

Study on Recreation Function of Urban Recreational Business Districts -A Case Study in Guangzhou, China

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Abstract

As an important comprehensive functional district, RBD was attracting increasing number of attentions from academe and other fields since the conception was come up. The study tries to briefly introduce the evolution of RBD. The study aims at the problems that happened to the RBD in Guangzhou, China. Beijing Road RBD is located in Yuexiu District of Guangzhou City. It has rich historical and cultural resources and long-standing tradition of business. However, from the perspective of recreational function, Beijing Road RBD lacks of recreational atmosphere. The article describes the analysis of the problems and shortcomings that exist in the current situation of Beijing Road RBD, including the recreation support facilities, historical and cultural tourism product development as well as historical and cultural sense of place. The paper explores the update of recreational function from the aspect of improving the supporting facilities of recreation, historical and cultural tourism product development as well as the traditional cultural heritage, and it takes the sustainable development, the overall development of the RBD and historical and cultural heritage as a starting point to achieve economic, environmental and social benefits harmonization. The formation and development of RBD has brought a new trend in the urban development: a new urban area with multiple functions can draw people to it, making it more competitive than an area with just one function.

Keywords: Recreational Business District (RBD), Recreational Functions, Historical Culture

1. Introduction

In the early 20th century, people have already recognized the importance of urban recreation development and function of living for, in 1933, "Athens Charter" there is clear that recreation function is one of the four basic functions of the city (housing, transportation, work and recreation). Urban commercial recreation area became one of the most attractive places urban centers, central business district of the city it is based on the integration into a variety of recreational activities, to form a pleasant environment, rich cultural atmosphere, harmonious interpersonal rest, play, shopping places.

Cities are places of human highly concentrated residential functions of the city has always been its primary function, compared with the city's historical existence, the city's tourism function only in recent years has gradually been attention. With the rapid development of China's economy, people gradually increased leisure time, to meet the basic needs of survival, etc., people turn to pursue a higher level of spiritual needs and quality of life. Thus, a new urban area, namely Recreational Business District (RBD) has formed in some of our large cities.

1.1 Defining the concept of RBD

Chicago school representative E W Burgess proposed CBD, namely "central business district" concept in 1923. Compared with the CBD, RBD research time is not long; the research results are relatively thin. Related research dating back to the early 1958, Barrett deepen the coastal tourism analysis, it follows the coastal tourist accommodation, catering, entertainment, business and other tourist facilities concentrated layout, and focus on the trend toward the center area .Some theories applied to the study of urban geography of urban tourism and recreation .

Recreational Business District (RBD), puts forward the concept of the earliest is Stansfield C A and Rickert J E (1970,p218), they think that the urban RBD is a seasonal influx of urban city visitors' needs, focus on neighborhood restaurants and entertainment arranged novelty and gift shop in the city. Another influential understanding is Smith S(1990), he thinks that the urban RBD is set up in cities and towns, by all kinds of souvenir shops such as tourist attractions restaurants snack stalls of highly concentrated, attracted a large number of tourists to a particular retail business district.

1.2 RBD research in China

Chinese scholar Bao Jigang(2002, p489) think RBD is a particular area of the city to recreational and commercial service-based facilities (retail, dining and entertainment and cultural exchanges and fitness)

gathering is an important part of urban recreation system. Another scholars believe, RBD mainly to meet the needs of foreign tourists, concentrated in the inner city tourist attraction layout tourist souvenir shops retail business district features restaurants and entertainment materials and other facilities.

The RBD is defined as: a specific area of the city to recreational and commercial service-based facilities (shopping, dining, entertainment, culture, communication, health, etc.) gathering, city recreation system the important part by Bao Jigang(2002,p490).Urban RBD functions should serve tourists, on the other hand should also be given to local residents and the surrounding area enough attention. The first time the city is divided into four types RBD, including a large shopping center type (Shopping Mall), features shopping pedestrian street type, historical and cultural transformation of the old city district type, Metro Cultural Tourism Zone type four kinds of urban RBD.

2. Materials and Methods

In this paper, research methods and empirical research combines theory. Theoretical studies mainly take literature, searching all kinds of literature related to the content of this paper, the integration of the use; method practical part from two aspects: data survey and fieldwork.

Take Beijing Road RBD, Guangzhou City as a case study. First, from a variety of books to understand the history of Beijing Road, followed by the case and then to carry out field surveys, participant observation, gathering useful information. The study also utilized the Internet services in accessing some publications that were relevant to RBD.

The study was also library-based. Other than the selected primary texts, the study made use of critical works written by Bao Jigang as well as by other writers who have contributed to RBD research. Based on the research results of senior scholars, the theoretical research about RBD, the study is trying to explore the Old City RBD in recreation function update mode, making RBD development and historical and cultural building blocks towards a higher level of integration.

2.1 Defining the study area

Beijing Road is located in Guangzhou City, Guangdong Province, China, is the history of the most bustling commercial hub, is one of the most intensive commercial network flow areas, such as the Millennium Trail gathered more than five years with a high historical and cultural value of tourism resources. The entire area of Beijing Road RBD is nearly 1.2 square kilometres. Beijing Road Pedestrian Street (Zhongshan Road - Huifu Road) is the core of Beijing Road RBD, it also included Jiaoyu Road, West Lake Road, Commercial Street, etc., combined with the surrounding monuments, tourist attractions and constitute a shopping, tourism and leisure integrated multifunction area.

3. Analysis of Beijing Road RBD Recreation Function

RBD is the city central business district, based on the integration of a variety of recreational activities into form with a pleasant environment, rich cultural atmosphere, harmonious interpersonal relationships of rest, play, shopping places.

3.1 The current supply of recreation facilities

3.1.1 Entertainment and catering facilities

Beijing Road Pedestrian Street has two cinemas, which are located at the northern end of the Green Palace Film City and the southern end of Yonghan cinema. Street lined with all kinds of restaurants, McDonald's restaurants in addition to other international fast food chains, as well as well-known old Chinese and Western cuisine, such as Lotus House, Taiping Museum of Western restaurants. During the Asian Games, the east side of the intersection opened the Welfare Food Street, the street has more than 50 food and beverage companies, opened gourmet street food and beverage industry has greatly enriched the Beijing Road Pedestrian Street, and improved the catering facilities.

3.1.2 Cultural facilities

Beijing Road is famous for bookstores since late Qing Dynasty, dozens of old bookshops gathered in this area, including Kaiming bookstore, Guangming press, the world publishing company, Commercial Press, and so on. Zhonghua Bookstore, Guangzhou Branch was established at No.314 Beijing Road in 1912. In 1954, the Zhonghua Bookstore rented by the Xinhua Bookstore from the Housing Authority. Until November 2004, the

former owners Zhonghua Bookstore took back the large estates. The following year, children's bookstore moved to Zhongshan Rd next fiscal Hall. No.314 Beijing Road was replaced by the Joint bookstore. Nowadays, Xinhua Bookstore is the earliest established bookstore in Guangzhou after the liberation, still standing in the Beijing road. Unfortunately, this is the only remaining large bookstore in the pedestrian street. Many bookstores have disappeared from Beijing Road RBD. It has to say that the arrival of the joint bookstore let Beijing Road, culturally rich again.

3.1.3 Recreational environment

Beijing Road Pedestrian Street has a total length of 440 meters east facade is a traditional arcade mode, the west facade is a new arcade after the transformation, and the height is 2 to 3 layers. Commercial activities on both sides are more abundant. After finishing the pedestrian street pavement reconstruction in 2002, and barrier-free access to other facilities such as walking were perfect. Overall, Beijing Road Pedestrian Street pedestrian path more attractive than before.

There are a number of landscape sketches arranged in Beijing Road Pedestrian Street. In front of the Provincial Finance Office and Welfare East Road have landscaping flower beds as a decorative border on foot space, exquisite lighting also adds a street culture. Fountain makes the streetscape more diversity. On the basis of service, Beijing Road Pedestrian Street set up chairs, telephone booths, garbage bins, toilets, traffic signs and so on. Beijing Road Pedestrian Street, has a total of 29 groups of open seats, with an average interval of about 8 meters, significantly more than the number of seats on the west side east side, and the sub-set. Greening, Beijing Road Pedestrian Street on the west side of the street trees with lush foliage, so, most regions in the pedestrian street are under the shade of trees.

3.1.4 Historical and cultural tourism resources

As a historical and cultural transformation of the old city district type RBD, Beijing Road, in addition to having a strong business climate, but also has a unique Lingnan cultural tourism resources. According to historical records, this Beijing Road, Guangzhou since the Sui and Tang has been the axis of the city, brought together more than a millennium of history relics. Currently Millennium Trail, the Millennium Kurau site, south of the country house department, the Western Han Dynasty sluice has successfully developed into tourism products, the largest Buddhist temple incense still continue.

In addition, the Qing college group is one of the important symbols of Guangzhou as a historical and cultural city. There are also dozens of distributed units of cultural relics in the Beijing road RBD range. These contain abundant tourism resources Lingnan culture will promote the further development of Beijing Road RBD.

3.2 Possible problems in the development of Beijing Road RBD

Currently, Beijing Road RBD shopping functionality has been very mature. But recreational function is quite lacking. In addition to shopping, the demand for tourism, leisure, entertainment and other aspects cannot be effectively met. Storefront is a clothing store an indirect one, the shop operators increasingly similar, which makes visitors feel boring to the pedestrian activity. This makes Beijing Road RBD give consumers a kind of "just business, no recreation" feeling. Commercial division and interactive tour of the neighborhood is still at a low level, less attractive recreation activities. It is difficult to create a strong competitive and attractive.

Lack of historical and cultural tourism products or boutique tourist attractions in Beijing Road RBD. Lingnan unique historical and cultural tourism resources could not be fully excavated, many sites even in the idle state, resulting in thousands of years of cultural features of Beijing Road, cannot be put to good use.

Beijing Road Pedestrian Street has a huge passenger flow of people. Although rich in history surrounding cultural resources, but failed to attract tourists who shopping in the Beijing Road pedestrian. These situation cause a lot of historical and cultural resources or tourism products have been hiding in the deep lane and could not be known by people . It's a pity that happened.

4. The improvement and exploration of the recreational function in Beijing road

4.1 Clear functional positioning and outstanding recreational function

The positioning of Beijing Road relies on the unique advantages of a thousand years of history in Lingnan and its business culture, and then to build a trade and tourism area of modern recreation industry and business developed, with certain international visibility. However, the status quo is the development of Beijing Road recreation features to keep up with their business, and modern recreation industry is also the beginning stages of

development. Therefore, the future development of RBD in Beijing Road should extrude its recreational function.

Fully functional RBD is necessary to meet people's needs in trading and shopping, but also to meet the people's needs for travel, recreation and entertainment. Completed and diversified facilities, also attractive and diversified services can contribute to gathering popularity and improving customer satisfaction. If Beijing Road RBD towards modern integrated service functions from a single business function, to further strengthen the recreational function will be the focus of its future development.

4.2 Improving recreational facilities and creating space for humanity

Beijing Road Pedestrian Street is an important part of the Recreational Business District of Guangzhou. It's also a core part of the whole Beijing Road RBD. Pedestrian Street is a form of urban open space. Its planning should follow the people-oriented principle, so that we should put people at the core of whole open space. We should pay attention to humane design of urban open space and create a comfortable shopping and street casual environment for recreationists.

According to street layout, Beijing Road Pedestrian Street should increase public open space such as recreational areas or a small square, which can provide a pleasant space for recreationists. It should also create a welcoming streets environment for visitors. And then make the attraction indications in the area become abundant, and forming a clear and beautiful Identification Wizard system, so that the traditional architecture showcase of the whole street can be combined with modern business more closely.

4.3 Developing the historical and cultural tourism resources rationally, constructing tourism attractions

There are many monuments such as Millennium Trail, Millennium Kurau, Millennium Temple and ancient Colleges in Beijing Road Recreational Business District, which are the carriers of tourism. The tourism resources of Beijing Road Recreational Business District are abundant, but the development level of these historical places is not high, even in the idle state. The scale of monuments is small and distributed in every corner of the region. The contact between the various monuments is little, and there is no planning of tourist attractions.

The construction of Beijing Road Recreational Business District should excavate the historical and cultural significance and rely on the rich cultural resources, so that it will develop into a tourist destination to attract tourists. On the way to show the monuments, we can excavate the historical and cultural significance of tourism resources. The various isolated spots scattered linked to form a prominent theme of the series. Linking various scattered spots tourist attractions and then forming a series prominent theme of scenic spots. Let the citizen and visitors will find the charming Lingnan culture of Beijing Road.

4.4 Restoring the authenticity of history and culture, reshaping the cultural atmosphere

4.4.1 Protecting the spirit of site

In a sense, site is materialization and spatialization of a man's memory, or can be interpreted as a local sense of identity and belonging.

Beijing Road Pedestrian Street attracts tourists from all sides by its arcade building and other special historic character which called cultural carrier. However, the protection of the building is only staying in surface decoration, not breaking a layer of skin to transform. The arcade building of Beijing Road is a site which is full of Cantonese Lingnan culture and entrusted the local Cantonese emotions. In its development and transformation process, we should not simply dismantle a lot and then construct a lot. Something after years of tests and life is still strong should excavate its unvarying qualities, protect the integrity of the city's history, keep its spirit of site exists, so urban context will be renewed.

4.4.2 Highlight the cultural connotation and promoting interactive development of business and tourism

Beijing Road area is the traditional CBD, the business climate is strong there. It concentrates many cultural attractions and landmarks and forms a millennium bustling street structure and commercial culture. It is an important area of interactive development of business and tourism in Guangzhou. Excavating the historical context of recreational business district and highlighting the historical and cultural heritage are its brand elements of development and show the city's personality. Relying on the rich historical and cultural resources and attractions, if we want to develop the tourism resources in Beijing Road RBD such as business culture and old city culture, we can promote a new round of commercial development by improving the development of tourism and recreation.

5. Summary

RBD is an important part of urban recreation system and is also the main carrier of city's recreation. At the same time, the raise of RBD theory provides a new direction and mode for the development of historical and cultural blocks in old city. In order to achieve the renaissance and a new round of development of the Old City Historic District, we can take full advantage of the ancient buildings and historical and cultural heritage in old city and inject some urban recreation elements of new age. Beijing Road RBD, as a value business site in old city, has a long history of development and accumulation of years of cultural wealth, and its commercial atmosphere is strong.

However, from the perspective of recreation function, Beijing Road RBD are faced with the issue that it is much more commercial than recreational. It ignored the improvement of recreational facilities and function. This is our current common problem of the RBD planning.

This paper focuses on the issue that Recreational Business District how to improve the function. I select Beijing Road RBD, Guangzhou City as a case to conduct empirical research. At first, I analyze the status of development of Beijing Road RBD recreation function, and further analyze the problems and deficiencies in the status quo, and then explore the improvement of Beijing Road RBD recreational function with the deficiencies. I draw recreational function of RBD in Old city can be improved from the following aspects: Extruding the recreational function of RBD; creating humane open space area; developing the historical and cultural tourism products and inheriting traditional context; Reshape cultural atmosphere, and so on. Historical and cultural heritage of the old city RBD should be combined with business activities, so that it will achieve high-level interactive development between business and tourism, create a traditional atmosphere of history and culture, highlighting the cultural connotation of RBD, and shaping the culture.

The development of RBD should take organic continuation of historical and cultural heritage as a starting point, combine with its own characteristics, foster strengths and circumvent weaknesses, so that it can promote the sustainable development of the old city RBD.

The study is mainly based on the limited available information and the reality of the development of the city RBD, and many other specific conditions to make the preliminary discussion. Certain research results have been obtained at the same time. There are many shortcomings and needs further study: research on the urban RBD's recreation and business agglomeration development model. RBD gather research on the core functionality can understand its inner mechanism, looking for ways to avoid excessive agglomeration bring negative agglomeration effects, continuous innovation and development for RBD provide useful guidance.

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