

# MIKE SHARROCKS CONSULTANCY

Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

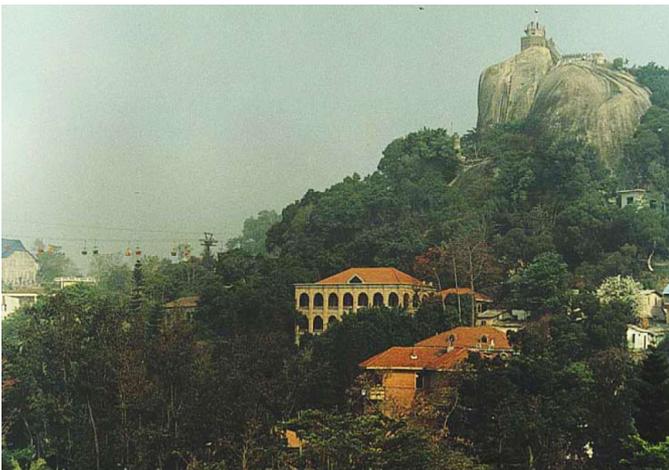
## China

### TOURISM DEVELOPMENT CONCEPT PLAN FOR GULANG ISLAND (XIAMEN), FUJIAN PROVINCE

**For the Gulangyu Tourism Bureau, 2002**

Mike Sharrocks provided planning, conservation and urban design inputs to a Tourism Development Concept Plan prepared by Townland Consultants Ltd (Hong Kong) for the Gulangyu Tourism Bureau.

The island of Gulang (or Gulangyu) is located just off the coast of the prosperous city of Xiamen, in the eastern Chinese province of Fujian, and close to the Taiwanese island of Quemoy. Gulangyu is less than 2kms.sq. in area with a population of 1,700. It has a charming quiet character and is totally pedestrianised. There are small attractive beaches, numerous gardens and many historic buildings. The island was formerly the base for a large expatriate trading and diplomatic community and accommodated a number of consulates until the late 1930's. Gulangyu has a strong piano playing tradition and has a number of classical music schools.



Mike Sharrocks drafted the outline Tourism Development Concept Plan that incorporated a strategy for tourism development, key projects and site specific schemes, together with proposals for urban design guidance and development control. It was important to maintain the island's unique character and in particular to conserve and find new uses for the numerous old buildings that were mostly vacant and in disrepair.



The island was already popular with domestic day trip visitors. The overall objective of the tourism strategy was to increase Gulangyu's capacity to absorb more visitors without undermining its attractiveness, and to encourage them to stay longer on the island.

The approach of the Concept Plan was to emphasise the character and heritage of Gulangyu, improve visitor facilities (especially restaurants and hotel accommodation), promote environmental and conservation improvements throughout the island, and to recommend the implementation of strict development and shopfront design controls as well as streetscape improvements. Sketch layout proposals were prepared for key action areas and guiding design principles for the conservation of buildings were also outlined.



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