

“探寻秋冬绝色的中国” 暨 创意旅游线路设计计划书

“Splendid China in Autumn and Winter” + Creative Travel Route Design Contest Proposal

*备注 Note: 请根据文本格式填写相应资料, 切莫随意更改栏目字型、字体大小以及原本设定。 Please fill in the appropriate information according to the text format, do not change the font type, font size and the original setting.

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参赛组别 Category: ☐ ☒

☐ **团体组 Travel Agency/Tourism-Related Company** (以公司或机构名义参赛, 从事与旅游相关行业包括旅行社、航空公司等) Representative of tourism-related organisations or companies, such as travel agencies, airlines, etc.)

机构/公司名称 Organisation/Company Name:

☒ **个人组 Individuals** (热爱旅游者包括全职博客、旅游达人、KOL 等 Avid travellers such as full time bloggers, travel professionals, KOLs, etc.)

参赛线路详情 Entry Details

名称 Title: The Taste of Jiangnan

季节 Season: ☒ 秋 Autumn ☐ 冬 Winter

主题 Theme: ☐ ☒

*可多选 multiple choices are available

- | | |
|---|---|
| <input checked="" type="checkbox"/> 自然风光 Nature Landscape | <input checked="" type="checkbox"/> 美食飨宴 Gastronomic Delights |
| <input type="checkbox"/> 亲子旅游 Family | <input type="checkbox"/> 冰雪旅游 Snow and Ice |
| <input type="checkbox"/> 乡村旅游 Countryside | <input type="checkbox"/> 生态旅游 Ecotourism |
| <input type="checkbox"/> 养生旅游 Wellness | <input type="checkbox"/> 自驾旅游 Self-drive |
| <input type="checkbox"/> 文化艺术 Arts and Culture | <input type="checkbox"/> 人文风情 Cultural customs |
| <input type="checkbox"/> 其它 Others | |

天数 Number of days: ☐ ☒

☐ 3 ☐ 4 ☐ 5 ☒ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

简介 Introduction (150 字/150 words)

"The Taste of Jiangnan" travels through Shanghai and Suzhou that belonged to the ancient Jiangnan region -- a place that was fertile, well-watered and famed for its silk and handicrafts. The travel route is designed to discover the ultimate taste of the Jiangnan delicacies and its beautiful nature landscape. In addition to the stunning view in autumn such as water town and classic garden, delicacies would be searched from authentic snacks to starred restaurants. The 6-day trip will be a distinguished journey for the taste buds, with an unforgettable memory of taste.

行程说明 Itinerary Description:

*可删除多余天数 Extra days can be deleted

DAY 01 请依次填写旅游景点名称 Please fill in the names of the tourist attractions in order

Kuala Lumpur International Airport → Shanghai Pudong International Airport
→ Check-in and get plenty of rest at the hotel

行程特色 Details:

Fly from Kuala Lumpur to Shanghai, then check-in at the hotel. There is no itinerary on the first day, try to get more rest and prepare well for the rest days of the trip.

预计当日花销 Expected expenditure on the day: 700 RMB

DAY 02 请依次填写旅游景点名称 Please fill in the names of the tourist attractions in order

Breakfast at "Jia Jia Tang Bao" → Enjoy the view of water town at Zhujiajiao
→ Enjoy the night view of the Bund and the Oriental Pearl TV Tower →
Dinner at "Lao Ji Shi" Restaurant → Return to hotel and rest

行程特色 Details:

- With a history of 35 years, "Jia Jia Tang Bao" is one of the oldest and most popular dumpling (Xiaolongbao) restaurants in Shanghai. Many locals and tourists are attracted by its juicy dumplings which are freshly made. Strongly recommend the pure crabmeat dumpling, which is filled with pure crabmeat and is incredibly sweet.
- After breakfast, take the Shanghai metro to Zhujiajiao for the ancient architecture and beautiful scenery of Jiangnan water town. There are a number of snacks worth for trying in the scenic area. Return to the city after sunsets.
- It is said that "if one never try Shanghai Cuisine at 'Lao Ji Shi' Restaurant, he never really been to Shanghai." The restaurant is synonymous with Shanghai Cuisine, with its signature dish "Grandma's Braised Pork".

预计当日花销 Expected expenditure on the day: 1500 RMB

DAY 03 请依次填写旅游景点名称 Please fill in the names of the tourist

attractions in order

Breakfast at "Nanyang Lu Rice Ball" Restaurant → Enjoy the autumn view at
Shanghai Botanical Garden → Starbucks Reserve® Shanghai Roastery →
Tianzifang → Take the high-speed rail to Suzhou → Check-in and rest at the
hotel

行程特色 Details:

- Glutinous rice or "Cifan" is a common breakfast for Shanghai people, just like nasi lemak for Malaysian. "Nanyang Lu Rice Ball" Restaurant uses classic black glutinous rice with golden deep-fried dough stick, fried egg, salted duck egg and an exclusive secret meat sauce as stuffing. Those who like glutinous rice should try it!
- To enjoy the gorgeous autumn view and get more "like"s for your social media post, Shanghai Botanical Garden is a good choice. The colorful leaf plants dotted with classical architecture make the late autumn splendour beautiful.
- The Starbucks Reserve® Shanghai Roastery is the world's largest Starbucks, attracting travellers from all over the world. Besides drinking coffee, one can visit the market, library, and enjoy aural made by the coffee symphony tube -- the roasted coffee beans are transported through 5 copper pipes from the ceiling to 5 columns of transparent bean storage tanks, where the rustling sound of distribution provides a special aural experience.
- Tianzifang is a scenic spot with diverse features such as food, art, and cultural creation, one can reach Tianzifang easily by Shanghai metro. It is a good place to buy some special souvenirs for friends before leaving Shanghai.
- Take the high-speed rail to Suzhou in the evening.

预计当日花销 Expected expenditure on the day: 1600 RMB

DAY 04 请依次填写旅游景点名称 Please fill in the names of the tourist
attractions in order

Breakfast at "Ya Ba Shengjian" → Suzhou Museum → Lunch at "Yuxingji"
Noodle Restaurant → Humble Administrator's Garden → Crab Dinner at
Yangcheng Lake (Zhuge Crab Farm on Lotus Island) → Return to the hotel
and rest

行程特色 Details:

- There are many options for breakfast in Suzhou, and one of the most popular is "Ya Ba Shengjian". Its signature pan-fried buns and beef vermicelli soup are strongly recommended. The pan-fried buns are tender with a crispy bottom, scapular meat is used as the stuffing. The beef of the vermicelli soup is tender, it is enjoyable to have a sip of the hot soup in the cool autumn.
- The Suzhou Museum combines traditional Chinese culture with modern architectural design. Chinese-style elements such as the promenade, the nine-curved bridge, the mountainous rockeries and the water pavilions blend harmoniously with Western-style elements such as glass and open steel structures. The west wing of the museum which officially opened in September 2021, it is designed different from the old one. The two halls combining to form an echo of "traditional vs contemporary, Jiangnan vs international".
- "Yuxingji" is a well-known and long-established noodle restaurant in Suzhou, it is said to have opened in the Qianlong era. The best-known noodles of the restaurant are "Liangmianhuang" (fried noodles with gravy), "Sanxiamian" (prawn noodles), "Daroumian" (braised pork noodles) and "Hongtangmian" (soy sauce noodles).
- With red maples and yellow ginkgoes, the Humble Administrator's Garden with colourful autumn view is a must-see attraction when one visits Suzhou in autumn.
- Crab tasting is a must when one visits Suzhou in autumn. Zhuge Crab Farm on Lotus Island, Yangcheng Lake attracts many visitors during the peak season for hairy crabs. Apart from crab tasting, strolling around Yangcheng Lake for the beautiful scenery is recommended. It takes about an hour to reach the crab farm from the city by a chartered car.

预计当日花销 Expected expenditure on the day: 2000 RMB

DAY 05 请依次填写旅游景点名称 Please fill in the names of the tourist attractions in order

Breakfast at "Rong Yang Lou" → Sightseeing at Hanshan Temple → Lunch at "Gui Su" Vegetarian Restaurant → Tongli Ancient Town → Guanqian Street
→ Return to the hotel and rest

行程特色 Details:

- Qilishantang Street is a food street for old Suzhou people, and the century-old shop "Rong Yang Lou" is a favourite of many old Suzhou people. A bowl of "Menroumian" (stewed meat noodles) and a few "Youcuan Tuanzi" (deep-fried rice ball with meat stuffing) start the day with a taste of old Suzhou.
- The Hanshan Temple is one of the must-visit attractions in Suzhou. All the buildings in the temple have a style that imitates the Tang Dynasty, but without losing the charm of Suzhou classic gardens. In autumn, ginkgo and maple leaves fall all over the place, making a romantic atmosphere.
- There is a vegetarian restaurant called "Guisu" next to the Hanshan Temple library. After visiting Hanshan Temple, it's a good choice to have a vegetarian meal as lunch here. Its vegetarian wontons and signature fried rice are recommended.
- There are 8 important scenic spots in Tongli Ancient Town, among which the "Tuisi Garden", one of the representatives of Chinese classic gardens, is a must-see. In addition to the bridges and flowing river, white walls and black tiles, don't forget to try Tongli's traditional dish "Zhuangyuanti" (braised hoof).
- Spend your last night in Suzhou by strolling along Guanqian Street, a famous pedestrian street like Nanjing Road in Shanghai. Many restaurants, authentic snacks and Suzhou specialties such as Su embroidery, Biluochun tea and Su-style pastries can be found here.

预计当日花销 Expected expenditure on the day: 2500 RMB

DAY 06 请依次填写旅游景点名称 Please fill in the names of the tourist attractions in order

Leaving Suzhou for Shanghai → Return to Kuala Lumpur via Shanghai's

Airport

行程特色 Details:

There are many pick-up points in Suzhou, with direct connections to Shanghai Hongqiao International Airport and Shanghai Pudong International Airport. It is more convenient to take the airport shuttle bus if having a lot of luggage. It takes about 2.5 to 3 hours to arrive at the airport.

预计当日花销 Expected expenditure on the day: 200 RMB

整体经费预算 Overall cost estimate:

住宿 Accommodations	2500 RMB
膳食 Meal costs	3000 RMB
交通 Transportation	1000 RMB
杂项支出 Others	2000 RMB
总计 Total	8500 RMB