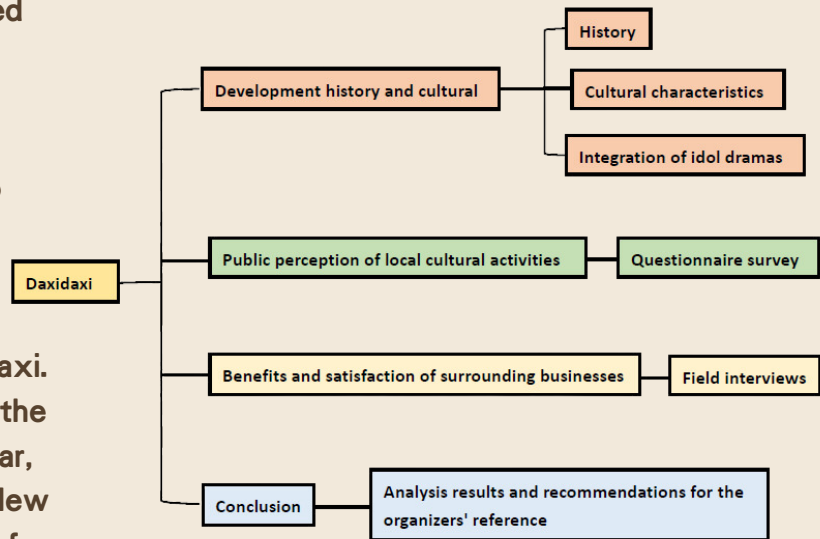# introduction

「普」天同慶，「濟」世安民，分析民俗活動為當地店家帶來的經濟效益-以大溪大禧為例

"Daxi daxi" is a cultural festival that started in 2018, organized by the Daxi Wood Art Eco-Museum, continuing the tradition of the Daxi Arts and Literature Season previously held by the district office. Its purpose is to promote the traditional culture of the Puji Hall's Guansheng Emperor's birthday celebration and pilgrimage ceremony, which has a history of over a hundred years in Daxi. The Guansheng Emperor's birthday falls on the 24th day of the sixth lunar month each year, and it is commonly known as the second New Year for the people of Daxi. The Ministry of Culture has registered this festival as an intangible cultural asset.

Daxidaxi
- Development history and cultural
  - History
  - Cultural characteristics
  - Integration of idol dramas
- Public perception of local cultural activities — Questionnaire survey
- Benefits and satisfaction of surrounding businesses — Field interviews
- Conclusion — Analysis results and recommendations for the organizers' reference

Based on on-site interviews and questionnaire surveys, this group gives the organizers the following suggestions

（1）It is possible to add more garbage bins on both sides of the street, increase the capacity of the garbage bins, and strengthen the improvement of the circulation, such as changing the route to a one-way street during an event to avoid congestion of people going back and forth.

（2）A few days before the event and during the event, live broadcasts and news reports can be used to promote the event and drive foreign traffic

（3）The activities can be combined with city exploration, board games, online beauty attractions, or small games designed for VR experience, and introduce the history and meaning of the event, so as to attract more students to participate in the event.

（4）Create promotional videos for the event and distribute them on major video platforms, or collaborate with YouTubers to increase visibility.

（5）It is recommended to set up shuttle buses at Taoyuan and Zhongli train stations to facilitate transportation for the public and add interactive elements. For example, participants can visit different businesses and complete challenges to win small gifts. Additionally, activities such as martial arts competitions or performances can be organized to enhance the overall experience.

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