

2023 年英文旅遊部落格競賽：東華校園觀光之旅

國立東華大學語言中心

實施辦法

一、活動目的：隨著後疫情時代來臨，國內外旅遊觀光逐漸復甦。大學校園常是旅遊清單上的拜訪之地，甚至成為當地著名地標與景點。位於花蓮縣的東華大學地理環境得天獨厚，遼闊的校園內不僅山湖景色與天地相映，亦具有美感的建築物與豐富的生態。藉由此次英文旅遊部落格競賽，以「東華校園觀光之旅」為題，提昇東華人以英文記錄觀察校園之人文自然景觀的風氣，同時也向國外旅客展示東華校園之美，藉此吸引前來參訪或甚至就讀。

二、參賽資格：本校本學期在學學生（限個人參賽）。

三、報名活動與作品繳交截止日：即日起至 2023 年 11 月 24 日止。

四、參賽方式：

1. 參賽者須於任何部落客網址公開發表，以「東華校園觀光之旅」為主題。
2. 於 2023 年 11 月 24 日前，登錄網址(<https://forms.gle/Gg8kKHBaHRNsKmsS6>)填寫報名資料與部落格網址。
3. 於 2023 年 11 月 24 日前，將與登錄網址內容相同之部落格圖文 PDF 檔案，寄至 email 信箱：tatandhu@gmail.com（收到後會回覆確認），逾期視同放棄競賽資格。

五、獎勵：（獎項名額視參賽作品水準而定，必要時增設或從缺）

冠軍：1 名，NT\$2000 禮卷或等值文具用品，以及獎狀一紙。

亞軍：1~2 名，NT\$1500 禮卷或等值文具用品，以及獎狀一紙。

季軍：1~2 名，NT\$1000 禮卷或等值文具用品，以及獎狀一紙。

佳作：若干名，獎狀一紙，以資鼓勵。

六、評審方式：由語言中心初審基本格式後，邀請校內或校外老師擔任評審，以決定名次。

七、參賽作品基本格式：

1. 部落格書寫語言為英文。
2. 參賽作品字數 300~500 字英文，以及 3~6 張校園照片(文字部分少於 300 字者取消資格；超過 500 字以上的文字不予計分)。

3. 內容須為個人之東華校園觀光經驗，需包括完整之景點及行程說明。
4. 內容須清楚呈現參賽者之個人作品(名字或個人照出現在部落格之中)，嚴禁抄襲他人作品或由他人代替創作。
5. 禁止使用任何 AI 工具(如：ChatGPT)生成文章或校園照片。照片須實地現場拍攝，禁止使用網路現成圖片。若經查獲使用自動生成工具或抄襲，一律取消資格。若得獎後發現，亦取消名次，並須繳回獎勵。

八、評分要點：

1. 內容完整度、適切度與創意度：35%
2. 英文使用正確度與文筆流暢度：25%
3. 版面設計美感度：15%
4. 圖片精采度：15%
5. 旅遊參考價值度：10%

九、以上辦法若有未盡事宜，主辦單位保有最終修正、變更、活動解釋及終止本活動之權利。

十、主辦單位聯絡人：

語言中心楊宗樺老師。分機：5493。Email: thy@gms.ndhu.edu.tw。

主辦單位：國立東華大學語言中心

協辦單位：國立東華大學教學卓越中心（三創課程計畫）

2023 English Travel Blog Competition: NDHU Campus Tour

Language Center, National Dong Hwa University

Implementation Guidelines:

I. Purpose of the Event: With the post-pandemic era approaching, domestic and international travel and tourism are gradually recovering. University campuses are often destinations on travel itineraries and have even become local landmarks and attractions. Located in Hualien County, National Dong Hwa University boasts a unique geographical environment. Its vast campus not only features picturesque mountains and lakes harmonizing with the sky and earth but also includes aesthetically pleasing buildings and abundant wildlife. Through this English Travel Blog Competition, themed “NDHU Campus Tour,” we aim to promote the culture of documenting and observing the human and natural landscapes of the campus in English. Additionally, we intend to showcase the beauty of the Dong Hwa campus to international travelers, attracting them to visit or even enroll.

II. Eligibility: Currently enrolled students of this university (individual participation only).

III. **Registration and Submission Deadline:** From now until **November 24, 2023**.

IV. Participation Guidelines:

1. Participants must publicly publish a blog post on any blogging platform with the theme “NDHU Campus Tour.”
2. Before November 24, 2023, participants must **register and provide their blog URL at the following web address: <https://forms.gle/Gg8kKHBaHRNsKmsS6>**.
3. Before November 24, 2023, participants must send **a PDF file** containing the blog post’s graphics and text, matching the registered blog URL, to the **email address: tatandhu@gmail.com** (Confirmation will be provided upon receipt). Submissions received after the deadline will be considered as forfeited from the competition.

V. Awards: (The number of awards may vary based on the quality of entries, and additional awards may be added or omitted as necessary.)

Champion: 1 winner, NT\$2,000 gift voucher or equivalent stationery, and a certificate.
Runner-up: 1-2 winners, NT\$1,500 gift voucher or equivalent stationery, and a certificate.

Second Runner-up: 1-2 winners, NT\$1,000 gift voucher or equivalent stationery, and a certificate.

Honorable Mention: Several winners, with a certificate as an encouragement.

VI. Judging Process: After the initial review of basic formatting by the Language Center, internal or external teachers will be invited to serve as judges to determine the rankings.

VII. Basic Formatting of Contest Entries:

1. The language of the blog post must be in English.
2. Contest entries should consist of 300 to 500 words in English, accompanied by 3 to 6 campus photos (Entries with less than 300 words of text will be disqualified, and entries with more than 500 words of text will not be scored).
3. The content must reflect the participant's personal experiences during their visit to the Dong Hwa campus, including a complete description of the locations and itineraries.
4. The content should clearly identify the participant's individual work (name or personal photo appearing on the blog). Plagiarism or having someone else create the content is strictly prohibited.
5. The use of any AI tools (such as ChatGPT and Midjourney) to generate articles or campus photos is prohibited. Photos must be taken on-site and in-person, and the use of readily available online images is not allowed. Any discovery of automatic generation tool usage or plagiarism will result in immediate disqualification. If such usage is discovered after winning, the award will be revoked, and any received rewards must be returned.

VIII. Scoring Criteria:

1. Completeness, Relevance, and Creativity of Content: 35%
2. Correctness of English Usage and Writing Fluency: 25%
3. Aesthetic Design of Layout: 15%
4. Excellence of Images: 15%
5. Travel Reference Value: 10%

IX. The organizing committee reserves the right to make final amendments, changes, interpretations, and termination of this event for any matters not covered in these guidelines.

X. Contact Person for the Organizing Committee: Dr. Tsung-hua (Billy) Yang from the Language Center. Extension: 5493. Email: thy@gms.ndhu.edu.tw.

Hosted by: Language Center, National Dong Hwa University

Co-organized by: Center for Teaching Excellence (Triple Creativity Curriculum Program), National Dong Hwa University