

此次造訪清邁大學農學院的行程，是一次跨越國界與文化的學習體驗。首先，我要先謝謝系主任、管院院長還有宗伯老師、淑玲老師提供如此珍貴的機會，讓我們得以走出課堂，沉浸於不同文化塑造的產業風貌之中。同時，我也很感謝同學們在旅途中的相互關懷，使此行充滿溫暖。這趟旅程不僅揭示了區域產業如何發展出植根於在地文化的多元面貌，更透過實地參訪大幅提升我們的學習效率與洞察力。

在清邁交流的期間，特別感謝農學院的Tikki教授。他懷著無比熱忱與細緻關懷，為我們精心安排了內容極其豐富的課程與行程。從清晰詳盡的校園導覽，到帶領我們走進學生食堂體驗當地大學生的日常生活，讓我們在最短時間內深刻領略了清邁大學的學術氛圍。接待我們的泰國同學們也相當的熱情與友善，讓我們倍感賓至如歸，深感榮幸。

回想第一天的晚餐，是我最難忘的時刻之一。當我們細品傳統北泰菜餚時，眼前表演著在地的表演藝術。視覺與味覺的完美交融，精妙地捕捉了北泰文化的精髓。清邁是座極其舒適的城市。其悠閒慢步調與文化底蘊深厚的氛圍，亦體現在蓬勃發展的農業建設中。透過交流互動，我更清晰地理解了泰國農業轉型歷程，其中咖啡產業的發展尤為令人印象深刻。

旅程中實踐「體驗經濟」的應用同樣收穫豐碩。在Grandma cooing school，我們的旅程從探索傳統市集開始，深入理解泰式食材的繁複陣容。隨後造訪農場學習作物生長模式，最終親手烹調這些食材。這場精心策劃的體驗，完整呈現從田間到餐桌的歷程，揭示了農業如何成功轉型為高端產品並與旅遊業融合。更難得的是，Tikki老師帶領我們探訪清邁山區市集——這個偏遠而看似平凡的小鎮，處處彰顯著在地人的韌性。如此罕見的深度探索，顯得格外珍貴。

自由活動當天我們到了歷史悠久的塔佩門，穿梭於清邁的在地市集。在那裡，我見證了眾多農業升級的成功案例，目睹當地小農如何透過設計與故事敘述提升產品價值。此行深刻啟發我：產業發展策略必須扎根於在地文化土壤。這趟交流帶來的感官體驗與知識收穫，必將成為我未來學習旅程中無價的篇章。

國企四 王筠之



The trip to the Faculty of Agriculture at Chiang Mai University was a profound learning experience that transcended borders and cultures. First, I would like to express my heartfelt gratitude to the Dean of the College of Management, Professor Bobson, Professor Shu-Ling, and the faculty for providing this invaluable opportunity. It allowed us to step out of the classroom and immerse ourselves in the industrial landscapes shaped by different cultures. I am also deeply thankful to my fellow travelers for their mutual care throughout the journey, which made this visit so warm and enriching. This journey not only revealed how regional industries develop diverse expressions rooted in local cultures but also significantly enhanced our learning efficiency and insights through on-site visits.

During our stay in Chiang Mai, special thanks go to Professor Tikki from the Faculty of Agriculture. With immense passion and meticulous care, he arranged an exceptionally rich curriculum and itinerary for us. From a clear and detailed campus tour to guiding us into the student cafeteria to experience the daily life of local university students, Professor Tikki enabled us to deeply understand Chiang Mai University's academic atmosphere in the shortest possible time. The Thai students who accompanied and hosted us demonstrated such warmth and friendliness that we felt truly at home and deeply honored.

Recalling the dinner on the first day of our itinerary stands out as one of my most memorable moments. While savoring traditional Northern Thai cuisine, we were treated to vibrant local performing arts right before our eyes. This perfect fusion of visual and gustatory experiences beautifully captured the essence of Northern Thai culture. Chiang Mai truly is an exceptionally comfortable city. Its slow-paced, culturally rich atmosphere is also reflected in its thriving agricultural development. Through our exchanges, I gained a clearer understanding of Thailand's agricultural transformation journey, with the development of the coffee industry being particularly impressive.

The practical application of the “experience economy” during the trip was also immensely rewarding. At Grandma's Home Cooking School, our journey began by exploring a traditional market to understand the intricate array of Thai ingredients. We then visited a farm to learn about crop growth patterns before finally cooking the ingredients ourselves. This meticulously curated experience, tracing the journey from farm to table, revealed how agriculture can successfully elevate itself to a premium product and integrate with tourism. Moreover, Teacher Tikki guided us to a mountain market in Chiang Mai—a remote, seemingly ordinary town brimming with local resilience. This rare, in-depth exploration felt especially precious.

During free time, I wandered through the historic Tha Phae Gate and navigated Chiang Mai's local markets. There, I witnessed numerous successful cases of agricultural premiumization, seeing how local small-scale farmers elevate product value through design and storytelling. This visit profoundly taught me that industrial development strategies must be rooted in local cultural soil. The sensory experiences and knowledge gained from this exchange will undoubtedly become an invaluable chapter in my future learning journey.