

Promoting History and Culture Project Participation and Practice in Old Fongshan City

Tourism & Business



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Introduction

Seeks to Innovate

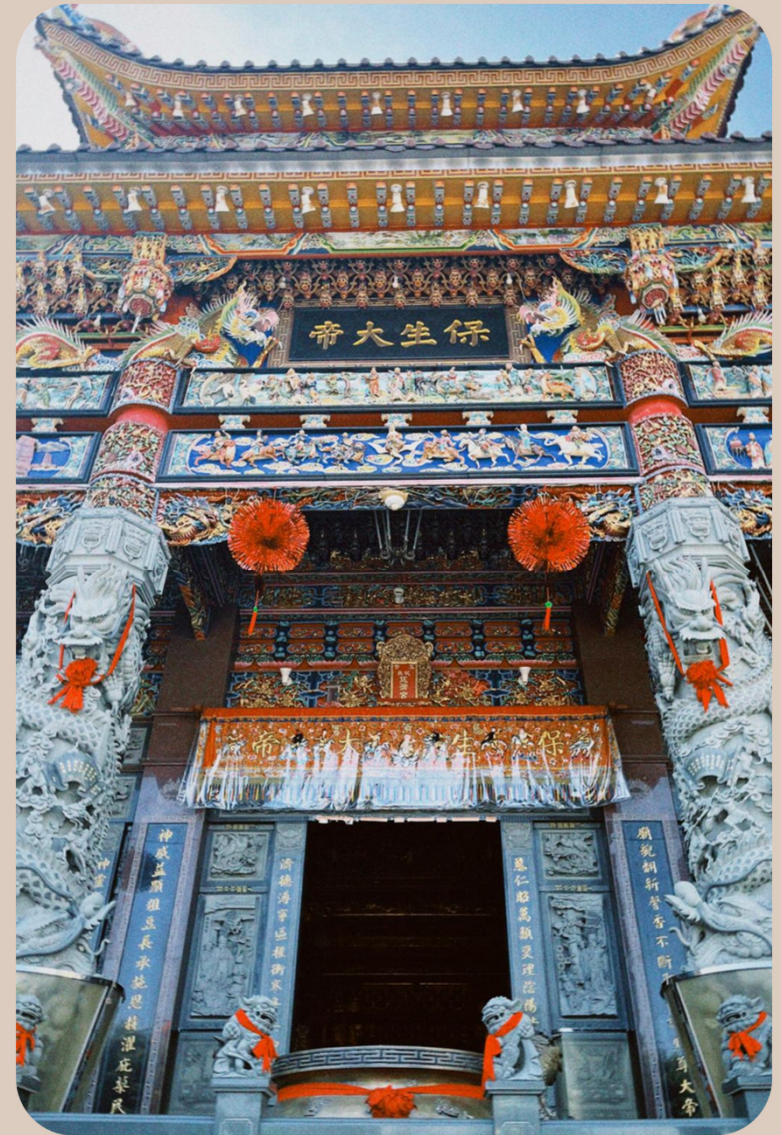
We must not forget the history of the past and the stories that should be passed on.

History and culture are lost with the passage of time

Crisis of cultural heritage loss.

Find the problem and solve it

Remedies for Loss of Cultural Heritage.



Motivation



Cultural Confidence

For example, most people in Taiwan are not very familiar with the history of their hometown and are often reluctant to learn about it.



Racial Diversity in Taiwan

Taiwan has a diversity of races, each with a distinctive character, so we hope more people will learn about Taiwan's history.



Cultural Exports

In terms of tourism promotion, Taiwan is obviously inadequate compared to other countries.



Promote the Development of Business Districts in Old Community

The OUR TOWN Project, in collaboration with industry experts, organizes teams to provide the people with a tour and interactive introduction to the Fangshan Old Town business district and its history and culture.



Project

Highlights of our participation
in OUR TOWN Project.



**Two Day Tour of Japanese Universities
in Tainan and Kaohsiung**



**The course “Overview of Local
Cultures in Taiwan”**



See Old Fongshan City Walking Tour

Details of the Events

Events	Assistance	Problems
Two Day Tour of Japanese Universities in Tainan and Kaohsiung	<ul style="list-style-type: none">• Foreign language tour assistance• Scenic spot brochure production• Opinion survey	<ul style="list-style-type: none">• Rest time arrangement.• Weather conditions.



Details of the Events

Events	Assistance	Problems
<p>The course “Overview of Local Cultures in Taiwan”</p>	<ul style="list-style-type: none">• Guided tour• Tour poster production• Opinion survey	<ul style="list-style-type: none">• Too hot and not enough rest.



Details of the Events

Events	Assistance	Problems
See Old Fongshan City Walking Tour	<ul style="list-style-type: none">• Foreign language tour assistance• Produce promotional posters• Opinion survey	<ul style="list-style-type: none">• Rest time arrangement.• Organization of lunch.

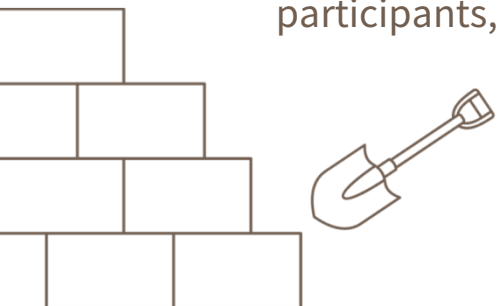


Conclusion

Promoting Taiwan's Local Culture & Passing on Cultural Heritage



By participating in a field trip to understand the current pattern of tourism and to identify problems. The program aims to create a more engaging and resonant tourism experience for participants, and to foster a stronger connection between them and the places they visit.



Future Development



After participating in a series of Old Fongshan City Walking Tours from USR OUR TOWN Project, we've compiled a list of historical tours that we think we can adjust and move forward with in the future.



Such a program helps to provide a more valuable tour experience for the community, while also promoting cultural exchange and community sustainability.

Questionnaire Survey

【Satisfaction Survey of Walking Tours】

(The highest score is 5)

Satisfaction	5	4	3	2	1
Overall Satisfaction of All Itineraries	58.5%	34.7%	6.8%	0%	0%
Explanation of Guided Tours	59.3%	29.7%	11%	0%	0%

Questionnaire Survey

- Even though the weather was very hot, the staff stayed in good condition for the tour.
- Interested in knowing the place I love in.
- I hope that in the future, the course can be linked to more local elements, such as plant dyeing or handmade cakes. I am looking forward to other activities in the future!

The following is the feedback given by the participants in the program survey. It includes encouragement and problems that we need to improve in the future.





Thank you for listening

