

## 五国SSH連携プログラム

### 「令和3年度 第2回データサイエンスコンテスト 決勝」

- 1 テーマ 「育てよう！未来のデータサイエンティスト」
- 2 目的：兵庫県内のSSH指定校在籍生徒の希望者と、海外数か国の高校生とが「テレビ会議システム」を活用してデータサイエンスコンテストを実施する。コンテストにおいて、ビッグデータの活用、これに基づく旅行ビジネスプランの作成、英語でのプレゼンテーション等を共同で行う中で、データ分析力、英語コミュニケーション能力、問題解決能力、発信力等を伸ばさせる。
- 3 主催：兵庫「咲いテク」推進委員会（県教育委員会と県内SSH指定校が合同で組織）  
共催：兵庫県立大学、協力：大和工業（株）、（株）JTB姫路支店、  
担当校：県立姫路西高等学校
- 4 日時：（決勝）10月24日（日）9：45～13：00
- 5 場所：兵庫県立大学商科キャンパス（社会情報科学部）（中継基地、講師参加場所）
- 6 役員：大会委員長：兵庫県立姫路西高等学校校長 清瀬 欣之 氏  
共催大学代表：兵庫県立大学社会情報科学部学部長 加藤 直樹 氏
- 7 審査：審査委員長：神戸市外国語大学名誉教授、甲南大学教授 野村 和宏 氏  
審査委員：兵庫県立大学社会情報科学部准教授 笹嶋 宗彦 氏  
審査委員：（株）帝国データバンク 大里 隆也 氏  
審査委員：大和工業（株） 谷口 啓明 氏  
審査委員：（株）JTB姫路支店 山下 公代 氏  
審査委員：兵庫県立姫路西高等学校ALT マイケル・スミス 氏
- 8 参加校：県立宝塚北高等学校、県立尼崎小田高等学校、武庫川女子大学附属中学・高等学校、  
県立姫路東高等学校、県立姫路西高等学校、県立龍野高等学校、



#### ※予選通過（決勝進出）チーム

- |          |                 |       |                      |
|----------|-----------------|-------|----------------------|
| 1 Team B | Sensefy         | 姫路西高校 | 篠原 奏音（2年）、松浦 鈴子（2年）  |
| 2 Team C | Oriental Beauty | 姫路東高校 | 西岡 芽音（2年）、西村 鮎美（2年）  |
| 3 Team H | Golden Spoon    | 姫路西高校 | 高橋 香子（2年）、米田 日菜子（2年） |
| 4 Team I | Moonlight Tour  | 宝塚北高校 | 新戸 愛杏々（2年）、三浦 萌香（2年） |
| 5 Team L | Touristar       | 龍野高校  | 伊藤 真穂（1年）、岡原 実咲（1年）  |

☆決勝戦は、新型コロナウイルス感染症対策を十分に講じた上で、兵庫県立大学社会情報科学部のキャンパスを主会場に、オンラインで実施した。

9 決勝戦当日スケジュール（表示時間は日本標準時間。オーストラリア、台湾は－1時間）

10:00 開会行事    10:15 コンテストスタート    11:45 審査  
12:15 結果発表、表彰式、審査員講評    13:00 閉会

- 10 結果・表彰：
- |     |        |                 |       |
|-----|--------|-----------------|-------|
| 1位： | Team I | Moonlight Tour  | 宝塚北高校 |
| 2位： | Team B | Sensefy         | 姫路西高校 |
| 3位： | Team C | Oriental Beauty | 姫路東高校 |
|     | Team H | Golden Spoon    | 姫路西高校 |
|     | Team L | Touristar       | 龍野高校  |

※1位から3位のチーム全員に表彰状を授与した。

11 データサイエンスコンテストについて

① コンテストの流れ

ロスモイン高校（豪）、彰化女子高級中學（台）、兵庫県内SSH指定校の生徒各2名、計6名によって構成されたチームを、14チーム作る。それぞれのチームは、授業時間外でテレビ会議システムやSNS等を活用して連絡し合い、日本への旅行を共同で企画する。書類審査によって選ばれた4チームでの決勝（今年度は4位が同点だったため5チームが決勝進出）では、テレビ会議システムで3か国をつなぎ、プレゼンテーションを行う。

旅行プランはデータを活用した独自のデータ分析に基づくものとし、顧客ターゲットや旅行先、その目的地を選んだ理由、魅力、想定所要金額等を含め、ガイドラインに従って旅行案（レポート）を作成する。レポートの1次書類審査後、4チームが決勝に進出できる。

決勝は、パワーポイントで視覚資料を作成し、それぞれの国からテレビ会議システムでプレゼンテーションに参加する。プレゼンテーションはメンバー全員が英語で行う。

12 効果・評価・検証

本コンテストは、データ分析を用いた共同研究、英語の実践的活用を行う中で、データ分析・活用、構成内容、視覚資料、発表能力が伸長されることを目指した。下記のグラフの通り、データ解析を経験したことのない日本の生徒が昨年は67%いたが、今年度は39%となっている。データ利活用が高校生レベルで各学校において進んでいることがわかる。

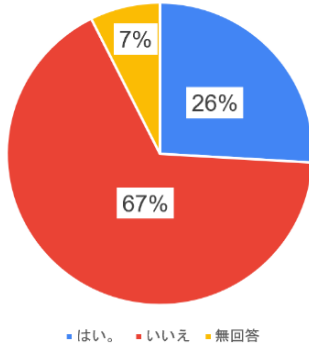
また、本コンテストによって参加者全員がデータ解析を経験している。また、単一的なデータから結論を導くのではなく、複数データから結論を導くプロセスを難しかったが何とかできたと回答した生徒が、昨年の56%から73%に伸びたことは、データサイエンス教育の観点から非常に有意な成果である。

そして、SNSを活用した3か国の生徒の共同研究により、実践的に英語を活用したことにより、英語活用能力の向上を90%以上の生徒が自覚したことはコンテストの大きな成果であった。

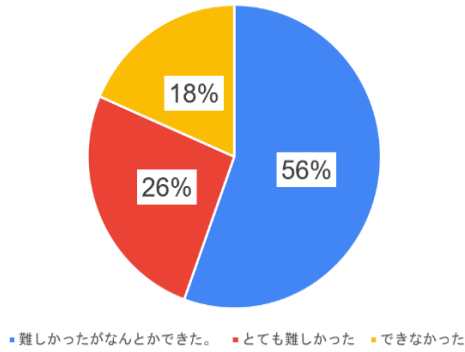
【参加した日本人生徒のアンケートより】

**令和2年度**

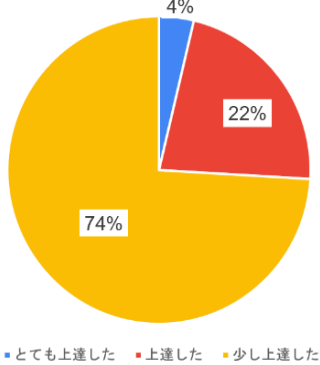
今までデータ解析により結論を導いた経験はありますか？



複数のデータを組み合わせたデータ分析・解析はできましたか？

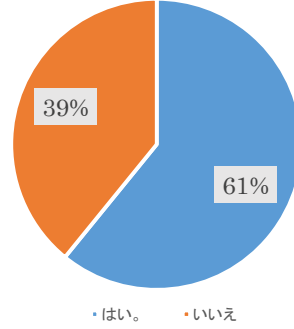


海外の生徒との共同研究により英語活用能力は向上しましたか？

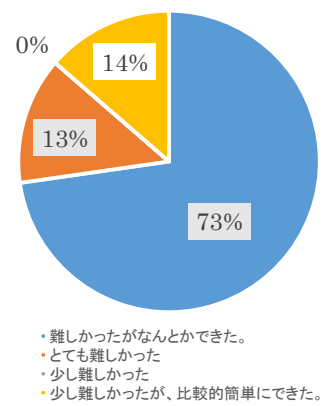


**令和3年度**

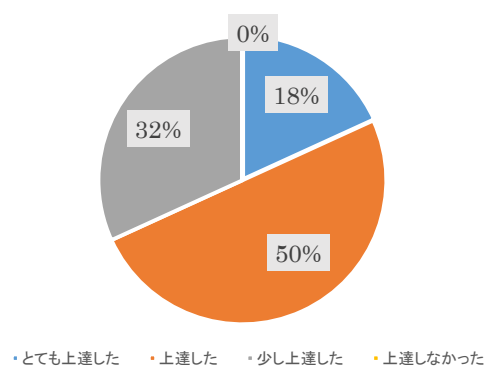
今までデータ解析により結論を導いた経験はありますか？



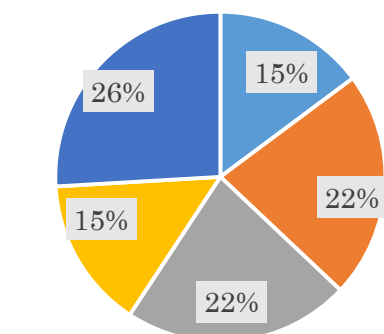
複数のデータを組み合わせたデータ分析・解析はできましたか？



海外の生徒との共同研究により英語活用能力は向上しましたか？  
1つだけマークしてください。

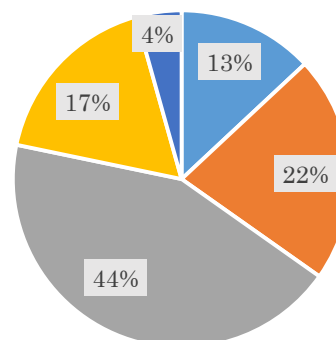


本コンテストにおいてSNSなどを使った海外の生徒とのやり取りを何回行いましたか？



- ・とても頻繁に行った。
- ・ときどき行った。
- ・ほとんど行わなかった。
- ・しばしば行った。
- ・少し行った。

本コンテストにおいて、英語での共同研究を行いました、SNSなどを使った海外の生徒とのやり取りを何回行いましたか？ 1つだけマークしてください。



- ・とても頻繁に行った。
- ・しばしば行った。
- ・ときどき行った。
- ・少し行った。
- ・ほとんど行わなかった。

反省点としては、データ解析に不慣れな日本の生徒がまだまだ多く、どのように取り組んでいけばよいのかわからず戸惑った生徒が多く存在した。今年度は、昨年度の反省を活かし、キックオフの段階で、昨年度のデータ解析の事例や昨年度の優勝チームのレポートを提示し、データサイエンスを学んだことのない生徒が参考にできるよう努めたためか、「今までデータ解析により結論を導いた経験はありますか？」や、複数のデータを組み合わせたデータ分析・解析はできましたか？や「複数のデータを組み合わせたデータ分析・解析はできましたか？」に対しては、昨年よりも多くの生徒がデータサイエンスを活用できたと答えている。来年度は、事前資料をさらに充実させ、教材を開発し、更なるデータサイエンスの普及に努めていく。

また、海外の生徒との英語での共同研究は3か月に及び、多くがSNSやテレビ会議システムを活用した。英語での議論の多くをオーストラリアの生徒が中心となり英語で進めるチームが多かった中、台湾や日本人生徒がリーダーとなって会議を進めたケースがあった。データ収集・解析・活用、チームメイトとのスケジュール調整、内容に関する主張の違い、言語能力による対話の限界等、生徒たちは、様々な苦労を経験したようだが、1次審査に提出されたレポートや、決勝での視覚資料を活用した英語でのプレゼンテーションは、多くのチームが効果的にデータを活用できており、非常にレベルの高いものとなっていた。英語力の上達を実感している生徒が大幅に伸びた。また、英語での会議の時間も昨年度よりもかなり増えたことがわかる。

さらにデータの活用、コミュニケーションの円滑化を図るために、各チームに一人、大学生や社会人等のアドバイザーに加わっていただくことも検討中である。

(審査委員からのコメント)

- どの参加チームも旅行プランがよく練られていて、大変審査が難しかったです。データ活用についても、単に引用するだけで無く、そこからターゲット消費者を導き出したり、利益を算出したりとよくできていました。
- 一旅行者として「参加するならどんな旅行がいいか？」という視点で審査させていただきました。言葉や文化など様々な違いや、コロナ禍での制限がある中、魅力あるツアーを作り上げた生徒様の努力に感服いたしました。
- データ活用を意識しながら入念に準備され、年々レベルが上がっている。ただ、プレゼンとなると、聴衆を意識せず早口で原稿を読み上げてしまう傾向があるところは今後の課題。
- 予選参加の 14 チームから書類審査で選考されて本選に進んだ 5 チームの生徒たちは、いろいろな困難を克服し、本番を経験したことで、また他校や他チームの発表をじっくりと聞いたことで、今後につながる有意義な学びを得たはずである。

(決勝参加生徒の感想 ～インタビューから～)

- 週一回は必ずオンラインで連絡を取り合っていたので、英語力はもちろんのこと、データ分析力、データ活用力、情報機器活用力、創造力、論理的思考力が大いに伸びたと思います。
- 今回は英語がメインだったため、日本人や台湾人の生徒は少し英語力に不安があったが、ネイティブの生徒が助けてくれたことがありがたかった。なんども会話を重ねてよりよいものを作り上げていくプロセスを身をもって実感した。
- 当たり前だが常識が違うということが分かった。例えば、予定の中に電車内(新幹線でない)でお菓子を食べる予定があったなど、日本ではしない方が良いことが、海外ではまったく問題のない行為だということを実感した。そして自分のしたことをミーティングで報告するのだが、その時に自分のしたことを英語で説明するので非常に役に立った。
- 今まで海外の方と話す機会があると前々から準備したりなど咄嗟に返答するのが苦手で間違えることを恥じていました。その苦手意識を変えたい気持ちで今回の取り組みに参加させて頂きました。学べたことは沢山あってその中でも 1 番学びになったのは電話などで会話をする時、間違えることを恐れる前に Try することです。海外の高校生との交流からその場で思ったことを他言語で伝えられる楽しみ嬉しさを知りました。恐れずに Try した先に楽しさ嬉しさがあることに気づいた今、私にはもう恐れはありません。そんな大切なことを学ばせて頂きました。
- 海外の高校生とのコミュニケーションが難しいと思っていたが、自身が積極的であれば英語力が多少不足している場合であっても、コミュニケーションを取ることができた。今以上に質問などをすぐに英語で聞き返せるようになるため、自身の英語力を上達させたいと思った。
- 完璧な英語でなくても、積極的に話したほうが良いと思った。

(台湾国立彰化女子高級中学の担当教員からのコメント (一部抜粋))

We really appreciate your thought and effort to hold such meaningful events. (Our students love DS contests and learn a lot through them!)

1.2 参加チームおよびタイトル

Team	Team Name	School	Title
A	Omamori Travellers	尼崎小田	Japan Travel
B	5sensefy	姫路西	5sensefy's Springtime Holiday
C	Oriental Beauty	姫路東	Travel by Railway around Beautiful Japan
D	Star Cluster	尼崎小田	Travel in Kansai Area
E	Bluelax Sloth	武庫川女子	The Ultimate Refreshment – People, Nature and Aesthetic
F	Sakura Honeymoon	宝塚北	Sakura Honeymoon for Couples
G	Can u translate 公路旅行 into ドライブ旅行?	尼崎小田	Drive around Japan
H	Golden Spoon	姫路西	Golden Spoon's Luxurious Trip to Japan
I	Moonlight Tour	宝塚北	Travel in the Moonlight
J	Travel to Find 'Taiyaki'	武庫川女子	Japan Winter Travel Plan
K	Nippon Honeymoon	尼崎小田	Nippon Honeymoon by the bay
L	TouriStar	龍野	Luxury Minimoon
M	Pepperoni Pizza Team	姫路西	Trip to Japan
N	Licht	宝塚北	GOOD JOURNEY, COME WITH ME

3 1次審査評価のためのルーブリックおよび決勝用評価票

Data Science Contest Round 1 Grading Criteria

Judge: \_\_\_\_\_

Team: \_\_\_\_\_

grade	Creativity and Originality	Content	Cohesion	Clarity	Critical Analysis of Data
4	Is a one-of-a-kind travel plan OR takes an exceptionally novel approach to a common theme or idea.	Includes all of the points the teams must include (i.e target customers, itinerary, places that will be visited, cost (USD), activities, and considerations) and each point is well explained.	The travel plan makes perfect sense, the places and activities are related and fits an overall theme, and the language and content flow very well.	The travel plan is very easy to understand, the theme and itinerary are very clear. Few to no grammar errors.	Data is used where appropriate, is used logically, clearly cited, and sources are credible.
3	Is a very well-thought out and creative travel plan with a few novel ideas not seen in other travel plans.	Includes almost all the points the teams must include (5) AND/OR each point is generally well explained.	The travel plan makes sense, the activities and places are related, and the language and content flows well.	The travel plan is easy to understand, the theme and itinerary are clear. Few grammatical errors.	Data is used to support most claims and reasons, is used mostly logically or understandably, cited, and has credible sources.
2	The overall theme and ideas of the travel plan are common with some creativity.	Includes most of the points the teams should include (4) AND/OR each point is explained.	The travel plan is doable but may be unrealistic, the activities at the various places are possible, and the language and content has some flow.	The travel plan is not very clear but the basic idea for the travel plan can be understood. A number of grammatical errors.	Some data is used, is used somewhat understandably but better data may have been used, most data is cited, and has sources.
1	Lacks originality and/or creativity and is overly plain.	Includes less than half of the points that should be included AND/OR each point is only briefly explained or not at all.	The travel plan seems to have no theme, the activities and destinations chosen appear unrealistic, and the language and content do not flow well.	The travel plan is hard to understand, there appears to be no theme, and the itinerary is not clear. Many grammatical errors that effect understanding.	Little to no data was used to support claims and reasons, is used illogically, citations are poor or non-existent, and sources are not credible.

## Travel Plan Contest Round 2 Evaluation Sheet

### **Creativity (10 points)**

- The plan is unique and
- different from the plans offered by other teams (based on sufficient market research).
- The plan is attractive for the target customers while showing the charms of Japan.

*(Please circle your score)*

**0      1      2      3      4      5      6      7      8      9      10**

### **Content (10 points)**

- The plan has a clear concept and the travel activities match very well with the concept.
- The plan is well-explained (e.g., Why did you choose your customers? Why did you choose to visit a destination?), and where appropriate, is based on actual data.
- The plan is realistically possible, brings in sustainable revenue for the company, and the price is appropriate.
- The plan can be clearly understood.
- The content flows well with no awkward parts.

*(Please circle your score)*

**0      1      2      3      4      5      6      7      8      9      10**

### **Use of Data**

- There is a clear use of good and reliable data
- Data was used appropriately to justify the reasoning behind decisions
- The participants show a clear understanding of the data that they used

*(Please circle your score)*

**0                  1                  2                  3                  4                  5**

### **Powerpoint Slides / Visual Aids (5 points)**

- The slides and visual aids are engaging with no spelling or grammar mistakes.
- The slides and visual aids complements the presentation and help the audience in understanding the travel plan.

*(Please circle your score)*

**0                  1                  2                  3                  4                  5**

### **Presentation Skills & Delivery (5 points)**

- Team is able to present in an engaging way.
- The presentation is clear, well-practiced, and shows teamwork (e.g., every member has a part to play).

*(Please circle your score)*

**0                  1                  2                  3                  4                  5**

### **Question & Answer (5 points)**

- Team shows extensive subject knowledge.
- Team is able to answer the judges' questions clearly and readily.

*(Please circle your score)*

**0                  1                  2                  3                  4                  5**





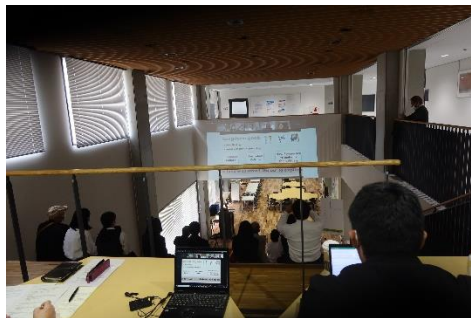
データサイエンスコンテスト

5 teams selected				
Sensify	Oriental Beauty	Golden Spoon	Moonlight Tour	TouriStar
B	C	H	I	L
LI SIN-YUN (Changua Girl's)	CHU YUNG-YUN (Changua Girl's)	TAO SHIH CHI (Changua Girl's)	CHU PIN-HSUAN (Changua Girl's)	CHEN-PEI-JYUN (Changua Girl's)
YAO XING-YU (Changua Girl's)	HUANG ZHAO-NING (Changua Girl's)	LEE JIE (Changua Girl's)	HO WEN-RU (Changua Girl's)	CHANG-JUN-AI (Changua Girl's)
Kimy Sov (Rossmoyne)	Fatih Schulze (Rossmoyne)	Janelle Lee (Rossmoyne)	Abigail Chiu (Rossmoyne)	Zoey Tham (Rossmoyne)
Chloe Ngau (Rossmoyne)	Maria Martinez (Rossmoyne)	Emily Xiao (Rossmoyne)	Brandon Didsman (Rossmoyne)	Eliza Hutchens (Rossmoyne)
Shinohara Kanon (Himeji Nishi)	Nishioka Hanon (Himeji Higashi)	Takahashi Kako (Himeji Nishi)	Shinto Anzu (Takarazuka Kita)	Ito Maho (Tatsuno)
Matsuura Suzuko (Himeji Nishi)	Nishimura Ayumi (Himeji Higashi)	Yoneda Hinako (Himeji Nishi)	Miura Moeka (Takarazuka Kita)	Okahara Misaki (Tatsuno)

決勝進出の5チーム



テレビ会議システムを使ったプレゼンテーションの様子



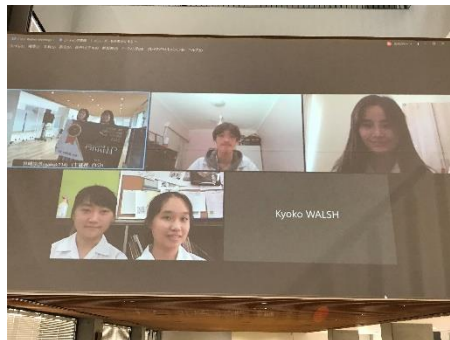
全体会場の様子



姫路西高生の発表の様子



海外の生徒達の発表の様子



優勝したオンライン参加の仲間達



優勝は宝塚北高校チーム



大会会場の様子



1.4 予選通過チームのレポートより (優勝チーム)

Travel in the Moonlight

Moonlight Tour

(4417 WORDS)

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9/24/2021

## **INTRODUCTION**

### **About us – Moonlight Tour**

“Moonlight” is a romantic word, with the meaning of not only bright but also hope and safe. First, all our company looks forward to is the brightest future among any other company which also features in tourism; just like the moonlight, the brightest light at the darkest night. Second, because of the outbreak of the COVID-19 pandemic, people all over the world are confined to their own country, and really desire to go abroad to appreciate the marvelous scenery. Hence, our company aims to design a series of travel plan, giving hope to those restricted people who desire going abroad travelling right after the COVID-19 pandemic; just like the moonlight, giving hope to those helpless people who miss their directions at night. Last, travelers’ security is undoubtedly to be the most important element while traveling, let alone the period of time right after the COVID-19 pandemic. If our travel plan isn’t equipped with safe enough environment and destinations, we would lose the support from the customers. As a result, our company pays a lot of effort to seek and lead the worried travelers to a safe traveling site; just like the moonlight, always there seeking and leading the lost pedestrian to a safe future.

### **About our target customers – Taiwanese**

According to a data conducted from 2018 to 2020 (Figure 1), foreign travelers who are most likely to visit Japan are Chinese, with South Korean coming in the second, and Taiwanese coming in the third. In addition to the nationality, there is another data (Figure 2) that shows the percentage of foreign visitors’ travel companions. The top three choices are yourself, your family, and your friend(s). Having done a lot of research, our team decided on the target customers’ nationality and travel companions by voting, which resulted in our target customers being Taiwanese and family-based.

\*(We do not have a target age group or gender because our target customer is family-based.)

### **About our theme - Parent-child travel**

After deciding on our target customers, our Beta Tester searched for some information about them. It revealed that Taiwanese parents like to let their children get familiar with foreign culture by traveling. As a result, we set our trip theme as “Parent-child travel,” which each family member is able to learn about the local culture or nature of Japan and improve the bond among family members throughout their journey.

### About our target season - Autumn

Considering traveling after COVID-19 pandemic and the risk of getting infected, we chose autumn to be our target season. For a data (Figure 3) shows that autumn is off-season in Japan, and it is the best choice to reduce the likelihood of crowd gathering.

### About our destination – Shikoku in Japan

According to a survey conducted in 2021, the top ten cities where Taiwanese usually travel in Japan are Sapporo, Tokyo, Yokohama, Nagoya, Kyoto, Nara, Osaka, Kobe, Hiroshima, Okinawa, with only one city, Nagoya, located in Shikoku. As a result, we chose Shikoku to be our destination, for we aimed to introduce our target customers to travel around Japan and discover something new!

## **PLAN**

### Overall Plan

During the four-days and three-nights journey to Japan, we will go through three prefectures in Shikoku, one is Kagawa, another is Ehime, and the other is Kochi. Considering traveling after the COVID-19 pandemic and to reduce the likelihood taking public transportation, the mode of the transportation in this plan is self-driving with the car rented in Japan.

On the first day, they will travel in Kagawa. In the morning, they will arrive at Takamastu Airport at 10:20 and then rented a car at ORIX Rent-A-Car. The attractions for today are Osyoya and Chichibugahama. The lunch will be at Osyoya, and the dinner will be at Kotosankaku Hotel. The hotel for the first night is Kotosankaku.

On the second day, they will travel from Kagawa to Ehime. The attractions for today are Ichihiro Towel Museum, Matsuyama Castle, and Dogo Onsen Honkan Bathhouse. The lunch will be at Taimeshi Zen, and the dinner will be at Goichi. The hotel for the second night is Daiwa Roynet Hotel Matsuyama.

On the third day, they will travel from Ehime to Kochi. The attractions for today are Shimanto Gakusha and Katsurahama Beach. The lunch will be at Shimanto Gakusha, and the dinner will be at Hirome Ichiba. The hotel for the third night is Hotel Nikko Kochi Asahi Royal

On the fourth and also the last day, they will travel at Kochi. The attraction for today is Yuzu No Mori Processing

Plant. The lunch will be at Aki Shirasu Shokudo. After lunch, they will head over to Kochi Ryoma Airport to return the car they rented from ORIX Rent-A-Car and take the airplane which takes off at 18:30.

The overall price for this four-days and three-nights journey in Shikoku will be around \$1900.

## Day 1

On the first day in Japan the customers will arrive at Takamastu Airport sometime in the afternoon, around 12:20. Next, customers will get their pre-rent car at Orix Rent-a-car. Then, they will travel around Shikoku, and have an amazing self-driving tour. After getting the car, customers are going to arrive at GO! MEN! KOJO! , which is located in Kagawa. They will understand the culture and the production process of Sanuki Udon. And teachers will teach kids and adults patiently. In the end, parents and kids will work together in this interesting course. They will enjoy their delicious hand-made udon which fills their memory. In addition, this course won't take much time. And it is famous for their Banana juice, too. After experiencing the hand-made udon course and eating Sanuki Udon, customers will feel tired. Because they were just arriving in Japan. Therefore, the next attraction is one of the most beautiful sunset sights in Japan, Chichibugahama beach. The coast is too good to pass up. Not only daytime but also at nightfall, when it is low tide, the sunlight is shining on the calm sea. It becomes an incredible view, like a big mirror. The gentle breeze brushes against customers' faces. Customers are sitting on the seacoast and listening to the sound of waves. Kids are running after sea waves. Family will have a healing time in this charming atmosphere. Coming to the end of Day 1, customers will come to Hotel Kotosankaku, which has been selected as one of the 100 best hot-springs hotels. The friendly service and comfortable environment let the customer be comforted after putting down the heavy luggage. And this hotel surrounds the parent-friendly hotel. Customers can relax in the hot spring pool after having a Kaiseki meal, enjoy long-lost trips abroad after the COVID-19 outbreak, and go shopping in the hotel's gift department to happily end their first day and prepare for tomorrow's trip. The total price of this day will be \$266.

## Day 2

After breakfast at the hotel, customers will go to Ichihiro Towel Museum in Ehime, where they will not only visit the towel factory production process, but also get to know different kinds or materials of towels and see the mysteries of making towels. Customers also can appreciate a variety of masterpieces that are made by towels. People cannot help taking pictures everywhere. And customers can enjoy the towel art museum that usually holds irregular exhibitions. Like Moomins, Hello Kitty, Winnie the Pooh, and so on. Both adults and children will immerse in this fantastic and interesting exhibition. They are also selling towels applicable to all ages. Customers can buy high-quality towels which are specialty goods in Imabari. Then, at lunchtime, customers will come to Taimeshi Zen. This restaurant is a building of cultural property. There is a tasty smell of Ehime's famous snapper delicacy in the air. Customers will eat fresh fish dishes that were caught early every morning. Fresh red snapper with smooth egg yolks and hot white rice, it makes people can't stop eating it. Not only delicious food, the atmosphere in the house let people in the historical corridor. In addition to the COVID-19 outbreak situation, the store provides small rooms, to avoid the chance of coronavirus, customers can rest assured that they are dining. After eating the perfect taste of Taimeshi, customers will come to Matsuyama City, which combines modern style and historical customs. And it is Japan's last complete city walls building. Then customers will take a one-way cable car to save the arduous climbing process, along the way they can enjoy nature. Three minutes later, enjoy strolling the scenery along Matsuyama City roads. Almost ten minutes later you can reach the top of Matsuyama City. There are different shops on the way, not only drinks and delicious snacks, adults and children can also come to a special citrus ice cream. Just in time for autumn, in the maple leaf background, Matsuyama City has a different vibe. Customers can not only visit Matsuyama City, adults and children together to understand the history outside the classroom and experience the wearing of samurai equipment. And customers can from the top of the mountain overlooking Matsuyama City to feel the atmosphere of nature and Japanese culture interwoven. After visiting Matsuyama City, customers will drive about ten minutes to the Dogo Onsen Honkan bathhouse. Watching familiar appearance, customers will think of the world-famous Miyazaki film Spirited Away scene, whether it is day or night, the Dogo Onsen Honkan bathhouse is fascinating to its appearance. Customers can choose whether or not to have a hot spring time. Or customers can appreciate this major Japanese cultural heritage, immersed in the scenery. Maybe customers can

walk to the side of the road after the hot spring street shopping time. There are snack stalls that also have a variety of food from Shikoku. It must let customers feel too good to go to the next attraction. At about six o'clock, customers will drive fifteen minutes to the restaurant, Goichi. A bright and spacious room, it is filled with the aromas of Chicken Karaage. Customers can choose different flavors of fried chicken dishes. The fried chicken is fruity and crispy with refreshing vegetable silk. Customers will enjoy the dishes with a smiling face. And the restaurant can be free to refill rice. It will certainly enable customers to eat a full meal, but also let them not forget this local dish from Ehime. On a quiet autumn night, customers will come to tonight's hotel, Daiwa Roynet Hotel Matsuyama, with comfortable, spacious and clean rooms for parents and children, and the kind attitude of the service staff. Customers can also take a walk on the streets at night if they are still interested in Matsuyama City, because the hotel is located near the city center and Matsuyama City, where they can go shopping or enjoy Matsuyama castle, which is different from the daytime. The total price of this day will be \$359.

### Day 3

After having "Japanese-style and Western-style buffet" as breakfast at Daiwa Roynet Hotel Matsuyama, the hotel where the customers stayed on the second day, they will drive to Shimanto Gakusha at 8:00. It takes about two hours on the road and will arrive at 10:00 because it goes through two prefectures, from Ehime to Kochi. In Shimanto Gakusha, there are variety of natural activities related to a river called Shimantogawa, such as fishing, canoeing, walking along the riverbank, and so on. They will spend about four hours being here and attend "Tenkara fishing experience," a class includes a professional guide teaching them how to catch and fry fish; hence, they will have self-caught fish as their lunch during this period of time. People in Taiwan seldom have the chance to do activities related to river, for the length of the river is usually short and the water flow is usually too fast; as a result, it will definitely attract the sparkling eyes of the customers'. At 14:00, they will leave Shimanto Gakusha and head over to Katsurahama Beach. It takes about two and a half hours and will arrive at 16:30 because it goes from the southern part to the northern part in Kochi. During the one hour they will spent in Katsurahama Beach, they will appreciate and also capture some wonderful views like the deep green pine grove behind the coast, five-colored beach gravel, and the azure ocean. Moreover, it is no denying that evening is certainly the best time to watch the

marvelous scenery of the sunset. At 17:30, they will leave Katsurahama Beach and drive for about 30 minutes to head down to Hirome Ichiba, where they can enjoy “katsuo no tataki” and “seared bonito,” both made of Kochi’s soul fish, bonito, as their dinner at 18:00. Hirome Ichiba is an indoor bazaar which is equipped with seventy different stores; because of it, it’s really convenient if they want to try more kinds of meals like dumplings, Hirome fried. People in Taiwan seldom have the chance to have a feast on bonito, for Taiwan isn’t the place of its production and there are only few quantities of bonito; as a result, it’s undoubtedly to be something new and fresh for them. Having enjoyed dinner for one and a half hours, they will leave Hirome Ichiba at 19:30 and head over to Hotel Nikko Kochi Asahi Royal, which is close to Kochi Ryoma Airport, where we will take the airplane on the fourth day. It takes about ten minutes to drive and will arrive at 19:40 as they are really close to each other. What the customers will do here is wrap up the sparkling third day and have a sweet dream to get ready for the fourth day. The total price of this day will be \$352.

#### Day 4

After having “fluffy omelet” as breakfast at Hotel Nikko Kochi Asahi Royal, the hotel where the customers stayed on the third day, they will hit the road and drive to Yuzu No Mori Processing Plant at 8:00. It takes about one and a half hours and will arrive at 9:30, exactly the time when it commences business. Yuzu No Mori Processing Plant is located in Umaji Village, also known as Yuzu Village; as a result, it is famous for its aromatic yuzu grown according to organic and variety of products related to yuzu. During the two and a half hours they will spend here, they can pay a visit to the yuzu orchards and tour the production line of yuzu products; moreover, they can taste yuzu and purchase the yuzu products, such as yuzu sauce, yuzu salt, yuzu vinegar, and so on. Although there’s also yuzu grown in Taiwan, the species of them are different from those in Japan; hence, it’s really a special attraction to experience something new to broaden the horizons. At 12:00, they will leave Yuzu No Mori Processing Plant and head over to Aki Shirasu Shokudo, where they can enjoy “kamaage chirimen don,” which is made of whitebait abounding in Aki. It takes about one hour to drive and will arrive at 13:00. Although there’s also whitebait fed in Taiwan, people in Taiwan hardly have a chance to try raw whitebait, for they usually process it into dry goods; because of it, they can try something brand-new just like what they can experience in Yuzu No Mori Processing



Plant. Having enjoyed lunch for one and a half hours, they will leave Aki Shirasu Shokudo at 14:30 and drive about thirty minutes to head over to Kochi Ryoma Airport, where they will return the car they rented from ORIX Rent-A-Car as well as take a flight from Japan to Taiwan Taoyuan International Airport. Arriving at Kochi Ryoma Airport at 15:00, they need to check in first. During the following time waiting for the airplane to take off at 18:30, they can have a look around the food court and the duty free shop to buy some souvenirs to draw the four-days and three-nights journey to a perfect and unforgettable end. The total price of this day will be \$32.

\*(To get more detail information of the travel plan, please check the appendix part.)

## **MARKETING AND DISTRIBUTION**

According to a research, people in Taiwan usually spend their free time watching videos on YouTube or going through some social websites like Instagram, Facebook and Line every day. Hence, in order to catch their attractions and raise the opportunity they sign up for our travel plan, for marketing and distribution, we will take advantage of these habits and go deep into their daily life.

First, we will cooperate with some famous Taiwanese YouTubers. For instance, "Ariel's Vlog travel" and "rice & shine." (To get more information on them, please check the sources part.) Both of them feature in recording their families' travel experience. Many audiences are attracted by them because they not only evaluate the attractions or restaurants fairly, but also show the intimate bond among family members while traveling. It is definitely a perfect choice to cooperate with them, for the theme of our travel plan is "Parent-child travel," aiming to learn about the local culture or nature of Japan and improve the bond among family members throughout their journey; just like the main theme of the YouTubers mentioned above.

Second, we will sign up on the most famous social websites, which is Instagram, Facebook and Line. There, customers will be able to get variety of information about us. For example, the goal of our company, our travel plans with detail information, Q&A, and so on. Moreover, they will be required to sign up on these social websites, for most people in Taiwan usually use websites to organize their journey.

## **PRICING**

### **Day 1**

Handmade udon experience at Oshoya GO! MEN! KOJO!: \$66

Hotel fee at Kotosankaku: \$200

**Total: \$266**

### **Day 2**

Ticket at Towel Museum: \$31

Ticket at Matsuyama Castle: \$43

Ticket at Dogo Onsen Honkan bathhouse: \$18

Lunch at Taimeshi Speciality, Taiya: \$97

Dinner at Goichi: \$37

Hotel fee at Daiwa Roynet Hotel Matsuyama: \$133

**Total: \$359**

### **Day 3**

Tenkara fishing experience at Shimanto Gakusha: \$147

Parking fee at Hirome Ichiba: US\$5

Dinner at Hirome Ichiba: US\$37

Hotel fee at Hotel Nikko Kochi Asahi Royal: US\$162

**Total: \$351**

### **Day 4**

Lunch at Aki Shirasu Shokudo: \$32

**Total: \$32**

### **Others**

Round-trip airline ticket: \$406

FUBON LIFE insurance: \$75

GoWiFi: \$11
ORIX Rent-A-Car: \$400
<b><u>Total: \$892</u></b>
<b><u>Total: \$1900</u></b>

\*(All prices include tax.)

## **CONCLUSION**

There are two main reasons regarding what our travel plan being superior to any other travel plan. First, the type of our tourism is “half travel alone.” A “half travel alone” tourism is equipped with the majority elements a journey will need in advance, including the travel plan, entrance tickets, reservation for restaurants, insurance, and so on. The only duty of the customers is to provide their certificate and fee. This type of tourism is definitely suitable for our target customers, for the parents spend most of their time working or taking care of their children and do not have enough extra time to make a detail travel plan; just like the goal, hope, of our company. Second, the mode of the transportation in our plan is self-driving with the car rented in Japan. Considering traveling after the COVID-19 pandemic and to reduce the likelihood taking public transportation, it’s no denying to be the best choice of the transportation; just like the goal, safe, of our company.

We spare no effort to promote experiencing the culture in Japan by traveling. In addition, our target market is “Parent-child journey,” aiming to learn about the local culture of Japan, improving the bond among family members, and weave an unforgettable memory together throughout the journey. Our short-term goal is to introduce deepen into Shikoku to tourists from Taiwan and raise the interest for them to travel to Shikoku. Our long-term goal is to expand the destinations of our travel plans to more cities around the world, stabling the amount of customers, and create word of mouth among any other company which also features in tourism; just like the goal, the brightest light of our company.

## **Sources**

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2. <https://statistics.jnto.go.jp/en/graph/#graph--inbound--travelers--transition>
3. [https://b2b.travelrich.tw/newweb/news\\_into.aspx?Second\\_classification\\_id=24&Subject\\_id=31544](https://b2b.travelrich.tw/newweb/news_into.aspx?Second_classification_id=24&Subject_id=31544)
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7. [http://matsuchika-town.com/shop/?mode=shop\\_detail&shop\\_id=40](http://matsuchika-town.com/shop/?mode=shop_detail&shop_id=40)
8. [https://www.visitehimejapan.com/zh\\_TW/see-and-do/320](https://www.visitehimejapan.com/zh_TW/see-and-do/320)
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11. <https://www.my-kagawa.jp/zh-TW/travel-ideas>
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13. <http://www.osyoya.com/>
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15. <http://www.mitoyo-kanko.com/chichibugahama/>
16. <https://kotosankaku.jp/>

17.<http://www.towelmuseum.com/information.php>

18.<http://www.matsuyamajo.jp/>

19.<https://direct.fubonlife.com.tw/m/qta/travelaccident#spreadsheet>

20.<https://blog.gowifi.com.tw/%E5%87%BA%E5%9C%8B%E4%B8%8A%E7%B6%B2wifi%E5%88%86%E4%BA%AB%E5%99%A8%E6%8E%A8%E8%96%A6%EF%BC%81%E5%83%B9%E6%A0%BC%E3%80%81%E6%B5%81%E9%87%8F%E3%80%81%E7%B6%B2%E8%B7%AF%E8%A9%95%E5%83%B9%E6%AF%94/>

## **Appendix**

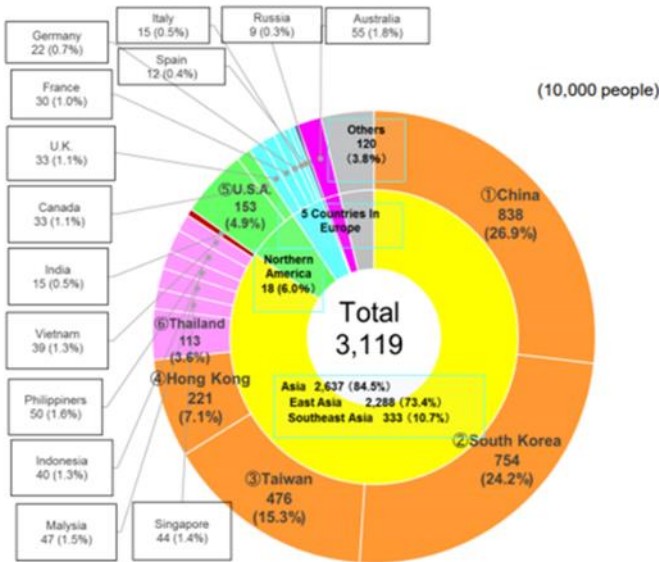
Each students' position entails

Positions	Work
Team Leader	<ul style="list-style-type: none"><li>- Make two work calendars, one is group work, and the other one is each member's work</li><li>- Hold group meetings once two weeks</li><li>- Coordinate everybody's works</li><li>- organize every one's idea</li><li>- Re-plan the deadline of each position's work</li></ul>
Data Analystist	<ul style="list-style-type: none"><li>- Search and gather data for the target customer</li><li>- Organize the data into charts and figures</li><li>- Search the data for marketing strategy and budget setting</li></ul>
Beta Tester	<ul style="list-style-type: none"><li>- Do some research on the target customer (what they would want, concern, and so on)</li><li>- Think what potential issues may occur during the travel</li><li>- Imagine how likely the customer would enjoy the travel</li><li>- find out some problem of the travel plan</li><li>- to list something what customers need(wifi、 rental car、 insurance)</li></ul>

Budget Director	<ul style="list-style-type: none"> <li>- Set suitable budget for the travel plan (in USD)</li> <li>- Supervise the use of the budget and adjust the budget if needs</li> <li>-check the fee of attractions and hotels</li> </ul>
Activities Coordinator	<ul style="list-style-type: none"> <li>- Plan what activities will be done in detail</li> <li>- Remember the topic is “Discover something new!”</li> <li>(airplane, attractions, transportation, accommodation, souvenir, and so on)</li> <li>(the reason, what to do there, cost, on what day, how long each activity takes)</li> <li>-fix the problems of the travel plan</li> <li>-search interesting attractions</li> <li>- plan the schedule time effectively</li> </ul>
Foodie	<ul style="list-style-type: none"> <li>- Plan what food will be eaten in detail</li> <li>- Remember the topic is “Discover something new!”</li> <li>(breakfast, lunch, dinner, snack, special food, and so on)</li> <li>(the reason, what to do there, cost, on what day, how long each takes, traffic, the store is famous for what, and so on)</li> </ul>
Logistics	<ul style="list-style-type: none"> <li>- Make sure the travel plan is possible to be done (have enough time to travel, buy souvenir, eat, and so on)</li> <li>- Search the business hours/days</li> </ul>
Cultural Expert	<ul style="list-style-type: none"> <li>- Search information of both Japanese culture and target customer’s country’s culture</li> <li>- Think about the do’s and don’ts of Japanese culture</li> <li>- Think whether the travel plan is suitable for the target customer’s country’s culture</li> <li>- search the limitations of attractions , hotel, and restaurant</li> </ul>
Marketing Chief	<ul style="list-style-type: none"> <li>- Make our company’s LOGO</li> <li>- Market our company and our travel plan (advertisement, poster, slogan, and so on)</li> <li>- make marketing strategy and company’s prospect</li> </ul>

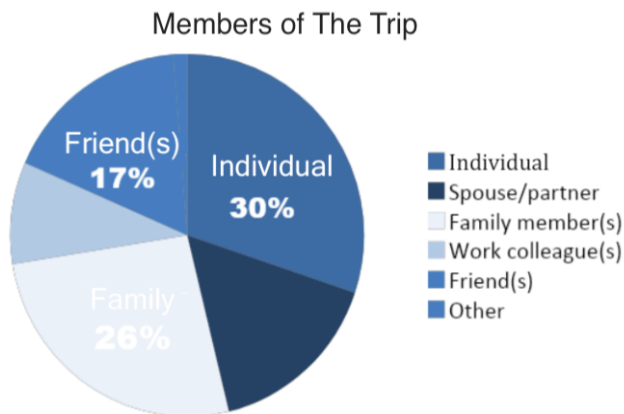
Editor	<ul style="list-style-type: none"> <li>- Organize and edit the group's report and make sure there's no errors in format or grammar</li> <li>- Make sure there's no errors in format or grammar in the E-mails to the organizer</li> </ul>
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Charts about the data

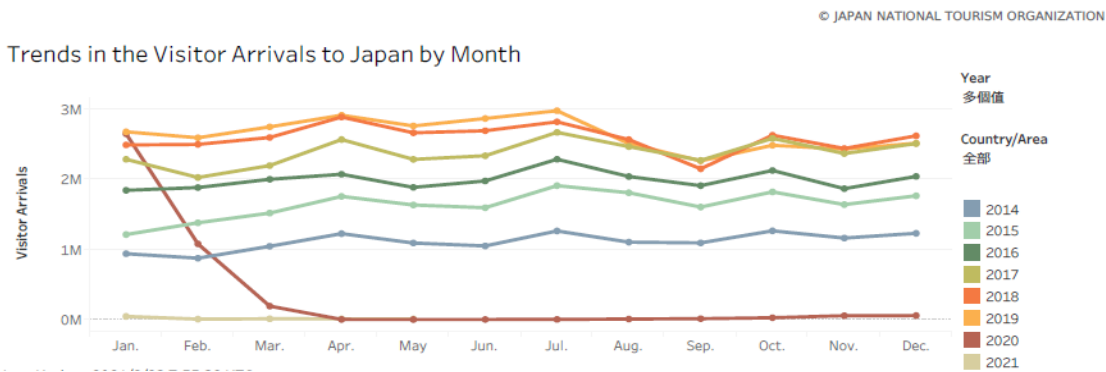


(figure1) This pie chart shows the breakdown of the number of the international visitors in 2018.

(figure2) This pie chart shows the percentage of foreign visitors' travel companions.



(figure3) this figure shows the trends in the visitor arrivals to Japan by month.



Detail information of the plan

Day 1

Attraction	Information
Takamastu Airport  10:20~12:20	Address:1312-7 Konanchooka, Takamatsu, Kagawa 761-1401 日本  Website: <a href="https://www.takamatsu-airport.com/">https://www.takamatsu-airport.com/</a>
Orix Rent-a-car  12:25~13:00	Address: Konanchooka, Takamatsu, Kagawa 761-1401 日本  Business Hours: 08:00~20:00 (every day)  Website:  <a href="http://car.orix.co.jp/tw/search_airports/?pn=20&amp;ns=0&amp;airports_pk=38">http://car.orix.co.jp/tw/search_airports/?pn=20&amp;ns=0&amp;airports_pk=38</a>
Osyoya  うどんの館大庄屋  13:35~15:35	Address: 1223-9, Kotohira, Nakatado District, Kagawa 766-0001 日本 Business  Hours:9:30~16:00 (off-day: Wednesday)  Website: <a href="http://www.osyoya.com/">http://www.osyoya.com/</a>





Chichibugahama beach

父母ヶ浜

16:10~17:10



Address: Otsu-203-3 Niocho Nio, Mitoyo, Kagawa 769-1404 日本

Business Hours: All-day

Website: <http://www.mitoyo-kanko.com/chichibugahama/>

Kotosankaku

琴参閣



17:45

Address: 日本〒766-0001 Kagawa, Nakatado District, Kotohira, 琴平町685-11



Check-in:15:00







Check-out:10:00





Website: <https://kotosankaku.jp/>



Day 2

Attraction	Information
<p>タオル美術館 ICHIHIRO</p> <p>9:30~11:30</p>  	<p>Address: 甲 2930 Asakurakami, Imabari, Ehime 799-1607 日本</p> <p>Business Hours: 9:30~18:00 (every day)</p> <p>Website: <a href="http://www.towelmuseum.com/information.php">http://www.towelmuseum.com/information.php</a></p>
<p>Taimeshi Zen</p> <p>鯛メシ専門 鯛や</p> <p>12:30~14:00</p>	<p>Address: 1 Chome-3-21 Mitsu, Matsuyama, Ehime 791-8061 日本</p> <p>Business Hours: 12:00–15:00、17:00–21:00</p> <p>(off-day :Tuesday、Wednesday)</p>

 	<p>Website: <a href="http://taimesi.net/">http://taimesi.net/</a></p>
<p>Matsuyama Castle</p> <p>14:30~16:30</p>  	<p>Address: 1 Marunouchi, Matsuyama, Ehime 790-0008 日本</p> <p>Business Hours: 9:00~ 17:00 (every day)</p> <p>Website: <a href="http://www.matsuyamajo.jp/">http://www.matsuyamajo.jp/</a></p>
<p>Dogo Onsen Honkan bathhouse</p> <p>16:40~18:00</p>  	<p>Address: 5-6 Dogoyunomachi, Matsuyama, Ehime 790-0842 日本 Business</p> <p>Hours: 6:00~23:00 (every day)</p> <p>Website: <a href="https://dogo.jp/">https://dogo.jp/</a></p>

<p>Goichi</p> <p>唐揚げ食堂 ごいち</p> <p>18:15~19:45</p> 	<p>Address: 日本〒790-0012 Ehime, Matsuyama, Minatomachi, 5 Chome- 1 -1</p> <p>Business Hours :11:00~21:00</p> <p>Website: <a href="http://matsuchika-town.com/shop/?mode=shop_detail&amp;shop_id=40">http://matsuchika-town.com/shop/?mode=shop_detail&amp;shop_id=40</a></p>
 <p>Daiwa Roynet Hotel</p> <p>Matsuyama</p> <p>19:50</p>  	<p>Address: 日本〒790-0001 Ehime, Matsuyama, 一番町 2 Chome- 6 -5</p> <p>Check-in: 14:00</p> <p>Check-out:11:00</p> <p>Website : <a href="https://www.daiwaroynet.jp/matsuyama/">https://www.daiwaroynet.jp/matsuyama/</a></p>

Day 3

Attractions	Information
<p>Shimanto Gakusha</p> <p>四万十楽舎</p> <p>10:00-14:00</p>  <p>(figure22) This is the picture of Shimanto Gakusha.</p>	<p>Address: 408-1 Nishitosanakaba, Shimanto, Kochi 787-1323</p> <p>Business Hours: 8:30-17:30</p> <p>Off-Day: Every Wednesday</p> <p>*(There's no off-day in July, August, and September)</p> <p>Website: <a href="http://gakusya.info/jp/">http://gakusya.info/jp/</a></p>
<p>Katsurahama Beach</p> <p>桂浜ビーチ</p> <p>16:20-17:20</p>  <p>(figure23) This is the sunset view at Katsurahama Beach.</p>	<p>Address: 9, Urado, Kochi City, Kochi Prefecture</p> <p>Business Hours: 24 hours</p> <p>Off-Day: No</p> <p>Website: <a href="https://visitkochijapan.com/en/see-and-do/10011">https://visitkochijapan.com/en/see-and-do/10011</a></p>
<p>Hirome Ichiba</p> <p>ひろめ市場</p> <p>18:00-19:30</p>	<p>Address: 2 Chome-3-1 Obiyamachi, Kochi, 780-0841</p> <p>Business Hours: 10:00-20:00 *(Sunday 9:00-20:00)</p> <p>Off-Day: No</p> <p>Website: <a href="https://hirome.co.jp/index.html">https://hirome.co.jp/index.html</a></p>



(figure24) This is the appearance of Hirome Ichiba.



(figure25) This is sashimi from Hirome Ichiba.

Hotel Nikko Kochi Asahi Royal  
ホテル日航高知 旭ロイヤル  
19:40



(figure26) This is the appearance of Hotel Nikko Kochi Asahi Royal




Address: 9-15 Kutanda, Kochi, 781-0832

Business Hours: 24 hours

Off-Day: No

Website: <https://www.nikko-kochi.jp/>

Day 4

Attractions	Information
<p>Yuzu No Mori Processing Plant</p> <p>ゆずの森加工場</p> <p>9:30-12:00</p>  <p>(figure27) This is entrance of Yuzu No Mori Processing Plant.</p>  <p>(figure28) This is packaging factory of Yuzu No Mori Processing Plant.</p>	<p>Address: 3888-1 Umaji, Aki District, Kochi 781-6201</p> <p>Business Hours: 9:30-16:00</p> <p>Off-Day: No</p> <p>Website: <a href="https://umajimura.jp/spot/factory/">https://umajimura.jp/spot/factory/</a></p>
<p>Aki Shirasu Shokudo</p> <p>安芸しらす食堂</p> <p>13:00-14:30</p>  <p>(figure29) This is the</p>	<p>Address: 3411-46 Nishihama, Aki, Kochi 784-0020</p> <p>Business Hours: 11:00-15:30</p> <p>Off-Day: Every Thursday</p> <p>Website: <a href="https://akisuisan.com/restaurant/">https://akisuisan.com/restaurant/</a></p>

appearance of Aki Shirasu  
Shokudo.



(figure30) This is Whitebait  
Donburi from Aki Shirasu  
Shokudo.

Our logo



Figure31: Our Logo



1.5 優勝チーム (Moonlight Tour) スライド集



### Member Introduction

Takarazuka Kita High School <b>Shinto Anzu</b> Activities Coordinator Foodie <b>Miura Moeka</b> Activities Coordinator Foodie	Rossmoyne High School <b>Abigail Chiu</b> Editor Logistics <b>Brandon Didsman</b> Marketing Chief Budget Director	Changhua Girls' Senior High School <b>CHU PIN-HSUAN</b> Team Leader Cultural Expert <b>HO WEN-RU</b> Data Analyst Beta Tester

### Target Customers

- Nationality: **Taiwanese**
- Member: **Family**

1

2

3

### Target Customers

- Tourism Form: **Parent-Children Travel**
- Season: **Autumn**

### Target Customers

- Budget range: **Under \$5,256 for two adults and two children** (junior or senior high school students)

2019 Travel Spending per Capita by Category (Taiwan / Overall)

4

The average cost for four Taiwanese is \$5,256

### Shikoku

- According to a ranking (The top ten cities where Taiwanese usually travel in Japan), there is only one city located in **Shikoku**.
- We aimed to introduce our target customers to travel around Japan and discover something new!

5	Ranking	1	2	3	4	5	6	7	8	9	10
	City	Sapporo	Tokyo	Yokohama	<b>Nagoya</b>	Kyoto	Nara	Osaka	Kobe	Hiroshima	Okinawa

### More Details

The mode of the transportation is **driving a car (by customers themselves)**

- Traveling **after the COVID-19 pandemic**
- Reduce the likelihood of taking public transportation

Tourism Form: **Parent-Children Travel**

- Taiwanese parents like to let their children **learn foreign culture by traveling**

### More Details

The type of our tourism is **"half travel alone"**

- Equipped with major elements a journey needs in advance (Ex. travel plan, tickets, reservation, insurance, WiFi)
- They **only need to provide the certificate and fee**
- The travel plan can be **customized** (Ex. Add additional attractions they want)



### Day 1 Traffic

## Cuisine/Attractions

### Oshoya GO!MEN!KOJO!

GO!MEN!KOJO! offers course of making local Sanuki Udon. This hand-made course is fit with parent and children. They can work together and make a wonderful memory. Customers will also have a great lunchtime here.



## Attractions

### Chichibugahama beach

Chichibugahama beach is one of the most beautiful sunset sights in Japan. When it is low tide, the surface of sea will become as a mirror. Customers will must have a healing time here.



## Day 2 Traffic



## Attractions

### Matsuyama Castle

Customers will take cable car to Matsuyama Castle. And they will appreciate nature vibe and experience the wearing of samurai equipment at here.



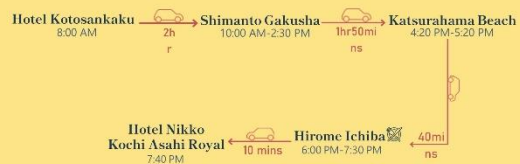
## Cuisine

### Taimeshi Zen

This restaurant is a building of cultural property. Customers will have a cuisine, fresh red snapper here. It provides small rooms because of COVID-19 pandemic.



## Day 3 Traffic

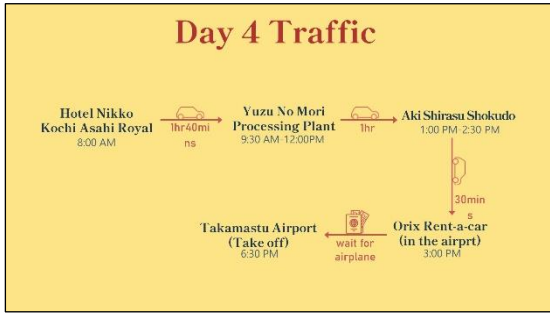


## Attractions

### Shimanto Gakusha

There are many river activities. They will attend "Tenkara fishing experience" and have self-caught fish. People in Taiwan seldom do river activities, so it will attract their sparkling eyes.





## Attraction

### Yuzu No Mori Processing Plant

There are yuzu grown according to organic and yuzu products, such as yuzu sauce, yuzu salt, yuzu vinegar. They can pay a visit to the yuzu orchards and tour the production line of yuzu products.

## Cuisine

### Hirome Ichiba

Hirome Ichiba is an indoor bazaar with seventy stores. They can enjoy bonito here. People in Taiwan seldom have the chance to have bonito, so it's something new and fresh for them.

## Cost

	Day 1	Day 2	Day 3	Day 4	Total
Attraction (entrance ticket)		\$92	\$147		\$239
Meal (lunch and dinner)	\$66	\$134	\$37	\$32	\$269
Accommodation (includes breakfast)	\$200	\$133	\$162		\$495
Others	airline ticket (round-trip): \$406				\$897
	rented car: \$400				
	insurance: \$75				
	parking fee: \$5				
<b>Total</b>					<b>\$1900</b>

- This budget is for two adults and two children (junior or senior high school students)
- All prices are listed in USD and include tax
- This budget doesn't include the cost of shopping.

## Marketing

YouTube  
Facebook  
Line  
Instagram

- People in Taiwan usually use YouTube, Facebook, Line, or Instagram
- Go deep into their daily life

## Marketing

**Cooperate with famous Taiwanese YouTuber**

- Recording their families' travel experience
- Ex: "Ariel's Vlog Travel" and "rice & shine"

**Register accounts on Facebook, Line, and Instagram**

- Get variety of information about us
- (Ex: the travel plan with detail information, Q&A)

- Sign up

- Get **feedback** from them

## About us - What's our advantage?

### Our Main Idea

- A **bright** future and bringing **hope** and **safe** to our customers; just like the meaning of moonlight.

### Parent-Children Travel

- Experience the **local culture** or **nature** of Japan
- Improve the bond** and weave an **unforgettable memory** together

## About us - What's our advantage?

### Driving a Car by Customers Themselves

- Reduce the likelihood of crowd gathering and give customers a **safe journey**
- Go deep into** local street view
- Add additional attractions **flexibly** if there's spare time

### "Half Travel Alone"

- Do not need much time** to prepare for the travel plan
- The plan can be **customized** to the attractions they want

## About us - What's our advantage?

### The Specialty of the Attraction

- Visit **new attractions** which is peculiar in Japan
- Experience the **local culture** or **nature** in **person**
- The **experience activities** are suitable for parent-child travel

### The Specialty of the Cuisine

- Try **new and fresh** food which is unique in Japan
- Get to know **local specialty** or **first-class** through food

## Goals

### Short-Term

- Introduce **deeper** into Shikoku to tourists from Taiwan
- Raise the **interest** for them to travel to Shikoku

### Long-Term

- Expand the **destinations** of our travel plans to more cities around the world
- Stable** the amount of customers
- Create word of mouth among any other company which also features in tourism

## Your Dream Vacation is one Click Away!

Travel to Japan

## Thank You For Listening