

天主教輔仁大學英國語文學系學士班畢業成果
ENGLISH DEPARTMENT, FU JEN CATHOLIC UNIVERSITY
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Learning Outcome Demonstration Report
Chinese Culture through Foreign Languages – English
Tour Planning and Design - Taoyuan

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Reflection

Throughout this course, I had the opportunity to learn about Taiwanese culture and food, as well as explore the Xinzhuang area. As a foreigner, this course provided me with valuable insights into Taiwanese culture. One of the course assignments required us to form groups and create a short trip plan for a competition.

The purpose of the competition was to address the impact of the COVID-19 pandemic on the global tourism industry, considering the increase in global tourism in recent years. With international travel restrictions in place, domestic tourism became a crucial focus. To promote domestic travel among residents and expatriates, a special leisure and tourism competition was organized. The competition centered around the eight agricultural tour routes in Taoyuan, allowing each group to select one route as a base and incorporate elements such as local culture, customs, festivals, humanities, catering, and public transportation to create unique and creative tour plans. The tour design had to include only food, travel, sightseeing, shopping, and entertainment but also define the tour theme, target market, customer needs, tour planning content, and tour characteristics.

Initially, I wondered why we had to choose tour routes from the Taoyuan area when Taipei City boasts more attractive and famous tourist destinations. However, as I delved into the project, I discovered the hidden allure of Taoyuan. It offers numerous must-visit attractions, including tea factories, ancient temples, local food, flower farms, and historic streets. Our group devised a plan to visit BaiJi Leisure Farm and Daxi tea factory in the morning, followed by a visit to Pujia Tang (4 口 I) and Fu Ren Temple (ū m I) after lunch. We also planned to explore Daxi old street for shopping and to try dried tofu. Our aim was to provide people with an enjoyable experience encompassing Taiwanese food, shopping, sightseeing, and entertainment.

Unfortunately, the Covid-19 situation in Taiwan worsened considerably since April, leading to all courses transitioning to online classes. We were unable to discuss the project in person, and it became challenging and unsafe to visit the locations to take pictures. Consequently, we conducted all our meetings online. Despite the limitations, we had meaningful discussions during these online meetings. We decided to incorporate special precautions into our tour plan, such as implementing hygiene measures and adjusting the itinerary for rainy days. Considering the Covid-19 situation, we chose small tour group sizes of 9 to 15 people, comprised of foreign families or couples. The tour required all the group members should have themselves vaccinated for three shots, and download the application “Health” in order to observe and update their contact history. However, the tour allowed participants to take their face masks off temporarily while in the mountains, including forest recreation areas. We hope we can cooperate with the development of the dried tofu store and the tea factory. The package tour attached several perks, for example, coupons for buying dried tofu or purchasing products at an affordable price in the tea factory. This way, we aimed to generate interest in Taiwanese traditional food and contribute to the sales of the dried tofu store and tea factory.

Fortunately, our efforts paid off, and we received a prize along with monetary compensation. Professors and evaluators highly evaluated our group name: I XI YOU as a unique name. “SEE” changed to “XI” which comes from Daxi. Moreover, our presentation included Covid-19 Prevention and Medication. These considerations were highly evaluated.

I did not think it would be so hard to make a plan. The location of each sightseeing spot was far away, and it was very difficult to move effectively. I had never been there, so I was looking forward to visiting there through this class. I was quite sad about the impact of Covid-

19. Unfortunately, I could not do it, but in the process of making a plan, I was able to notice the allure of Taiwan more.

