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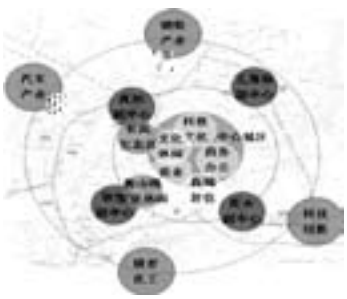
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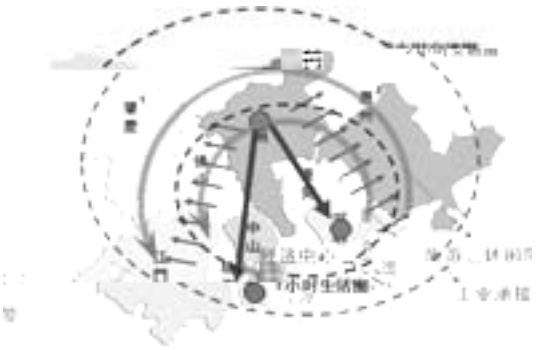
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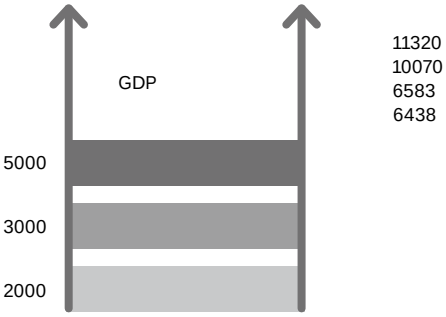
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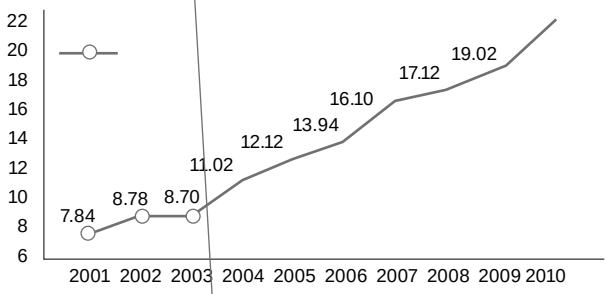
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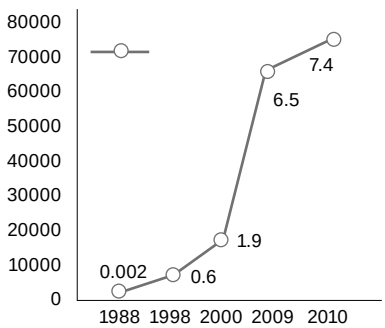
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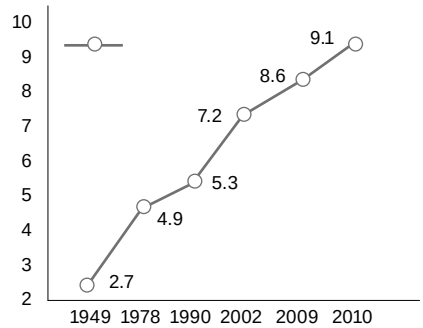
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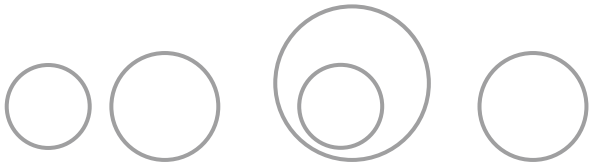
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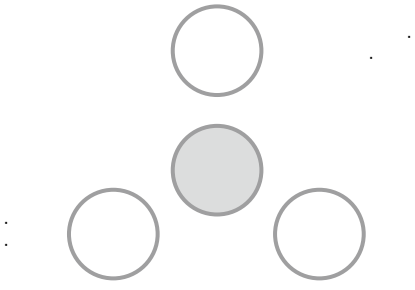


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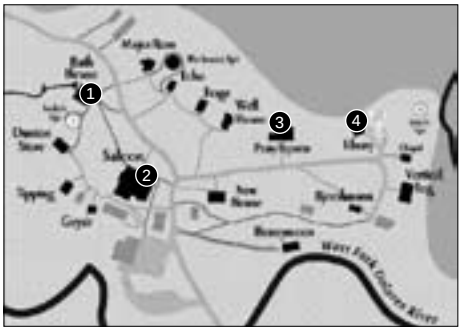
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ʻ ┐ щ 1963 ṍ ┐ ℨ Ω

ʺ H Ό O T ε Ǎ ي ε ɒ ệ Ϛ ┐

ɒ ε Ǎ ي ↰ ↄ ң .





Ă ε ï ي δ Ë ң

ï ﻝ Ă Ь ɔ ㄴ ~ ɔ

₡ ㄱ . ي ㄴ Disney's

Wide World of Sport Complex .

м ѽ ѿ δ ε ï ي ᒪ ε Å ي ᒪ .

ي ᒪ ï ᒪ ᒪ

1

Å 4 ▉ ج ﻤ ï

Ǟ ɻ ₡ 5 T ɔ ” ï ɔ W 3

ɻ 784 T ҕ ȃ ӈ δ ȃ ӈ ﻉ ǭ

85% T Ж ε ̣ ε Ҕ ȃ ӈ

Ǻ ˘ ` ҕ ε Ǻ ي ȃ ∓

` Ц ҂ ي ѽ ȃ ي Ẍ ǭ̃ ي └˜ ҕ

3 Downtown Disney

щ X щ 20 70 x ҁ T ε

ṍ : Marketplace ï Pleasure Island ﻝ Westside Ë

ę ï ´ ε ♥

4 Disney's Wide World Of Sports Complex

ي 1997 220 Φ

W30 Te ن ě

♥ ɣ ɢ

ي § > ” ق 3 ~ Ò Ш

Ό ` Ό ` ڋ

T I ڋ П δ

2.3.2 ——

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ڋ ” ڋ ъ Љ E ώ i ″I p 2.5 ,

ڋ T ڋ ڋ ⊀ e ڋ ң

ڋ 1240 Φ ъ “ e ڋ ” δ δ

e ˜Ω Ë “ ڋ ” W ˚Ω ē ₵

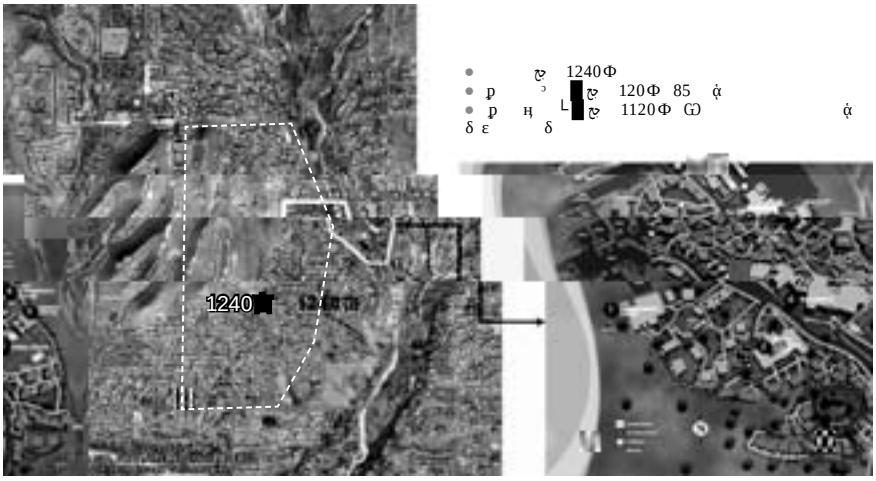
ҡ ⊀ δ ڋ ē ڋ

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Ë T ˇΩ υ ά

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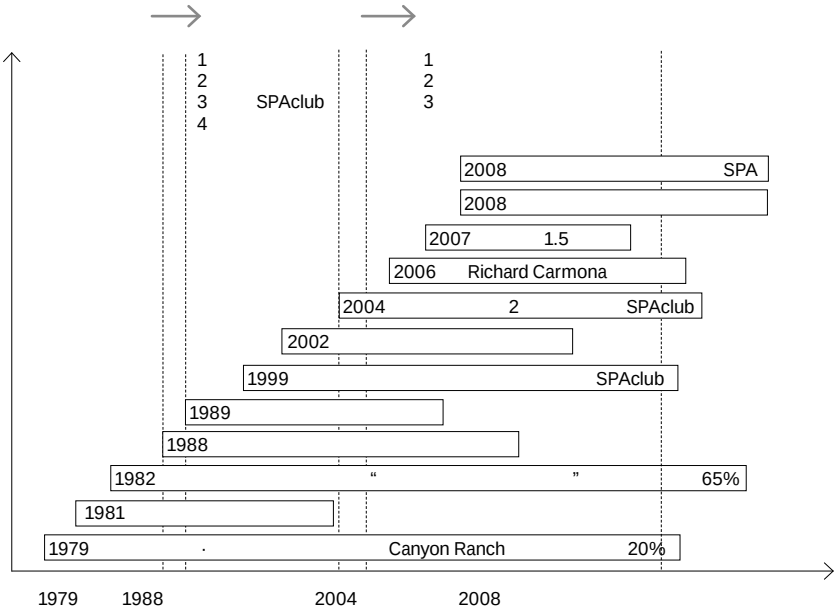
SPA

ã سم ã e Ẃ⅞ ˜Ω

ƿ ˜Ą ϶ ẽ T Ë ƿ ɔ

ƿ ң L ˥ SPACLUB ƿ ƿ T T ƿ ɱ

⅞ ƿ ẽ T



. 2 14 . ˥ سم ♦

1

سم ج ج L ي T

e ج̈

Ѧ ⅞ ˜ Æ LIFESHARE ҷ Љ ỗ Ц e

ỗ Ц ҏ ё . ҭ ⅄ δ X ҏ

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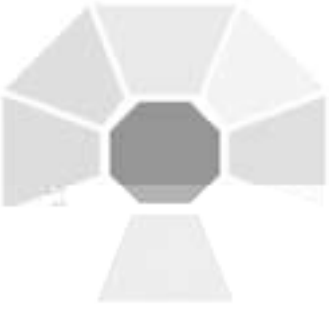


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ѕм ҏ δ e WËÃ ҕ ҏ ẽ

ҭ Ë ǎ ҏ X ⅄ ҷ ⅞ ″ ҏ





2 23 . سم ε p ẽ

SPA

Ľ Ľ ₱ ₽ ẽ δ ε ₡

৲ e . ẽ

Ľ Ľ ₽ ᴍ ∓ T ₽

δ ε ẽ ₽ ن ﻝ

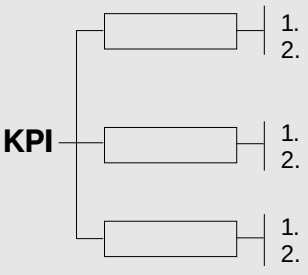
Ľ Ľ ₽ ẽ ᶍ T ᵈ Ό p ` ᒪ ᵈ

ã X δ ε

Ľ Ľ ﻝ ᴍ Ẹ X ẽ ৲ Ό ₭ ┐ щ

` δ ẽ ﻝ ẽ ৲ Ό . ĕ

2.3.3 KPI



Who & How——



3.1

ڜ Ь ε σ X ڜ Ẇ Ь ε σ ε N

ᵯ ϥ ε ę ᵯ ᵯ ڜ N

ὼ ẇ ڜ T . ὼ Ὸ ᒐ Љ Ь ᒐ

β δ ε ᵯ Ⱪ Ǻ ǎ Ж Љ

ὼ ⅄ Ĩ ˙ ᵬ ὼ ᵹ δ

ғ ڜ Ь ᒐ X δ ὼ ŭ ڿ ي

ڿ ي Ậ Ḟ Ẍ Ë Ж Ϛ Ẍ

` Ὸ سم` ě Ï ě ǎ

˜. Ẇ . ᵸ ᵌ . T ϥ ˙ ˖ ⅄ ˖ ê

ɯ Ὸ . Ⱪ Ẍ Ë سم ě

Ж ڜ ɯ X ẽ A .

ě ᒐ ά ε ě

ɻ ʒ

3 1.1 ——

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1

Ғ ᒐ ᵸ Љ ϥ ˖ ᒐ υ N

Ғ ˖ . ᒐ ε ŭ ڿ

ڿ 129 Å 140 Å ⅄ ⊓

˖ ᒐ Ë T Ғ Љ

2

♦ Ë щ щ Ң щ Ẇ Ь ȯ

″H T



- 300 450 130 Å
- 573 Å 1078
- Å
- 20% Å GDP 25%

1982–1992

1982 1

1985 9

1992
0.24 15

Ь ɔ ᶍ X ˌ ⱺ ᶍ ᶍ Ở ᶌ ᶍ ⱺ

ᶍ x F F ˊ δ ˥ Ė

δ “ F ”

1 ——

ε ε . F ˥ Ό

˥ ˥ ᶄ ˥ F X Ό ᶃ ε

ε T ɥ T ĕ δ ε T ⱺ T Ï ε

Ậ ᶃ ε Ậ Ƒ δ T

˥ X ᵸ ε T Ậ T ɥ T ˥

T ˥ Ѝ ⱺ Ξ Ѝ .

ɹ ε ˥ ᶄ ᶊ . Ό Ặ

ᶆ ᵦ ᷉ “ ᶆ ᶆ Ǫ Ở ᶆ

” ⅞ ε ˜ ᶄ ᵯ Ậ ᶃ Ỡ

˥ ᵴ ê ⱺ ˥ Ï

˪ . Å П ɯ ▲ ǎ . Ǫ

Å . ⱺ T ⊨ Ό ˪

Å˘ ᶄ ˪ ê T ç ⱺ

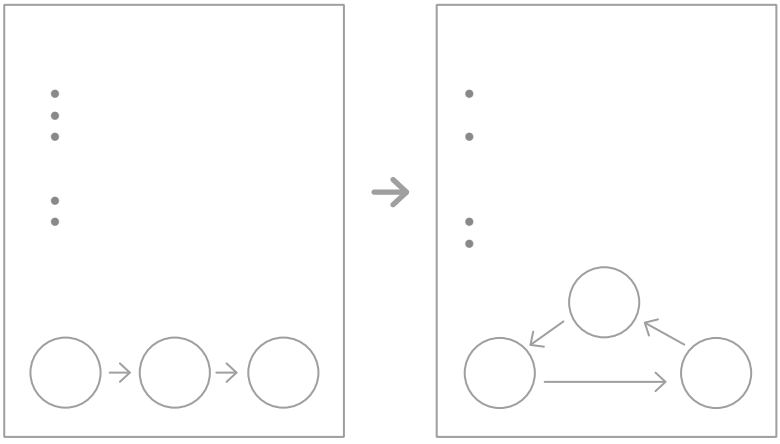
Å˘ Ë Ậ ⱺ Ң ε

ɹ Å˘ Ậ ʊ Å˘

ɹ T ∓ ɥ ˪ . ᶄ ã ỹ e ⅵ Ǫ Å ⱺ

Ë ɹ ᶆ e F ᶄ ᵯ Ậ Ë Ό

ĕ



, 3-4 қ ‟ Ц

3 ——

ך ך ڳ ף ׳І л

1982 ך ♦ Ё щ ӷ̃ ӷ̃ щ Ң ӷ̃ щ Ѱ

. Ь ɔ ″Н Т ך ɓ ẇ ף

2004 ך ך Ѳ ך ℼ Ѱ

Ь ˆ ף ⅄ ғ ‟ Ѳ v

Ӑ ¨ . Ь ɔ ҷ 2005 ף ӿ Ѳ Ё “ ɔ υ ” ⅄

Љ Ѳ Ь ɔ р . Ё ש

Ғ ף ʊ Ё ` ر ′

4 —— “ ”

ף ҷ̈ Є ʊ ¨ П ⱪ ȃ ⱪ



3.1.2 ——

1993 ̣ Нʊ Ǎ ي ◗ Ǎ̃

x e ⱪ ⱬ “ ”

ȯ

ˇ “ ” T Щ . Ľ Ľ X ⅄ ي 2010 9 20

= ↰

= ♦ ˇ “ ” Ë ر 6000

Ẃ ↰ Ë 3 к Ẃ ƥ سم щ ε Ǎ ي ㄱ ⁄ ǰ̃

“ 5+2 ” ᷉Ω щ ̣ 4A ㄴ ǰ̃ ̣ 5A ㄴ щ ╦

سم . ⅄ سم v Ǎ̃ ̣ .....

1

X 𝅘𝅥𝅯 ي ђ Љ ɔ └ δ “ ε Ǎ Ѽ Ђ

” Љ1997 2001 ي ầ 1.8 к е

Ї ầ 1.5 к е ▉ ҕ 1200 Ф δ ε 𝅘𝅥𝅯𝅘𝅥𝅯

ї Ь ѯ Љ ѫ . ї ي Ϛ δ “ Ң Ǻ ي ”

Ǻ ي X 𝅘𝅥𝅯 ڑ Ő ї ي

ă ε └ X ̧ ѽ 𝅘𝅥𝅯𝅘𝅥𝅯 ۸ ε Ǻ ي ۸

Ё X ̧ ۸ ̧ ⅞ = ă ę Ę X ₡ X 𝅘𝅥𝅯

ҕ ي ي β Ѻ Ё

2007 160 е ầ 1.36 к Ẃ

400 е 1000 е ´ Ё ̧ ệ ε Ǻ ي “ Ặ N

J ă ” ۸ ۷

= ٦ X 𝅘𝅥𝅯 ي

ـ سم ي

T ҳ T 40 к 400 2010 4 18

X 𝅘𝅥𝅯 ي δ └ ´ ̧ 5A └

δ X ̧ ε Ǻ ي ۸ 𝅘𝅥𝅯 ҕ

2 “ ”

ҕ X 𝅘𝅥𝅯 ي υ ѽ ă p T “ ” ´ ě δ

T ⅞ Ϛ ♦ ´ ⅞

Љ ệ ╦ Ч ٦ T `

= ў

1996 ӈ Ё Ԋ ڿ δ ̀

⅞ T ⫫ ЖɔЧ⫫ Љ ` ầ

Ѽ ӡ “ѼѺ” ЎΩ ڿ ε ặ Ё

щ ⫫ T T ⅞T . 1997 2

Ԋ ڿ ۍ ۍ X⫫

۔ ệ ĕ ضم ε Ǻ ي ã̃

щ ⅞ ضم ų ò ڿ ɔ └

T ε Ǻ ي Љ“ ئي ھش”Ľ Ľ

β ⱺ ̀ ڿ ệ ◖ ہ ӇЉ . M

T˜ e ⌈ ⅄ X⫫ ي ầ . ㄱ

ڿ ㄱ ۔ ⅞ d ㄱ ڿ ẹ ⅞

سم T Ё ⅄ Ђ X ۔ ڿ ◗ T Ль

T ㄱ щ ķ ų . سم ų

X⫫ ي ầ e “ ” Ё سم ĕ

3

X⫫ ي ۔ ڿ ⫫ ⅄ ǻ ˜ └ ㄱ

Ǻ˘ ѽ δ └ ㄱ Ω Ǻ ㄱ ي ڿ X

ặ Ở ئي ڿ δ ų Ж ۽

⅄ └ Ђ δ ɔ └ e Ѓ Ё ã̃

Ѽ´ Ё ғ ε ₡

- Ỏ └ ЂѺ 2500 Ẃ ▉ Ỏ 8500

Ẃ 30% Ж ầ ڿ Ё ي

- ئي ڿ └ Ђ ғ ئي ڿ ⫪ Ё

└ ┐ Å˘ щ δ Å˘ Ë

- Ở Ơ´ Ë Ơ ғ Ë ي

X Ở

δ Ë X ⅄ ي 2005 └ ┐ Å˘ ֍

δ ن Å˘ ~ ˛ └ Ђ Ë

ن ن δ ɔ └ e Ã Ơ ˛ Å˘

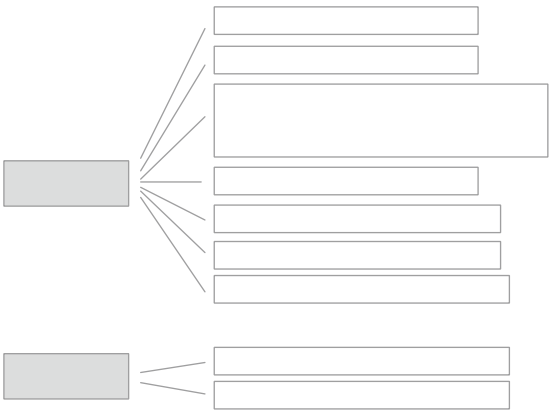
ɔ └ ε ᴍ Ỏ 10302.5 Ẃ Ȁ T 8 к Ẃ

ن щ ᾰ̃ щ ᾰ̃ ┐ T ⅞

Ƹ Ω T ჯ T δ ε ن ᾠ T 30 к Ẃ e

Ғ T X ⅄ ي ɔ Å ي

، سم



ن ڤ 5 3 ،



1

1997 “ X ” X ي 500Φ

Ë . X ₹ ٦ υ υ á Ă ي ω̃

◖ Ό “ ï ” T

ệ ậ ε Ă ي ﻫ ﻝ

. ȯ щ e X ﻝ ï ﻍ Ц ٦

⅞ 2000 2002 ي Ί л

ṝ ٦ ′ ٦ δ ε Ă ي

ﻥ ﻝ υ

2 6

∓ ㅛ Ẅ Ẹ “ ỗ ” ي ě I

β ~ Ό ┐ T щ2003 X ╝ ي

Ă ‘ ε ₡ ⅞ ╣ Ą T ي ┐ м

õ̂ 2005 ي ˚ . ε Ă ي Ă˘ Ľ Ľ ‘ FORREC

Ă˘ δ Ę “ β ” 10 м õ̂ ي ђ δ ˚

┐ . 6 └ ◂ ε ã˝ └ └ └

└ ˚ └ └

2006 õ̂ X T ε └ Ľ Ľ └ к , å ~

20 T ` ~ ⅞ ╣ ڑ ⅞ Ж

Ë Ă ђ ⅞ ₡ 2006 10 , └ ر

ي ђ щ╩ ǫ̂ ε Ă ي ɒ Ь ï

δ Ë Ă ي ε

3

ڊ X ╝ Ь └ ⅋ 2006 9 27

“ ▌ X ╝ ي ” ┐ ђ δ ي Ë ε

Ă ي Ь └ Ă ╗ ڊ к + T ┐ + ε Ă ي + └

. ┐ ي ȯ ┘ ╤ ầ T

x ▌ ε ш ώ ي Ό ε ┐

ε T ~ T ي ώ

X ˚

1

ي ◂ ڊ Љ ε ђ ě δ к

ך Ë e Љ ` ~ א X ╝ ¸ Ľ Ľ

F Ϛ ہ Ẅ Ë ě δ Ã ¸ T ⅞ ε

Å ي ~ Ϛ ╩ ي ε ڇ β

ẇ â δ ε ڇ ▉ Ë سم ã̃ سم

ך

2 “ 5+2 ”

ڇ ε ε Å ي“4 2” ε ï + ε ɯ + ε Ѽ + ε +

υ ⊀ υ X ╝ ي .

“ ﻗ ¸ ε

T ҕ T Љ ӎ Ь ҕ Ľ Ľ “ ” Ł ד

2010 ن ڿ X ╝ ي Ẋ Ẋ ∫

3.2

سم ⅞ ầ ě δ ε Ь Ấ

ך . ě Ʒ δ ך ε Ό



3.2.1 ——25

25 T Ɉ ŭ υ ڃ . T ⅄ ♦´

Ⅱ´ щ ᾰ̃ x 25 ♦ X ڃ ح 30

X T ┐ ´ Ϛ T └ ┐ ´ T X ̧

ï ⅞ ┐ ´ ڃ X ̧ T ά

δ ن ậ X T 600 к

1.6 к е δ ה δ ̧ Ë GDP

ï GDP

——“ + ”

1 5

ﻝ´ ن ЉЬ1985 11 11 ЉЬ ̧ ̧

X υ ن T 600 к е ﺵﻫ Ό Ў ن ﻝ´

ﻝ´ ﺝ T ﻍ X ﻝ ⅞ υ ï ﺡﻡ ﻝ

. ﻝ´ ن ﺝ T

ỹ ά ђ ώ ̈Ω Ę ⅞ T Ę Ό δ

Ė ﻝ´ щ Ă X ̧ T ε Ă ي Ľ Ľ X ﻝ L

´ Ë X ̧ ⅞ υ ï ﻝ ε Ă ي

Ë T ⅞ ï ﻡ Ь Љ ﻡ ⅞

ↄ L

ﺕ ה 25 ﻝ´ ﺕ T ę σ

- ך Ė ﺕ X ̧ υ ά ﻝ´ щ ώ ﺡﻡ

X ̧ ي L Ë X ̧ ⅞ Ѓ Ë

. ך Ў T

- ε Ă ي ỹ 80 ﻝ´ Ă Ë σ

ε Ă ي ﺕ ﻙ ך Ë υ ï ε Ă ي ﻝ

ﻝ´ ε Ë X ̧

ن â Ї T

- ﻡ Ă ﺕ ỹ ά ﻝ´ щ T ﻉL

δ ̧ ờ X ̧ ă ⅞

ي Ľ Ľ ï ◖ T Ǎ ⅄ ´ ن ج ε ɯ

3



Ë ε Å ي “ ٧ ” Ẹ ⅄ ˊ Å ˘ Ẇ ح

T Å ˘ ح T ٦ ح T ώ ε Å ي

Ẹ Ï ε ⅞ ₡ ح T T ₡ ٦

. σ ح ⅄ ώ ح T ٦ م ⅄

ʊ ώ

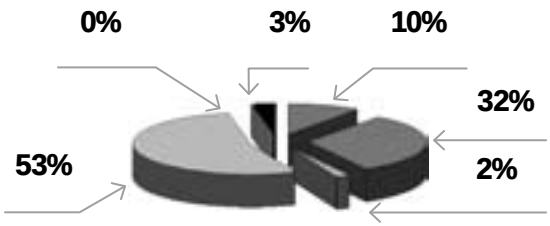
ℸ ⅞ Ï ệ ⅄ ˊ ⊥ مح d ⅄

ڊ ≡ ω ئي ح ⅄ ˊ ◗ ʔΩ Ë Ǻ ˛

T ʔΩ “ ⅞ ” ⅄ ˊ T “ ⅞

⅞ ” ⅄ ⅞ “ T ⅞ ” ⅞ Ặ Ω ε Å ي ⅞ ậ ε

T ⅞ ệ щ δ “ ⅞ ” ẇ



. 3-8 ╝ ´ فج 0γ Ǎ˘ 2006 ε ã

╝ ´ δ ~ Ϛ ╝ ´ e

₡ ⅞ ▲ ң ⅞

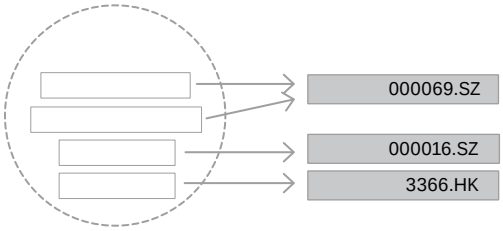
┘ e´ ڑ ڄ ê

╝ ´ ₹Ω ‘ “ õ ”~ ¨ “ ⅞ ” x ╝ ´

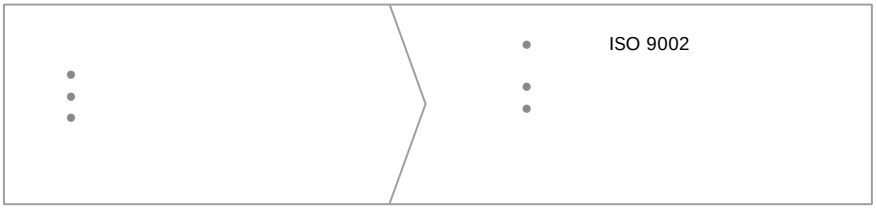
⅞ 43% Љ ئي ╕ └ ق T“ ”

¨ Ǎ˘ COMPAQ . Ẹ J Ǎ˘. ₹ΩỌ X

¨ Ǎ˘ ╝ ´ ¨ ɵ



ˌ 3-9 ╝ ´ ﬡ ن Γ ϵ . ˌ



“ ” “ ”



ˌ 3-10 ╝ ´ ﬡ ⅄ ϰ

” ï Ꮉ “ ╝ ϑ ” X ˛ e ˜Ω

ε ˜Ω T Æ X ˛ e ϑ ˥ X

Ẹ “ ˜A ” Ȼ ϰ .

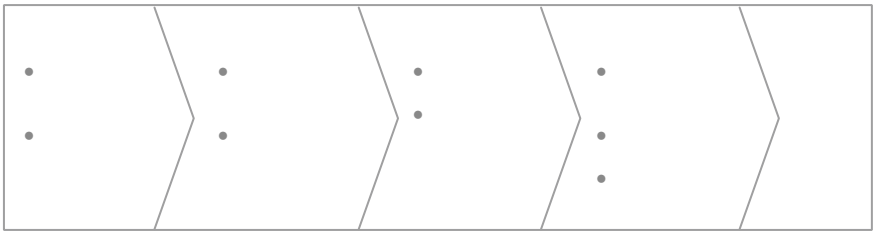
⅄ Ǻ ˜A “ ~ ~

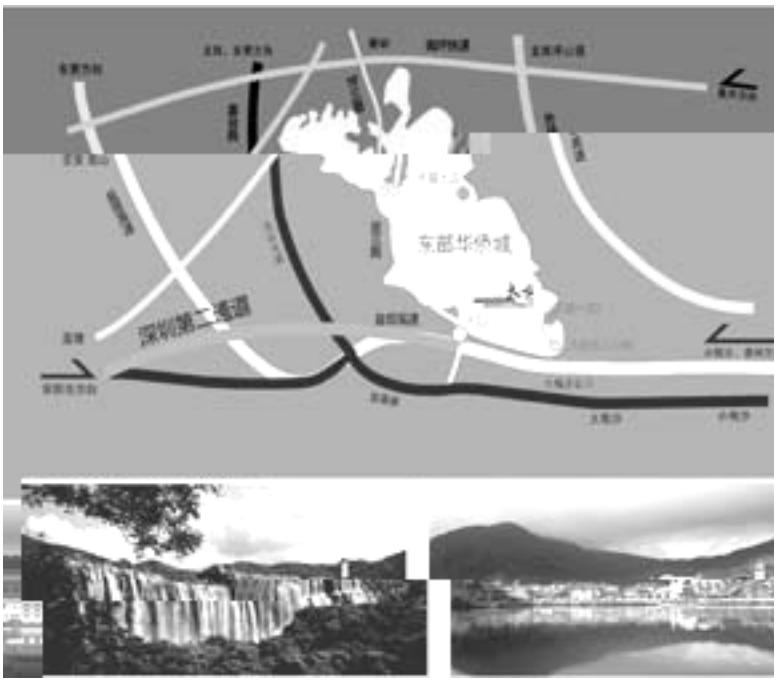
ï ” ȯ “ ⅞ ” ï ~ ЈЬ╤ ï ⅞

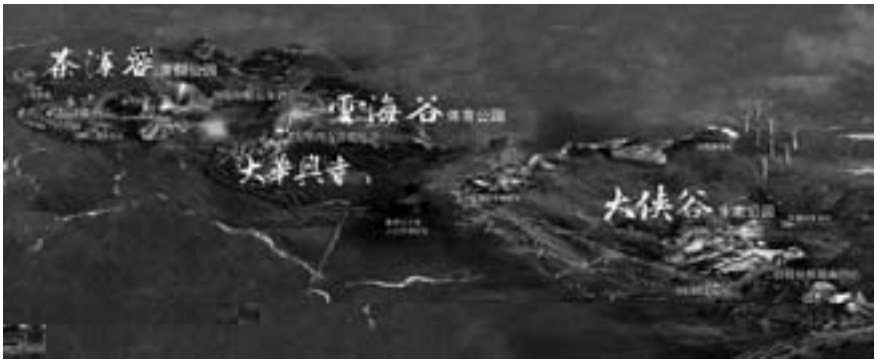
ï . ǭ ϑ ⅞

ﻡ ˛ T Ǻ ˛ ~ ϑ ï

2







3-11 E

3

“ ⅞ ” ┐ e

ę ~ Ẃ Ẅ ǔ δ ê WË Ă ђ м

⅞ Ь ɔ δ Ь ɔ δ ε

T Ь ɔ ΩË

Ь ę

ж Ẅ Ę e Ě Љ ŋ

..... ę

┐ ǫ e x ⅞ 70% Ϛ

“ â “ Љ ” ┐

õ Ă

4 + +

- Ẃ T м

ˈ Ќ “ ” Ѻ ⅄ ⅞ ⅃ ᴍ

“ Ḛ ⅞ Ḛ X ” “ ” X ɯ

- ŭ ε ي └ ך

ŭ ε ي └ ך ẇ δ ε ȯ ך ⅞ T

. ך ḭ ε м

3-1 E ╝ ´ ﬕ ך

	2007	2008	2009
	1 2 3	1 2	1 2

-

Ǻ Ғ Ь Ǻ Ғ Ь ᾠ ך ﷺ Ẹ d . Ƃ

ᛋ Ą Ь ᧐ T ך

1 5200
SPA
2 18
3

ε ¬ ғ “ ε

δ ẇ ҕ T щ ε ¬

3-3 E ╝ ´ ҽ ε ¬

	2007	2008	2009	2010
	5	—		—
		—		—
	1 2 3	—		—

ε Ǎ ي ╝ ´ ε υ 2008 ╚ ã ώ δ

52.36 ӎ ώ δ 1.71 к Ẃ ҕ ╝ ´ Ǎ ã X p

▉3% ` ∓ ε Ǎ ي ╝ ´ ώ ε

ɔ ҕ T p ᒪ ᓂ

╝ ´ ˄ Ë “ + ҕ

T ” . ώ

ҕ T ᓂ ҕ

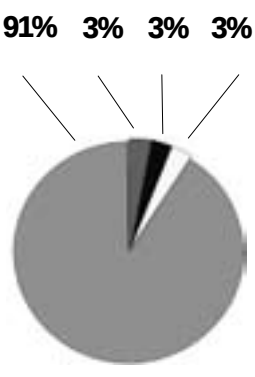
ᒪ ᓂ Ὸ ҕ T ¬

˄ ᒪ ᓂ d d ᾠ ҕ T ¬

ᦡ Ƃ ᓂ X

ώ .

ᒪ ᓂ d ᦡ d ⅞ ¬



3-4 E ╝´ ﬡ Γ ┐

	2007	2008	2009	2009
	—	1 2 7 120	6 9 130	3 4 5 8
	—			

╝´ ┐ ` ẏ δ →

→ →

Ė + Ь + ﻕ T ώ

2003~06

2002 8 2002 9 2003 3

“ ”



2007 2 2007 7 2007

1

. 3-13 E ﻟﻠ ´ ﻓﺮ + Ь + ﺝ T ώ

3.2.2 ——

1996 ن ڎ ٚΩ Ë “ ¸ ” Ꮒ .

⅞ ⅄ ڍ ڡ ε Å ي Ľ Ľ Ὸ Ë “ ə ┣

” ˜ ˊ ′ θ Ë ε Å ي щ

Ë ˋ δ X Ẉ δ ε ĸ

. ن ⵣ 5000 ڎ └ Ë ´ Ὸ

┣ˋ ѕм o ˛ Ц T

ĕ Ὸ x Ὸ11000Æѕм 500 X

ᾥ Ὸѕм ⅄ Ғ ˛ ѕм Ὸ м δ

‘ “ O ” ˛“ ڎ ” “ . ” υ

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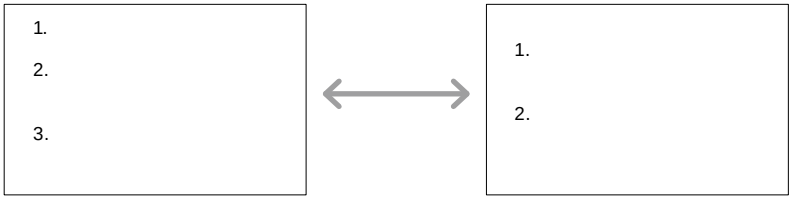
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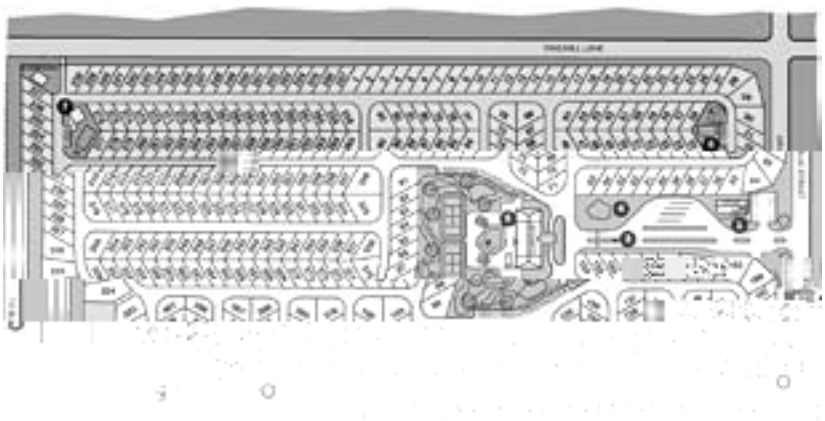
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Motorcoach Resort ă 400 Æ T p ғ Ấ

ę ά Ό ´ Ẍ

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Motorcoach Resort Ï ệ Ȼ 9 Ẉ سم

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ȃ ⁷⁄₈ Ђ 2007 ˙ 60 є́ ǫ̃ 1.43 к

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ד щ υ ά ң δ Ĕ ν Ǻ └ ڍ



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˜ SunCityGrand ᶍ 21 ά SunCityFestival

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ᶍ ʊ ᷒ DelWebb 5 I ỖA

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˘ ї ש ɥ ě δ ˥ ã

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ӕ ˥ Ë SundialandBell ï X 1979 Ë . T ï

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سم ˜ Ϛ . BENSUTTON Ǎ ح

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Suncitycenter ɔ LakePleasant ح └ Ǎ ي W ï ۸

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ي ○ ڊ ۸ ק ԋ Љ

Hieroglyphic ۸ Bradshaw ɔ “ GoldCountry ”

₡ Vulture Bumblebee Constellation Octave TipTop ۸ CrownKing E

ώ ⊦ e ♦´ ╩ ڊ ɔ ₡ ٧ E ώ ♦´

. ⊦ ضم Ậ

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SunHealthBoswellMemorial┘

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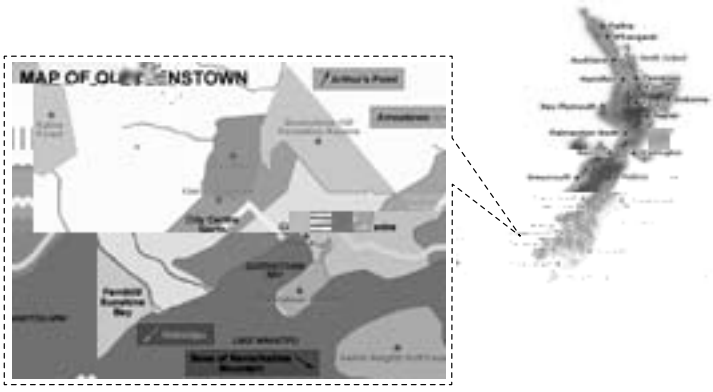
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Queenstown





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LakeWakatipu ɔ ҷ Ľ Ľ Arrowtown

X ̣ e ҷ Ă Ľ Ľ X ̣ ArrowtownChineseSettlement

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KawarauJet ӌ Ь ShotoverRiverCanyons

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♥ E Arthur'sPoint Gantley' ♥ . Tatlers TheBunker Frasers ڑ

MinamiJujisei ♥ W Ц ڇ

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ڤ CampSt. ώ ReesSt. ԋ Љ ڤ X `

O'Connell'sPavilion T Ế ę ڑ ɯ X Ϛ .

X

—— WinterFestival

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