Family Trip in Daxi: Explore Nature

一日溪客

Chinese Culture through Foreign Languages

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Activity motivation

Due to the fast speed of life in modern society and the pressure, people have started to pay attention to casual life. They want to get away from the hustle and bustle. There are many interesting and worthy places in the countryside, which are very suitable for families to visit, get close to nature, and relax without worrying.
Taiwan is a treasure island with beautiful scenery and rich products. Many representative features and scenic spots are worth visiting in various counties and cities in Taiwan.
Aside from the bustling city, follow us to take advantage of the holidays or the weekend to come to Daxi for one day! You can feed herds of cows with pastures, return to the embrace of nature, and experience the unsophisticated features of the countryside!

This trip will not only let your spirit be instantly liberated but also become a good medicine to heal your soul!

Trip Subject

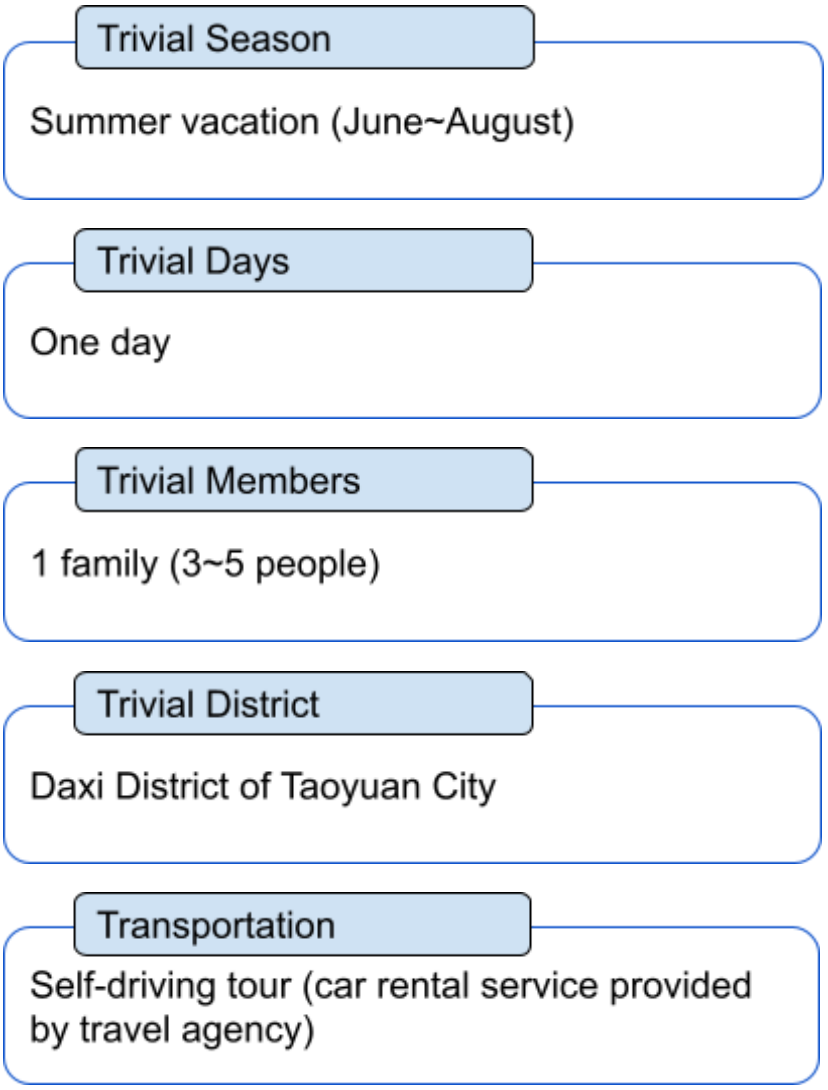
★ **Target tourists**:

Families with children, people who want to get in touch with organic farms and the ecological environment.

★ **Target market setting and planning**:

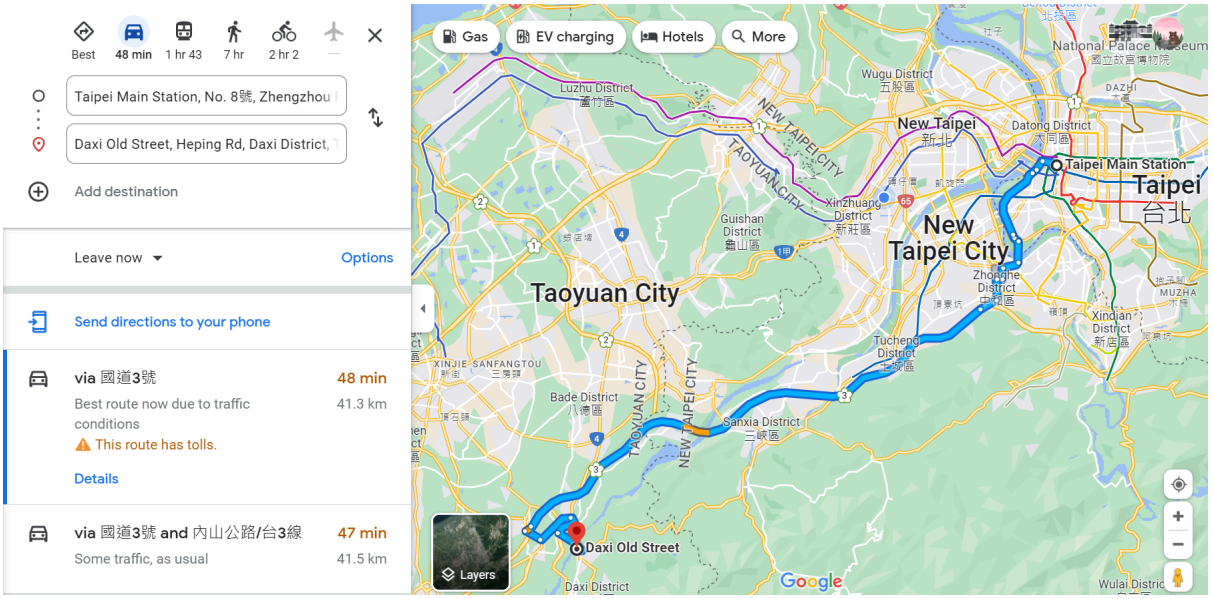
- Daxi Old Street with a strong historical atmosphere
- Tomita Garden Farm, which is suitable for parent-child activities
- Yuemei Constructed Wetland Ecological Park with a beautiful environment

We welcome tourists to Daxi to experience this harmonious, spiritual feast between the countryside and the city, and feel the different perspectives of their lifestyles.

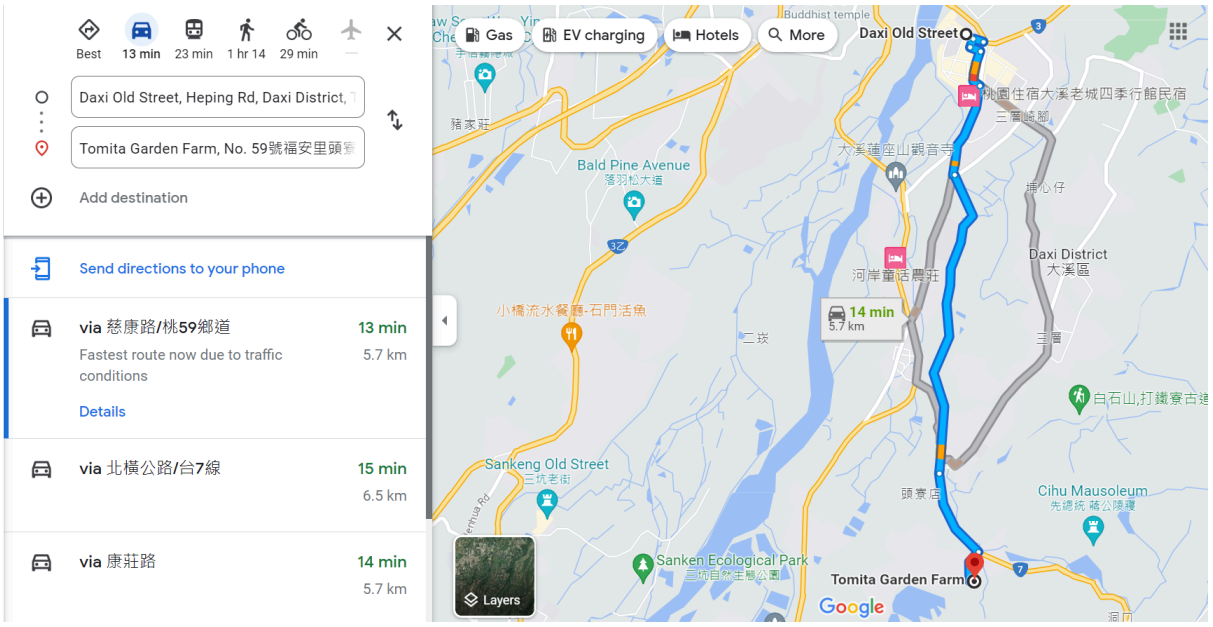


Trip Map

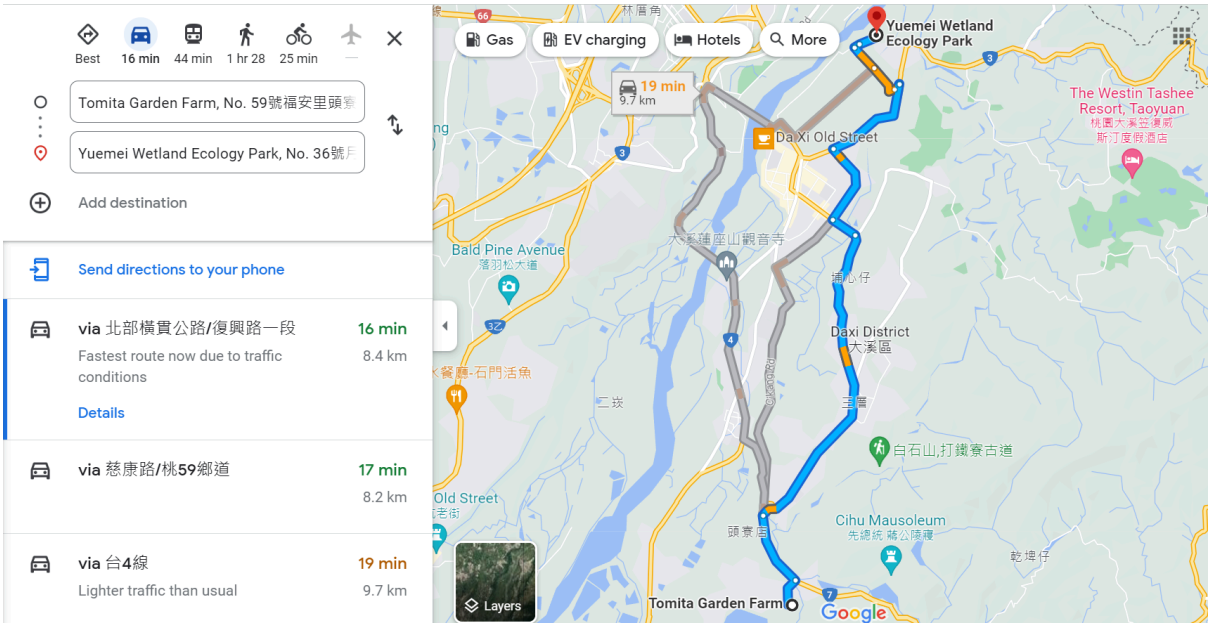
Taipei Main Station to Daxi Old Street - 48 minutes by car



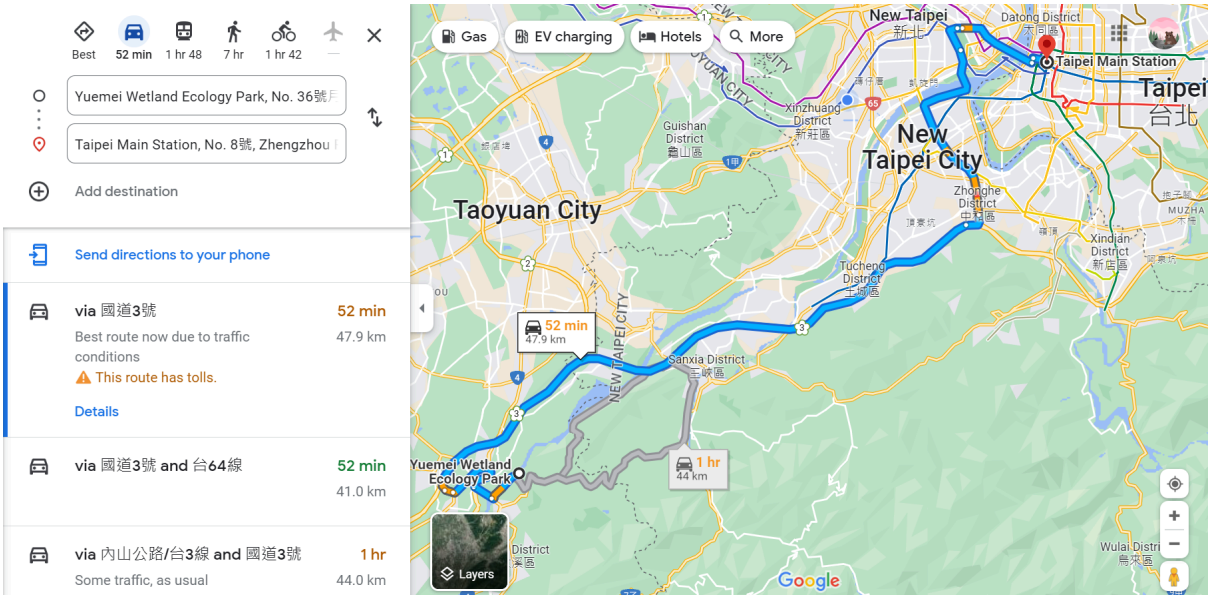
Daxi Old Street to Tomita Garden Farm - 13 minutes by car



Tomita Garden Farm to Yuemei Wetland Ecology Park - 16 minutes by car



Yuemei Wetland Ecology Park to Taipei Main Station - 52 minutes by car



Itinerary Planning

One Day Event Itinerary		
Time	**Activity**	**Event**
10:00~11:30	Set off	Enjoy the scenery change along the way from Taipei Main Station to Daxi District
11:30~13:00	Daxi Old Street	● Visit temples and historic sites, and get to know the culture of Daxi ● Feel the Baroque and Southern Fujian architectural styles ● Taste local food
13:00~13:15	Drive	Enjoy the scenery along the way in Daxi District
13:15~15:15	Tomita Garden Farm	● Visit a leisure farm ● Experience feeding animals ● Get in touch with nature
15:15~15:30	Drive	Enjoy the scenery along the way in Daxi District
15:30~16:30	Yuemei Man-made Wetland ecological park	● Appreciate the beautiful scenery of Bald Cymbidium and harvest a rich ecological viewing and recreation experience ● Learn multiple values such as education and landscape protection ● Outdoor space for all ages
16:30~18:00	Return To Taipei	Admire the evening scenery of Daxi District

Attraction Marketing Promotion

Daxi Old Street



Daxi Old Street is a famous tourist attraction located in Daxi District, Taoyuan City, Taiwan. It is known for its well-preserved historical buildings, traditional architecture, and vibrant cultural atmosphere. We will emphasize the rich history and cultural heritage of Daxi Old Street. The part will include explaining its origins, architectural styles, and historical events that took place in the area. Moreover, we will focus on the unique experiences visitors can have on Daxi Old Street. This may include the opportunity to explore traditional shops, taste local delicacies, participate in cultural activities, or attend festivals and events.

Tomita Garden Farm



Taoyuan Tomita Garden Farm takes Hokkaido Tomita Farm as the design blueprint to create a secret garden full of European style. We can interact closely with cute animals such as grass mud horses, goats, horses, and musk piglets. There are 17 hectares of flowers, European country architectural style, as beautiful and romantic as being in an idol drama. However, outside food is prohibited in the whole area of the farm. We will emphasize the stunning landscapes and vibrant colors found at Tomita Garden Farm. This will include activities like capturing and sharing high-quality images and videos of the rainbow garden fields, showcasing their natural beauty and visual appeal. Also, we will share the story behind Tomita Garden Farm, including its history, heritage, and the passion of the farmers. At last, before leaving the place we will offer a range of related products, including essential oils, soaps, perfumes, and culinary items.

Yuemei Man-made Wetland ecological park



Yuemei Constructed Wetland Ecological Park, covering an area of up to 3 hectares, and there are a total of 10 ecological ponds in the whole park. Bald Cypress forest is the most popular place for photography. During the visiting, we will help create awareness and draw visitors' attention to this unique natural attraction. We will highlight ecological importance which means to emphasize the ecological significance of the Yuemei Man-made Wetland. For example, we will show the diverse flora and fauna there, explain the importance of wetland conservation, and let visitors know about the park's efforts to preserve the natural habitat. Also, we will focus on natural beauty and scenic views which include capturing and sharing captivating images and videos of the park's scenic landscapes, serene waterways, and lush vegetation. In this part we mainly highlight the park's beauty and tranquility, showcasing it as an escape from the urban environment. Moreover, the park allowed family-friendly activities as well. We will introduce the park's family-friendly features, such as playgrounds, picnic areas, and cycling trails. Before leaving the spot, we will let visitors have opportunities to enjoy outdoor activities together while appreciating the natural surroundings.

Risk Management

Risk Prevention	
Safety Issues	● Every passenger is insured with travel safety insurance. Transferring the travel agency's property, personnel and personal property insurance of tourists after the group is formed to the insurance company ensures that the business activities can be carried out more boldly. ● Prepare a first aid kit in case tourists need it.
Traffic Management	● Choose a tour bus with high quality and complete escape equipment. ● Explain the escape route on the vehicle and how to use the emergency escape equipment.

Travel Notes
1. Please wear light clothing and comfortable walking shoes.
2. Pay attention to obey the traffic rules when driving to avoid danger.
3. Personal belongings should be kept properly and carry valuables with you
4. Understand your own health status and carry necessary medicines.
5. Pay attention to the weather, bringing rain gear, rain boots and other items.
6. Do not go to dangerous areas without authorization, and obey the warning and prohibition signs.
7. Observe the precautions of each site.
8. Jointly maintain the environment clean and tidy.

★ Market Problem

Most of the leisure outing activities are in a single form, the tourism market is not targeted, and there is a lack of special and innovative services. Many consumers who originally planned to travel do not travel because they are dissatisfied with the services of travel agencies. This wastes tourism resources, and at the same time consumers cannot be satisfied.

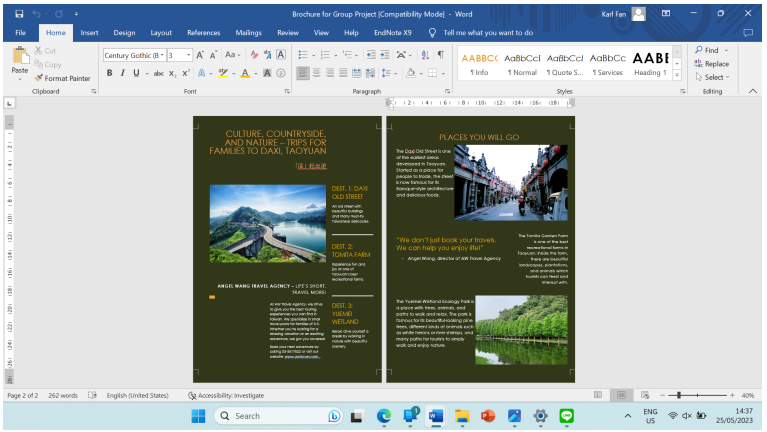
In terms of service design, our travel agency highlights the coordination of nature and society, which not only ensures that tourists' yearning needs for natural scenery and cultural relics are met, but also meets the needs of education and entertainment in terms of quality training with more practical significance. The spirit of pursuing freedom and showing youthful demeanor embodied in our entire travel service is even more unique, fully satisfying the travel pursuit of modern families.

Estimation Table

Funding Analysis			
Item	Content	Place	Cost
Public	Car rental	Happy life travel agency, Taoyuan District, Taoyuan City	NT$ 2400 /day
	Parking fees		Free
	Translation Guide	Daxi Old Street	NT$1000 / H
Individual	Meal Expenses (Lunch)	Daxi Old Street	< NT$ 400
	Comprehensive administrative fee (50,0000 liability insurance)	Happy life travel agency, Taoyuan District, Taoyuan City	NT$ 100 per person
	Ticket	Tomita Garden Farm	NT$ 200 per person
	Souvenir		Optional choice
Miscellaneous	First-aid kit		NT$ 150
Remark	This estimate is based on an estimate of 5 people per car, and the shared part will be reimbursed on actual expenses.		
Total cost per person			NT$ 2350

DM sample

This is a screenshot of our promotional material in two pages. The pictures on the left and upper right corners are from the travel website www.expedia.com. The picture in the bottom right corner is from one of our group members. All information in this material references information pieces from https://travel.tycg.gov.tw/en. For a more detailed look at our material, please see the attached PDF file for our promotional material for the trip.



General introduction: The promotional material is divided into two pages. The first page of the material includes our travel agency's contact number, web information, and three destinations of our trip. The second part of the material includes more detailed information about the places our customers will go. The design of the material is aimed to attract potential customers. Therefore, there are pictures and words made to draw their attention. Additionally, the color scheme of the paper reflects the themes of this trip. More specifically, the choice of dark green and orange is to make people think about nature, the countryside, and the buildings at Daxi. Aside from that, there is also a quote from the travel agency's director to indicate the company's emphasis on providing customers with chances to enjoy life with travel. As a whole, the material is designed to attract customers, to provide travel information, and to relate to the trip's themes of culture, nature, and countryside lifestyle.

References

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