

## Strategies, practices and observations of green tourism supply chain Taking the promotion of GDMO in Tamlan area as an example

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### Abstract

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Tourism phenomena impact nature, humanity, society, and industry, focusing increasingly on people-to-people contact and community-based experiences. Recent trends emphasize participatory and unique tourism, fostering interactions between tourists and residents, and promoting warmth and mutual assistance. From a green tourism perspective, these trends offer opportunities to protect culture, promote social equality, and practice sustainable economies. The Tamlan Ancient Trail, spanning northern Taiwan for centuries, connects Tamsui Hall and Kamalan Hall, reflecting ancestral values of sustainability. This study explores "green tourism" and proposes the GDMO (Green Destination Management and Marketing Organization) framework, using Tamlan Town to support local development through creativity, innovation, and entrepreneurship. By integrating industries and communities, the study aims to enhance the ecological, cultural, and economic sustainability of Tamlan's leisure tourism. With a focus on strategic planning and community participation, this research provides practical insights into improving the depth and sustainability of tourism experiences. The GDMO model demonstrates the potential for achieving green economic value, social impact, environmental conservation, and cultural preservation.

**Keywords:** green tourism, GDMO, DMO, local sustainable development, tourism management

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## Introduction

Sustainable development, green economy and green tourism

Tourism, as a socio-economic phenomenon, has many concepts or practices that have been proposed or tried in the pursuit of sustainable development by mankind, but they often end up being narrow or insufficient. For example, "low-carbon tourism" only focuses on carbon emissions; "responsible tourism" fails to emphasize economy and sustainability; traditional "sustainable tourism" or even "environmental hotels" often only focus on the environmental impact level. Due to these constraints, it fails to provide solutions for sustainable development in smaller towns or consider the economic aspects of the community or industry.

The concept of "green tourism" is different from general eco-tourism or traditional "sustainable tourism" that only pays attention to environmental protection. With the evolution of the times, it has increasingly complete definitions and practices (Tao et al., 2010), facing the potential of climate change (Tao & Yang, 2010) and urban applications (Wu et al., 2011), as well as the construction and promotion of standards (Tao & Ren, 2013; Tao, 2020; Tao et al., 2021), as well as design integrated with education (Tao, 2012a; Tao, 2015), based on possible business opportunities in leisure agriculture (Tao, 2012b) and encouragement (Tao et al., 2021), and Application in local creation (Tao, 2019B), green tourism began to be officially applied in leisure agriculture in 2019 (Tao, 2019a). Green tourism is based on the concept of the "Green Economy Report" proposed by the United Nations in 2011. It aims at green economic development and local sustainable development, and centers on life in tourist destinations, long-term profits for operators, and responsibilities to the world and future generations. , comprehensive consideration (Lu, 2020; Wu, 2021). "Green Tourism" focuses on the following local sustainable development goals through local implementation of green economy, including:

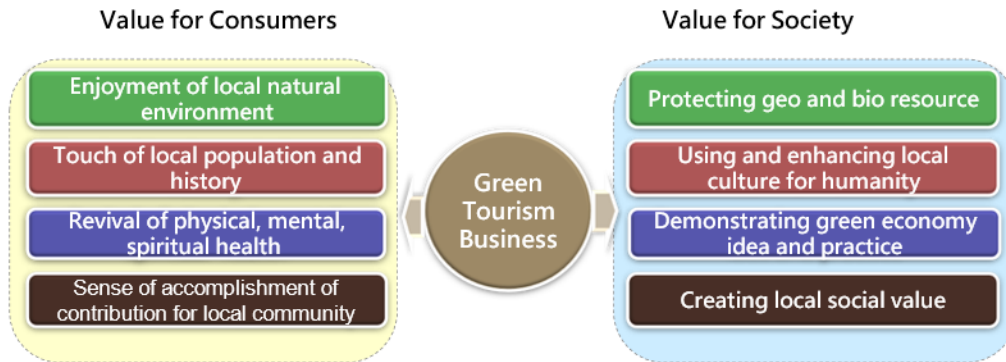
1. Social aspect - grasp important systemic issues in the process of social development, make good use of tourism phenomena and dynamics, and contribute to equal opportunities for social development and the care of disadvantaged groups;

2. Cultural aspect - Look for various forms of local cultural assets, find elements of local pride and attachment, and make good use of and protect them through tourism momentum to avoid the loss of cultural significance for the survival of human groups;

3. Environmental aspect - Prompt the host and guest to rethink the relationship between people and the environment and how to improve it, and gain benefits from it.

Since tourism has both important social and economic aspects, as well as environmental and cultural assets as its main assets, what can truly help local areas move towards sustainable development through tourism must also pay attention to the good use and protection of the natural environment and the discovery of excellent culture. It survives through economic power and provides

consumers, that is, local guests, with a tourism model that satisfies both physical and mental aspects in the consumer market. The concepts proposed in this study are shown in Figure 1.



**Figure 1** Green tourism takes into account both economic aspects and social responsibility (Source: this study)

Therefore, "green tourism" is closer to the solution than "sustainable tourism", and goes beyond the single-line thinking of general "environmental protection", and can better help local and community (town, village or tribe) levels to generate tourism income and benefit good people. Fulfill the environmental obligations of global citizens and maintain a good quality of life and fine cultural traditions.

Tourism destination management, DMO and GDMO

1. Tourism destination management and tourism destination management organizations

The World Tourism Organization (UNWTO) points out that the development and management of tourist destinations require a holistic policy and governance approach. Governance has two specific dimensions: 1). Directive capacity of government, which depends on coordination and collaboration and stakeholder participation; 2) Directive effectiveness, systematically determine the expertise and resources to support the way the process is performed. This enables local (i.e. relevant stakeholders) to define goals and implement them together by providing tools and means to find solutions and opportunities.

A study of small towns in Japan showed that after the establishment of the DMO organization, the number of foreign tourists visiting the tourist circle increased rapidly, and the number of accommodations soared; the number of revisits and intention to revisit the tourist circle reached the third highest level in the national tourist circle. One, resident satisfaction is also at the top of the national tourism circle. A harmonious cooperative relationship has been formed between the tourism circle and various tourism industries in the region, which has made up for the shortcomings of the original administrative-led tourism management model and promoted Japanese people's understanding of local creation (Wang, 2019). Another study on Kunigami Village in Okinawa Prefecture, a rural area in Japan,

showed that Japan's policies for local tourism development include strengthening local cohesion, establishing organizations, and revising regulations. In the establishment of the organization, the establishment of regional DMOs is the main promotion axis, and the main focus is to reduce the difficulty of youth participation. Therefore, attention should be paid to the trend of combining DMOs and local creation in local travel, so that young people have the opportunity to return to their hometowns for tourism industry. Use your own strength to promote local creation, plan to establish a coaching DMO organization, strengthen the training and investment of relevant talents, etc. (Gao, 2020). In terms of promotion, a study on the promotion model of the Gaoshu Tourism Industry Association brand in China pointed out that through local bottom-up discussions, a public association development organization can be formed to form a co-creation model, and Its action plan is also easier to be accepted by diverse organizations and shows results (Xu, 2022). Recent research also pointed out that the so-called "small travel" is the focus of DMO operation and management, covering "8 attributes (themed experience, diverse tours, convenient connections, dedicated tour guide, cultural depth, local characteristics, resource sharing and professional reception) , 6 results (cross-domain integration, legal management, marketing channels, matchmaking and customer solicitation, formulation of special laws and special chapter amendments), and 5 values (fun memories, travel safety, liability protection, operation supervision and community recognition) )" (Chen, 2019). In addition, in the face of the development of the Internet and the advancement of information technology, tourism destinations must have new thinking in competition (Huang, 2019).

Therefore, local members' efforts to develop effective governance models/structures and attach importance to social development characteristics to formulate strategies are the core focus of local tourism development. This includes tourism development direction and strategic planning, the establishment of vertical cooperation (i.e., national-regional-local-community levels, and Public-private Partnerships; PPP).

It follows that the role of the Destination Management/Marketing Organization (DMO) should be to lead and coordinate activities according to a consistent strategy to achieve this common goal. The content of management should include the coordinated management of all elements that constitute a tourist destination. In particular, these sometimes very independent elements (people, organizations, resources, activities, risks, beliefs, etc.) are connected together for review and planning. In this way, it helps to improve efficiency in marketing, visitor services, training, business, etc., and review shortcomings or weaknesses. To achieve this goal, many organizations or interest alliances are needed to work towards common goals and ultimately ensure the competitiveness and sustainability of tourism destinations.

## 2. Development of Japanese DMO

According to the Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism of Japan, the tourist area development corporation cooperates with various stakeholders to play a leading role in the development of tourist areas from the perspective of "tourist area management", absorb the "income capacity" of the area, and cultivate A sense of pride and attachment to the area. The Ministry of Land, Infrastructure, Transport and Tourism of Japan clearly defines that DMO is an organization that formulates and implements tourism area development strategies based on clear concepts and has the coordination function to steadily implement the strategy, and is required to perform the basic roles and functions (tourist area marketing and management) , including 1). Establishing consensus among various stakeholders in tourist area development with the tourist area development legal person as the center; 2). Continuously collecting and analyzing various data, etc., to develop clear concepts based on data Strategy; 3). Extracting tourism resources helps to increase the attractiveness of the region, improve transportation access, including intra-regional traffic, and improve the reception environment, such as multilingual signage; promote regional measures related to destination development; 4). Coordination , establish mechanisms, and promote tourism

### Research Concept-Green Destination Management Organization (GDMO)

#### 1. From DMO to Green DMO focusing on green tourism

Traditionally, DMOs focus on marketing activities, but with the world's sustainable development issues and social expectations and other trends, DMOs should be more sensitive to local sustainable development and become a strategic leader in the sustainable development of tourist destinations. This includes strategic planning, coordination and management of short, medium and long-term goals and activities within an appropriate governance structure, with the goal of sustainable development and green economy, and integration of tourism destination operations under a common sustainable goal. different stakeholders.

Therefore, green tourism management and organization that pursues green economy for the purpose of sustainable development from the global, regional to local and community levels are particularly meaningful and valuable. The purpose of DMO (Destination Management and Marketing organization) is to have management and marketing functions. The organization that allows tourist destinations to practice green tourism and move toward sustainable development is GDMO (Green Destination Management and Marketing organization).

#### 2. An advanced model combining Japanese DMO, local sustainable development and green economy

This study improves the Japanese DMO concept, adds elements of local sustainable development and green economy, and forms the GDMO concept. GDMO includes 3 elements: 1) DMO

– Destination Management Marketing Organization; 2) Green Economy; 3) Locality. as shown in Figure 2.

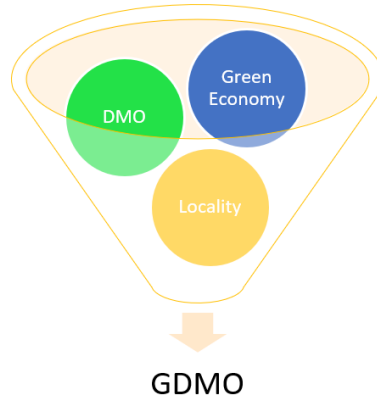


Figure 2 GDMO concept (data source: this study)

In local practice, the "Green Tourism Business Framework" is used as the operational blueprint, as shown in Figure 3.

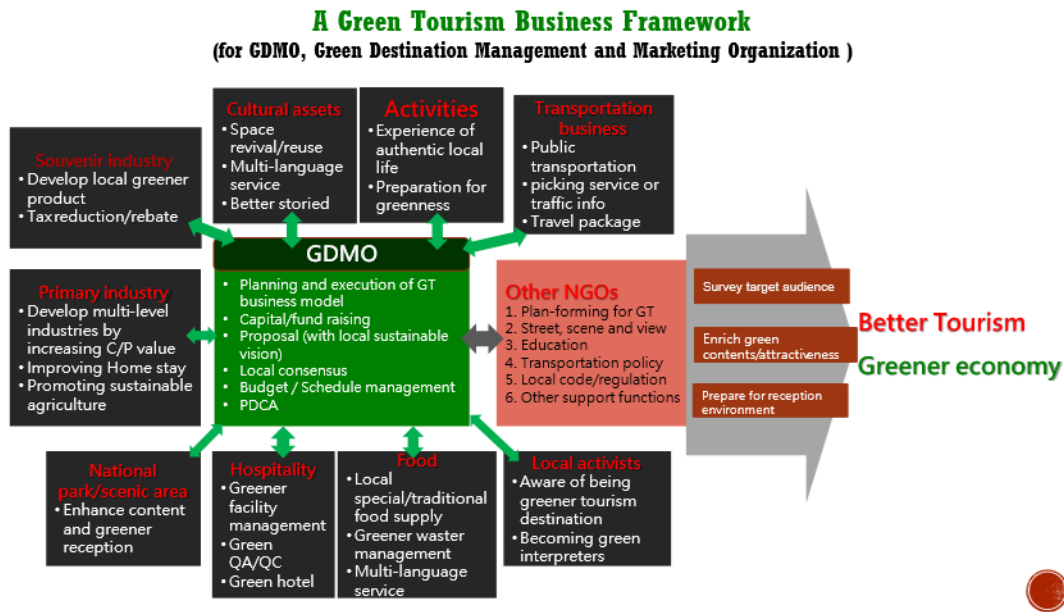


Figure 3 Green Tourism Business Framework (Source: this study)

Implementation and discovery of GDMO attributes

Based on the above discussion and structure, this study uses Southeast University of Science and Technology's USR project "Green Tourism Energization Takeoff on Tamlang Road South" as the

main activity planning and management resource, and combines national organizations and individuals to practice the behavioral attributes of GDMO to explore its structural characteristics, implementability and key points to note. The execution activities and findings of this study are as follows:

1. Green tour guide training

This study is aimed at tour guides who are professional tour guides, taking the United Nations Sustainable Development Goals (SDGs) as a thinking, and strengthening the students (executive tour guides of the New Taipei City Tourist Guides Association)'s understanding of green tourism under the green economy. Based on the natural ecological and humanistic characteristics of Pingxi Jingtongkeng, we design tours and guided tours, as well as marketing methods for green catering, DIY, souvenirs, etc., so that the explanations become a powerful way to promote green tourism and respect local culture and ecology. The content covers enhancing the understanding of local plants in Pingxi, reviewing the history of Pingxi and Jingtong, understanding the significance of green tourism and sustainable development, and discussing special lunch box dishes. Table 1 shows the key points of green tour explanation from the perspective of GDMO.

**Table 1** Key points of green tour interpretation from the perspective of GDMO (data source: this study)

SDGs	Explanation points
1. End poverty in all its forms everywhere	Encourage green consumption. Through the process of contacting tourists, we understand the characteristics of tourists, emphasize local characteristics, and lay out these green consumptions during explanations. Feed-back tourist interests to the local area, with a focus on assisting in research and development, specially creating opportunities to improve the welfare of low-income or disadvantaged groups, to propose innovative products and services to achieve the purpose of increasing green income.
2. End hunger, achieve food security, improve nutrition and promote sustainable agriculture.	In the explanation, the local efforts to cherish food and promote sustainable agriculture are highlighted. Emphasize and market catering service providers that use seasonal, local, friendly agriculture to increase value.
3. Ensure healthy lifestyles and promote well-being for people of all ages.	The commentary highlights local efforts to ensure healthy lifestyles and promote the well-being of people of all ages. Avoid tourist guide activities from affecting local lifestyles, and encourage local residents to treat and receive tourists with a healthy and welcoming attitude.
4. Ensure universal, fair and high-quality education and promote lifelong learning	Let the guided tours and interpretation activities become inclusive and equitable high-quality education, so that every visitor can have the opportunity to learn. Excavate local in-depth ecological and humanistic materials, and transform them into the most valuable opportunities for citizen education and local cultural promotion

SDGs	Explanation points
	through guided tours and explanations, so that guided tours and explanations can become a high-quality education.
5. Achieve gender equality and empower all women and children.	In the explanation, local efforts to gender equality and the empowerment and empowerment of all women and children are highlighted, including history, present and future. Tourists are also encouraged to purchase products from women businesses and products that are beneficial to the development of children.
6. Provide water sanitation and sustainable management for all.	In the explanation, the scenery related to local water resources is used to move tourists and create a feeling of caring for water resources. It also highlights the efforts of local communities in water sanitation and sustainable management to remind tourists to jointly protect water resources.
7. Ensure affordable, reliable and sustainable modern energy for all.	In the explanation, local efforts to use sustainable modern energy are highlighted, and efforts to avoid the use of non-green energy in the planning and design of leisure activities are also highlighted, and activities are designed to allow tourists to participate.
8. Promote inclusive and sustainable economic growth, achieve comprehensive and productive employment, and give everyone a good job	In interpretation, highlight local efforts to promote sustained, inclusive and sustainable economic growth, promote full and productive employment and adequate work for all, and design activities to engage visitors.
9. Build resilient infrastructure, promote inclusive and sustainable industries, and accelerate innovation	In the explanation, we highlight the local efforts to build disaster-proof infrastructure, promote inclusive and sustainable industrialization and promote innovation, as well as the relevant awareness and activities formed by the community, and design activities for tourists to participate.
10. Reduce inequalities within and between countries.	In the commentary, local stories from the past and current facts are used to highlight efforts to reduce inequality, and activities are designed to allow visitors to participate.
11. Make cities and human settlements inclusive, safe, resilient and sustainable.	In the explanation, the local efforts to make cities and human settlements inclusive, safe, resilient and sustainable are highlighted, as well as the related awareness and activities formed by the community, and activities are designed to allow tourists to participate.
12. Ensure sustainable consumption and production patterns.	In the explanation, local efforts to ensure sustainable consumption and production patterns are highlighted, as well as related awareness and activities formed by the community, and activities are designed to allow tourists to participate.
13. Take urgent action to combat climate change and its impacts.	In the explanation, local efforts to take urgent action to deal with climate change and its impacts, as well as the relevant awareness and activities formed by the community, are highlighted, and activities are designed to allow tourists to participate.
14. Protect and sustainably utilize the ocean and marine	In the explanation, we highlight the local efforts to protect and sustainably utilize the ocean and marine resources and promote sustainable development, as well as the

SDGs	Explanation points
resources to promote sustainable development.	relevant awareness and activities formed by the community, and design activities, including mountain cleaning, stream cleaning, beach cleaning, etc., to allow tourists to participate.
15. Protect and sustainably utilize terrestrial ecosystems, sustainably manage forests, prevent desertification, prevent land degradation, and curb the loss of biological diversity.	In the explanation, we highlight local efforts to conserve and sustainably utilize terrestrial ecosystems, sustainably manage forests, prevent desertification, prevent land degradation, and curb the loss of biodiversity, as well as relevant awareness and activities formed by the community, and design activities, allowing visitors to participate.
16. Promote peaceful and inclusive societies for sustainable development; provide access to justice for all; and establish effective, accountable and inclusive institutions at all levels.	In the explanation, highlight the local history and current social efforts to promote peace and tolerance, as well as the related awareness and activities formed by the community, and use the explanation opportunity to promote the development of the local atmosphere and culture of peace and tolerance.
17. Strengthen the means of implementation and revitalize the global partnership for sustainable development.	In the explanation, the connection between the local area and the world is highlighted, including history and culture, geology, geography, climate and ecology, and industry, so that tourists can understand the local and global partnership in the process of jointly promoting sustainable development by mankind. .

The results show that students can better understand sustainable development, green economy and green tourism, and can guide tourists to have a deeper enjoyment and respect for tourist destinations.

1. Local development cooperation

"Cooperation" is the essence of DMO. This research plans and conducts the following types of collaboration:

(1) Cooperation in cross-school higher education development plans

Cooperated with National Taiwan Normal University's "110-year National Taiwan Normal University Higher Education Intensive Development Plan - Enhance environmental awareness of residents in catchment areas and assist regional development plans" to assist in the construction and guidance of tourism plans for the "Lok Shui Shi Ding" in-depth tourism series View the narrated volunteer training workshop. The content includes the environmental changes and attachment of the lost village, the history of reservoir construction, water sources for Greater Taipei, and challenges in the development of water source protection areas; natural experiences (historical and cultural tour of Shiding

Old Street, dinner after a walk by Wutu River , slow life, night viewing and other experiences), chatting and planning and local accommodation experience (Sancai Ganoderma Farm), walking along the Danlan Ancient Road by the stream, and hand-making experience of good mountains, good water and good noodles (Xujia Noodles), etc. .

The results show that tourists in urban areas have great affirmation that settlements provide a relaxing environment and rural ecological experience.

#### (2) Local government policy cooperation

This study cooperates with and deepens the local historical and cultural activities of "Jingtongnu Road". "Jingtong Women's Road" is the most important female cultural heritage in the Tamlan area in northern Taiwan. Taking the "Jingtong Nu Road" promoted by the New Taipei City Government as the theme, it records the struggle between relevant places and the living environment, food traditions and related leisure and tourism development directions. In order to deepen this study, this study continues to invite teacher Yang Guixin, who grew up in this environment, to describe the connotation to industry-government-academy-regional tour guides, district offices, school teachers and students through detailed explanations and route guidance, and provide on-the-spot tours. Green tourism content establishes a more solid foundation. The full record of Jingtong Nu Road is to continue to deepen the GDMO cooperation relationship, and to strengthen the connotation of contribution and make good use of cultural assets for the management and promotion of cultural tourism and leisure agriculture in the study area.

#### (3) Students integrate into activities and cooperate with local creative organizations

With the theme of " Tamlan Warm Blue", this activity combines the existing "three circles and one square" jade in the Dajing Farm site to reproduce the traditional indigo craftsmanship, create Nuannuan regional characteristic activities, and integrate activities related to the Tamlan Ancient Trail, allowing the integration of regional characteristics to have greater energy, in line with the spirit of this study to help local areas promote sustainable development. The organizer, Dajing Farm, assisted two students from the leisure management department of our school to design concepts for activities that make good use of and protect the environment, and provided them with practical knowledge on green marketing. The results show that this activity can lead tourists to visit the leisure farm on the Tamlan Trail by organizing local innovative activities, cooperate to promote the development of the leisure industry, and practice the meaning and practice of place creation.

#### (4) Investigation and cooperation with cultural and historical experts

Cooperate to investigate the history of the deep pit and deepen the green tourism materials and cooperation. Visit the unknown ancient tombs in Shenkeng (Qingxi in the late Guangxu years), and find out the local history and story through joint explanations by Academia Sinica and local cultural and historical experts; cooperate with Shenkeng Elementary School and the Taiwan Cultural and Creative

Society to conduct nationwide In conjunction with the Zheng Futian Cultural and Educational Foundation, we will provide suggestions on sustainable tourism and green tourism in promoting community construction in Shengkeng District, and provide suggestions for cultivating social talents, inheriting local culture, and guiding green tourism. Suggestions and implementation of video image promotion, etc.

(5) Cooperation in community cultural and artistic activities

"2022 Jingcai Tongyi Cultural Exhibition" is an important current literary and art event located in Jingtong, a remote area. The exhibition content emphasizes the mining era, when Jingtong women took care of housework and were exposed to rough work such as coal mining, as well as the community's memories of the mining era and their unknown future development. In the Jingtong Coal Mine Life Museum, this researcher participated in assisting in the management of modern related artistic and literary creations, joint painting, linking community activities between the elderly, middle-aged and young children and local groups, and exhibitions of photography and painting works by teachers and students of Southeast University of Science and Technology.

(6) Collaboration between organizational representatives and domain experts

"Jingtong 100". This study introduces the spirit of green tourism and helps create a green tourism environment. With local people as the core, organizational representatives and individual experts will be gathered to discuss the Jingtong tree restoration strategy and strengthen their contribution to the green tourism-related management and future development of the study area. The content is based on the theme of "100 years since the Pingxi Line was opened to traffic, and Jingtong has entered the next 100 years." Organization representatives and individual experts are as follows:

**Table 2** "Jingtong 100" team composed of organizational representatives and experts

	unit	Expert/Individual
1	Office of the Chief of Jingtong Village, Pingxi District/Jingtong Returnees	Chief Zheng Xianliang
2	New Taipei City Taiwan Art Creation and Culture Foundation	Chen Shiwei CEO
3	Jingtong Community Development Association/Jingtong New Residents	Director General Cheng Kaisheng
4	Chen Qinzong Architects Office	Chen Qinzong Architect
5	Jingtongkeng Culture and Tourism Development Association/Jingtong Returnees	Yang Jincong Executive Supervisor
6	"Rural Regeneration Consultant" of the Council of Agriculture/Xizhi Community University/Media	Principal Zheng Wei Zong
7	New Taipei City Tourist Guides Association/Jingtong Returners	Director General Lin Shanbai
8	Teacher of Department of Leisure Business Management of Southeast University of Science and Technology/Executor of USR Project	Associate Professor Tao Yihuang

It was found that people with different attributes can use different administrative or professional knowledge and resources to help promote activities.

1. Public Sustainable Education

The promotion of local sustainability is based on education. Conduct sustainable education for the public through a series of lectures on the themes of sustainable governance and green tourism. The content covers the philosophy, practice, analysis and suggestions of the public and private sectors on the theme of sustainable tourism, as well as the sharing and inspiration of domestic and foreign travel at the individual level, and the expression, discussion and promotion of core values. The contents of the public education planning lecture series [Tamlan Green Tourism ~ Towards Local Sustainable Development] are as shown in Table 3:

**Table 3** [Tamlan Green Tourism ~ Toward Sustainable Local Development] Speech Series

No.	Speaker	Topic/Area
1	Dadongshan Jewelry-Chairman of Lu Huayuan	Sustainable Development Practice of Tourism Industry
2	Leisure Industry Manager-Mr. Lin Shengyuan	Development Trend of Fitness and Leisure Industry and Tamlan Ancient Trail
3	Ms. Huang Mingying-Taipei City Baishi Senhuo Leisure Farm	The current situation and challenges of promoting urban leisure agriculture ~ Let's talk about the concept and operation of Baishi Leisure Farm
4	Young Traveler-Mr. Chen Lang	Youth Tourism ~ From Tamlan to the World
5	Chairman Ke Muzhou	The current situation and challenges of DMO promotion in my country and its relationship with sustainable development
6	Huang Meihua, District Chief of Shenkeng District	Sustainable management of deep pits and green tourism
7	Li Haorong, Mayor of Shiding District	Sustainable management and green tourism of Shiding
8	Cheng Kaisheng, Director General of Jingtong Community	Jingtong community and leisure therapy green industry
9	Mr. Jian Zhenlong, an expert in Shenkeng literature and history	The literature, history and heart-warming stories of Shenkeng
10	CEO of Pingxi Literature and History Expert Lin Shanbai	The local creation and environmental restoration of Jingtong
11	Mr. Lin Wang, an expert in Tamlan literature and history	Tamlan literature and history, industrial transformation and business district development

It turns out that speeches have some effectiveness. However, the effects vary due to various factors such as included design and speech interaction. It is estimated that further research, such as related planning and design such as more touching experiences, is needed to achieve better results.

#### 1. Integrate university teaching and talent cultivation

Universities have teachers, students, and teaching activities, and should be one of the axes that can best practice green tourism education and cultivate talents.

##### (1) Cooperation with the "Youth Highlights Project"

This study cooperates with the "Youth Tourist Spot Project" implemented by the Shenkeng District Farmers' Association and Shenkeng Elementary School, and targets students from the Leisure Industry Management Department of Southeast University of Science and Technology, using Shenkeng as the learning location. By providing young students of our school with innovative learning experiences at Sham Hang tourist spots, we can understand the humanities and characteristics of Sham Hang development, and inspire our students to deepen their passion and care for this land in a diversified and public welfare way, and to help Establish and strengthen Taipei's Shenkeng youth tourist spots, develop a touching map of youth tours in Shenkeng, and cooperate with surrounding non-profit organizations and schools to carry out activities related to the major tourist spots in a non-profit manner, serving as an entry point for young people to learn in depth at any time . Activities include cultural and historical understanding and green leisure practice.

The results showed that explanations are difficult to attract students' attention for a long time, but hand-made tofu and tea culture experiences deeply attract the interest of young students. It is said that the planning and design of leisure activities can attract the younger generation more.

##### (2) Integrate service learning into university majors

Cooperate with the "111-1 Jingtongli Community Care Activities Implementation Plan, Pingxi District, New Taipei City" of Southeast University of Science and Technology's "Professional Integrated Service Learning". Through the two-stage activities of 1). Understanding the place and 2). Contributing to the place, we not only learn about the natural environment and human history of the place, but also understand the industry, help the community improve the environment, and market the beauty of the community. The content includes understanding and improving the connotation and quality of the leisure tourism environment, including cleaning up the environment and planting trees, improving the environment of the watershed and community landscape, in order to promote green tourism for the purpose of sustainable development and green economy, and at the same time, it is in line with the Ministry of Education and teaching purposes. Through charity projects in old streets and the restoration of Jington trees, we will plant local areas to create "green tourism sites", drive new tourism momentum, and bring new green tourism business opportunities to Jingtong operators.

The results show that the public welfare green tourism teaching design, because pre-departure education is followed by hands-on practice, can deeply impress students, and it is an activity project worthy of further promotion.

(3) General teaching cooperation and student inspiration

a) Inspiration from young students of Mazu in Nangongshi, Shengkeng Town Zhennan Palace is one of the most important places of interest in the Shengkeng area. Zhennan Palace Stone Mazu is an ancient temple with a history of more than a hundred years. Since the palace was built in the late Qing Dynasty, it has been prosperous and attracted endless tourists. In the early morning, there are hikers resting under the trees in front of the palace; in the evening, believers and fellow practitioners can be seen discussing Dharma and practicing in the square next to the palace. Through the trip to the Nangong Stone Mazu and the ancient road in Shengkeng Town, the leading teacher explained the natural and humanistic history, reminding the students of the hardships of the ancestors in reclamation, the pursuit of the value of spiritual peace, and the importance of doing good to social culture, and reminded students to pay attention Human sophistication and environmental ethics on the farm.

The results show that caring and spiritual green tourism teaching design means pre-trip education is very important. However, there are gaps in social culture, diverse leisure environments, and increasingly diverse social beliefs. Therefore, what can impress students is still local humanity rather than religion. environment provided.

b) Foreign language-oriented teacher and student services

Invite foreign teachers to go to Jingtong to provide international-standard foreign language translation services based on student learning. Including local understanding (mining background of Jingtong Sheshishan Park area), discussions, asking about the significance of cultural representatives or special livestock services (the meaning and sales method of sky lanterns), and tasting (chicken rolls, sweet and spicy, fortune-telling) meat and other snacks).

In addition, this study also attempts to propose Tamlan international integration services (Pingxi. Jingtong) ~ special products/commodities/products, taking Chinese, English, Japanese, Korean, Vietnamese and other languages as examples, with the purpose of receiving tourists coming to Taiwan, eliminating barriers, and daring to try, raising interest in green consumption. The preliminary results are shown in Table 4:

**Table 4** Preliminary results of Tamlan International Integration Service Characteristic Products/Commodities/Products in Chinese, English, Japanese, Korean and Vietnamese

No.	中文	英文	日文	韓文	越南文
1	天燈	sky lantern	ランタン	천등	Đèn trời
2	雞捲	meat rolls	鶏巻き	유부 야채말이	Thịt cuộn
3	雞柳	chicken fillet	ささみ	닭고기	Ức gà chiên
4	排骨	pork ribs	パイコー	돼지 갈비	Thịt sườn
5	花枝肉丸	meatballs with squid	イカのみつみれ	오징어 완자	Mực viên
6	卜肉	fried pork	豚ロース天ぷら	돼지고기	Thịt chiên giòn
7	蔥油餅	scallion pancakes	焼き葱入り餅	파전	Bánh hành chiên
8	仙草茶	herb Tea	仙草茶	한방차	Trà Tiên Thảo
9	長壽菜	purslane	長寿料理	갓(야채)	Trà trường thọ
10	薑桐	Jingtong	薑桐	징통	Thanh Đờng
11	肉羹	meat soup	肉つみれのあんかけスープ	돼지고기 완자탕	Súp thịt heo
12	甜不辣	tempura (fish paste mixed with sweet potato powder)	さつま揚げ	어묵	Chả cá
13	芋圓	taro ball	タロイモの団子	타로떡	Chè khoai dẻo

東南科技大學 USR 計畫【淡蘭古道南路綠色旅遊培力起飛計畫】

The results showed that although the translation of rural delicacies and other snacks for the purpose of tourism can arouse students' interest, it must convey the ingredients themselves and cultural characteristics, which is quite difficult. Therefore, it is recommended that the Tourism Bureau of the Ministry of Transport make more detailed investments.

#### c) Jingtong cement potted plants and green healing

Cooperating with the Jingtong Community Development Association, we combine the advantages of green care for the elderly and local resource recycling to create therapeutic activities and new products. The aggregate materials for this activity's cement potted plants come from discarded plastic bottles. Combining cement with artistic creation, it has healing properties and has the potential to further become a new green product in the old streets.

During the process, it was discovered that students were able to concentrate on cutting and recycling plastic bottles, making the production process closer to that of green plants, which have a healing effect. Students can understand and establish a rational and sustainable attitude towards waste. Through teachers explaining the meaning of green tourism, demonstrating the process of making cement basins, and students helping each other in groups, they also enjoyed their own achievements and realized the educational effect of studying hard and achieving success. Such hands-on activities are a good connotation of green tourism and should be vigorously promoted.

d) Green cultural and creative personnel training

This research aims to assist local areas in enhancing their unique cultural creativity and leisure capabilities, driving momentum towards a green economy. Training courses will be offered to support local revitalization and sustainable development, with a focus on enriching green tourism through practical and implementable cultural creativity. A core objective is to use cultural creativity to deepen the content of green tourism, emphasizing hands-on implementation and practicality.

The GDMO initiative is organized by local universities and national associations, such as the Southeast University of Science and Technology USR Program, Taiwan Cultural and Creative Society, and Taiwan Green Tourism Association. Local government bodies, including the New Taipei City Pingxi District Office, and community organizations like the Jingtong Community Development Association and various business district and agricultural cooperatives, will provide administrative support, venues, and promotional resources. These efforts aim to benefit service providers, product operators, and community residents interested in cultivating cultural creativity, understanding the green economy, and enhancing the value of green tourism. Special emphasis is placed on business operators and residents in the Pingxi, Shiding, and Shengkeng areas, as well as the Dongshige Settlement in Ganzhenlin Creek, a tributary of the Keelung River, focusing on "Creating Dongshi's Green Tourism," as detailed in Table 5.

**Table 5** Green cultural and creative personnel training Shengkeng Shiding Pingxi River connected to County Road 106

No.	Speaker	Life and innovation-activate your products and services
1	Wu Zhongmei, Dadaocheng Green Cultural and Creative Curator	Application of place creation-the beauty and engraving of words
2	Xu Wenyan, General Manager, Jiuzang Enterprise Co., Ltd.	Exploration of visual symbols-taking Jingtong as an example
3	Zhu Qi, General Manager of Huiyuan Digital Media Company	Green Healing ~ When succulents and cement pots meet
4	Lai Jijun Horticultural Therapist	Local specialty creative food
5	Lin Kezhu, person in charge of Patriotic Farm	Flow animation by amateurs Experience sharing and implementation from self-healing to output realization
6	Liu Zhongyu, person in charge of Ouli Humanistic Space/Agricultural Food	Turning local art into merchandise
7	Teacher: Fang Xiaojing	Creating a local green tourism economy ~ Principles and applications of cultural and creative and leisure activity planning
8	Teacher: Tao Yihuang	Life and innovation-activate your products and services

**Table 6:** Green Tourism and Ecological Economy Training Courses

No.	lecturer	theme
1	Teacher Tao Yihuang	The creation of local green tourism economy ~ the key to unlocking ecological economy
2	Teacher Lin Kezhu	Application of edible wild vegetables under the forest ~ Fresh wild vegetables have been regarded as an ideal vegetable and good medicine with both medicinal and food properties and are known as "natural food" and "health food".
3	Teacher Yang Congfeng	Wild bee restoration in Taiwan~Wild bees and ecological management
4	Teacher Yu Youzhong	Tour of the National Medicinal Plant Teaching Park
5	Teacher Chen Junjin	(No. 53-2, Ganzhenlin, Pingxi District, New Taipei City)

The results show that local businesses are highly interested in cultural and creative technologies and experiences and are likely to increase business projects with the active experience economy as the core. Therefore, it is recommended to develop more in this direction.

Market introduction

The market is a place for trading. The organization, connotation, service and product planning of green tourism must be connected with marketing. This research project is an extended commercial marketing attempt following the previous project "Green Cultural and Creative Personnel Training". The planning is based on the "Tamlan Market" model, emphasizing the integration of reality and reality.

Through festivals and other events (this study is planned for the New Year Street in Dihua Street, Dadaocheng), the actual booths and personnel services are featured, and the highlights of the service personnel are featured to attract on-site experience tourists to the township's physical services and services. Consumer sites. The results remain to be seen.

**Conclusions and suggestions**

1. After trying diversified cooperation with many parties, GDMO's sustainable value and cooperation model can be accepted by most organizations and individuals.
2. Combined with formal courses, it is necessary to understand the different concepts across generations in order to impress students and achieve the effect of cultivating concepts.
3. Talent is the core of machine transformation. With "green cultural creativity" as the capability feature, regional characteristics as the implementation design guide, and a name for the regional brand (in this case, "Talaman"), it will be attractive to regional businesses and participating students. Training courses on green cultural and creative abilities have proven to have gradually formed a feasible prototype, with a high chance of creating green business opportunities and assisting rural revitalization with a green economy.

During the course of this study, it was also found that the implementation of DMO in Taiwan focused too much on industry and not on social development. It failed to consider the actual implementation of social care and economic opportunities in remote areas, thus marginalizing small settlements. This would run counter to the goals of local regeneration policies. The implementation of the "green cultural and creative" training concept has the opportunity to assist villages and towns in remote areas of Taiwan to use green tourism to achieve local sustainable development goals.

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