**考查报告封面**



**旅游管理学院2016—2017（二）学期暑期见习课考查报告**

  **课程名称： 德国YHA暑期见习课程**

**院系 旅游管理学院 专业 旅游管理专业年级 2014级**

**姓名 赖雪怡 学号 20141100190**

**题 目：** **德国YHA暑期见习课程**

**报告文本格式要求**

**请按教务处的“期末考查”封面，打印附加在报告上。**

**报告格式，大标题字号小三，加粗，段落标题小四，加粗。正文，小四，不加粗。行距：1.5倍。页面左下：有页码。**

**青年旅舍公共空间的设计与管理**

**——以德国巴伐利亚州青年旅舍为例**

**一、背景**

2017年7月6日始，在为期12天的行程里，华南师范大学旅游管理学院暑期赴德国青年旅舍经营与管理项目实地考察了慕尼黑公园青年旅舍（Munich Park）、博森霍芬青年旅舍（Possenhofen）、巴特特尔兹青年旅舍（Bad Tölz）、加米施帕滕基尔兴青年旅舍（Garmisch-Partenkirchen）、纽伦堡青年旅舍（Nuremberg）、拜罗伊特青年旅舍（Bayreuth）、冯思德尔青年旅舍（Wunsiedel）等七间青年旅舍，了解德国青年旅舍的相关历史和实际运营管理情况。本文以德国青年旅舍的公共空间作为切入点，归纳和总结德国巴伐利亚州青年旅舍的公共空间的设计和管理。

**二、青年旅舍的公共空间及其重要性**

广义上来说，不同来源旅客之间能够发生交往、交互行为的空间都属于公共空间。但基于青年旅舍以多人间为主要房型的特殊定位，这里汇报的“公共空间”定义为旅客可共享的、用于非住宿盥洗使用的公共空间。公共空间主要分为入口空间、交通空间、交流空间。入口空间包括大堂（门厅）、前台、资讯栏等。交通空间包括走廊、过道、楼梯等。交流空间包括娱乐区、自助服务区（自助厨房、洗衣房等）、讨论区等。

青年旅舍的公共空间是青年旅舍建筑设计和经营管理的重要部分。在国际青年旅舍联盟的经营理念中，很重要的一部分是推动青年间的文化传播和交流。这种文化传播和交流是跨国界、跨种族、跨文化的，无关宗教信仰、文化背景抑或是身体条件。另一方面，青年旅舍还鼓励青少年接触自然、热爱户外运动和善于学习。因此，构建符合青年旅舍经营理念的公共空间，营造适宜文化传播与交流和研讨学习的氛围、提供安全具有吸引力的户外公共空间，是青年旅舍经营管理的重要组成部分。

此外，国际青年旅舍联盟作为非营利性目的的组织，在坚持高要求理念的同时还要营收和发展，成本控制是永恒的话题。青年旅舍公共空间的科学化管理有助于青年旅舍更好地节约成本，合理经营。同时，还需要利用公共空间加强青年旅舍的特色，个性化经营以吸引青年旅客的入住。

**三、德国巴伐利亚州青年旅舍公共空间设计与管理**

**（一）入口空间**

**1.停车区**

除了位于城市区的慕尼黑公园青年旅舍，其他青年旅舍都设置了相应的停车区，供旅客使用。以运动为主题的巴特特尔兹青年旅舍和拜罗伊特青年旅舍，还设置了大型的租赁自行车房，提供自行车租赁、存放服务。入口不远处还有其他的运动器材存放房间。

**2.前台**

慕尼黑公园青年旅舍、巴特特尔兹青年旅舍、加米施帕滕基尔兴青年旅舍是经过宽敞的休憩区才到达前台的，纽伦堡青年旅舍、博森霍芬青年旅舍与拜罗伊特青年旅舍的前台则是靠近入口处的，冯思德尔青年旅舍则是经过一个窄走廊到达前台，窄走廊侧有做了隔档的休憩区。

除了纽伦堡青年旅舍，其他六间青年旅舍的前台都兼有吧台的职能，为旅客提供咖啡、汽水、酒等各种饮品。同时，纽伦堡的前台工作区也是最繁忙和拥挤的。

**3.前厅**

前厅一般是青年旅舍空间流线的起点。七间青年旅舍都在前厅设置了旅舍近期活动介绍、旅舍特色活动（课程）介绍、旅舍周边交通景点信息介绍、旅舍展示柜等，是青年旅舍提供的自助获取信息最集中的地方。同时，除了巴特特尔兹青年旅舍的前厅的空间流线只有两个方向，其他的青年旅舍的前厅作为起点，空间流线都是呈辐射状的，餐厅、住宿区、户外运动区、研讨区、游戏区等都是在不同的方向。

**（二）交流空间**

**1.空间流线**

一般来说，青年旅舍的空间流线不会设置成环状，也不会设置成超市类型的单方向的移动。但是，也有例外的地方。

德国巴伐利亚州的青年旅舍都有餐厅，为入住旅客提供餐饮服务。旅客排队依次拿上餐具，经过各个窗口获得菜式，到饮品区装上自己喜欢的饮品，从出口出来，完成一次厨房的取餐空间流线。

餐厅取餐区的空间流线的设置没有固定的方向。拜罗伊特青年旅舍的经理表示，只是因为习惯所以安排的是顺时针的空间流线。在纽伦堡青年旅舍，餐厅的空间流线的设置就是逆时针的。慕尼黑公园青年旅舍的餐厅的空间流线的设置非常好，利用餐厅到取餐区的距离自然地将人们引导到相应的入口开始空间流线。但是拜罗伊特青年旅舍的餐厅的空间流线设置我认为是欠佳的。取餐区的起点入口窄小，不利于多人选拿餐具。空间流线结束的出口刚好是餐厅的入口，极容易和涌入餐厅的人流撞上造成阻塞。而且空间流线结束时背对餐厅的座位，离目标区域远，不方便旅客。修改空间流线方向改成逆时针刚好就能解决问题了。

**2.娱乐区**

七间青年旅舍都设置有针对幼龄儿童单独的娱乐房，但更多的是适合全年龄的宽敞的多功能的公共空间。德国巴伐利亚州青年旅舍的入住群体以学校和家庭为主，所以有很多的孩子，公共空间总是会非常的热闹。但德国巴伐利亚州青年旅舍的空间动静分区做得很不错。加米施帕滕基尔兴青年旅舍、巴特特尔兹青年旅舍和冯思德尔青年旅舍将吵闹的disco房间安排在了地下，其他旅舍则多是利用装饰墙等，自然地分隔开不同的空间。

青年旅舍会为旅客提供棋牌、书籍、运动器材等，甚至还能提供乐器。以运动为主题的巴特特尔兹青年旅舍、加米施帕滕基尔兴青年旅舍、拜罗伊特青年旅舍和冯思德尔青年旅舍都有十分宽敞的户外运动区域，甚至有攀岩墙、足球场和正在建设的篮球场、游泳池。

**3.研讨区**

与经济型酒店不同，青年旅舍作为旅舍的同时，也是一个学习交流的场所。德国巴伐利亚州青年旅舍一直坚持设立青年旅舍的初衷，体现在公共空间的设计上就是为学生群体的交流讨论提供空间便利，营造氛围。

方便搬动且可以自由组合的桌椅，专门划分出来可租用的研讨室（小的研讨室还可以打通成大的研讨室），可以舒服靠坐的软垫等，当白天的课程或项目结束时，晚上总能在公共空间发现一群群在讨论或者准备汇报的学生小组。这种在青年旅舍内自主学习的氛围是国内青年旅舍努力的方向。

**（三）交通空间**

德国巴伐利亚州青年旅舍十分注重无障碍设施的设置，走廊和过道都设置得非常宽敞，上下楼之间也有电梯或者斜坡，非常的方便。同时，足够宽敞的走廊也可以作为孩子玩耍的场所。尤以新修建的博森霍芬青年旅舍和拜罗伊特青年旅舍最为突出，舒心的空间设计让我们也深得其乐。

**四、归纳总结**

**（一）丰富青年旅舍设施，营造自身特色。**

德国巴伐利亚州的青年旅舍都有自己打造的主题方向。如巴特特尔兹青年旅舍、加米施帕滕基尔兴青年旅舍、拜罗伊特青年旅舍是运动主题的青年旅舍。纽伦堡青年旅舍是历史教育主题旅舍，同时和拜罗伊特青年旅舍也是注重戏剧和音乐主题建设的旅舍。国内青年旅舍缺乏特定的主题营造，只能依靠价格和近旅游资源的地理优势吸引旅客，而非真正认同青年旅舍观念的旅客群体。

**（二）关注旅舍内空间流线的设计**

空间流线的设计是大型连锁高级酒店集团一定会关注的一个点，但专门针对青年旅舍空间流线的设计研究其实还是十分的欠缺，尤其是在国内，尚且不能认识到优秀使用的设计对成本节约的巨大作用。优秀的空间流线设计同时也能带来流畅舒适的用户体验，更有利于巩固既有的客户群体。

空间流线的设计与青年旅舍提倡的自助入住没有冲突，流畅的空间流线设计也会让旅客更容易接受青年旅舍“自助”的理念。

**（三）注重私密，空间的动静分区**

尽管青年旅舍鼓励入住旅客之间的文化传播和交流，但是一定的私密空间还是会带来安全感。德国巴伐利亚州青年旅舍内，公共空间的设计会自然地加入装饰墙、卡座等设计，是半包围的空间，既有一定的阻隔作用，但又足够观察使用者情况。同时，公共空间的使用讲求相互尊重，需要安静空间的旅客和需要热烈玩耍或者讨论的旅客都能找到自如享用的公共空间，需要优秀的公共空间设计从一开始就关注到旅客这一方面的需求，这样才能更好地营造自主学习、沟通交流的氛围。

**参考文献**

[1]张天麒. 国内青年旅舍交往空间的设计研究[D].北京服装学院,2017.

[2]戴东,王强. 青年旅舍公共交往空间设计研究[J]. 住宅与房地产,2016,(30):71. [2017-09-06].

[3]李冬环,成福伟,李志刚. 我国青年旅舍发展的困境及对策[J]. 河北民族师范学院学报,2014,34(01):79-81. [2017-09-06]. DOI：10.16729/j.cnki.jhnun.2014.01.043

**The Design and Management of Public Space in Youth Hostels**

**——Take the Bavarian youth hostels as an example**

**1. Introduction**

Began on July 6, 2017, A group of the South China Normal University School of Tourism Management went to the German Youth Hostel Management Project, a 12-day study tour, to visit the Munich Park Youth Hostel, the Possenhofen Youth Hostel, the Bad Tölz Youth Hostel, the Garmisch-Partenkirchen Youth Hostel, the Nuremberg Youth Hostel, the Bayreuth Youth Hostel and the Wunsiedel Youth Hostel, in order to understand the German youth hostel's history and actual operation and management of the situation. This article takes the public space of the German youth hostel as the starting point, summarizes the design and management of the public space of the German Bavarian youth hostels.

**2. The Public Space of Youth Hostel and Its Importance**

Broadly speaking, we can call the space where different sources of travelers can occur between the interactions, is a public space. But based on the youth hostel use multi-person-room as the main room type, where the report of the "public space" is defined as the space where travelers can share out of the bedroom and washroom. Public space is divided into entrance space, traffic space and communication space. Entrance space includes lobby, front desk, information bar and so on. Traffic space includes corridors, aisles, stairs and so on. The communication space includes entertainment area, self-service area (self-service kitchen, laundry room, etc.), discussion area and so on.

The public space of the hostel is an important part of the design and management of the youth hostel. In the international youth hostel business philosophy, a very important part is to promote the youth to discuss their different culture and have more communication. This cultural communication is cross-border, cross-racial, cross-cultural, unrelated to religious beliefs, cultural backgrounds or physical conditions. On the other hand, youth hostels also encourage young people to contact nature, love outdoor sports and good at self-learning. Therefore, it is an important part of the management of the youth hostel to build a public space suitable for the business philosophy, to create an atmosphere suitable for cultural communication and study, to provide safe and attractive outdoor public space.

What’s more, International Youth Hostels as a non-profit organization, in the high demand for ideas while also revenue and development, cost control is the eternal topic. The scientific management of the public space of the youth hostel will help the youth hostel to save the cost better and rationally. At the same time, also need to use the public space to strengthen the characteristics of youth hostels, personalized business to attract young travelers to stay.

**3. The Design and Management of Public Space in German Bavarian Youth Hostel**

**(1) Entrance Space**

*1.Parking Lot*

In addition to the Munich Park Youth Hostel located in the urban area, other youth hostels have a corresponding parking area for guests to use. The sports-themed Bad Tölz Youth Hostel and the Bayreuth Youth Hostel also offer a large rental bike room with bike rental and storage services. There are other sports equipments that are not far from the entrance.

*2. Front desk*

 the Munich Park Youth Hostel, the Bad Tölz Youth Hostel and the Garmisch-Partenkirchen Youth Hostel have spacious retreat area to reach the front desk. The front desk of the Nuremberg Youth Hostel, the Possenhofen Youth Hostel and the Bayreuth Youth Hostel are close to the entrance. The Wunsiedel Youth Hostel is through a narrow corridor to reach the front desk, narrow corridor side has done a compartment of the rest area.

In addition to the Nuremberg Youth Hostel, the front desk of the other six youth hostels has the functions of a bar and offers a variety of drinks such as coffee, soft drinks and wine. At the same time, Nuremberg's front desk work area is also the busiest and crowded.

*3. Lobby*

 The lobby is generally the starting point for the streamline of the youth hostel. Seven youth hostels are set up in the lobby to introduce the activities of the hostel, the activities of the hostel, the introduction of the surrounding tourist attractions information, hostel display cabinets, etc., is the youth hostel to provide the most concentrated information on self-help information. At the same time, in addition to the Bad Tölz youth hostel’s lobby of the space streamline only two directions, the other youth hostel’s lobbies as a starting point, the space streamline are radial, restaurants, accommodation, outdoor sports area, Seminar area, game area and so are in different directions.

**(2) Communication Space**

*1. Space Streamlines*

 In general, the youth hostel's space streamline will not be set into a ring, nor will it be set to a one-way movement of the supermarket type. But there are exceptions.

German Bavarian youth hostel has a restaurant to provide catering services for guests. Travelers line up in turn to take the tableware, through the various windows to get the dishes, to the drinks area to install their favorite drinks, from the exit out to complete a kitchen meal space streamline.

The dining area of ​​the dining area is not set in a fixed direction. The manager of the Bayreuth Youth Hostel said that it was only because of the habit of arranging clockwise streamlines. In the Nuremberg youth hostel, the setting of the space streamline of the restaurant is counterclockwise. The space streamline of the restaurant of the Munich Park youth hostel is the best. The distance from the restaurant to the dining area naturally leads people to the corresponding entrance start space streamline. However, I think the Bayreuth Youth Hostel's space streamline setting is not good enough. The starting point of the dining area is narrow and is not conducive to the selection of utensils. The end of the space streamline exit is just the entrance of the restaurant, extremely easy and the influx of people into the restaurant caused by the blockage. And the end of the space streamlines back to the restaurant seat, far away from the target area, inconvenient travelers. Modify the direction of the air flow into a counterclockwise just can solve the problem.

*2. Entertainment District*

Seven youth hostels are equipped with separate entertainment rooms for young children, but more are spacious and versatile public spaces for the whole age. The main services in German Bavarian youth hostels are for the groups of school and family-based, so there are many children that the public space always be very lively. But the German Bavarian youth hostel space dynamic partition done very well. The Garmisch-Partenkirchen Youth Hostel, the Bad Tölz Youth Hostel and the Wunsiedel Youth Hostel will be noisy disco room arranged under the ground while the other hotels are mostly using decorative walls, naturally separated from the different space.

Youth hostels will provide chess cards, books, sports equipment, etc., and even provide musical instruments. The sports-themed the Bad Tölz Youth Hostel, the Garmisch-Partenkirchen Youth Hostel, Bayreuth Youth Hostel and the Wunsiedel Youth Hostel have very spacious outdoor sports area, and even climbing walls, football Field and is building a basketball court, swimming pool.

*3. Discuss Area*

 Different from the economy hotel, youth hostel as a hostel while is also a place to learn and communicate. Germany Bavarian youth hostel has always insisted on the establishment of the original intention of youth hostels, reflected in the design of public space is to provide space and facilitate the atmosphere for students to discuss and communicate.

Tables and chairs, that are easy to move and can be free combination, are specifically divided into the leasing of the seminar room (small seminar room can also open up into a large seminar room). You can comfortably rely on the cushion, when the day course or project end At that time, the crowd can always be found in public space in a group of students who are discussing or preparing to report. The atmosphere of self-study in the youth hostel is the direction of the domestic youth hostel's efforts.

**(3) Traffic Space**

Germany Bavarian youth hostel is very concerned about the provision of barrier-free facilities so that corridors and aisles are set very spacious. There are elevators or slopes between the downstairs which are very convenient. At the same time, enough spacious corridors can also be used as a place for children to play. Especially in the newly built the Possenhofen Youth Hostel and Bayreuth Youth Hostel are the most prominent, comfortable space design so that we also enjoy them.

**4. In Conclusion**

**(1) Enrich the youth hostel facilities to create their own characteristics**

German Bavarian youth hostel has its own theme. Such as the Bad Tölz Youth Hostel, the Garmisch-Partenkirchen Youth Hostel, the Bayreuth Youth Hostel are the sporting hostels. The Nuremberg Youth Hostel is the theme of the historical education hostel, while the Bayreuth Youth Hostel is also focused on the theme of drama and music building. Domestic youth hostels lack a specific theme to create, can only rely on the price and near the geographical advantages of tourism resources to attract travelers, rather than really agree with the concept of youth hostel groups.

**(2) Focus on the design of space streamlines in the youth hostel**

 Space streamline design is a large chain hotel chain will certainly be a point, but specifically for the youth hostel space streamline design research is still very lacking. The managers of some youth hotels are still cannot recognize the excellent use of the design cost The great effect of saving. Excellent space streamline design can also bring a smooth and comfortable user experience, more conducive to consolidate the existing customer groups.

The design of the space streamline is not in conflict with the self-service of the youth hostel, and the smooth streamline design will make it easier for travelers to accept the "self-help" concept of youth hostels.

**(3) Focusing on privacy, space static and dynamic partitions**

 Although the youth hostel encourages visitors to have cultural communication, the sense of security is still need to be focus on. Germany Bavarian youth hostel, the design of public space will naturally join the decorative wall, deck and other design, is a semi-enclosed space, both a certain barrier, but enough to observe the user situation. At the same time, the use of public space to respect each other, people who need for quiet space or need to play enthusiastic or discuss both can find free access to public space. Excellent public space design has to pay attention to the needs of visitors in this area from the beginning. So as to better create a self-learning, communication and discuss atmosphere.