



文藻外語大學
WENZAO URSULINE
UNIVERSITY OF LANGUAGES

昱禾樂 與你同樂

Course: English 9

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About this project

The Level 9 109-1 University Social Responsibility (USR) Term Project aims at reaching the goals of sustainable community development and common good between the society and students. The engagement of universities with communities brings tangible benefits to the students, bridging the gap between textbook knowledge and real-world problems. On the contrary, students' knowledge and creativities help community partners to fulfill their needs. Furthermore, it is hoped that by executing this particular project, students' 4-C abilities, namely critical thinking, communication, collaboration, and creativity can be better developed.

Students in this class are divided into 6 groups, each with 5-6 members. The students will work with a small-scale farmer at Qiaotou, focusing on the issues of food and farming education, agricultural tourism planning, spatial & route planning, and marketing strategies of the assigned agricultural produce.

Students are required to observe the natural environment and ecology of the organic farm, and think about how to plan the space to achieve a state of balance among environment, natural ecology and people. Each group of students will focus on one specific produce, and then offer suggestions on how the balance can be reached by renovating or modifying the design of the place or by offering some services or facilities. To achieve sustainable development of communities and small-scale farmers, and allow more people to appreciate the beauty of ecology and farming, students also need to organize agricultural experience tours. With teammates working together, every group will: 1) produce a written report, offering a marketing strategy proposal of the assigned agricultural produce, 2) make posters that promote agricultural tourism (one in Chinese and one in English), and 3) make a 5-minute video to introduce their chosen produce and agricultural tours. The video could be filmed on the actual site or use photos in the background as in PPT presentations.

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**Page number for every part should be checked and revised in the final draft.*

Introduction

This semester, our school carries out the USR term project which students need to do something to help the society. As a result, we cooperate with an organic farm to do the research. After visiting the farm, we came up with a name for the project, which is called “Youhola, have fun with you”. The reason why we picked this name is that we hope all customers can have a good time and memories while traveling here.

Through this project, we think there are some goals that we want to achieve. First, and the most important goal for us, is to improve the environment of Youhola farm, it can increase the incomes for the host to make the farm better. In order to complete this goal, we decided to give some suggestions that could transform the environment of Youhola farm into a better one. For example, we think the host can hang a big sign on the door to let people know the name of the farm clearly. Secondly, the goal for this project is to let more people know where the food they eat comes from and how hard it is for the farmers to plant those crops. In addition, they can experience and explore the farm deeper. Above all, what we want to achieve for this project is that we want more and more people, especially children, to know why the food is so valuable, to let them learn the importance of not wasting the food.

In order to do this project, we went to Youhola organic farm at one to three p.m. on 19th Oct. and 23th Nov. to do our research. The main purpose of this research is that we want to help the host’s organic farm to increase her incomes. Thus, we come up with some improving ways and discussed with each other to choose the best one. However, during the discussion, we occasionally had different opinions. In that case, we listed out the advantages and disadvantages of each plan and select the one that meets our needs. At last, it’s an interesting project that we want to do. It is because we think this plan is very close to our lives so we have more ideas and are able to plan

more easily. Besides, this plan can really be implemented and become a real tour for tourists.

Target Analysis

Youhola organic farm is located near the MRT R32 Ciaotou station. The location of Youhola farm is pretty good, people can easily reach. Also, there are many tourist attractions nearby, such as, Ciaotou old street, Ciaotou Sugar Refinery, a ten-drum culture village and so on. When you go to the farm, you can also go shopping, enjoy the local food and read some ancient history of Ciaotou.

When we were doing this project, we didn't choose any agricultural produce because there weren't a lot of products for us to introduce. Therefore, we decided to plan a half-day tour about Youhola, and let people experience the farmer life. The farm, Youhola, is a small farm beside the MRT station. Actually, the farm boasts two hectare, but the farmer didn't use it. Generally, people may feel the farm is weedy and hard to walk because the farmer didn't refurbish the place well. Perhaps people may feel disappointed, therefore, we plan a new farm tour letting people experience the real pure farmer life.

What we saw as the farm's characteristic is that the area is very convenient. People can arrive there by taking the train and MRT. Besides, near Youhola farm, there is Qiaotou sugar factory which is also a suitable place for families or friends to travel. Thus, we think families and friends are two kinds of people they would stay in Youhola farm because it is an educational place for children to learn something with their parents and a good place for friends to have fun together. During some activities, like strawberry-picking and handicraft classes, they can work with each other to complete the products, it can fortify their relationship.

When we entered the farm, we felt confused about the position of every single crop, because of the space in the farm. Because of the narrow walkway, we also felt it is difficult for people to walk on the farm. Also, the environment is full of bugs like Mosquito or fly and people would feel uncomfortable. As a result, we think that people would like to the sign of every single crop more clearly so that it is easier for people to find the location of the crop. Moreover, holding some activities to let visitors experience the rural area is also a good idea. For example, making jam or farming on their own. Modern people prefer to stay at home all day long instead of going outside to do some outdoor activities. Therefore, holding those activities will not only attracts more people to visit the farm but also be lots of fun for people to enjoy in Youhola.

We think people would respond in that way because of the management of the farm is not good. Because the host of the farm does not engage too many people to help her. Therefore, we think people might feel uncomfortable when they enter the farm. Through the elements mentioned above, people can get closer to nature instead of being around with noise. During the program, people will also know how hard the farmer work is. We think there is almost no negative impact of the program.

Proposal

In order to help the farmer to have a wonderful farm, we are going to make the farm a tourist attraction, so it would be a big change. We want to boast some beautiful areas with flowers, landmarks, and decoration for people to take pictures. Besides, we also plan to let tourists plant their own plants because we want people to experience and interact with the so-called organic agriculture. After our efforts, we hope others can call the farm a farming paradise, and think of the place when they plan to have a trip on the weekend.

There are many areas that we think can be changed for the better. The first thing that we think needed to be improved is the area of each crop because the farm has so many kinds of crops, and there is no signal for us to know which crop it is. Therefore, the customer will know each crop clearly. Second, we think that the host of the farmer needs to make an arch with the logo. we think that it can let more people know where the farm entrance is and its name. Third, we think that the farmer can make some signs in front of each crop. Because there are so many kinds of crops in the farm, if the farmer can make the sign and put it in front of each crop, it can help the customer to know more about the crop. the last one is that' the farmer can make good use of her farm. The reason is because the farm is not very organized. We think that the farmer can divide each crop more clearly.

For the tourist plan that we thought of, we decided to offer the package of a half day tour for families and friends to travel to Youhola farm. In the process of tourism, adults and children can recognize the growing environments of each crop and fruit. Besides, they can also learn the importance of the ecology and find that every crop and fruit are planted hard by framers. Therefore, they will cherish food more precisely. In order to complete the tasks, we will design the picture of how to reconstruct the growing environment of each crop, make a draft of how to make an arch more attractive for the host of the farm to consult.

In order to help the farmer to change her farm, we discussed this project for a long time. In the beginning, we discussed the program together and divided our jobs. We did the jobs together but separated them into different parts. After doing all the parts, we will check that all the elements are right. First, we put forward all the opinions. Second, we discussed the most feasible solution. Last, we went deeper to complete the project.

Since make a lot of changes for this farm, we estimated this project will cost about one million to three million because there are many places to be rebuilt, including land grading, redecorating, and building the new facility and so on. Therefore, we expected to complete this project within one to two years. Every single task we predicted would take one to three months to finish.

While changing the farm, the farm might have a few weeks or even a few months that can't be planted any crops. Therefore, we expect each task will be completed as soon as possible, so we didn't set a clear timeline. Besides, we tend to set an arch at the entrance first, so it can attract more and more tourists to visit the farm. The rest of the task wouldn't be urgent to complete. Since the farmer needs to change a lot for her farm. We decided that this tour costs 399 NT dollars for each adult, and people that are under 12 or people that are over 65 would be charged 299 NT dollars. That can help the farmer to get the amount of money to help manage the farm.

Solution and Results

After we visited the farm in person, we found that it was very different from the farm that we imagined. Therefore, we wanted to transform the farm in an objective way. We thought there are something that could be changed to make the farm environment better. First, the flow of the farm should be improved, like installing footpaths to facilitate tourists. Second, the dining environment should be transformed more comfortably, like installing a ceiling fan. Third, re-planning the farmland for every growing crop. As a result, we came up with some solutions to these problems. First, we suggested the host of the farm to install some footpaths to make tourists walk more comfortably and protect them from getting hurt. Second, we thought it would be better to install some fans and complete kitchen equipment to let tourists enjoy hand-made classes more in the dining environment. At last, re-planning the growing environments

and setting the billboard of each crop were also important based on the advantages that tourists would visit and understand the information of every crop more clearly. According to these solutions, we thought tourists would enjoy travelling to Yuhola farm more and have a good time with their friends and families.

In order to think of the solutions, we ask lots of people's opinions about the farm. Most of the people think that is a good place to visit, but there are many other beautiful farms they can go to. Youhala doesn't have enough attraction to make people choose it. If the farm change to our designed, it would be more appealing to tourists. Overall, it's a better idea to change the farm as soon as possible.

For this changing farm plan, all the changes we set are realistic and possible to do because the farm can be better only with a little effort. It just depends on doing it or not. The only possibility that this might fail would be the funds because the farm doesn't have enough budget to be changed. Therefore, we have to make the change become more profitable to reduce the unnecessary waste.

When we were discussing the plan, we did it smoothly during our project because we deeply understood the farm at the beginning. Also, we analyzed whether our plan is practicable or not. Although we analyzed the plan for a while, there were still some new problems that we didn't notice, such as the cost of the improvement plans, the farmer didn't have enough money to carry out this plan. Therefore, we thought that the farmer can beautify the environment first, and do the rest of the plan step by step. As a result, the plan will go on slowly and steady.

We think we might still use the original plan that we had thought of in the beginning. however, if we encounter the problems when the farm is changing. We might change our plan a little bit. When we are discussing the plan for the farm, first we think

about a big goal that we want to achieve. Then, think about the details that can help us achieve the goal.

If the farm gives us the second chance to plan it, we might change the schedule from half-day to entire day. Because there are still a lot of good places near the farm that the customers can go too. If we add more activities in the program, it will become more interesting. If other people also have the similar chance to change a place, we suggest them to have a script of what you want to change, like remove some areas or connect some rooms. You should know the difficulties of these changes first. We think that will help them when they are planning a place.

Job Division and Description

Job	Description	Name & ID. No.
<i>Leader</i>	<ul style="list-style-type: none"> ● <i>Unify the report</i> ● <i>Discuss with group member</i> 	<i>Emily</i>
<i>Member</i>	<ul style="list-style-type: none"> ● <i>Make the Chinese and English poster</i> ● <i>Type the report</i> ● <i>Discuss with group member</i> ● <i>Report the project</i> ● <i>Record the video</i> 	Jessica
<i>Member</i>	<ul style="list-style-type: none"> ● <i>Discuss with group member</i> ● <i>Make the video</i> ● <i>Shot the video</i> ● <i>Type the report</i> ● <i>Make the Chinese PPT</i> 	Ruby
<i>Member</i>	<ul style="list-style-type: none"> ● <i>Discuss with group member</i> ● <i>Type the report</i> ● <i>Make the English PPT</i> ● <i>Record the video</i> 	Renee
<i>Member</i>	<ul style="list-style-type: none"> ● <i>Discuss with group member</i> ● <i>Type the report</i> ● <i>Shot the video</i> ● <i>Make the video</i> 	Cara
<i>Member</i>	<ul style="list-style-type: none"> ● <i>Discuss with group member</i> ● <i>Type the report</i> ● <i>Shot the video</i> 	Gina