

Peng Xiaoyan and Yang Di

The recent trend of parent-child study tours has led to a new wave of tourism consumption.

Xue Fang, who runs the Yoyom Parent-Child Travel, has been actively creating unique parent-child travel products that provide families with educational, fun and bonding travel experiences.

Xue's entrepreneurial journey stemmed from a simple and pure desire when parents travel with children during vacations: "Where to go? What to do? Who to play with?"

In 2013, when Xue moved to Jiading New City, her kindergartener son Youyou struggled with very few playmates. As a professional from the tourism industry, Xue realized that traditional travel models could no longer meet families' needs for deep experiences and growing up together. Thus, a thought quietly germinated in her mind: the creation of a platform dedicated to parent-child educational travel, where children could find playmates while learning and growing in broader, real-world social and natural environments.

In 2017, during the early stages of her startup, Xue faced multiple challenges, including a lack of funding and low market recognition. But She didn't back down, seeing challenges as opportunities for growth.

"Never underestimate a mother's determination. More importantly, I'm not fighting alone!" Xue said. The doodle in the brand logo of the Yoyom Parent-Child Travel was created by her son, Youyou, adding unique emotional value to the brand.

"Female entrepreneurs, especially mothers, really need the support of their families and children. My son Youyou never misses any of the activities, helping out as a little assistant, and my husband also takes care of things at home so I can work without worry."

This support and encouragement from her family became a powerful driving force for Xue.

Xue's "extended family" has also supported her entrepreneurial journey.

"During this process, the District Women's Federation acted as my "extended family," providing me with a lot of support in terms of policy guidance and resource connections," Xue explained.

In 2022, Xue won first place in the Jiading District Women's Innovation and Entrepreneurship Competition with her Yoyom Parent-Child Travel project.

Currently, the project has developed and launched over a thousand

Women can earn self-value through entrepreneurship



Editor's note:

As the 2024 Jiading District Women's Innovation and Entrepreneurship Competition began in May, a new wave of innovative female entrepreneurs have emerged. In this column, we will share the stories of some of those female entrepreneurs in Jiading, offering readers an insight into their outstanding achievements and exceptional spirit in their journeys of innovation and entrepreneurship.

Xue Fang (left) leads a parent-child tour in the suburbs of Shanghai. — Photos by Peng Xiaoyan

travel routes, including long trips, short excursions, study tours, and charity educational trips.

"We carefully plan and design each route, from the vast and magnificent Ulan Butong Grassland study tour to the warm and responsible charity education activities in the mountains of Guizhou Province, to bring unforgettable memories and experiences to families," Xue said.

Nearly all the core team members and study tour leaders are women. Under Xue's leadership, Yoyom Parent-Child Travel has built a strong female team. Xue believes that the strength of a female team lies in their ability to understand families' needs and design activities that are both educational and fun.

"Our team members are great at



Xue's son, Youyou, created the logo for the Yoyom Parent-Child Travel.

communicating with children, and as mothers, they naturally give kids a sense of security. When traveling, they serve not only as teachers but also as second moms," Xue said.

Almost half of Xue's clients were from Jiading.

"I also aim to enhance the local

offerings by adding more featured travel routes, such as exploring Jiading's historic alleyways, experiencing Xuhang straw weaving, and savoring xiaolongbao (small steamed buns) in Nanxiang," Xue said. "My goal is to attract more tourists to Jiading and help them appreciate its rich history and culture through these unique experiences."

Xue met several full-time mothers on study tours. She noticed that many of these mothers wanted to use their skills to help society while raising their families.

"Many moms have privately shared their envy, noting that I have a career I love and am passionate about," Xue said.

Xue would like to use the Yoyom Parent-Child Travel resources to help full-time moms understand their self-worth.

"By joining in the Yoyom Parent-Child Travel experiences, I hope more women will boldly pursue their aspirations and vocations, allowing them to shine brightly," she said.

She also expressed her desire to help skilled mothers participate in study tours as partners or staff through training and guidance.

This initiative aims to reduce employment pressure on full-time moms, provide them with financial independence, and offer a sense of accomplishment from balancing family and profession.



An all-female team at work