

International Tourism Management Sophomores Win Grand Jury Prize at Daguan Cup with Jinshan Travel Video

Campus focus

4 sophomore students from the Department of International Tourism Management at Tamkang University participated in the 2024 12th National Daguan Cup Tourism Design Competition national finals, co-organized by Taipei City University of Science and Technology and the High Quality of Travel Association. Their guided tour video, “Northern Views of Prosperity” (「北觀富貴漫遊金山」), won the Special Gold Medal in the University Foreign Language Category and the Grand Jury Prize, earning a total prize of NT\$8,000. The award-winning work has been published on the social media platforms and websites of 3 national scenic area administrations (https://youtu.be/sBt9twL2aAU?si=2_xYKKrbqIcbznBL), showcasing the beauty of Taiwan.

This year's competition attracted 210 teams and over 700 participants from high schools, vocational schools, and universities across Taiwan. Among the university-level participants, only 2 Special Gold Medals and 1 Grand Jury Prize were awarded, making the 4-person team from Tamkang University—our sole entrant—the biggest winner. The team consisted of sophomore Japanese student Yoshino Kanoya and Taiwanese students Yau-Hung Ching, Yue Chiao, and Pei-Jui Huang. Their video, narrated in English with Chinese and English subtitles, introduced the scenic beauty of Taiwan's North Coast. The judges praised the video for its balance of intellect and emotion, noting its professional-level production quality.

The team, self-organized by Kanoha Yoshino, was led by her expertise in video editing, which she paired with Yue Chiao's photography skills. The video's fresh style conveyed a delicate sense of storytelling, using a thematic approach to introduce North Coast attractions through a narrative that enhanced viewer immersion. The opening sequence utilized the North Coast's terrain as a visual guide, creating a refreshing introduction that captured viewers' attention. The closing scene echoed the competition's

theme, using the warm imagery of the protagonist's handcrafted travel journal to engage viewers and convey a sense of emotional connection and anticipation for revisiting the North Coast. The overall work demonstrated both narrative tension and a heartfelt passion for tourism.

Yau-Hung Ching, responsible for scriptwriting, and Pei-Jui Huang, in charge of route planning, explained their strategy for selecting attractions. Aiming to cater to international backpackers, they focused on lesser-known locations with limited online information, such as Shitoushan Park, Mystery Coast, Huanggang Fishing Port, Jinshan Old Street, Shimen Cave, Fugui Cape Lighthouse, and Fuji Fishing Port. By leveraging their expertise in tourism, they crafted an itinerary that challenged conventional routes. The project was completed during a two-day, one-night trip, resulting in a final product that impressed the judges. Initially, the team had few impressions of the North Coast beyond Yehliu. However, after completing their project, they all felt that "the North Coast has become richer and more enjoyable."

In addition to the video's production quality, Yue Chiao's English narration captivated the audience during the public screening. With clear pronunciation and dynamic intonation, his voice-over was mistaken for that of a professional. Chiao modestly shared that he has never taken an English proficiency test and does not have any official scores. He attributes his fluent English to the all-English curriculum of the Department of International Tourism Management, where lectures, assignments, and presentations are all conducted in English.

Over the 2 months from the announcement of the competition to the event itself, Assistant Professor Hsiu-Hui Chuang, who guided the team, remarked on her pride in working alongside the students. She emphasized originality, storytelling, and completeness in the content design, aiming to create a work that would resonate with viewers. "I encouraged the students to aim for the championship, but more importantly, to enjoy the preparation process," she said. Witnessing the students maximize their strengths and address weaknesses within limited resources and time and ultimately winning the championship trophy was a source of immense pride for her.







慈護宮旁邊是金山老街又名金包里老街。
Next to the Cihu Temple was Jinshan Old Street.

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