

CHAPTER IV

TOURISM DESTINATION IN TAOYUAN CITY

Taoyuan Event and Travel Attraction

Daxi - A Presidential Township

Top-10 Tourist Towns Daxi, Taoyuan has long been known as the "town of presidents." It is the final resting place of two late presidents, Chiang Kai-shek and Chiang Ching-kuo, while former president Lee Teng-hui has lived here since his retirement. Daxi is truly a favored "second hometown" for Taiwan's presidents. The Michelin travel guide published in 2011 included Daxi as a two-star destination, and in 2012 it was named a "top-10 tourist town" by the Bureau of Tourism. The town of presidents is certainly gaining in popularity. Daxi Street - A Century of Grandeur The remnants of influences from the Qing Dynasty, the Japanese colonial government, and Western culture are plainly visible in Daxi's old town, with its many cultural heritage sites and vintage ambience. Examples include the Daxi Meeting Hall, the Wude Temple, the Li Teng-fang old residence, the ancient stone trail, and Zhongzheng Park. Daxi is not only a place of great natural beauty, but also the hometown of the celebrated pop singer and "Queen of the Hats," Feng Fei-fei. Its vintage industries have been revitalized by modern creativity, with workshops turned into tourism-oriented factories. Lined with century-old woodshops and iron forges on its streets, Daxi is a town where the past meets the present. A Look Back on the Chiangs' Legacy During one of his tours of the country, former president Chiang Kai-shek was overwhelmed by the beauty of Daxi, which reminded him of his hometown, Fenghua. He personally supervised the construction of the Dongkou Guest House (which later became the Cihu Mausoleum). To commemorate his mother, Chiang also changed the name of Piwei to Cihu (meaning "lake of maternal love") and ordered the construction of two villas in Jiaoban Mountain and Daxi. These were his favorite villas of the many he had built in Taiwan. The Chiang Family Culture Park, which blends history and culture with ecology and creativity, is just one of the many

attractions in Daxi. The mysterious Houcihu, the serene and peaceful Jioban Mountain Villa, and the historic Wude Temple are sites not to be missed for travelers. Metropolis, T. (n.d.). Daxi - A Presidential Township (2016: Online).

Indigenous Homelands along the Northern Cross-Island Highway

A Summer Outing in Lala Mountain. The Northern Cross-Island Highway Taoyuan is the best preserved of Taiwan's three east-west highways. Many views and attractions can be found along the highway, including the Daxi Old Street, Cihu, Houcihu, Jioban Mountain, the Chiang Family Culture Park, Fuxing Suspension Bridge, the Shimen Reservoir, the Xiaowulai Sky Trail, Lala Mountain, etc. With a variety of sights and experiences including vintage trees, trails, butterflies, hiking, indigenous culture experiences, and fruit-picking, this is your best choice for a summer getaway.

Indigenous Culture Experiences. Fuxing Township is the only indigenous township in Taoyuan County. The County Government has planned a series of Indigenous Tribal Tours, including: Atayal Hbunqnmi Village Happy Tour, Atayal Rahaw Village Cultural Tour, Atayal Kauiran Village Countryside Tour, Atayal Qus Village Water Tour, Atayal Ksunu Village Organic Tour, and Atayal Thokak Village Song and Dance Tour. With delicious tribal cuisines and cultural experiences to offer, as well as enthusiastic indigenous tour guides to explain local history and traditional buildings, you'll have an unforgettable experience learning about Atayal culture and living.

Northern Cross-Island Highway Travel Festival. The annual Northern Cross-Island Highway Travel Festival attracts huge crowds seeking respite from the summer heat each year. In addition to outdoor music you can enjoy while lying on the soothing grass, you can also explore old indigenous trails and discover the marks left behind by our ancestors as they fetched and carried water. The newly constructed Baling Old Trail in Lala Mountain, Shuijun Old Trail in Xiaowulai, and Tianehu Trail in Cihu also give you new panoramas on the Northern Cross-Island highway. You can also sample a tourist's favorite, the fragrant, sweet, melt-in-your mouth Lala Mountain peaches, long known as the "pearl of the mountains. Metropolis, T. (n.d.). Indigenous Homelands along the Northern Cross-Island Highway (2016: Online)

Hidden Paradises near Shimen Reservoir

Ride Your Bike and Enjoy the Sceneries .The Shimen Reservoir offers stunning and multilayered views all year-round. Shimen Reservoir is in close proximity to over a dozen attractions. The reservoir area is filled with green parks and scenery. Attractions include the bike trail, the cruise boats, the dam, the floodway, the plum garden, the viewing platform, the lake wharf, Xizhou Park, Qilin Park, Jiadonglin Park, Luanshulin Park, the Five-color Spring, etc. The Shimen Reservoir is also a great place to watch the transformation of leaves, especially during winter when the maple trees turn into a brilliant shade of gold. The plum blossoms, not to be outdone, turns into a captivating sea of white. During springtime, the peach blossoms, cherry blossoms, and azaleas bloom complement each other and charm visitors with a fascinating array of floral beauty. Admire the beautiful scenery on the comfort of your bicycle. The Shimen Reservoir Bike Path is a 3-km bicycle trail that surrounds the downstream weir. Circling the water, the bicycle path offers tranquil views of the surrounding mountains, with gentle breezes and refreshing mists accompanying you on your cycling journey. The small mountain to the west of the Shimen Dam is roughly 550 meters in altitude. With no higher ground nearby, a visitor at its peak can take in the beautiful scenery of the reservoir as well as the streets of nearby Longtan and Daxi. This convenient tourist trail has become a favorite for hikers in recent year. Enjoy Tea and Hakka Culture. Taoyuan is rich in Hakka history and culture. The Sankeng Old Street, known as Longtan's first street, is one of the many Hakka clusters in Taiwan. The street is home to the Taoyuan Hakka Culture Hall, which has the largest collection of Hakka audio and visual resources in Taiwan. It is a cultural attraction with educational and interactive resources, a visit not to be missed by any tourist. Longtan Township is also a tea producer and renowned for its award-winning Longquan Tea. Enjoy your Hakka cuisine with a pot of fine tea while you take in the scenery, and immerse in this incredible luxury for your senses. Metropolis, T. (n.d.). Hidden Paradises near Shimen (2016: Online)

Windchasing on the Coast

Fishing Harbors - A Taste of the Sea. Taoyuan's coastline is dotted with fishing harbors, sea views, and important Hakka traditional heritage. Yongnan Fishing Harbor is the first choice destination for seafood in Taoyuan. Natural sceneries and historical sites are also major attractions for visitors to Guanyin Township. Ride your bike along Taoyuan County's unique coastal tree-lined "green path" and take in the beauty of nature. Xinwu. Fishing harbor views Visitors standing on the arch bridge of Yongnan Fishing Harbor can treat themselves to breathtaking views of the entire harbor. At night, immerse yourself in the enchanting night scene as the bridge illuminates the harbor with an array of lightings. A tree-lined "green bike path" crosses the coastal recreation area by Yongnan Harbor. The 4 km long path starts in Xinwu and connects Dayuan, Guanyin, and Luzhu together. Guanyin. Rock by the sea The Guanyin Coastal Recreation Area is ideal for a late-afternoon walk by the sea breeze. More than a century old, Baishajia Lighthouse is the westernmost lighthouse on mainland Taiwan. Ganquan Temple was selected as one of the top-100 religious sites in Taiwan. You are encouraged to stop by and pray for peace in the coming year. During summer, Guanyin Town is also home to the fun and exciting Hakka Ocean Music Festival, where Taiwan's top indie bands and pop artists perform. Hakka Cultural Heritage The Fanjiang Old Residence, currently a Class 3 Historical Site, is an example of a simple and unadorned building characteristic of Hakka architecture, and is a wonderful preservation of rich Cantonese Hakka heritage. The ceramic inscription hanging over the main door, the incense burner and ceramic basin, the painted doors and walls, as well as the wood and brick carvings, reflect the customs of a traditional Hakka home. It is a favorite hangout and photo scenic spot for visitors and tourists in search for heritage sites. Metropolis, T. (n.d.). Windchasing on the Coast (2016: Online)

Riversides and Ponds.

A Blessing from Nature Taoyuan is known as the Land of a Thousand Ponds. The ponds and pools scattered across the county played an important role in irrigation and water storage. Though they no longer serve such important functions,

the ponds and pools are now increasingly the subject of nationwide renewal efforts to preserve and promote their cultural, ecological, scenic, and recreational values.

Biodiversity in the Ponds Abundant natural resources can be found along the Northern Cross-Island Highway, an area rich in biodiversity. Both low and mid altitude biosystems can be found here. Daxi Town is a good location for low-altitude nature appreciation, where birds, insects, and frogs can be spotted in Touliao and Cihu. This is a visit not to be missed by nature lovers. Daxi is also an important water source, with the Shimen Reservoir, Dahan River, and Touliao Pool all located here. These water bodies add to Daxi's charm as an ideal destination for vacation.

Dahan River Views Daxi River originates in Hsinchu County and flows through Taoyuan, eventually joining the Tamsui River. River transport led to flourishing business and commerce activities that contributed to Daxi's early boom era. The Daxi Bridge spans the Dahan River. Its Baroque architecture and night lighting design leave a deep and enduring impression on visitors. With its romantic views overseeing the Dahan River, it is a favorite dating spot amongst young couples. **Lake Scenes in Cihu.** Cihu was originally known as Piwei. It was also called Dongkou ("cave opening") because of its close proximity to the Baiji Tunnel. Houcihu is a crescent-shaped lake that was originally known as the "dragon over Piwei." Being a military restricted area for many years, Houcihu's environment and biodiversity have been well-preserved. Camphor and incense-cedar are the most symbolic types of plant life in the area. The lakeside trail is excellent for watching birds, butterflies, and maple leaves. Metropolis, T. (n.d.). Riversides and Ponds (2016: Online)

Factory Tours

Transformation to a fun and exciting destination Thanks to the efforts of the government of Taoyuan City and many local companies. Taoyuan has 22 fun-filled tourist factories, more than any other Taiwanese cities or counties. Tourist factories bring fun and excitement to the visitor like an amusement park does. They also bring consumers closer to companies, and are effective marketing tools that benefit the local economy. **International Highlights** After years of consultation efforts, tourist factories and industrial culture centers certified by the Bureau of Industry's and the

City are the best in Taiwan both in quantity and quality. White Wood House, Kuo Yuan Ye, Les Enfants, Taoyuan Distillery, and Republic of Chocolate have won Outstanding Tourist Factory awards, while Kuo Yuan Ye and Republic of Chocolate were also recipients of the "Tourist Factory International Highlight" awards. DIY Experiences As you visit Taoyuan's tourist factories, you'll discover that each factory offers unique content relevant to its industry, allowing you to appreciate the production process, enjoy artifact exhibits, or even join in yourself. Through watching the production process and joining in on a DIY experience, you become part of the creative process. It is an emotional reminder of the local cultural characteristics that created Taoyuan's miracle. Children and adults alike are welcome to pay a visit to these tourist factories and immerse yourself in an experience with visual appreciations, delicious food and lots of fun. Metropolis, T. (n.d.) .Factory Tours (2016: Online)

City-level Scenic Areas

Beautiful Scenery Taoyuan's municipal-level scenic areas are rich in biodiversity and natural scenery. They are wonderful choices for a summer getaway and for a tranquil session of bird watching. During late autumn, the trees along the Northern Cross-Island Highway transform into a symphony of purple, magenta, red, and yellow colors, attracting many photographers who wish to capture her beauty. A total of 34 -plant species with leaf color-changing characteristics are found in Taiwan, many of them in high altitudes. The Green Maple, Formosan Gum, Taiwan Red Maple, and Wax Tree are the most common amongst them. As the weather becomes cooler, the municipal-level scenic areas in Taoyuan embrace visitors with a vibrant display of color. Xiaowulai. A Summer Getaway and ideal bird watching location

Xiaowulai is located in Yisheng Village and Luofu Village in Fuxing Township. It is marked by its gorge and waterfall topography. Major attractions include the Xiaowulai Waterfall, Sky Trail, Waterfall View Building, Longfeng Waterfall, and the Balancing Rock. Xiaowulai is home to the Xiaowulai Sky Trail, which has been voted as Taiwan's most romantic destination. The trail, made of transparent glass, is located

at the source of the waterfall, allowing a top-down view of the beautiful river valley and waterfall.

Lala Mountain. Natural Treasures The high altitudes of Lala Mountain allow for diverse plant life and environments. Home to many butterfly species, it is a renowned destination for butterfly-watching in northern Taiwan. Lala Mountain's surrounding mountains and forests also feature plants of the Fagales family, which are an essential part of beetles' natural habitats. A scenic bridge links the visitor's center, the butterfly hall, and the beetle hall as one. It transforms the visitor's center into a comprehensive ecological education site. Featuring excellent resources and services, even a simple stroll down the bridge can be a remarkable learning tour on biodiversity. Metropolis, T. (n.d.). City-level Scenic Areas (2016: Online)

Taoyuan Travel Hot Spot

Shimen Reservoir

As the largest reservoir in the Far East region, Shimen Reservoir is reputed for its beautiful lake and mountain views all year round. Connected to over a dozen tourist attractions, the Reservoir offers green parks, bikeways, lake yachts, dam, spillway, wharf, Xizhou Park, Maple Park, Nanyuan Ecological Park, and so on. Shimen Reservoir is also a great place to admire the magnificent beauty of flowers and leaves. Fiery maple leaves and snow-white plum blossoms catch your eye in the wintertime. When spring comes, the peach, cherry and azalea bloom to compete for visitors' attention with their captivating beauty. In the rainy season, Shimen Dam will discharge its water, providing a spectacular view that attracts a great number of tourists. Fresh Fish Cuisine is the specialty of the Shimen Reservoir area. Every fresh fish restaurant has its own creative recipes and tourists can feast on the fresh fish prepared in nearly 200 different ways. Metropolis, T. (n.d.). Shimen Reservoir (2016: Online).



Figure 20 Shimen Reservoir

From: Shimen Reservoir (2016: Online)

Daxi Old Street

Located in Taoyuan County, Daxi Old Street is one of the famous Taiwan old streets that used to be a bustling hub for camphor and tea trades. Daxi Old Street is comprised of old stores on Heping Road, Zhongshan Road and Zhongyang Road. The town of Daxi boomed with trades of camphor and tea, and the passage of Daxi Old Street was built as a shortcut for workers to pass through so that they could transport goods without walking a long way. Daxi Old Street is filled with diverse stores with the façade designed in a Baroque style that is a perfect blend of the East and West. In the past, the architect would cover and hide their work before completing as they were afraid that their original design would be plagiarized by others. Daxi Old Street is crowded by both local and oversea visitors each day for the rich cultural and traditional style architectures, as well as a wide array of Daxi specialties, such as firm tofu that are made into many flavors, old-time flavor tofu pudding that can dry one's thirst, and peanut caramel candy that are handmade. There are also a number of stores selling traditional folklore toys and goods that children may learn the life of people back in old days and for the adults to refresh their childhood memories.



Figure 21 Daxi Old Street

Source: Daxi Old Street - Taiwan Old Streets (TravelKing) (2016: Online)

Adjacent to the Daxi Old Street is the beautiful Baroque style Daxi Bridge that offers romantic sunset views along with lights in the evening making the bridge a popular Taiwan tourist attraction among visitors of all ages. While visiting Daxi Old Street, visitors are also recommended to discover other Taoyuan attractions, including Cihu and Cihu Mausoleum for marks of Chiang Kai-Shek, Mt. Lala for rich greeneries and fresh peaches, Shihmen Reservoir for diverse reservoir delicacies and many others for a colorful Taiwan travel. Bus:, B. (n.d.). Daxi Old Street - Taiwan Old Streets (TravelKing) (2016: Online)

Cihu Memorial Sculpture Park

The Cihu Memorial Sculpture Park is situated near the Cihu Parking Lot. In the park there are some 100 bronze statues of Chiang Kai-shek's donated by various localities of Taiwan. This also lets tourists from around the world remember the past glorious feats of Chiang Kai-shek. Among the statues are familiar-looking standing and half-bust bronze statues, which were donated mostly by schools and government organizations. There are also statues of CKS seated and horse-riding. Every statue has its own artistic value. Interconnected foot trails lead to various statues in the park.

There are also elegant Chinese garden-style gardens with bridges and water below them. Metropolis, T. (n.d.). Cihu Memorial Sculpture Park. (2016: Online)



Figure 22 Cihu Memorial Sculpture Park

Source: Cihu Memorial Sculpture Park. (2016: Online)

Chintan Park (Green Pond Park)

Chintan Park is close to Taoyuan Station of Taiwan High Speed Rail. It was originally designed for agricultural irrigation, providing the functions of water regulation and flood control. Later, the planning converted it into a water park for urban residents. Its facilities include a ramp leading to the water, a lookout platform, boardwalk, trails, an outdoor theater, etc., creating a recreation space that is serene and fun to visit in the metropolis. It also won Taiwan's engineering and construction-related award. Visiting Chintan Park, you will see many aquatic plants, rich ecosystems, and the large lotus pond that attract numerous visitors to stop and enjoy the view. Whether it is day or night, the Park is a good place for families and couples to stroll around, and also a hot spot for photographers.

In 2015, the snowy white Chintan Park Scenic Bridge was built. The yellow light at night creates a romantic atmosphere. The beams emitted from the "Tower of Eternity" on the bridge toward Polar Star express the concept of eternity, which is

the new highlight in Chintan Park in the daytime and at night. Metropolis, T. (n.d.). Chintan Park (Green Pond Park). (2016: Online)



Figure 23 Chintan Park

Source: Chintan Park (Green Pond Park) (2016: Online)

Zhuwei Fishing Harbor

Zhuwei Fishing Harbor is a fishing port with recreational function in northern Taoyuan; its beautiful scenery also attracted the crew of the TV drama, “PS Man” to shoot here. There is a rainbow bridge at the northern entry of Zhuwei Fishing Harbor. This Nielson-Lohse steel arch bridge has become a popular landmark, making the fishing port more romantic at night.

Visiting Zhuwei Fishing Harbor, you simply have to feast on seafood. Restaurants with seafood directly delivered from the Port are mostly distributed on the southern bank. On the other side, the fishing association has set up an outlet center. Each booth presents quality dishes and skilled cooking. With reasonable prices, seafood lovers should never miss this place! On the southern side of Zhuwei Fishing Harbor is the office building of the fishing association. It has a 360-degree revolving restaurant right next to the beach, where visitors can feast on gourmet food while enjoying the fishing harbor and the stunning sunset. Metropolis, T. (n.d.). Zhuwei Fishing Harbor (2016: Online).



Figure 24 Zhuwei Fishing Harbor

Source: Zhuwei Fishing Harbor (2016: Online)

Shihmen Mountain

About 550 meters in height, from the mountain to the west of Shimen Daba you can survey the beauty of the Reservoir, street views of Longtan and Daxi. Its convenient tracks are mountain climbers' favorites and popular trekking routes. Metropolis, T. (n.d.). Shihmen Mountain (2016: Online).



Figure 25 Shihmen Mountain

Source: Shihmen Mountain (2016: Online)

Window on China

Located in Longtan Town of Taoyuan County, Taiwan, Window on China is one of Taiwan's earliest theme parks, established in 1984. The park is consisted of 3 areas, including Mini World, Water Park, and Amusement Park.

The Mini World is divided into Mini Taiwan, Mini China, Mini Asia, Mini Europe and Mini America, where visitors may find scale models of famous buildings and developments of each country or region. Scale models of each area: Mini Taiwan – Ten Major Construction of Taiwan, Taipei 101, Chiang Kai-Shek Memorial Hall, Fort San Domingo Mini China – The Palace Museum, The Humble Administrator's Garden, Panda, Great Wall of China. Mini Europe- Leaning Tower of Pisa (Italy), Opera Garnier Paris (France), Chartres Cathedral(France) Mini Asia- Osaka Castle (Japan), Todaiji (Japan) Mini America - Washington Monument, Statue of Liberty, NASA. The Amusement Park is fitted with a number of rides that are suitable for family and young kids. There are Euro Riverboat, Wipe Out, Merry-go-round, Little Pilot, as well as tour train, which leads visitors on an adventure around the park. The Water Park is equipped with a number of exciting water slides and rides for visitors to enjoy a cool summer. The Jumbo Wave is a thrilling water ride that takes visitors on a steep and wet drop from 12-storey high, which makes a gigantic wave of 6 stories tall. The Thunderstorm, Water Mania, and Nile Beach are where visitors may experience 2000 water jets shooting out, drenching downpour, water slides of different heights and length and sudden jumbo waves that splash summer heat away. Crazy Rapid is a thrilling rafting boat ride that takes visitors down on rapid streams to experience ultimate relaxations. Bus:, B. (n.d.). Window on China - Taoyuan Travel (TravelKing) (2016: Online).



Figure 26 Window on China

Source: Window on China - Taoyuan Travel (TravelKing) (2016: Online)

Jhongli Xinming Night Market

As one of the many government established night markets in Taiwan, the Jhongli Xinming Night Market is located on Xinming Rd. between Zhongyang W. Rd. and Minquan Rd. in Jhongli City, Taoyuan County.

Jhongli Xinming Night Market is surrounded by 2 (Pacific Sogo and ChungYang New Store) of the largest department stores in Jhongli city and is only a 10 min walk from the Jhongli Train Station. The convenience in location makes Jhongli Xinming Night Market a lively Jhongli tourism spot. Xinming Night Market, one of the top night markets in Taiwan, lives up to its reputation by providing more than 580 stalls and stores range from imported clothes to stinky tofu.

Not to mention all various Taiwanese snacks from different parts of the country to be found here, some of the most popular foods not to be missed when you come for a Jhongli tour are Ribao Spring Onion Pancakes and Angelic Pig Trotters. And if you are into spicy food, Jian ShiFu's Spicy Stinky To-fu is another must have when you visit this most favorite night market in Jhongli. Don't be surprised if you find yourself queuing behind those stalls as Jhongli night market is the most crowded place in the great Taoyuan area. The MRT system within the Taoyuan city is still

under construction so the best way to get there is either by train or by car. Metropolis, T. (n.d.). Zhongli Tourist Night Market (中壢觀光夜市). (2016: Online).



Figure 27 Jhongli Xinming Night Market

Source: Zhongli Tourist Night Market (中壢觀光夜市) (2016: Online)

Dongyanshan National Forest Recreation Area

Situated in Xiayun Village of Fuxin Township in Taoyuan County, Dongyanshan (Eastern Eye Mountain) National Forest Recreation Area spans 916 acres and ranges from 650 to 1212 meters above sea level. From its location behind a hill, it halts the advancement of the northeast monsoon. As a result, the climate is warm and comfortable. Since transportation is convenient, the area is perfect for day-trips.

This area is situated on the foot of the western Snow Mountain range and is part of the Dahan River catchment area. From the peak of Dongyan Mountain, visitors can see the endless ridgeline, Taoyuan, Sanxia, Danshui Rivers and Chixin Mountain; the beauty of the region is indescribable. The most valuable segment in this area is the outcrop along the hiking trail, which has numerous fossils of shells, sea urchins, and foraminifers dating to ancient times when Taiwan was submerged in sea. Among all these fossils, the trace fossils are the most remarkable, because they formed 30,000,000 years ago when crustaceans dug out crevices in the rocks for shelter. This spectacular terrain makes for a wonderful outdoor geological classroom for visitors

because its soil has undergone erosion from wind and water passage, sediment transport, sediment deposition, ripple drift, stratification, planar fracture, weathering, and soil drift. Thus, this area has significant research and educational value in the geological sciences. Metropolis, T. (n.d.). Dongyan Mountain Forest Recreational Area (東眼山森林遊樂區) (2016: Online).



Figure 28 Dongyanshan National Forest Recreation Area

Source: Dongyan Mountain Forest Recreational Area (東眼山森林遊樂區) (2016: Online).

Top 10 Gift

Tasty and Not Sticky Peanut Soft Candy

The Longtan Peanut Soft Candy is known throughout Taiwan. It is the best gift and can be served with tea. The candy is packed in small packages according to various tastes. They are popular with young people.

The Zhongqi Cheese Cake

Taoyuan City's Top 10 Gifts: Nakasaki Pudding Cake After visiting the Jingfugong Temple, tourists will absolutely not want to miss the Zhongqi cheese cakes at the Zhongqi main store that is behind the temple. Established 37 years ago, this store adopted a traditional way of cheese-cake making. Island-wide famous

pudding cake; gold metal award in food evaluation & competition for many years; unique taste; material used is really good; thick milk flavor; soft, subtle & delicate; very popular with its unique taste; well known far & wide.

The Wanlixiang Aged Red Vinasse Bean Curd

After 70 years spanning four generations, the flavor of the Wanlixiang Dried Bean Curd is still absolutely exquisite and well-received. In 2007, the tasty traditional “Aged Red Vinasse Bean Curd” was selected as one of the ten major gifts in Taoyuan.

Fuxing Sky Kitchen Gourmet Restaurant

The interesting food provided by airline companies on planes is delicious. Now you do not even have to travel by plane to enjoy the same quality of food. If you visit Taoyuan, many citizens suggest you visit Fuxing Sky Kitchen Gourment Restaurant. Try it! Taoyuan City’s Top 10 Gifts: Confectionery Persimmon Gift Box

Carefully selected Peipu persimmons are air-dried, full of the rich persimmon taste, and with the sweet taste of Black Sugar Mochi stuffed with Red Bean Paste. Each a masterpiece worth trying.

Mei De Bakery Shop

Taoyuan City’s Top 10 Gifts: Gold layer cake. The cake is our baker’s specialty recipe. Rich, mellow and long & short ending taste of cheeses make our cakes’ more delicious. Our cakes have been recommended by numerous websites, and have been named the best choice of group purchasing. In addition, our new designed high quality, easy to carry and eco-friendly package enhances the gift’s quality. It is the best gift for families, relatives & international tourists.

Famous Taoyuan Refreshment Gift Boxes

In the gift box are top-class Taiwanese and French refreshments. The pipeapple cookie can best represent Taiwan. The Frenchstyle tarts are made with an internationally famous baking technique. They have a crisp-outside and soft-inside feel and melt immediately in the mouth. They have a thick, strong, and savoury feel.

Guolu Nougat Shop

Taoyuan City's Top 10 Gifts: Heart warming gift box The nougat is made from local peanut, it is very chewy but will not stick to teeth. Pineapple cake is hand made from best quality material with pastry skin, soft filling & agreeable sweet. Sesame consists of many healthful elements. Sesame candy is made from best quality sesames and special made malt, not too hard nor too soft. Sesame flavor attracts you to eat one after one. Gift package is eco friendly, It is an appropriate & good taste gift.

The Fengmi Heixingan

The main ingredients of the Fengmi Heixingan are 38 precious Chinese traditional herbal medicines including white crane flower, bidens pilosa L, houttuynia cordata thunb, ginseng, spider brake, wedelia chinensis, and Azhi honey. Because it is simmered over a small fire, it's nutritional value and taste are even better.

Yuquan Top-quality Red Yeast Grape Wine

Taoyuan City's Top 10 Gifts: YuChuan Red yeast premium wine gift pack

The highest grade red yeast wine brewed from condensed grape juice with lots of red yeast, then blended with selected JinXiang brandy. It is a kind of red wine, good for health, with strong fruity, mellow but not astringent. It is the first one in the world using high tech to combine red yeast fragrance with wine, and has longevity effect.

Shin Jen Shian Candy Shop

Taoyuan City's Top 10 Gifts: Shin Jen Shian peanut brittle. "Shin Jen Shian" peanut brittle has been existing for more than 80 years. You will enjoy the happiness, the sweetness, the brittleness & the crispness in just one bite. It is with agreeable sweet. Delicious taste will stay in mouth. Recently, "Shin Jen Shian" has developed variety of new flavors – black sesame, white sesame, seaweed, ginger & butter – peanut candy.

Honey Baby's honey

Taoyuan City's Top 10 Gifts: YuChuan Red yeast premium wine gift pack

Y-Chih Honey Six & Six Lucky Number gift package. (Five Star wild honey, Common Schefflera flower winter honey)The highest grade red yeast wine brewed from condensed grape juice with lots of red yeast, then blended with selected JinXiang brandy. It is a kind of red wine, good for health, with strong fruity, mellow but not astringent. It is the first one in the world using high tech to combine red yeast fragrance with wine, and has longevity effect.Five star wild honey, the best pure honey, collected once a year the precious wild floral honey only available in Taiwan. It is the best honey in Taiwan.Common Schefflera flower winter honey: the most nutritious and the best product for keeping in good health.

Subaozhai "Belly Button Cake"

Subaozhai is famous for its "Belly Button Cake," a synonym to Zhongli,a beautiful city. Its fillings include red beans, taro and salty bean paste.Wrapped in a fragrant crisp fried crust,this cake is really delicious. In 2007 Competition for the Best Gift Items in Taoyuan City, "Belly Button Cake"was judges' favorite and receives the first prize. Such an award not only acknowledges the baking skills of its owner, Han-long Liao but also serves as an indicator that "Belly Button Cake"offers the best texture and taste. This special cake symbolizes a unique cultural feature as well as humanistic spirit.

Subaozhai, established in 1992 was the store that sold "Wife Cake." In 1994, the shop was relocated to the current address and the owner decided to change its style into a mixed format,selling diverse products. Its bread and wedding cakes are very popular. The tastes and softness of various cakes,along with delicious Pineapple Cakes,often linger on the minds of its customers.Their thick delicious flavors have brought the customers back again and again.

Belly Button Cake is not only themost famous product in Subaozhai but it has also become the best choice of gift-giving for tourists who have traveled to Taoyuan and foreign clients who visit the industrial park in Zhongli. This cake is delicious, but

its uniqueness comes from its cake shape and a great taste of fillings. Both characteristics represent the humanistic spirit and cultural feature of Zhongli.

Dayuan Township good quality rice production & mar

Taoyuan City's Top 10 Gifts: DaHer wedding rice. DaHer fragrant rice tastes delicious, every gift package of wedding rice has been certified by the production & marketing group. Its package design is eco friendly. DaHer rice wins the most honorable ShenNong Award (which is Oscar award in Taiwan agriculture) in 2004 as well as the Best Ten Classic Rice in 2010.

ShiYuan (ReiYuan) Fish Restaurant

Taoyuan City's Top 10 Gifts: Grass carp XO sauce. His XO sauce is made from grass carp instead from scallop. Mouthfeel of Grass carp is the same as that of scallop, but with less cholesterol. Steam cook the fillet portion for 20 minutes, then bake in oven until it is gold, pick up fish bones, bunch up into filamentous, then bonafide and stir fry with Chinese ham, Chinese cabbage, garlic, red chilli..etc. without any chemical or preservative material. ShiYuan has become fish cuisines leader because of persistence and innovation on delicious fish cuisines.

Guo Lu Yue Jing Gift Boxes

The fragrant and chewy milk candy sold in this long-established aoyuan gift shop is famous around the country. Add the shop's crispy and rich pineapple cakes and egg yolk cakes, and the three famous snacks form the Yue Jing gift box. One bite and you'll recognize the master chef's handmade flavor, give a box as a gift and you'll always be remembered.

Guoji Gift Box Company

Guoji is located behind the Taoyuan City Government. This store's products have just been ranked as among the top ten gift selections by Taoyuan City Government. Most locals crave snacks from Guoji. Traditionally, the products from Guoji have been the choice gifts for people who work for the county government as

well as locals. Its Pineapple Cakes are very well known too. Both Pineapple Cakes and Nougats are frequently purchased as snacks for afternoon tea or coffee. Guoji has modified Red Bean Cakes in both their crust and flavor. Their honey flavor, together with the smell of wheat, makes the cakes the pride of Taoyuan.

Taoyuan City's Top 10 Gifts: Raw Dorayaki. Using Japan's popular western-style dorayaki fillings, and the Usagiya (the famous creator of dorayakis) kneading style, added a great deal of effort for making the crust. The raw dorayakis not only taste better, its market is continually growing. The Raw Dorayaki is not only well received by the consumers, but also by the popular media, receiving numerous interviews and reports from TV and radio programs.

TaFang Foods Corporation Ltd.

The famous Dafang Dried Tofu uses non-GM soybean and is entirely hand made. Following at least a four repeated quick freezing and marinating process, it tastes delicious, savoury, and crisp. It is a popular gift with the tourists. Taoyuan City's Top 10 Gifts: TaFang Peach blossom happy garden gift box.

Inherited from four generations hundred years experiences. Peach blossom happy garden gift box contents : a box of Tung flower dried extracts from soybeans & egg white, a bottle of KanJin fermented salted bean curd, vacuum packaged hand made black bean curds (4 small boxes of highest grade bean curds & 2 packs of fresh bean curds). According to Ministry of Economic Affairs' investigation, it is one of 15 famous souvenirs in Taiwan in 2008. We have passed Food Industry Research & Development Institute's vacuumed commercial pack sterilization examination, we also had the permission of Department of Health selling instant food with vacuumed pack in ordinary temperature in 2000. (In Taiwan, only three companies have this permission, and we are the only one in Northern Taiwan). Metropolis, T. (n.d.). (2016: Online)

Liberation of Chinese tourists in Taiwan was launched in 2008. In 2011, Chinese tourists' free trip was introduced. Foreign tourists to Taiwan keep growing year by year. In 2012, there came up with the "tourism excellence project" for promoting Taiwan's tourism. In the same year, 7.31 million person-time of foreign

visitors visited Taiwan and revenue of foreign exchange of 340 billion NTD was expected. There were 165,000 jobs provided and investment of several hundred millions on hotels launched. Although global depression happened in 2013, tourism authority tried to accomplish the goal of 7.7 million person-time of foreign tourists to Taiwan in the whole year. A more progressive goal is set to reach 10 million person-time of international tourists to Taiwan in 2016 (Control Yuan, 2013). Another year, another milestone for Taiwan's tourism industry. On December 20, 2015, representatives of the Taiwan Tourism Bureau welcomed Christopher Manuele from California, who became the year's 10 millionth international visitor, at Taiwan Taoyuan International Airport. (2016, Ten Million Visitors in 2015)

Among the top ten tourist activities in Taiwan, temple fairs attract millions of domestic and international visitors annually. However, numerous environmental problems are associated with such fairs. Although numerous environmental strategies have been developed for tourism destinations, few studies have focused on temple culture. (Chang & Liu, 2009: 900-904)

Temple fairs, which have roots in Buddhist and Taoist religions, have existed for over 1000 years in China. When Buddhism reached China in 2 B.C., it competed with traditional Daoism. Both Taoist and Buddhist temples thus began to hold fairs to attract followers and collect money. Activities at these fairs fall into three categories- worship, praying for good fortune and redemption of the soul. (Chang & Liu, 2009: 900-904) Religious parades are the most impressive activities related to worship. (Chang & Liu, 2009: 900-904) Many large and well-known temples have numerous branches that attract large numbers of worshippers and visitors, creating difficulties for many temples to collect donations, and, in some cases, causing bankruptcy (China Times, 2007) China Times. (July 27, 2007). Big temples try hard to get pilgrims while small temples are going bankrupt. Edition A17.

Taiwan 2016 Tourism Policies Implementation of the "Taiwan's 2015-2018 Tourism Action Plan" and "Mid-term Plan for Construction of Major Scenic Sites (2012-2015)" deepening of the "Time for Taiwan" core promotional program, and, using "quality, uniqueness, intelligence, and sustainability" as implementation strategies, the progressive building of Taiwan into a tourism power with optimal

quantity and quality, creative added value, and every locality a tourist destination (2016 ,Taiwan Bureau Tourism Policies).

Lifestyle changes in Taiwan over recent years have led to a significant increase in recreational travel and educational holidays, boosting the popularity of "industry tourism". At the same time, changing times and industry structures mean that traditional factories have gradually lost their shine. To improve their profits or business image, businesses are now gradually converting to "industry tourism" or "industrial tourism". This has helped bring about a revival in traditional industries. Taoyuan City has 22 tourism factories with eight being rated "Excellent Tourism Factories" by the Ministry of Economic Affairs and one rated an "International Spotlight Tourism Factory" (one of only two in Taiwan). Taoyuan City is therefore "No.1 in Taiwan" in both quantity and quality. Tourism factories are like museums where businesses use their extensive collections, guided tours and descriptions to communicate their entrepreneurship and culture to the consumer in a learning-through-play environment. The successful transformation from a manufacturing industry to a service industry not only injects new blood into business through tourism but also creates a friendly, healthy environment. Factories are therefore no longer all steel and iron but a place where the general public can experience factories for themselves, relax, have fun and learn. In the tourism factories, the general public can view, take photos, play, eat and buy everything for themselves, making them the most popular national tourism experience available today! Taoyuan County has focused its efforts on tourism development in recent years and leveraged its strength as a leading industrial and commercial county to boost the industry competitiveness of tourism factories. In 2011, the successful "Made in Taoyuan No.1" joint marketing campaign boosted the profile of Taoyuan's tourism factories and made us the clear leader in tourism factories. In 2012, the theme of "Taoyuan Tourism Factory Wonderland" was used to market Taoyuan City's tourism factories as a large theme park that bring surprise and fun to visitors. Industry tourism also increased exposure to consumers so helps with brand marketing, income creation and boosting tourism and travel to Taoyuan City as well. The result was a win-win situation for all parties. In 2013, the marketing theme of "International Glory

for Tourism Factory NEXT" was chosen as the development theme of the Taoyuan Aerotropolis expected to help Taoyuan's tourism factories shine on the international stage.

After many years of investment in the marketing of tourism factories, statistics indicate that in 2012, Taoyuan's tourism factories were visited by nearly 2.5million people and generated revenue approaching NT\$600 million. After "Fun Memories are Here", the first micro-movie, was released in August, it attracted 61,098 views on Youtube as of December 4, 2013, and generated widespread interest. The development of a Taoyuan City factory-business app and publication of a tourism factory guide book have led to many other county governments visiting Taoyuan City to learn from the county's experience.

Plan Contents:

Domestic Promotion Sub-plan:

Place media advertisements, hold event promotions, and create an atmosphere for the "Tour Taoyuan Years" to encourage the public to be a "good host" by actively inviting and enthusiastically welcoming visitors and sharing the beauty and touching qualities of Taoyuan with visitors.

1. Atmosphere Building and Visitor Welcoming Plan

1.1 Design special activity CIs and slogans and produce related peripheral products.

1.2 Place welcome banners, posters, wall stickers, and sign stands at major transportation hubs, visitor sites, hotels, visitor centers and national scenic area administrations to create a "Tour Taoyuan Years" atmosphere' and increase awareness of the public's shared responsibility to invite and warmly welcome visitors to Taoyuan.

1.3 Provide welcome cards (scenic postcards with welcome message from the Director General of the Tourism Bureau) to tourism hotels for welcoming guests.

2. Encouraging the Public to be "Good Hosts"

2.1 Produce 30-second publicity videos and print advertisements.

2.2 Enhance promotion through various media and movie theater

advertisements to encourage the public to be a "good host" and enhance exposure through media PR activities.

3. Promoting Taoyuan Hosts

3.1 Under the "Taoyuan Tourism Ambassador Training Course Plan" and related certification measures, "Taoyuan Tourism Ambassador" certification badges will be issued to tourism personnel and operators (including B&B operators) to upgrade the service level of tourism enterprises.

3.2 The "Taoyuan Tourism Ambassador Training Course" will be included in tourism personnel training courses, and tourism personnel will be encouraged to wear the "Tourism Ambassador" badge to create a good service image and encourage return visits.

4. Encouraging the public to participate in "Share Your Taoyuan Travel Stories" activity and to invite domestic and foreign friends to travel with them in Taoyuan

4.1 Create a database of special scenic sites selected from sites proposed by related central, county and city government units; and set up a website with information on scenic sites and events to help the public share such information with domestic travelers and foreign visitors.

4.2 Package special scenic sites with the travel stories of celebrities and travel experts to provide brand new travel experiences attractive to domestic travelers and foreign tourists.

4.3 Continue postcard travel prize drawings, travel essay contests, online video exhibitions and other activities to encourage the public to invite domestic and foreign friends to experience the beauty and pulse of Taoyuan.

Festival and Competition Sub-plan:

Festival and competition events that are characteristic of Taoyuan from both domestic and foreign tourist perspectives and which have international tourism appeal will be selected and promoted domestically and internationally through the publication of multi-language tourism event calendars, travel agents and media channels.

Phase 1—2016: Enhance international promotion and marketing of the Taoyuan Lantern Festival, Monkey Festival, Taoyuan Food Festivals, and Hot Spring & Fine Cuisine Carnival as four theme seasonal activities.

Phase 2—2015: On the basis of the 2014 framework, compile a list of tourism and festival and competition events in Taoyuan in the third quarter of 2014 and enhance marketing and promotion of such events in conjunction with the 2015 Kaohsiung World Games and 2015 Summer Deaflympics in Taipei.

1. Spring Colors

1.1 Theme Activity for Spring: Taoyuan Lantern Festival Activities, including the Taoyuan Lantern Festival (Tainan County), Taipei Lantern Festival, Kaohsiung Lantern Festival, Pingsi Heavenly Lantern Festival (Taipei County), Yanshuei Beehive Rockets Festival (Tainan County), Miaoli Dragon-Bombing Festival, and Bombing of the Deity Han Dan in Taitung (Feb)

1.2 Flower Exhibitions—Taipei Flower Show (Jan), Taoyuan International Orchid Show (Mar), 2014 Yangmingshan Flower Season (Feb ~ Mar), Cherry Blossom Festival at Sun Moon Lake's Formosan Aboriginal Cultural Village (Feb ~ Mar), Shibajian Mountain Flower Month (Mar), 2014 East Rift Valley Flower-Sea activity (Jan ~ Feb), and 2014 Changhua Blooms: International Orchid Exhibition (Feb)

1.3 International Exhibitions—2015 Spring Computex (Mar~Apr)

1.4 Sports Competitions—2014-2015 Northern Cross Marathon (Jan), 2014 International Tour de Taoyuan Cycling Race (Mar)

2. Summer Escapes

2.1 Theme Activity for Summer: Dragon Boat Festival Activities, including the Lugang Dragon Boat Race, Longtan Dragon Boat Festival, and Dragon Boat Festival Fireworks Display in Longtan, Taoyuan County (June).

2.2 Hakka Activities—Hakka Tung Blossom Festival (Apr ~ May) and Hakka cuisine.

2.3 Religious Culture—Baishatun Cultural and Arts Festival (Apr).

2.4 International Exhibitions—Computex Taoyuan (June) and 2014 Taoyuan International Travel Fair (Apr).

3. Winter Romance

3.1 Theme Activity for Autumn: Hot springs and cuisine, including Taoyuan Hot Springs and Fine Cuisine Carnival and related activities (Nov)

3.2 Aboriginal Culture—Alishan Tsou Fona ("Bean of Life") Festival

3.3 Local Specialties—Kaohsiung Zuoying Wannian Folklore Festival (Oct), 2014 Austronesian Wedding Festival (Oct), Kunshen Wangye's Salt for Peace Festival—Southwest Coast Tourism Activities (Oct), and East Coast Sailfish Festival (Nov)

3.4 International Exhibitions—2014 Taipei international Travel Fair (Oct)

3.5 Competition—2014 Shihmen International Kite Festival (Oct), 2014 Taroko International Marathon (Nov), and 2014 ING Taipei International Marathon (Dec)

3.6 Flower Exhibitions—2014 Nantou Flower Festival (Nov) and 2014 Shihlin Official Residence's Chrysanthemum Exhibition (Nov ~ Dec)

According to the "world competitiveness report in 2013" of International Institute for Management Development (IMD) in Switzerland, the ranking of competence for Taiwan in 2013 was the 27th, which was advanced by 5 in comparison to the year of 2012. Among Asian countries, Hong Kong (the second), Thailand (the 5th), Singapore (the 7th) and Malaysia (the 8th) were superior to Taiwan. The ranking of tourism revenues for Taiwan and neighboring countries in Asia is shown in Table 12.

Table 13 Ranking of tourism revenues of Taiwan and neighboring countries in Asia

Country (region)	Version of 2012		Version of 2013		Advancement and regression
	(Period of data is in 2010)		(Period of data is in 2011)		
	Statistics	Ranking	Statistics	Ranking	
Hong Kong	9.71	3	11.13	2	+1
Thailand	6.20	8	7.60	5	+3
Singapore	6.10	9	6.67	7	+2
Malaysia	7.49	7	6.34	8	-1

Table 13 (Continued)

Country (region)	Version of 2012 (Period of data is in 2010)		Version of 2013 (Period of data is in 2011)		Advancemen and regression
	Statistics	Ranking	Statistics	Ranking	
Taiwan	2.01	32	2.38	27	+5
Philippines	1.39	38	1.40	39	-1
South Korea	0.96	47	1.10	43	+4
Indonesia	0.99	46	0.94	48	-2
China	0.78	50	0.66	54	-4
Japan	0.24	58	0.19	60	-2

Source: Ranking of Transportation and Tourism Indicators in Taiwan of 2013 World Competitiveness Report, Department of Statistics, Ministry of Transportation and Communications (2016: Online)

Taoyuan City is of important location of transportation between northern and southern Taiwan. It plays a crucial role to connect the cities in the northern area and the agriculture and fishery life in the western one. As to foreign dimensions, it is the transfer hub of international freights and the entry & exit for tourists. It abounds in human, geographic, industrial and landscape resources. In the near future, administrative position of Taoyuan is going to be upgraded. The competence for developing in the regional plan of Aeropolis and high line MRT at Taoyuan section of Taiwan Railway and airport MRT can be more strengthened. Besides, thanks to being one of the transportation stations of Taiwan High Speed Rail, Taoyuan City plays a crucial role of the gate of the country. It is necessary for it to become a tourist city with international competitiveness. How to formulate a national policy to help promote Taoyuan as a special municipal city is the same expectation for everyone in Taiwan. Taoyuan Metropolis Tourism Promotion Bureau was divided into "Tourism Bureau" and "Information Department" in 2014. At the end of 2014, Taoyuan City

was smoothly upgraded into a municipality; hence, there are a wide range of visionary thoughts and measures regarding tourism resource integration and marketing needed to be considered and developed. The top priority for tourism bureau to proceed with is tourism construction and characteristic marketing. First of all, the superior competence in tourism industry for Taoyuan City should be recognized and confirmed.. Then multiple-active marketing strategies should be developed and well-known tourism brands are supposed to be created and followed. Hence, Taoyuan can demonstrate its superiority and be regarded as “the first station of Taiwan, the first stop of hotel, and the first of tourist spot”. (2014, YAHHO, NOW news- January 2, 2014, 12:23 pm, Inauguration Ceremony of the Directors of Taoyuan Metropolis Tourism Bureau and Department of Information).

This study aims to probes into tourism development strategies for Taoyuan City by marketing theory, strategic theory and Analytic Hierarchy Process (AHP) methodology. The positioning and goals of tourism development in Taoyuan City will be focused and get confirmed in the study. Hopefully, through the assistance of the research results, Taoyuan City will be sustainable and keep growing in nowadays changeable environment by using very limited resources provided.