

Transportation Development Strategic Plan about 2010 Guangzhou Asian Games

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Abstract: Undertaking the Asian Games will bring the rare opportunity to urban construction and transportation development. However, it will also bring severe challenges to city by the traffic demand that occur suddenly and concentrated during the Asian Games; therefore, a transportation development strategy is urgently needed to guide transport planning, construction, and management before and during the Asian Games. This paper systematically analyses the distribution feature of venues and the transport pressure, which Guangzhou faces during the Asia Games. It proposes the detailed plan from the point of view of construction and organization under the guidance of the strategic goal and predicts the road operation conditions and the Asian Games venues accessibility by recent transportation plan model. Finally, it puts forward the next implementation project.

Key Words: transportation strategy, Guangzhou Asian Games, construction planning, management planning, predict

1 Introduction

On July 1st 2004, Guangzhou bid the host city of the 16th Asian Games in 2010, becoming the third noncapital city that will hold the Asian Games after Hiroshima and Busan^[1]. Undertaking the Asian Games will bring the rare opportunity to urban construction and transportation development. However, it will also bring severe challenges to Guangzhou by the increased urban transport demand and the traffic demand that occurs suddenly and concentrated during the Asian Games. In order to seize opportunities and meet challenges, the city will need a good transport development strategy to guide transport planning, construction, and management before and during the Asian Games, so as to realize the promise made during applying for Asian Games.

2 Traffic demand analysis during Asian Games

There are 42 games and 85 venues for race and training (3 is spare)^[2]. Based on the guidance of sharing the opportunity of Asian Games with the Pearl River Delta Region (PRD), Dongguan, Foshan, and Shanwei will also undertake some races besides Guangzhou. However, among the most of the

games held in Guangzhou, only half of them will be held in the four major playing areas and the others are scattered in various parts of the city (Fig. 1). The characteristic of the scattered venues is beneficial to the common development of the regions, but it will also bring tremendous difficulties to the Asian Games transport organizations. In 2002, because of the scattered characteristic, the traffic organization of Busan Asian Games became ineffective and caused inconvenience. It is very important to establish an Asian Games transport system with strong pertinence for the scattered characteristic of the venues.

With reference to the experience of the previous Asian and Olympic Games, the data in Table 1 are the forecast of the total number of all categories of personnel. During the period of the 2010 Guangzhou Asian Games, the total number of the audience have been estimated to be approximately 4 million, an average of about 270 thousand per day and about 400 thousand per day at peak. Its main source is mentioned in Table 2. This part of traffic is less than 2% of the urban travel volume, but the distribution of time and space has high degree of aggregation, so the city will encounter tremendous pressure on its transport system at some particular time or regions.

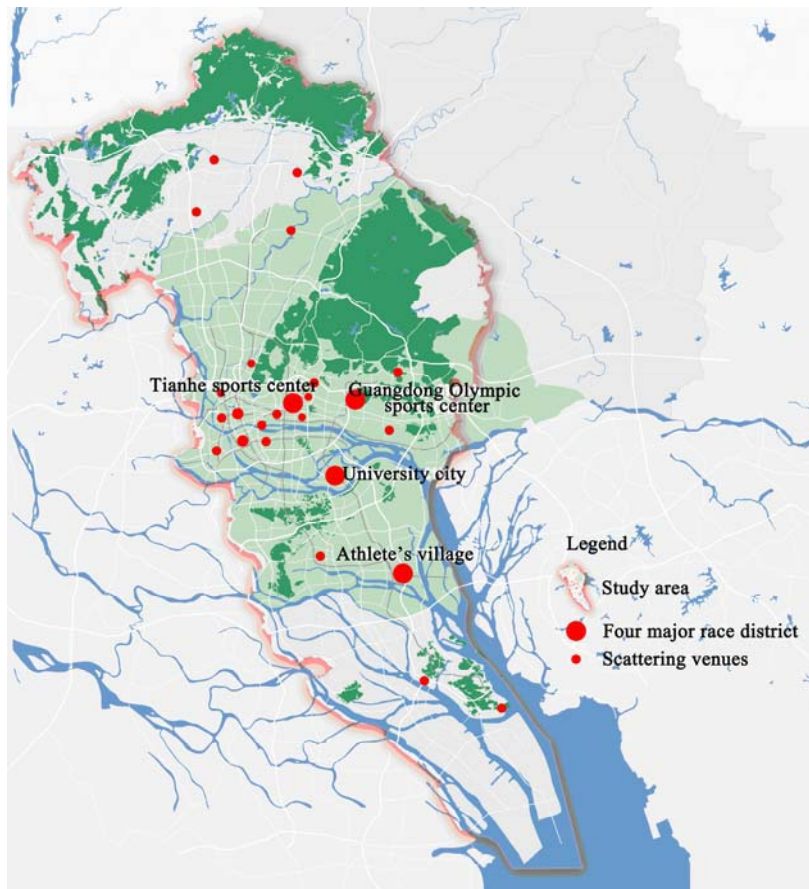


Fig. 1 Distribution of Asian Games venues in Guangzhou urban area

Table 1 Quantity of all kinds of person of 2010 Guangzhou Asian Games (unit: persons)

Staff type	Estimated number
Athletes and officials (type B)	14 000
Managers, including volunteers (type C)	50 000
Distinguished guests and sponsors (type D)	5 000
Media (type E)	10 000
Audience (type F)	4 000 000
Tourism visitors (type G)	200 000

Table 2 Audience's source forms of 2010 Guangzhou Asian Games

Source region	Number (10 000 persons)	Proportion (%)
Guangzhou	230	57.5
PRD	100	25.0
Other domestic cities	50	12.5
Abroad	20	5.0
Total	400	100.0

3 Strategic objectives

3.1 Overall objectives

Apply advanced principles and methods to set up a comprehensive transport system with good-beginning

planning, high-level construction, and high-standard management^[3] so as to safeguard the smooth opening of the 2010 Asian Games and provide experiences and thoughts for solving long-term traffic demands.

3.2 Detailed objectives

- (1) Predict the 2010 Asian Games traffic demand and study the influence on urban transport system scientifically.
- (2) Set the city and Asian Games transport objectives and make appropriate strategic countermeasure.
- (3) Clear the traffic construction projects and traffic management framework during the Asian Games.
- (4) Guide the next level planning and organization research and provide experiences and thoughts for solving long-term traffic demands.

4 Strategic countermeasures

In accordance with the strategic objectives, countermeasure can be carried out by dividing into two stages: (1) before the Asian Games: solving the traffic demand depends mainly on the traffic supply construction. For facing the rapidly increasing demand for urban transport and the sudden demand for the Asian Games, the present construction project should be reviewed and priority to arranging the Asian Games

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