunity to engage with the agricultural environment and rural life. To be specific, the project aims to promote the culture of jujube in Zaozhuang, thus promoting the economic value of the jujube and the economy of Zaozhuang.

The project creates a natural, sustainable return to nature, and pace of ‘micro rural’ lifestyle. Let every tourist who comes here enjoy the beauty nature and agriculture bestows on us, and the quiet the countryside area brings us. Here, people can learn more about agriculture, and their understanding and interest in the agriculture industry will be improved.

Meanwhile, the project is also aimed to make the tourism industry of Zaozhuang more diversified. It is a new type of tourism compared to others in Zaozhuang. Also, tourists can travel to Jujube Farm Tourism Village for one day, then stay there and visit other scenic spots another day. This can form different types of tourism projects in Zaozhuang into an overall tourism route to attract more tourists in order to make a contribution towards creating Zaozhuang a popular tourism place.

\(^{12}\) Nicanor Perlas, The Seven Dimensions of Sustainable Agriculture (Center for Alternative Development Initiatives, 1993).
1.4 Research Question

How can the architectural design of an agri-tourism farm show sensitivity to culture, history and site to be more attractive in contemporary China?
1.5 Scope and Limitations

**Scope:**
The purpose of this project is to explore what an agri-tourism farm could be in contemporary China, to meet the diverse needs of Chinese tourists, meanwhile promoting the jujube culture in Zaozhuang. It is a way to develop the rural area. At present, most agri-tourism farms in China are relatively simple. The project is to explore a way to provide tourists different experiences in agriculture and nature. Also, most architectural designs for agri-tourism farms focus on the planning and function, but do not consider the space with the surrounding environment, and the local culture. The final design focuses on what architectural design could be for rural areas and agri-tourism farms to make the architecture enhance the experience of agri-tourism when tourists are travelling to and living there. With the concept idea of changing the way of Chinese traditional architectural form in the architecture design, the way of using traditional forms in contemporary architecture will be explored during the design.

**Limitations:**
While literature of the architectural design particular for agri-tourism farms is limited, most literature of agri-tourism farms is helpful for the planning of the project. The design of the project is based on the Zaozhuang’s agriculture industry and China’s national conditions. The project is aimed at Chinese urban dwellers. It has certain cultural and geographical limitations, such as architectural culture and climate. Also, as the design of the project is based on crop and plant cultivation in agriculture, it has certain industrial limitations. Therefore, the results of the project may apply to other areas in China with crop and plant cultivation in agriculture, but not necessarily beyond China or other industries in agriculture.
1.6 State of Knowledge in the Field

To be sustainable, agriculture has to be culturally sensitive and empowering and should nurture the cultural renaissance of the countryside.\(^{13}\) Tourism is widely regarded as a means of achieving development in destination areas.\(^{14}\) Agri-tourism is a way to promote the economic value of the traditional agriculture industry and develop the rural area. It also provides opportunity for urban dwellers to engage in agriculture.

Agri-tourism has a long history of 100 years in Western countries but it emerged in the late 1980s in China. In the book Agri-tourism and Rural Tourism, the author classifies existing forms of agri-tourism in China. By function, it can be divided to sightseeing agriculture farms, agriculture parks, education agriculture farms, forest parks, and folk villages. By development mode, it can be divided into traditional sightseeing agri-tourism, urban science, technology agri-tourism, and agri-tourism resorts.\(^{15}\) Agri-tourism resorts use agricultural resources such as forests, pastures, orchards, etc. to attract tourists to come there for their vacation. They can enjoy the fun of returning to nature.\(^ {16}\) Yannanfei Tea field in China, Blues Manor in China, and Mokumoku Farm in Japan all provide a resort place for visitors. Visitors can feel the peace brought by nature and agriculture while living on these farms and, at the same time, these farms provide visitors with fitness, spa and other relaxing activities so that the visitors can rest and relax and take a break from their everyday lives.

The book Creating the Customer Experience: Tips for Agritourism Entrepreneurs gives some ways that might create experiences to help engage visitors, create ways for visitors to be, create things for visitors to do, create opportunities for visitors to learn, and create opportunities for visitors to have fun.\(^ {17}\)

The Blues Manor in Beijing and Mokumoku Farm in Japan are two good examples of activities on farms which are different from traditional agricultural activities. Except the traditional agricultural experience, such as picking, both of them provide more integrated experiences for visitors according to natural resources, human resources and agricultural resources. Blues Manor provides a ski resort, hot spring resort, children’s club and photo studio. Mokumoku Farm is a challenging new style of agriculture that aims to advance current agriculture to industry as well as food education, not only by the growing of products, but also taking action on the process and the sales of their products. Mokumoku Farm provides a model of classroom teaching which is aimed at children and parent-child activities. At Mokumoku Farm, children can learn making sausages and DIY baking with their family. Yannanfei Tea field provides local Hakka culture activities, except activities related to tea.

\(^{13}\) Perlas, The Seven Dimensions of Sustainable Agriculture.


\(^{16}\) Luo, Agri-tourism and Rural Tourism, 23-29.

Education is a good way for people to engage in agriculture, especially for young persons. Activities like making things by hand will make them fun. “The arts are one of the best ways to build awareness of all the complex issues facing agriculture and lead to a more informed population making informed decision.” Art is also a way for people to understand agriculture.

At the same time, in architectural design, considering the local context such as the natural environment, agriculture, ethnic culture, etc, can make agri-tourism more unique and attractive.

1.7 Methods

**Jujube research**
As the jujube is the product of this project, knowledge of the plant is a cornerstone of the entire project, so research of the jujube is important. The characteristics of jujube, life cycle of jujube fruit and tree, and the jujube culture in China are investigated. This knowledge helps to know the busy times and slow times for this project and what experience can be provided in the project.

**Typology**
The research begins by defining tourism, rural tourism and agri-tourism, then finds out the evolution of agri-tourism around the word, and in China. With the research of existing types of agri-tourism, to find out the functions of different tourism farms. This research will help to understand tourism, agri-tourism and tourism farms before I start the design. After that is the research of existing agri-tourism types in China and the research of how to create tourists’ experience. With these two studies to find out how to innovate on existing types of agri-tourism farms and make the project more attractive.

**Site location**
The research of the site location—Shanting, Zaozhuang, Shandong province—will help to understand the climate, characteristics of landscape, and the local culture. This research can be used in the design of the project.

**Precedent**
Precedent study is necessary for the project. The context and literature survey helps to understand the evolution of agri-tourism and types of agri-tourism. Agri-tourism presents variety due to the differences in natural resources, human resources and agricultural resources. The literature is limited to guiding how to design a tourism farm. The analysis of precedents is useful to know how to plan programmes on the site. Also, these precedents will help me to understand what experiences these tourism farms provide which can promote their agricultural industry. Moreover, these precedents are helpful to understand how to design architecture considering the local culture, the agricultural industry, and the surrounding environment.

**Design**
In China, the traditional architectural form is one of characteristics in rural areas. The design of this project will explore the traditional architectural form in contemporary building to make buildings

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integrate into the surrounding rural environment. The way of using the traditional architectural form in the design is not a ‘copy-and-paste’ model, but to inherit and transform in order to satisfy the requirements of the function and the surrounding environment. The precedent analysis can help to get some idea of how to apply the traditional architectural form in contemporary building. During the design, analysis of traditional architectural forms can help to determine which traditional elements to use in the design such as roof form, the relationship between building and the river, material, etc.

Figure 15: General design logic (Image by Author)
1.8 Reflection on the Results of the Research

Planning an attractive agri-tourism farm should have a distinct theme, be regional particularity, to attract visitors. The theme should consider the outstanding local agricultural industry. It is more feasible to develop agri-tourism and better highlight the local culture. Through research of the topic, the appropriate project will be set.

The main reason why visitors choose agri-tourism and vacationing on farms is to experience a different life and return to nature and the countryside. Therefore, the understanding of the local natural resources and the use of the natural resources of the site are necessary in the design. In order to create a natural environment for visitors to incorporate activities and living space, let them feel the beauty of rural the natural scenery and agriculture.

The seasonality of the agricultural experience needs to be taken into account in the design of agri-tourism farms. By adding programmes that can be experienced throughout the year, visitors can be welcome in any season. This can make the agri-tourism farm a better operation.

With the development of society, the traditional forms of agriculture area are gradually changing. Meanwhile agriculture-related industries are gradually increasing. The experience of agriculture is no longer limited to traditional agricultural work. By showing the technology of agriculture, the art of agriculture etc. can provide visitors a new understanding of agriculture, especially young people. They can have a more comprehensive understanding of agriculture, and it can also become a choice for their future career. Raising young people’s interest in agriculture will contribute to agriculture’s future development.
2.0 Context Research

This section briefly summarises tourism, rural tourism and agri-tourism, so as to understand the scope of agri-tourism. Following this is the history of the development of agri-tourism around the world and in China. These two parts help to understand the evolution of agri-tourism farms with the changing of time and social development, and to consider the programme of the project. The last part of this chapter is a brief description of the Shanting district, Zaozhuang, Shandong province, where the project will be established in order to know more about the site of the project.
2.1 Tourism

Tourism is widely regarded as means of achieving development in destination areas. That is the main reason for the Zaozhuang government developing the tourism industry. What is tourism? The definition of tourism varies with sources and person to person. There is no consensus concerning the definition of tourism. In order to prevent discord defining tourism, the UNWTO (the World Tourism Organization) defined it as: “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.” How did tourism start? Since the beginning of time humans have travelled. Food, water, safety or acquisition of resources were early travel motivations. But the idea of travel for pleasure or exploration soon emerged. The reason for people to travel change from the need for material to spiritual pursuits.

![Diagram of Material Pursuit and Spiritual Pursuit](Image)

Figure 16: The reason for people to travel (Image by Author)


2.2 Rural Tourism versus Agri-tourism

Research indicated rural tourism and agri-tourism are often used to describe the same kind of tourism, but they are slightly different. The research of these two words’ definitions can help us better understand the project.

What is rural tourism? As defined in the 1994 document, *Tourism strategies and Rural Development* (OECD,2001), rural tourism is tourism which takes place in the countryside. But, on deeper consideration, a simple definition of rural tourism is inadequate for many purposes. Equally, it is difficult to produce a more complex definition which applies to all rural areas in all countries.

What is agri-tourism? Agri-tourism (or agritourism or agro-Tourism or agrotourism), whose main ingredients are watching or taking part in traditional agricultural practices without disturbing the ecosystem or the productivity of host areas... is considered the strategy of using the farm to attract visitors for the purpose of education, enjoyment, or active involvement in the activities of the farm. These can be summed up as tourism activities in rural areas more frequently related to tourism products which are directly connected with the agrarian environment.

Rural tourism differs from agri-tourism in two ways: first, rural tourism...
enterprises do not necessarily occur on a farm or ranch, or at an agricultural plant; second, they do not generate supplemental income for the agricultural enterprise. It is practised by people who are mainly from the middle or upper classes, as opposed to urban tourism. It encloses agri-tourism.24

With the research of the definition of rural tourism and agri-tourism, the relationship between them can be shown in the following diagram in Figure 17. Agri-tourism is more specific, which will provide tourists with specific kinds of agricultural services.

2.3 The History of Agri-tourism

Agri-tourism has a long history. This part is research of the main time and type for the agri-tourism, in order to know the characteristic of agri-tourism farms under different cultures and times. Agri-tourism has a history of more than 100 years in Western countries. As early as 1865, Italy established the ‘National Association of Agriculture and Tourism’, which specially introduced urban residents to appreciate the interest of agriculture and fields in the countryside. This is the bud of agricultural tourism.25 At this time, agri-tourism was only for sightseeing.

February 17: The relationship between rural tourism and agri-tourism (Image by Author)

24 Rață, The English of Tourism, 39.

With the increase in demand for tourism, the function of agritourism began to expand for leisure and other activities. In the middle and late 20th century, the farm with catering, living, shopping and other functions appeared in Europe and America, and full-time employees marked the emergence of a new blending agritourism. At the beginning of the 1960s, the Spanish government started to transform a castle in the countryside into a hotel, which was used for accommodating tourists. This kind of hotel was known as a ‘Parador’. In the meantime, farms and the manors were planned and constructed for providing a variety of leisure activities such as hiking, horseback riding, gliding, mountaineering, rafting and participating in agricultural activities. Agri-tourism in Spain emphasizes the revival of culture and the penetration of traditional customs. Visitors can choose to stay in the hotel or rent the whole farm.

After the 1980s is the boom period of agri-tourism development. Japan came up with the idea of ‘Urban Agriculture’ and developed ‘Citizen Farms’. A ‘Citizen Farm’ is a farm where farmers rent their land to citizens. As the citizen farm in Japan can construct recreational facilities like accommodation and bath facilities, so it can provide a short-term accommodation service to citizens. And this is the period which the agri-tourism rapidly develops in different countries. Austria, France and other countries started to operate agri-tourism farms with more experience facilities like farm resorts, farm performances, etc. At this stage, the agri-tourism farm with education started to appear, like the Mokumoku farm in Japan where children could learn about agriculture, which will be the specific analysis of the following chapter—precedent analysis.

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27 Xiaomin Liu, Research on the Transformation and Upgrading of Rural Tourism under the Guidance of People’s Livelihood: Taking western region as an example (BEIJING BOOK CO.ING.), 2016.
With this research, the development of agri-tourism can be summarised as in Figure 24.

![Figure 24: The development of agri-tourism (Image by Author)](image)

2.4 The History of Agri-tourism in China

Agritourism in China started relatively late. It emerged in the late 1980s. Shenzhen held the litchi festival to attract investment. Then Shenzhen set up a picking garden, which achieved better social, economic and ecological benefits. ²⁸

![Figure 25: Shenzhen litchi festival](image)

After this, different cities started to follow the example of the "Shenzhen Litchi Garden" and began to set up their own unique agri-tourism. In the 1990s, more and more citizens spent their holidays in inexpensive accommodation in villages close to their cities, particularly from neighbouring large cities such as Guangzhou, Shanghai, and Beijing. In 1998, the China national tourism administration (CNTA) related the tourism theme of Huaxia Urban-rural Tourism to the year and put forward the slogan “taste rural dishes, accommodate in rural houses, participate in farm works, view rural scenery, and enjoy rural lifestyles” in an effort to give China’s agri-tourism a great boost. In the 2001 National Tourism Work conference, Vice Premier Qian Qichen noted that in the century, tourism’s function in leading the development of other industries should be stressed; tourism development should help facilitate the improvement of the structure of the national economy: as implementation measures, some projects of agri-tourism, eco-tourism and mountain tourism around suburban and rural areas could be planned and constructed.

According to the article, the development of China’s agri-tourism can be divided into three stages: the period from 1980 to 1990 is the stage of emergence, sightseeing and picking appeared in this stage; the period from 1991 to 2000 is the stage of development, farm resorts appeared in this stage; the period from 2001 to now is the stage of expansion, entertainment, technology, education as other functions began to appear.

![Figure 27: The development of the agri-tourism in China (Image by Author)](image)

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Figure 28: Farm resort in Hainan, China (Image Author unknown)

Figure 29: Changlu farm in Guangdong, China

Figure 30: Changlu farm in Guangdong, China
A farm with entertainment, eating, living, and agricultural activity facilities
2.5 Shanting District, Zaozhuang

Shanting district is one of the six districts of Zaozhuang located in the northeast of Zaozhuang as per Figure 31. Shanting’s climate is a continental monsoon climate. It is the main agricultural industrial district of Zaozhuang and is rich in natural resources. Shanting district is divided into ten areas as per Figure 32.

Except the jujube which has a long cultivation history, Shanting district is also rich in peanuts, apples, yellow pears, chestnuts, cherries and other high-quality fruit. With rich natural resources—rivers, mountains and forests – the Shanting district has various scenic spots with natural landscape as shown in following figures.
Figure 33: Peach blossoms in Shanting district

Figure 34: Cherries in Shanting district

Figure 35: Longchuang reservoir in Shanting district

Figure 36: Baodugu national forest park in Shanting district
Figure 37: Xionger mountain in Shanting district

Figure 38: Yiyun mountain in Shanting district
2.6 Conclusion of the Context Research

From the context research, the evolution of agri-tourism farms can be briefly summed up as in Figure 39. This helps to determine what programme can be provided in the project under the condition of Shanting, Zaozhuang, and what programme can be attractive.

Figure 39: The evolution of agri-tourism farm (Image by Author)
The research yielded many examples. The building of these agri-tourism farms always considers the background of agricultural products. Such as most of wineries in the vineyards are in the castle style, these castle style buildings are heritage or new. Even in China, a winery design likes using the castle style. But it makes the design look the same. A different example is the Bodegas Ysios in Rioja, Spain (Figure 40) which was designed by the architect and engineer, Santiago Calatrava. The wave-like structure integrates into the foothills of the Sierra de Cantabria mountains of Spain.

Figure 40: The Bodegas Ysios

The water at the front of entry reflects the building, which looks like casks in the winery as shown in Figure 41 and Figure 42.

Figure 41: The front of the Bodegas Ysios

Figure 42: Casks in the Bodegas Ysios

Figure 28 and Figure 30 on page 20 show a common architectural style in China's tourism farms. Most of them are always performing in a primitive way, like a copy-and-paste model. It seems that these buildings are identical, the design of these buildings does not consider much about the surrounding landscape features or the local culture. These senses led me to think how to enhance people's experience through the architecture in the project, that could let the architecture make the agri-tourism farm be more attractive. How could the Jujube Farm Tourism Village be, instead of turning the architecture on the farm into a place that only provides functions? What contemporary architecture could be for an agri-tourism farm or in the rural area?
3.0 Literature Survey

Agriculture has existed ever since humans settled in one place, but today it is beginning to be looked at as an integral aspect of urban and rural design as one of the factors to shape future development by including food production as a critical component of city development along with transportation corridors; residential, commercial and industrial zoning; and infrastructure issues of power, waste management and water.\(^{33}\)

3.1 Jujube

Jujube (Chinese name: Zao) is one of the most important fruits in China and has been consumed as a food and used in traditional Chinese medicine for thousands of years. Jujube has many uses. The jujube is a medium-sized deciduous tree that reaches a height of 7 to 10 metres. The flesh of jujube is thick, juicy and sweet. Fresh jujube contains 31.3% soluble solids, 29.8% to 75% sugar, 1.2% acid, VC 492g in pulp per 100g, and the edible rate is 96.3%. It is suitable for fresh food and processing and is resistant to cracking and storage. The jujube fruit is oval in shape. Jujube fruits are eaten fresh, dried or processed as ‘Chinese dates’ that are used in confectionery, breads, cake, candy, compote and jam. These jujube products can be provided in the Jujube Farm Tourism Village. According to the various uses and nutritional value of jujube, it can be used as an ingredient in many dishes. A jujube themed restaurant will be included in the project.

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35 AgriFutures Australia, "Chinese Jujube."
37 AgriFutures Australia, "Chinese Jujube."
On mountainous regions, the plant can be moderately close planted, the plant spacing is 2m, and the row spacing 3-4m. On plains and fertile hillsides, the plant spacing is 3m, and the row spacing 4m.38

On plains and fertile hillsides

Figure 48: Jujube plant spacing on plains and fertile hillsides (the site is plain) (Image by Author)

The jujube tree enters the fruiting stage early, with strong fertility and stable yield. Seven year-old single plants can produce 30kg of fresh jujube fruit. Germination is in mid-April, flowering in mid-May and early June, fruit ripening in mid-September and deciduous in mid-October in the Lunan region (south of Shandong province, including Zaozhuang).39 The jujube harvest season is from mid-September to mid-October in the Lunan region.40 The life cycle of jujube in the Lunan region can be summed up as shown in Figure 49.

Figure 49: Life cycle of jujube fruit in Lunan region (Image by Author)

With the research of the life cycle of the jujube fruit we can see that

38 Xinnong Website, "Jujube planting technology."
39 Xinnong Website, "Jujube planting technology."
the time from May to September is the good season for sightseeing jujube in Zaozhuang. The time from May to June is the season for sightseeing jujube flowers and every year Zaozhuang will hold a jujube flower festival. The time from July to September is the season for sightseeing the jujube with fruit. And the time from September to October is the season for harvest, tourists can pick jujube with farmers in this season. As the project is designed for promoting the culture of jujube in Zaozhuang, in the planning of the project, a place for the jujube flower festival will be considered. In the future, the jujube festival performance could be held in the Jujube Farm Tourism Village. Figure 52 shows the previous jujube festival performance venues, it is just a makeshift stage which is not good enough.

Figure 50: Jujube flower in Dianzi town (Image Author unknown)
Figure 51: Jujube flower in Dianzi town (Image Author unknown)

Every June, when the jujube flower is in full bloom, the bee farmers from different provinces will come to Zaozhuang to collect honey. Therefore, the jujube honey is also one of the products that can be provided in the project. Bees and the agricultural activities of bees to collect honey will also be part of the education centre in Jujube Farm Tourism Village.

Figure 52: Previous jujube flower festival

Figure 53: Bee farmers collecting honey
Figure 54: Bee farmers collecting honey

As the agricultural activities of jujube are seasonal, except the outdoor agricultural experience, the indoor agricultural experience will also be considered in the design in order to meet the needs of tourists who come to visit in different seasons. Also, the place design for the jujube flower festival can hold other activities. Refer to the design of the Brown Sugar Factory in Zhangxi, Songyang, Lishui, Zhejiang Province, China. Zhangxi village cultivates sugarcane and produces brown sugar, which is also the village’s main economic source. As sugar production only takes place between October and December, the building can also be used for daytime meetings, film showings and local puppet theatre performances.\textsuperscript{42}


The jujube tree has a long life, over a hundred years. In the old jujube tree area, we can often see two or three hundred years of jujube trees bearing fruit. The life cycle of the jujube tree is shown in the following Figure.
3.2 Types of Agri-tourism Farm in China

Due to the differences in natural resources, human resources and agricultural resources, the types of agri-tourism in different places present variety. In the book *Agri-tourism and Rural Tourism*, the author classifies the existing agri-tourism in China according to their function and development modes which can be summarized as follows. By the function, it can be divided into sightseeing, agriculture farm, agriculture park, education agriculture farm, forest park, and folk village. By the development mode, it can be divided into traditional sightseeing agri-tourism which attracts tourists to visit, participate, taste and buy agricultural products; urban science and technology agri-tourism where tourists can learn agricultural knowledge while enjoying the scenery; agri-tourism resort which uses agricultural resources such as forests, pastures, orchards, etc. to attract tourists to come there for their vacation. They can enjoy the fun of returning to nature.

The project Jujube Tourism Farm Village will be a combination and innovation of existing agri-tourism as mentioned above in order to

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provide a more diversified experience to tourists.

3.3 Creating Tourists Experience

Regardless of the type of tourism, people generally travel and vacation for one or more of the following reasons:

- Spend time with family or friends
- Rest and relax
- Have a adventure
- Improve their health and well-being
- Take a break from their everyday lives
- Learn something new
- Reminisce (nostalgia)
- Mark a special occasion (Such as a birthday or anniversary)

‘Rest and relax’, ‘Take a break from their everyday lives’, ‘Learn something new’; these are what the project wants to provide to tourists.

Creating meaningful experiences for visitors is not simply about entertaining them; it is about engaging them...A successful agri-tourism business should create experiences to engage its visitors on several levels and in different ways. The article *Creating the Customer Experience: Tips for Agri-tourism Entrepreneurs* gives some ways to create experiences to help engage visitors.

- Create ways for visitors TO Be.
- Create things for visitors TO DO.
- Create opportunities for visitors TO LEARN.

- Create opportunities for visitors TO HAVE FUN.47

What can visitors be, do, learn, to have fun on a farm? The following shows some successful entertainment farming enterprises and techniques.

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### Some Successful Entertainment Farming Enterprises & Techniques (farm recreation and hospitality businesses):

<table>
<thead>
<tr>
<th>Wineries with Friday happy hours</th>
<th>Educational tours</th>
<th>Historical re-creations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; crafts demonstrations Farm Schools</td>
<td>K-12 Schools</td>
<td>Heirloom plants and animals</td>
</tr>
<tr>
<td>Roadside stand</td>
<td>Outdoor Schools</td>
<td>Civil War plantations</td>
</tr>
<tr>
<td>Processing demonstrations</td>
<td>Challenge Schools</td>
<td>Log buildings</td>
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<tr>
<td>Cider pressing</td>
<td>Movement-based</td>
<td>Antique villages</td>
</tr>
<tr>
<td>Maple sugarin</td>
<td>Retreat center</td>
<td>Native American village</td>
</tr>
<tr>
<td>Sheep shearing</td>
<td>Herb walks</td>
<td>Frontier village</td>
</tr>
<tr>
<td>Wool processing</td>
<td>Workshops</td>
<td>Collection of old farm machinery</td>
</tr>
<tr>
<td>Sorghum milling</td>
<td>Festivals</td>
<td>Miniature village</td>
</tr>
<tr>
<td>Apple butter making</td>
<td>Cooking demos</td>
<td>Farm theme playground for children</td>
</tr>
<tr>
<td>Fee fishing/fee hunting</td>
<td>Pick-your-own</td>
<td>Fantasyland</td>
</tr>
<tr>
<td>Farm vacations</td>
<td>Pumpkin patch</td>
<td>Gift shop</td>
</tr>
<tr>
<td>Bed and breakfast</td>
<td>Rent-an-apple tree</td>
<td>Antiques</td>
</tr>
<tr>
<td>Farm tours</td>
<td>Moonlight activities</td>
<td>Crafts</td>
</tr>
<tr>
<td>Horseback riding</td>
<td>Pageants</td>
<td>Crafts demonstrations</td>
</tr>
<tr>
<td>Cross-country skiing</td>
<td>Speakers</td>
<td>Food sales</td>
</tr>
<tr>
<td>Camping</td>
<td>Regional themes</td>
<td>Lunch counter</td>
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<tr>
<td>Hayride</td>
<td></td>
<td>Cold drinks</td>
</tr>
<tr>
<td>Sleigh rides</td>
<td>Mazes</td>
<td>Restaurant</td>
</tr>
<tr>
<td>A place for snowmobilers or cross-country skiers</td>
<td>Crop art</td>
<td>Theme (apple town, etc.)</td>
</tr>
<tr>
<td>Bad weather accommodations</td>
<td>Native prairie</td>
<td>Pancake breakfast during sugaring season</td>
</tr>
<tr>
<td>Picnic grounds</td>
<td>preservation</td>
<td></td>
</tr>
<tr>
<td>A shady spot for visitors to rest</td>
<td>Buffalo</td>
<td>Tastings</td>
</tr>
<tr>
<td>Campground</td>
<td>Hieroglyphics, rock art</td>
<td>August “Dog Days” — 50% off dogwoods if customer brings a picture of family dog, etc.</td>
</tr>
<tr>
<td>RV ark</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dude Ranch</td>
<td>Mounds, mound</td>
<td></td>
</tr>
<tr>
<td>Hunting lodge</td>
<td>formations</td>
<td></td>
</tr>
</tbody>
</table>

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An outstanding natural feature on a farm may become a tourist attraction – bluff or rock, outcropping, a waterfall, a grove of persimmon trees, a stream, or a spectacular view. Water is a popular natural attraction; sometimes natural features of interest to a visitor may have been overlooked by the farmer. Wineries and brew pubs have long appealed to the public fascination with how foods and beverages are made. Other possibilities are a water-powered grist mill, sorghum milling, apple butter making, cider pressing, maple sugaring, sheep shearing, wool processing.

Education on the Farm
“Farming looks mighty easy when your plow is a pencil and you are a thousand miles from the cornfield.” – President Dwight D. Eisenhower

Various types of educational activities are offered in a rural setting range from day classes or short-term workshops to full-scale, accredited courses of study. Farm schools accommodate interns or apprentices, and some charge tuition for the learning opportunity afforded. Agricultural education teaches students about agriculture, food and natural resources. However, agriculture has an image problem. Simply put, for the majority of the world’s youth, agriculture simply isn’t seen as being “cool” or attractive. Farmers, businesses, policy-makers, and educators need to promote agriculture as an intellectually stimulating and economically sustainable career – and make jobs in the agriculture and food system “cool” for young people all over the world. Many small herb or vegetable farms offer classes in cooking, flower arranging, or making herbal medicines. They depend on such activities to help them build a clientele for their main products.

Arts and Agriculture
The success of agriculture – the ability to produce a surplus of food – is said to have birthed civilization. Art through the millennia has returned the favour by contemplating the connections between man and food source, whether animal or soil, and the labour and technology that bridge them. Every year, the Ag Art Alliance at the Santa Paula Art Museum in Ventura, California, hosts an exhibit titled

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49 Adam, Entertainment Farming & Agri-Tourism, 5.
50 Adam, Entertainment Farming & Agri-Tourism, 4.
52 Adam, Entertainment Farming & Agri-Tourism, 5.
55 Food Tank, “Making Agriculture ‘Cool’ for Youth.”
56 Adam, Entertainment Farming & Agri-Tourism, 5.
58 Tracy Hudak, “Considering Art About Agriculture.”
“Art About Agriculture” to celebrate the “citrus capital of the world’s” agrarian past, present, and future.\textsuperscript{59} “The arts are one of the best ways to build awareness of all the complex issues facing agriculture and lead to a more informed population making informed decisions,” says John Nichols, who curates the exhibit with Gali Pidduck.\textsuperscript{60} “Agriculture is like any other topic in art,” explains Meg Phelps, Education Director of the Santa Paula Art Museum, “it is never neutral and always reflects the context and culture in which it was created.”\textsuperscript{61} The following are some works shown in the Art About Agriculture.

Figure 59: “One at a Time” by Beverly Wilson, oil on canvas

Figure 60: “Celery Harvest” by Roxie Ray, acrylic on canvas

Figure 61: “Poly and Hamburger” by Renate Lichter, acrylic on canvas

\textsuperscript{59} Andrew Amelinckx, “These 5 Museums Put the ‘Culture’ in ‘Agriculture’.”
\textsuperscript{60} “These 5 Museums Put the ‘Culture’ in ‘Agriculture’.”
\textsuperscript{61} Tracy Hudak, “Considering Art About Agriculture.”
Art can be a way to show the agriculture of Zaozhuang in the project. We can use the form of artistic display to show the jujube growth process, bee honey collecting process, farmer’s life, and the agriculture development of Zaozhuang.

Jujube wood handicraft is also a way to show jujube culture through art. Jujube wood handicraft has a long history in China, it is limited in literature, because it is a folk art passed down from generation to generation.

Jujube wood handicraft:

![Jujube wood handicraft](image1)

![Jujube wood handicraft](image2)

3.4 Rural Architecture and Rural Design

The project is located in a rural area, and it is also a project which is helpful for rural development. In the rush to build, good design was often being ignored in the countryside. By opting for low-risk, copy-and-paste blueprints, local authorities were hindering their ability to deliver effective public services. This makes the architect think about the architectural design in rural areas.

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“The real China is in the countryside.” Aric Chen of M+, Hong Kong, remarked in his opening piece for Rural Moves—The Songyang Story. For thousands of years, the core tenets of Chinese design were built upon feng shui and the use of natural elements such as clay and wood to encourage positive flow through the built space. But when Deng Xiaoping opened China up to the world in the 1970s, he also spurred the migration of more than half of China’s 1.4 billion people to cities to work. In Shanghai and Beijing, construction companies were frantically building skyscrapers with bright signboards and big names a-dangling, to the fascination of the Chinese people. At the same time, there was a sense that “real” China was fast disappearing and must be saved without being “Disneyfied”.  

Now, with the urbanization of China, the city areas are always with skyscrapers, especially in the big cities. If the “real” China is disappearing, then design in rural China should prioritise saving the characteristics of countryside.

John Lin is an architect and assistant professor in the Department of Architecture at the University of Hong Kong. He says of development in rural areas that when new houses are being considered the decision makers abandon traditional styles in favour of standardized housing types that do not reflect the culture or character of the landscape in which they are located...this is the result of a shift in rural China away from economic self-reliance as more and more rural people migrate toward urban centres. When new housing is constructed the builders bring in labour and materials from outside with little or no involvement by citizens in the village. Local culture and the character of the landscape are often ignored in the construction of new houses in rural areas.

In the book Architecture and Agriculture, the author, Dewey Thorbeck writes: “Rural development can be best achieved when it embraces and fosters systemic and holistic thinking.” Architectural design in rural areas should have holistic thinking. In the example of a regional industrial park for economic development, the community-based rural design approach would first survey and determine regional land assets, find connections between economic development, education, financing, tourism, and quality of life; and then, through community workshops, define the values the community places on them.

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63 Keshia Badalge “Can Architecture Save China’s Rural Villages? DnA’s Xu Tiantian Thinks So.”
64 Thorbeck, Architecture and Agriculture, 85.
65 Thorbeck, Architecture and Agriculture, 147.
3.5 Conclusion of the Literature Survey

Jujube has many values, ornamental, edible and artistic. However, the outdoor agricultural experience of jujube is seasonal. Other complementary agricultural experiences or indoor agricultural experiences will be considered in the project to make up for it. Attractive tourism is not simply about entertaining visitors, it is about engaging visitors. A way to engage visitors is to create some activities for visitors to be, to do, to learn, and to have fun. Education, art, technology, all these could show agriculture to visitors, and could provide a way for visitors to learn more about agriculture. Then to the building design, we need to consider the local culture, the features of nature, and the characteristics of vernacular architecture - like the courtyard, the overhang of the roof, the corridor, the column on the either side of the corridor, and the architectural decoration.
4.0 Analysis of Precedents
4.1 Yannanfei Tea Field
Location: Yanyang town, Meijiang, Meizhou, Guangzhou province, China
Area: 4,500,000 m²
The Yannanfei Tea Field integrates tea production, processing, and tourism together. It is a beautiful tea garden, and an elegant resort. Also, visitors can experience Hakka culture there.
Meizhou is the location of the Yannanfei Tea Field, where the Hakka people have their most concentrated settlement. Considering the local culture, the designer incorporated the Hakka culture in its design. The design of the Weilong restaurant and hotel in the Yannanfei Tea Field incorporates the idea of the Weilong House through the form, facade and room layout. Weilong House is a famous characteristic building in Hakka culture. Weilong House of Meizhou is also considered as one of the five most distinctive folk dwelling houses of China along with Beijing’s Courtyard, Shaanxi’s Cave Dwellings, Guangxi’s Stilted House and Yunnan’s Yikeyin Dwellings.67

When the designer was adopting the form of Weilong House to the Weilong Hotel’s design, they did not completely follow the original form. They adopted the semicircle structure of the anti-encircle of Weilong House, in order to make the room have good lighting and views of the tea plantation. The design of the restaurant adopts the circular shape of Weilong House. According to the function, the form of the inner courtyard of Weilong House is used as the atrium of the restaurant.
The experience in the Yannanfei Tea Field

In the Yannanfei Tea Field, visitors can enjoy the scenery of a green tea plantation, tea culture, Hakka's foods and Hakka's song and dance. Visitors can buy tea products and Hakka specialties there. The Yannanfei Tea Field also provides entertainment and health projects like a Tai chi garden, gym, sauna room, etc. It is a good place for visitors to live there with these relaxing activities. Visitors can also choose to live in the hotel or villas.

Figure 73: Tea culture
Figure 74: Tea-picking
Figure 75: Hakka song and dance
4.2 Blues Manor
Location: Jinzhan town, Chaoyang, Beijing, China
Area: 666,600 m²

Figure 76: The Blues Manor map
Blues Manor is located on the outskirts of Beijing. The designer analysed the project characteristics then chose the characteristic of plant products—blueberry, and put forward the idea of a “blue romance” leisure culture design. The planning and design for Blues Manor aimed to break through the traditional methods of leisure farm and farmhouse. The designer aimed to make Blues Manor into a creative agricultural manor and creative cultural industrial base.

Before Blues Manor was developed, the site was a field of wheat and corn in spring, summer and autumn, and the weeds growing thick in winter.
Blues Manor is divided into five areas as per Figure 79:

- Modern agriculture demonstration area: planting, picking, and tasting blueberries and other fruits
- Creative agriculture experience area: processing experience, appreciation, entertainment and catering of blueberries and other fruits
- Flower art sightseeing area: land art landscape appreciation of lavender and other grass flowers, photography and flower appreciation
- Park: wetland landscape, camping, outdoor sports, and leisure, picnic and barbecue, water amusement
- Theme hot spring resort: hot spring therapy, resort hotel, wooden villa

There are two entrances: the west entrance and the south entrance. The west entrance is the main image entrance and for visitors. And the south entrance is the production and logistics entrance.
The experience in Blues Manor

Figure 80: Restaurant in Blues Manor
Figure 81: Hot spring
Figure 82: Living

Figure 83: Enjoy the scenery of lavender
Figure 84: Skiing
4.3 Mokumoku Tezukuri Farm
Location: Iga-shi, Mie-ken, Japan
Area: 140,000 m²
Mokumoku Farm is an agricultural theme park nicknamed “Moku-Moku.” It is situated in a rural area in Iga. Every year about 150,000 tourists visit the theme park in Iga. There are several studios and factories on the farm. There is also a market selling vegetables, fruit, and rice grown on the farm and locally grown vegetables and flowers. There are four main areas on the farm: a catering area, accommodation area, entertainment area, and shopping area.

On the tourist information provided by Mokumoku Farm, they write: “we are challenging a new style of agriculture that aims to advance current agriculture to industry as well as food education, not only by growing of products, but also taking action on the process and the sales of our products.”

Mokumoku Farm was established in 1983 by five pig farmers. In 1987, the company established “the MokuMoku Ham Factory”. In 1989, they started teaching the process of making hand-made sausages. In 1995, they opened “Mokumoku Tesukuri Farm” and started making local beer. On the site, there are restaurants, accommodation, educational classes to learn about farming, cooking, baking, and brewing beer, a petting zoo and pony rides, a hot spa, and gift shops selling products from the farm.

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The experience on Mokumoku Farm

Figure 87: Feeding pigs: Visitors can watch pigs and feed them

Figure 88: Learning: Children can learn how to milk cows

The learning pasture in Mokumoku has different experience activities, such as feeding, milking, working on the pasture and etc. Children can learn knowledge while playing.

Figure 89: Making sausage

The Handmaking classes in Mokumoku provide DIY baking and sausage making experiences, which families can do together.

Figure 90: Staying in cottage style accommodation

The “Okaeri Village” cottage style accommodation in Mokumoku provides visitors opportunities to learn agriculture in various facilities.
The rental gardens are provided for visitors who have interest in growing vegetables themselves.

4.4 Bamboo Craft Village
Architect: Archi-Union Architects
Principal Architect: Philip F. Yuan

The Bamboo Craft Village is located in Daoming town, Chongzhou, Chengdu, Sichuan province, China. It is more than 50 kilometres away from the urban area. The village, with a strong atmosphere of rural life, along with vernacular intangible cultural heritage—bamboo weaving. The designer of the village attempted to create a rural infrastructure space integrated with a culture industry system sensitive to the ecology, culture, industry and lifestyle of the village. This design aimed to promote bamboo weaving in Daoming town, and the project Jujube Farm Tourism Village aimed to promote the jujube culture in Dianzi Town. Both are in rural areas with trees and farmland, but the bamboo craft village is

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designed beside an existing village, which is a little different from the project Jujube Farm Village.

The Bamboo Craft Village is designed with six parts: 1. Community Welcome Centre which includes souvenir shop and handicraft exhibition; 2. Ding Zhi Zhu which is the bamboo industry education base; 3. In Bamboo which is the Zhuyi community culture centre; 4. In Bamboo II which is Zhuyi bed and breakfast; 5. Fifth Space which includes rest rooms, express delivery and view platform; 6. Youth Outdoor Camp which includes camp lodging, multi-functional classrooms and outdoor gear room. “A building can only try to start a dialogue with earth, while plants belong to the earth” explains archi-union’s principle architect, Philip F. Yuan. “we were trying our best to maintain everything, and keep the most stay still”70 New architecture should not only be focused on its own perfection, but also be well designed and combined with the environment in order to maintain and develop the integrity of the environment.

Figure 94: Analysis of bamboo craft village (Image by Author)
The design of the facade looks like bamboo, and the texture comes from traditional weaving techniques. This design integrates the building with the surrounding bamboo forest and reflects the local culture of bamboo weaving.

The roof material uses local grey tiles, but the shape of the roof is different from the local traditional roof which reflects the inheritance and innovation of the local culture.
The experience in Bamboo Craft Village

Tourists in the bamboo village can live, eat, buy bamboo weaving products, make bamboo weaving, have outdoor activities and watch performances.

Figure 9: Buying bamboo weaving products (Image by Bian Lin Photographer)

Figure 100: Calligraphy experience

Figure 101: Making bamboo weaving products

Figure 102: Dining or drinking tea (Image by Bian Lin Photographer)

Figure 103: Watching the performance
### 4.5 Dongziguan Affordable Housing for Relocalised Farmers

**Architect:** GAD

Dongziguan affordable housing for relocalised Farmers is located in Dongziguan village, Fuyang, Hangzhou province, China. This design is a transformation of a Jiangnan folk house.

The curved roof of a Jiangnan folk house is the main element in this project. This project reconstructs the traditional opposite slope and single slope roof into a continuous asymmetric roof and shapes the roof line contour according to the relationship of different units.
The affordable housing uses brick structure walls with white paint and grey tile roofs, which show features of Jiangnan folk houses—white walls and grey roofs. At the same time, the designer innovates the form of the windows which is different from the Jiangnan folk houses.

4.6 Conclusion of the Precedent Analysis

With the analysis of precedents, we can see that when they start to design a tourism farm, they first start with a theme. The theme is always under the local culture like the tea, the blueberries, the pig, the bamboo craft, etc. In this way local industry will be promoted though the project. Then they start to analyse the characteristics of the theme and think about programmes for it. Except the theme-based activities, additional items will be added which can help to make the tourism experience more attractive. When the designer does the architecture design considering the local culture or the theme, it is performed in various ways: the use of the material, the transformation of folk houses or characteristics of the landscape in this area. The design of Weilong hotel and the Dongziguan affordable housing provide a way of changing the traditional Chinese architectural form into contemporary architecture. The use of traditional forms is various which offers designers many possibilities.
5.0 Design
5.1 Design Brief

The design is an agri-tourism farm which grows jujube. The name of this tourism farm is Jujube Farm Tourism Village, total area is 200,000 m².

According to my design objective, my design takes effect in Dianzi town, Shanting district, Zaozhuang, Shandong province. Shanting district has an intellectual atmosphere with an agricultural environment, and this is an area with rich natural resources. Dianzi town is the main cultivation area of jujube in Zaozhuang. The beneficiaries of the design would be Chinese urban dwellers who are far away from the rural life and agricultural environment. It also benefits rural development.

There are three main zones in the design: public zone, semi-public zone and private zone.

The public zone is the public visiting area for every visitor where visitors can learn, experience agriculture and have entertainment. The semi-public zone is the catering area and short-term living area, which is relatively quiet. The private zone is the long-term visiting area that is only for long-term living visitors, where there is absolute quiet.

The river is one of the important natural resources in Zaozhuang. Traditional architectural form is one of the features in Chinese rural area. These two elements will be incorporated into the design.

5.2 Programme

Based on my research, I assume the Jujube Farm Tourism Village will hold a total of about 1000 visitors per day. Programming was based through analysis of existing agri-tourism farms, and the literature survey for tourism:

Public zone: public visiting area
- Visitor Centre ≈ 1100 m²
  - Visitor information lobby
  - Community rooms
- Art Centre ≈ 3800 m²
  - Art gallery – show agriculture through art forms
  - Art gallery for other exhibitions – visitors can learn about the contents of the exhibition through the website
  - Space for jujube wood handicraft and jujube wood artist to make jujube wood handicraft
  - Space for visitors to make handicrafts and paintings
- Education Centre ≈ 3100 m²
  - Space for learning agriculture knowledge – visitors can learn about the contents through the website
  - Space for DIY jujube cake
  - Space for DIY jujube juice
- Experience Centre ≈ 1300 m²
  - Space for experience agriculture technology, planting, harvest
- Shops
• Administration ≈ 600 m²
  • Offices
  • Staff facilities

Semi-public zone: short-term living area and catering area
• Short-term accommodation – hotel ≈ 4000 m²
  • Entry lobby
  • Library
  • Gym
  • Entertainment
  • Hotel rooms
  • Shops

• Two main restaurants – one is a jujube-based restaurant, the other is an ordinary restaurant, which will provide some special food of Zaozhuang. ≈ 350 m² each
  • Indoor dining area
  • Outdoor dining area
  • Kitchen
  • Toilet

• Private zone: Long-term living area
  • Long-term accommodation – villas
  • Shops and cafes for long-term living visitors

• Landscape
  • Jujube tree
  • Vegetable garden – providing fresh vegetables for the restaurant and visitors
5.3 Site

Site Location
Dianzi Town, Shanting District, Zaozhuang
Figure 110: Zaozhuang Cultural Map
Figure 111: Popular scenic spots in Zaozhuang
Site Analysis

Figure 112: Site analysis (Image by Author)
The site is surrounded with villages and other parts are agricultural areas and undeveloped land. Farmers live in the surrounding villages.

The total site area is 200,000 m² (including river). All the ground (including the small 'island') and the river are existing and will not be changed. The site is with the existing jujube farm, including the jujube research base and a river from south to north. Before this design, the site was farmland with the jujube farm.

This site was chosen base on three main reasons:

1. The site has convenient transportation. It is close to S241 state highway and S245 state highway. It can be reached from the city centre of Zaozhuang in one and a half hours drive. Also, it has convenient access to surrounding cities.
2. This site has a large existing jujube farm with a jujube research base, which provide a good opportunity for education.
3. The site has a river which is one of the characteristics of natural resources in Shanting district. It provides a natural landscape for the design and a nice natural feature for visitors.
5.4 Design Problem

The difficulty of design is the base is large and it is difficult to master the scale in planning. Another difficulty is how to make visitors better feel the surrounding natural environment through the space of the building. The combination of indoor and outdoor space, architecture and greening are key points.

5.5 Design Process

Initial programme arrangement and concept design

At the very beginning, the site was only one part along the river and I arranged different zones from the south to north. With deeper research I found that this layout could not provide prefect interaction between buildings and the surrounding environment – river, jujube farm, and other farmlands. Also, the programme could not provide enough experience for visitors. Therefore, I decided to expand the site to include the river, the island and the other side. Programmes were added with a study of literature Creating the Customer Experience and precedents – Mokumoku Farm in Japan and Blues Manor in China. Meanwhile, referring to precedent – Yannanfei Tea Field, I decided to use a more liberal layout so that visitors can travel through the buildings, the jujube farm and the river which will enhance their sense of returning to nature.
The west and south of the site is two main roads, shops line the two main roads, and the east of the site is farmland. The entire area transitions from dynamic to static.

Figure 116: Analysis of dynamic area and static area (1) (Image by Author)
According to the analysis of the surrounding environment, the spatial distribution on site transitions from the dynamic area to the static area. In terms of function, the spatial distribution is from the public zone to the private zone.

The main entry is arranged on the west side. There is another entry on the east side only for visitors who are living there long-term.
Programme Arrangement

The experience centre, education centre, visitor centre and art centre are arranged along the riverbank. The visitor centre is arranged beside the main entry, which is convenient for tourists to consult. The art centre, education centre and experience centre are arranged on either side of the visitor centre.

Accommodation areas are arranged along the river as well, which could provide visitors a view of the river and jujube trees. The restaurant is arranged between the public visiting area and the accommodation area which is convenient for visitors who are living here or have pleasure here for dining.

Figure 119: Programme arrangement (Image by Author)

Figure 120: Relationship between public visiting area and river (Image by Author)

Figure 121: Relationship between accommodation and river (Image by Author)
There are also water routes in the project, except walking routes. Visitors can take small wooden boats to different areas.

The idea of arranging the buildings along the river and the water routes is for visitors come from the Chinese traditional water village. In the Chinese traditional water village, the buildings were built along the river, and residents take boats to their homes. The bridge connects two sides of the river.
Boat terminals are set up at different areas, and visitors can choose to take wooden boats to where they are going or walk there. The two sides of the river are connected by arch bridges like the traditional water village. The long-term living area can only be entered by long-term living visitors, no matter on foot or by boat while other area visitors can travel by wooden boats.
Different areas will be separated with proposed jujube trees, vegetable gardens, and other landscape allowing visitors to move through the architecture and agricultural environment.

Figure 129: Relationship between different areas and planting (Image by Author)

Figure 130: Landscape (Image by Author)
Function Development

- Public visiting area – visitor centre, art centre, education centre, experience centre and shops.

Figure 131: Developing sketch drawing step 1

Figure 132: Developing sketch drawing step 2 (option 1)

Figure 133: Developing sketch drawing step 2 (option 2)

Figure 131-133: Image by Author
The design incorporates the concept of Chinese traditional garden and Chinese traditional village, connecting different areas in different centres by corridors and lanes, letting visitors experience the indoor and outdoor space during the tour. In the Chinese traditional garden, the corridor connects different parts to guide the crowd. In the Chinese traditional village, the lane is used to divide different parts so villagers weave their way through the lanes to their homes.

Option 1 designs an entrance square. In option 2, besides the entrance square, there is also a courtyard in each centre.

Option 2 provides more outdoor space, in addition to the lane, as well as the courtyard, and the courtyard is designed with greenery giving visitors more space experience and contact with nature. The oval corridor in the courtyard means the fruit of jujube (oval shape). So, option 2 is more suitable for the project.

In the project, a corridor is used to connect the space on the first floor, while the ground floor is connected through a lane allowing visitors experience nature at different levels.
The corridor above the entry square increases the interaction between visitors in the tour and visitors who just come here.

Figure 139: Corridor and building in the project (Image by Author)

Figure 140: Sketch of corridor in Chinese traditional garden (corridor and building) (Image by Author)

Figure 141: Lane and building in the project (Image by Author)

Figure 142: Sketch of Chinese traditional village (lane and building) (Image by Author)
The roof form is from the traditional roof form – gable roof. It is also the most common roof in Chinese traditional villages. Visitors can see the overhanging eaves during the tour.

Figure 143: Roof form in the project (Image by Author)

Figure 144: Sketches of Chinese traditional roof form (Image by Author)
The short-term living area is a hotel. As this area is accessible by wooden boats, the ground floor is relatively less private. The ground floor provides public facilities mainly for hotel residents, which includes a library, gym, and shops. Hotel rooms are arranged on the first floor.

Different areas of the hotel are connected by corridors and lanes the same as with the public visiting area. On the first floor, two parts of the riverbank area are connected by a corridor. On the east side of the corridor is a terrace for visitors viewing the surrounding scenery. The inspiration comes from the corridor and pavilion in a Chinese traditional garden. The corridor which is across the river makes space on both sides of the river connected not only on the ground floor, but also on the first floor.
Figure 147: Corridor and terrace in the project (Image by Author)

Figure 148: Sketch of corridor and pavilion in Chinese traditional village (Image by Author)
• Long-term living area and restaurant

The restaurant is surrounded by jujube trees, creating an atmosphere for visitors to eat in the jujube orchard.

Figure 149: Developing sketch drawing (Image by Author)

The accommodation of the long-term living area in the form of small villas. This area has its own entrance and parking area, which is convenient for long-term living visitors to enter and leave. Also, there are shops and cafes for long-term living visitors.

Figure 150: Developing sketch drawing (Image by Author)
Elevation design

Exploring different facade.

Figure 151: Exploration sketches of elevation (Image by Author)
5.6 Design Outcomes
Master plan

Figure 152:
Master plan
(Image by Author)
Public visiting area plan

Figure 15:
Public visiting area plan (Image by Author)
Hotel plan

Ground 1:1500 on A4

First 1:1500 on A4

Figure 154: Hotel Plan (Image by Author)
Figure 155: View A – view at entrance (Image by Author)
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Figure 157: View C – view from gallery courtyard (Image by Author)
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Figure 160: View F – view from hotel side (Image by Author)
Figure 161: View G – view hotel riverside (Image by Author)
Figure 162: View H – view from hotel backside (Image by Author)
6.0 Conclusion
The purpose of this project is to find a way to design an agri-tourism farm showing sensitivity to culture, history and the site to be more attractive in contemporary China, thus promoting the economy of the agriculture area. Meanwhile, traditional architectural form in contemporary architecture is developed in the project to provide a sense of returning to the countryside, and a different way of life from the city.

The whole project is addressed in the form of a jujube tourism farm in the rural area of Zaozhuang, with a series of programmes where people could experience agriculture or be in touch with nature. As the natural resources, human resources, and agricultural resources are different in different areas. Agri-tourism presents variety, there are no standard rules for an agri-tourism farm in China. Based on various analyses of precedents in different types of agri-tourism farms and how to create the tourist experience, the project’s intention is to provide visitors a place to experience and learn agriculture, and a resort place where they can enjoy the rural life. Different from traditional agri-tourism farm, this project is more diversified, such as Blues Manor and Mokumoku Farm as precedents. The agricultural experience is not limited to the traditional farming experience but allows visitors to know and contact with agriculture through various experiences. Like the art centre shows farming, the growth of the jujube tree, the process of honey gathering from bees etc. through art, the education centre provides visitors a place to learn about agriculture knowledge and learn how to make jujube cake and jujube juice. In the living space the hotel and villas create a return to nature of rural life for visitors. Living along the river, taking small wooden boats on the river, viewing and thinking on the terrace, picking fresh vegetables to make food at their accommodations etc. Letting visitors experience the quiet and slow pace of the countryside.

The design has taken much account of architecture in rural areas and the integration of nature. Besides, traditional language in architecture is used in the design. In terms of spatial layout, the spatial relationship between lane and architecture, and the spatial relationship between river and architecture in traditional villages are adopted. In terms of architecture design, using corridors in a Chinese traditional garden, the traditional roof form, gable form, and other traditional forms of deformation provides visitors a sense different from their urban life – a return to rural life.

With the rapid urbanization of China and stress of urban life, people desire to return to the countryside and nature. Meanwhile, the economic development of agriculture-dominated areas and the sustainable development of agriculture are also issues that need attention. This project shows the how to solve these issues through agri-tourism. It is hoped that this project will serve as a model for other agricultural areas in China to develop their local agri-tourism.
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8.0 Final Design
Full name of author: Jianwei Ma

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Full title of thesis/dissertation/research project ('the work'):

Ju'ube Farm Tourism Village
- A Multifunctional Agri-tourism Farm in Zhaozhuang, Shandong, P.R.C.

Practice Pathway: .............................................................

Degree: Master of Architecture (Professional)

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