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**Improving Environment and Economy through Urban and  
Peri-Urban Agriculture: A Case of Agri-tourism in Taiwan**

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# **Improving Environment and Economy through Urban and Peri-Urban Agriculture: A Case of Agri-tourism in Taiwan**

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## **ABSTRACT**

*Leisure agriculture is the most important task that department of agriculture in Taiwan currently devotes to promote and guide. On the one hand, it is because of the plight of running the business of exporting traditional agricultural products, and we need new policies to transform ; On the other hand, it is because the increasing demands for leisure of the public. Moreover, it is more vital for urban people to have a natural and healthy environment. With these two elements together, the development of leisure agriculture in Taiwan becomes more essential, and leisure agriculture turns into an important agricultural policy.*

*To urban and peri-urban agriculture, with the leisure need of urban residents and agricultural translation, Taiwan's agriculture development became toward to leisure agriculture. From early tour farms, experienced citizen farms to agriculture tourism, the agriculture becomes a cultural celebration. Those agricultural spaces are regarded to leisure treatment places; these kinds of changes ameliorate environmental scene and economy of agricultural areas surrounded by the urban.*

*There are tow suggestion to those countries which be wiling to develop leisure agriculture.1. Correct logos and direction- sustainability. 2. Full-blown formulation and administration.*

## INTRODUCTION

Leisure agriculture is the most important task that department of agriculture in Taiwan currently devotes to promote and guide. On the one hand, it is because of the plight of running the business of exporting traditional agricultural products, and we need new policies to transform ; On the other hand, it is because the increasing demands for leisure of the public. Moreover, it is more vital for urban people to have a natural and healthy environment. With these two elements together, the development of leisure agriculture in Taiwan becomes more essential, and leisure agriculture turns into an important agricultural policy.

To follow the trend in the future, agriculture not merely needs enlarge the scale of farmland, elevating administrative efficiency to continue promoting its productive functions. How to combine agriculture with leisure activities, to bring the productive, live, and ecological protective functions, becomes an important issue of development of agriculture in the future. Applying the natural rural scenes of farmland and precise resources from local culture, it provides nationals the best place to take travel and go back to nature. Therefore, owing to protection of natural environment, ascending awareness of environmental protection, and satisfactions to vital needs of leisure tours, the necessity of agriculture becomes more obvious.

Although it is a tough task to change traditional agriculture into leisure agriculture, however, with the relevance guidance from government and the assistance from professionals, leisure agriculture in Taiwan seems to attend to an initial scale. To look into the future, leisure agriculture in Taiwan still has the potential to progress and target to strive to.

### 1. Expanding Boundary of Agriculture Function

It was indicated in many researches that functions of agriculture vary in different ways. Lianzi Lin asserts that leisure agriculture integrates agriculture and service industry. Its development based on multi-targets policy and has several following functions (Lianzi Lin,1996) :

- ✓ **Economical function :**  
To increase the opportunity in farm village and improve rural economy.
- ✓ **Social function :**  
To accelerate the contact between city and rural dweller, expanding the relationships among people in farms, and improve the quality of rural life.
- ✓ **Educational function :**

To understand the progress of cultivating products, experiencing rural life and recognize the culture and environment in farms.

✓ **Environmental protection function :**

To improve sanitation, ameliorating the quality of habitats, and secure keep the balance of natural ecology.

✓ **Leisure function :**

To provide the leisure places for the public to take recreational activities.

✓ **Medical function :**

To alleviate the stress of work and life, and make people pleasure.

✓ **Cultural function :**

Special living culture and many traditional crafts, at the same time, it can create particular rural culture.

The development in society today is not only food sources, but also the targets of strengthening communal sightseeing and permanent improvement, the source of enlightening the mental development, and the center of popularizing social welfare. In recent years, medical professionals not only delve into “medical treatment science”, but also pay more attention on the source of “prophylaxis science” and “rehabilitation science”. Also, leisure agriculture and relative leisure business can provide both of them helpful resources.

Thus, Depending on KATAKIRI MITSUO (2005) aspects of expanding the border in agriculture business, I advance five developing directions for future agriculture, and add one type of secure force. It can be summed up six aspects, and I hope that can open a new world for agricultural transformation. (exhibition 1)

Exhibition 1 : Expanding boundary of rural function

Co-ordination with agriculture	Components
agriculture + safety (secure force)	safe agriculture, non-poison agriculture, permanent agriculture, organic agriculture, organic vegetables, reassurance vegetables, safe vegetables, healthy vegetables, clean vegetables
agriculture + sightseeing (sightseeing force)	promotion of green leisure tour business (farmhouse lodging, farmhouse restaurant, direct selling center of agricultural products, manufacturing of agricultural products)
agriculture + rest (recreation force)	boost of peace rest, sound whispers among mountains and sea, stay without doing anything, carefree stay and sanatorium

agriculture + medical cure (remedy force)	discovery and popularization of all remedy about agriculture (gardening remedy, animal remedy, fragrance remedy)
agriculture + education (education force)	by interacting with animals and cultivating agricultural products, to explore moral education and boost educational farmhouse of professional agricultural experiences
agriculture + welfare (welfare force)	farmers can administrate the old houses, group houses, care houses, promoting the agriculture experience for the disabled

The category of agriculture should be agriculture, advancing to manufactured goods, creative agriculture products, and becomes high-valued “presents on hand”. Moreover, with the power of expanding boundary of markets, we can combine agriculture with aspects of safe sightseeing, rest, medical care, education and welfare. Therefore, relative agricultural units should integrate and control these latest demands, creating the new value of leisure agriculture, building the service system of providing “green tours”. The basic rural communities can be changed into the communities for retired people or foreigners who loves rural life, to live for a long period( Long Saty ) , even move to here.

## 2. Expanding Boundary of Rural Community Function

The urbanization of population is the worldwide trend. It is also a vital tendency that people in the cities would like to travel to the rural area. Because of these demands, numerous scenic resorts and leisure farmland appear. Moreover, the development of leisure tourism becomes one of the most important targets for rural village in Taiwan to attend in the future.

The traditional actor in rural areas was promoting of agricultural productivity and sustaining farmer’s daily life. However, in recent years, because of urbanization and the diversity of business, the increase of nationals’ income and the decrease of working hours, the ecology, landscape and culture of rural areas in Taiwan also become an important leisure and education resources to attract urban habitats. Now, with the advancement of industry and commerce society, the functions of rural areas produce different expanding boundary of functions. There are four aspects as following discussion.

a) To be a cultivation place of naturalism for urban inhabitants

Lacking the opportunities to contact with nature, urban inhabitants primarily are short of natural colors in their minds. Agriculture in rural areas preserves a large extent of natural components and colors. Urban inhabitants, after touching them, would improve their thoughts of naturalism. The ideas of materialism and waste would be diluted. It is positively helpful for clean up your mind and ascend your moral level. Therefore, we often view rural areas as an important base of “prophylaxis science” and “rehabilitation science”.

b) To be a salvation place for urban culture

By traveling to rural areas, urban inhabitants can not only leave concrete jungle far away to relieve their bodies and minds, but also are able to acquire the experience of growing and producing in natural environment, receive inspiration in life, and cultivate strong willpower and better working efficiency. Also, you will understand the truth of following God and interacting with people, and will no more trust in “people can win the God” and “inexhaustible in supply and always available for use”.

c) The communication and balanced development between country and city

With the speedy improvement of economy in Taiwan, the production of agriculture makes a obvious advance, and apply products of more quantities, better qualities and increasing diversities. However, there is a limit of farmer’s income. The utilities are deficient, and people are moving out. Rural villages are in the plight of becoming old and deteriorated. This especially points out the unbalance of development between country and city. Nowadays, sections of business, government, and academic have been cooperated together. By driving agricultural leisure and rural tourism, it can make rural villages booming, letting people come back to rural areas, receiving the high profits from rural economy, and initiates the chance of communicating between country and city.

d) To become the place of growth and memories for all generations

The goal of rural development is not only to be resort for citizen travelers, but also provide local rural inhabitants benefits. To cultivate affections towards rural village, planners must adequately use local resources, and draw talent and creative design to build a comfortable living environment for people, including facilities, tradition, citizenship, and tender care in the neighborhood. To make every national, family, communities use their local conditions and characteristics. By learning and participating, the consciousnesses of inhabitants are converged, and we are able to

integrate unique tradition, environment, architecture, and several local businesses to cultivate the identification, honor, and retrospect to hometowns.

### 3. Definition of Leisure Agriculture

To follow the trend, the development of leisure agriculture in Taiwan is, from the recession of agriculture in the late 1960s, the way of administrating agriculture to improve the structure of agricultural produce, increase farmers' income, and prosper rural society. In other words, "leisure agriculture" is a booming leisure service industry of combining rural villages with their resources and other aspects.

According to the act of developing leisure agriculture , declared by Council of Agriculture, Executive Yuan, leisure agriculture is an agricultural administration to use rural landscape, natural ecology and environmental resources to combine with production of agriculture, forestry, fishery and pasturage, the administrative agricultural activities, rural culture and life, providing nationals leisure and experiences of rural village life. Therefore, what leisure agriculture shows is the agriculture of integrating three aspects, production, life and ecology. It is the agricultural business that combines production and sell of goods, manufacture of products, and leisure service.

Leisure agriculture is a rising business in the advance of agriculture. Its goal is to achieve the function of making production, life and ecology of agriculture together. By using agricultural administrative activities, facilities, space, natural environment and cultural resources, with carefully designed plans, establishing an ideal leisure resort, it promote the effects of agricultural production, ecology balance, and rural leisure tourism, and increase the opportunities of experiencing rural life for the publics. Based on the care and support of nationals for agriculture and farmers, it achieves the goal of increasing farmers' benefits and prospering rural village.

### 4. Concept of Developing Leisure Agriculture.

The concept of developing leisure agriculture can be discussed in the following aspects.

#### a) From the demand side

When the economy attends to some extent, people no more ask more work to increase income, but when the income comes to certain degree, people ask for more leisure time. Consumption, like production, need time. Asking for leisure, similar as asking for more work in the past, has been a trend of social human activities in the

21<sup>st</sup> century. Development of leisure agriculture for demands, in the future leisure activities, will play an important role and be favored by all levels of people in the society.

b) From the farmer's side

In producer or farmers' place, the administration of agriculture is restrictedly the first level industry, and the manufacture of agriculture products is the second level industry. Now, leisure agriculture includes the production and manufacture of agriculture, combining with the third level industry, service industry, and makes the best use of agricultural resources. Developing leisure agriculture is expanding the range and scale of farms, and still based of the experience of agriculture administration. Basically, farmers do not need take large risk of investment, but with moderate operation, achieve the goal of increasing their income gradually.

c) From the side of the operation of Farm

Agriculture includes production, life and ecology together. The operation of agriculture not only provides the safety and assurance of grain, but also is one of farmers' lifestyle which contributes a lot to the protection of environment and resources. To develop leisure agriculture does not conflict with operation of agriculture. Instead, they are complementary, and helpful for the permanent use of precise agricultural resources.

— 、 Policy of Urban/Peri-Urban  
Agriculture ( UPA ) in  
Taiwan

## **TYPOLOGY OF LEISURE AGRICULTURE**

Because leisure agriculture includes the first, second, and third levels of industry, it expands the range of agriculture. Moreover, the development of agriculture leads agriculture to the service industry which provides resorts. The typology of Leisure Agriculture is in the following :

✓ **Plantation experience :**

To provide the activities of visiting, picking, buying and participating in production and manufacture for the public.

a. citizen farm b. sightseeing farm c. experiencing farm d. educational farm e. recreational farm

- ✓ **Forest tour :**  
To change the operation of cutting woods for sale into the operation of leisure activities.
- ✓ **Fishing scenery :**  
By using water resources, to develop activities of blue tourism , fishing experience, fishing education, or fishing culture.
- ✓ **Rural pasturage :**  
To formulate activities of grazing, squeezing milk, cutting wool, grabbing chicken, ride the bull wagon and horse.
- ✓ **Educational farm :**  
The leisure agricultural administration of production combining with educational function for the public.
- ✓ **Rural lodging :**  
To provide architecture with rural characteristics for tourists to rest and stay, and also supply food full of local specialties
- ✓ **Local custom :**  
To use the special customs and culture for the components of leisure agricultural activities.

## **DEVELOPING PROCESS OF LEISURE AGRICULTURE IN TAIWAN**

Chao-Lang Chen (1997) indicated that there are four developing processes of leisure agriculture.

- I. the beginning of sightseeing farm ( before 1980 )
- II. the development of industrial transformation ( 1980-1989 )
- III. the promotion of leisure agriculture ( 1989-2000 )
- IV. development of leisure agriculture ( after 2000 )

Development of leisure agriculture in early Taiwan, with lack of integral deliberation, followed spot celebrated logic and it gave the priority to individual or region gardens and groves. In 1989, National Taiwan University united the academia and the commerce to hold seminar called development of leisure agriculture. On the seminar, they drew up different kinds of strategies of leisure agriculture development. From then on, Taiwan's agriculture development began new direction.

After 1996, in order to lead the correct development of leisure agriculture, Executive Yuan fixed leisure agriculture guidance bet and established laws, such as

“management of leisure farms investigation essentials”, “leisure agriculture of professional guidance practice regulations”, “leisure agriculture areas investigation essentials”, “apo-urban ground application to the use of leisure agriculture facilities change essentials”, and “ application of apo-urban leisure agriculture ground use essentials ”. Also, they edited and printed work manual of leisure agriculture, assembly of leisure agriculture related laws, and examples of leisure farms built applications to be reference materials to the farmers.

Moreover, many related associations established in succession, such as Taiwan Leisure Farming Development Association, Yilan Leisure Farming Promotion association, Taitung Leisure Farming management association, and Taiwan Farming Tourism Association. At the same time, farming association composed Farming Travel Promotion association. Other farming associations established leisure agriculture department to set Farming Travel and experienced activities of leisure agriculture into action. In order to speed leisure agriculture to develop toward correct direction, the government departments drove continually several measures, such as agriculture development regulations. In the regulation, it put leisure agriculture into industry standard and fixed leisure agriculture guidance methods, marked off leisure agriculture areas, established leisure agriculture investigation caucus, animated leisure agriculture travel activities, and applied the installation of leisure farms. Due to the exploitation of leisure agriculture industry, active guidance of related government departments and assistance impetus of farmer organizations and agriculture association, farming travel could develop fast and interaction between the government and people could be more frequent.

## **URBAN AGRICULTURE IN TAIWAN : CASE OF TAIPEI**

The development of leisure agriculture in Taipei can be divided into four stages : Sightseeing farms, citizen farms, rural village tours, and educational farmland. The progress of each stage has its own background.

### **(1) Sightseeing and Picking --Sightseeing Farm**

It is the sightseeing farms that the first stages of the development of leisure agriculture in Taipei. In December, 1979, Taipei Farmer’s Association decides to boost sightseeing farms. The first sightseeing tea farms was established in Zhi Nan Village, MuZha. Subsequently, in March, 1981, we started to launch sightseeing

tangerine farms on the mountains in BeiTou. After that, various kinds of sightseeing farms were established one after another. These farms produce different breeds of agricultural products, including tea, orange, strawberry, flower, bell fruit, passion fruit, and mushroom. They attract a large number of citizens to drink tea, enjoy flowers, and pick fruits on the mountains.

## (2) Citizen Farms—Farming experience

The citizen farm is the second stage of the development of leisure agriculture in Taipei. In 1989, Taipei Farmer's Association initiated the plan to boost citizen farms, and, in the next year, guided BeiTou district to build the first citizen farm. Combining agriculture with leisure and education, farmers provide farmland for citizens to cultivate products by themselves. It became a fashion trend soon at that time and started the development of experiencing agriculture. After that, 15 citizen farms were established continually in BieTou, ShiLin, NeiHu, NanGang, SongShan, Wenshan.

## (3) Rural Village Tourism— Into a farmhouse.

The third stage of the development of leisure agriculture in Taipei is rural village tourism. After both sightseeing farms and citizen farms were passively waiting for citizens to come and consume, citizens felt less interested in sightseeing farms and citizen farms, so that sightseeing farms and citizen farms were often in the situation of insufficient consumption. Therefore, from 1989, Taipei Farmer's Association considered to integrate activities in the citizen farms and sightseeing farms, such as drinking tea, enjoying flowers, picking fruits, rural education and experiencing agriculture, into various types of tour sets to issue citizen rural tourism. Sell actively to the publics and assemble citizens to enter the rural villages deeply and experience agriculture.

The development of rural village tourism in Taipei can be divided into three stages.

Stage I: ideas and plans stage : 1989 to 1992

The idea from Taipei Farmers' Association of rural village tourism was indicated in 1989 when citizen farms were planned initially. However, at that time, it is the most important mission to promote citizen farms. The guidance of citizen farms was the preparation of rural village tourism.

Stage II. early conducting stage ( developing in the district stage ) : July, 1992 to June, 1997 :

Rural village tourism was started officially in 1992. In the beginning, it was based on the range of Taipei regional farm villages, and match to the seasons of abound products in the sightseeing farms to constitute several tour sets for the publics. Those who enter the tour will pay the fee. The schedule, transportation, meals were all arranged by Farmers' Association. The tourists are also insured against travel accident. The activities of picking fruits, enjoying flowers, drinking tea, pluck vegetables, barbecuing sweet potatoes, and rural education, are favored deeply by the public. Although its target was to help farmers to sell their products, and increase their income, based on the concept of business administration, the business was included in the affair of selling department of economic agencies.

Stage III. expansion period : July, 1997 till now

With the experience of conducting one day trip in Taipei outskirts, to answer the responses of expanding the tours from citizen consumers, and to increasing the novelty and fun of the trip. Therefore, From July, 1997, the business of rural village tourism from Taipei Farmers 'Association goes across the district of Taipei, cooperating with nation-wide farmers' and fishers' association, Agriculture Production and Marketing Groups, sightseeing farms, and recreational farms, combining with cultural activities of fishery and agriculture. Also, based on the different seasons of products, it constitutes tour sets with seasonal activities of picking fruits, enjoying flowers, drinking tea, and experiencing farming and fishing in he sightseeing farms and recreational farms. It sequentially issues several one day tour, two day tour, three day tour, and mainland tour. Lately, the tours of experiencing foreign agriculture deeply are planned and discussed. To make rural village tourism the most important business run by farmers' association, Taipei Farmers' Association officially established the department of leisure agriculture in 1999, cooperating with tourist agency to specially conduct the business of rural village tourism.

Stage IV: Educational farms for experience

The educational excursions of elementary schools in Taipei were originally going to theme parks or visiting museums. Gradually, they want lessons of "experiencing vitality", and encourage students going to farms to have experiential education. In the beginning, the first citizen farm cooperates with kindergartens to promote leisure agriculture to the field of rural education. In 2001, Taipei started to guide superior farms to become legal leisure farms. Now there are three legal large farms providing students of kindergartens and elementary schools in Taipei to conduct

agriculture experiencing education.

## **SUCCESSFUL EXPERIENCE ON URBAN/PERI AGRICULTURE (UPA) IN TAIWAN**

The successful case of “Calla-lily Flower Show” in Bamboo Lake in YungMing Mountains. :

Leisure agriculture, based on the demands of inhabitants and transformation of agriculture, displays different types. Comparing the etherealness and maturity, “Calla-lily Flower Show” in BeiTou, is most effective on the promotion of environmental scenery and the improvement of inhabitants’ income, and is worthy of popularization.

### 1. The geographical position and environmental condition of Bamboo Lake

Bamboo Lake, in the northern part of Taipei, belongs officially to HuTen village, BeiTou. It is 650 meters high in the districts of Yungmingshan National Park. Geologically, it is volcanic landform and the soil is fertile. There are about 1200 inhabitants there.

In the area, about 100 years ago, the main products are mainly grains, sweet potatoes and bamboo. It was name after “Bamboo Lake” because of flourish bamboos and pure green water when viewing far away. Indeed, there is no lake here. Bamboo Lake is 30 minutes drive far from the downtown area of Taipei. There are approximately five millions of people in the wide Taipei area. This is a superior location to develop to leisure resorts.

### 2. From traditional farming to flower cultivation

In 1966, local gentleman, Mr. Kou Chi-Yu, with the help of seed businessman, import the plantlet of Calla Lily from Japan. But the villagers can not accept it because of its white color. Traditionally, red flowers are symbols of happy atmosphere in Taiwan, and white flowers are only used in funerals, so Calla Lily was cultivated only in a small area.

In 1975, because the president Chiang Kai Shek died, numerous Calla Lily was used. This brought farmers large amount of profits, and farmers started to accept to cultivate Calla Lily. The transformation is merely economical consideration.

3. BeiTou Farmers' Administration started to guide

In 1990, BeiTou Farmers' Administration established "Calla Lily farming team". Because the skills of farmers were mature, Farmers' Association simply subsidized packing materials, refrigerator and hold lectures and exhibitions. In this stage, Calla Lily was only familiar to people of floriculture.

4. Governmental department hold exhibition, make Calla Lily more familiar

Council of Agriculture, Executive Yuan, from 1990 to 1994, continually held three "internal Biennale flower show". The exhibition was held in World Trade Center. Because of larger display space, it constructs an impression of Calla Lily Sea. At the same time, with large exhibition in "Holiday Flower Market", it acquired massive reports on media and became famous. Also, Calla Lily was formed a pristine and elegant image. However, Calla Lily was still sold in the forms of cut flowers.

5. "The program of prospering agriculture in Taipei" conducted by Taipei City Government

In 1993, mayor Huang Ta-chou, with background of Agriculture PhD, came to visit Bamboo Lake. He discovered that there were still places with agricultural characteristics in Taipei. So he designated city government to budget for "The program of prospering agriculture in Taipei" to support the development of agriculture in outskirts of Taipei. From 1993 to 1995, 10 hectares of production place in Bamboo Lake can produce 6 millions of Calla Lily per year, and earned 25 millions NT dollars per year. In addition, many "sightseeing gardens" appeared and attracted many citizens to come here enjoying flowers, and eating local fresh vegetables, which increases additional values.

6. Calla Lily was diseased, Bamboo Lake declined.

From 1995 to 1996, Because of exceptional climate and invasion of germs, Calla Lily was diseased. The flower industry in Bamboo Lake declined rapidly. Farmers were so worried. Farmers' Association and laboratory also did their best to help. Later, we imported species of large Calla Lily came from New Zealand to substitute formal species. The new species grows better, though its color is a bit yellow, it was still accepted by market. Gradually, Bamboo Lake comes back to the scenery in the past.

7. tough task of rebirth

In 1997, we started the task of rebirthing Calla Lily in Bamboo Lake, but most farmers held a wait-and-see attitude. There were only 2 hectares and about four or five

farmers participated in the plan. At that time, Farmers' Association with Taipei City Government held a press conference in Calla Lily fields, accompanied with elegant environment to declare the rebirth of Calla Lily is successful. At the same time, government highly promoted leisure agriculture. Farmers' Association and government attentively guided farmers to beautify and green the environment of Calla Lilly Fields. Also, certain degree of subsidies was supported by government. In the same time, we started to open gardens for visitors to pluck flowers. Citizens have the chance to experience the fun of plucking flowers.

#### 8. "Calla Lily fields design" contest construct image

In 2000, government published "new views of rural villages" plan. With subsidies, farmers' association held a "Calla Lily fields design" contest. Each farmer used creations on his fields, with elegant environment to do art creations. Farmers not only need good skills of cultivation, but also have to use their talents of beauty. Those awarded is not merely honored but also awarded. Moreover, citizens coming to enjoy flowers had a chance to widen their horizon. In the entrance of Bamboo Lake, they employed flower designers to make larger scenery displays. In the opening, local residents and elementary students were invited to join the ceremony, and visitors came one after another. Reporters also report the news with large covers.

At this time, the marketing of Calla Lily has been changed, from the cut flowers marketing in flower markets to "local marketing" which attracts visitors to Calla Lilly fields, and also achieve the goal of selling "Bamboo Lake".

#### 9. In 2003, "Calla-lily Flower Show" was one of the most important festivals in Taipei

In this period, sightseeing leisure was highly promoted in Taiwan. Tourism Council, Taipei City Government, integrated tourism selling activities issued by different departments of Taipei City Government. To combine "Calla-lily Flower Show" with "Flower festival on Yungmingshan", to form the most important season of enjoying flowers for citizens in Taipei.

In the time, the marketing of "Calla-lily Flower Show" jumped from agricultural scope to allying with another industry. "Calla-lily Flower Show" also combined with the hot spring in YungMing Mountains, diet service, DIY, and ecological travel to form a complete trip called "Green Travel". YungMingShan Flower Festival, with cherry blossom and azalea, holds on February to March each year and Calla-lily Flower Show holds on the last third part of February to April,

about 40 days. This kind of connection of Flower Festival makes economic development of BeiTou and ShihLin and also makes the residents in Taipei enjoy the plentiful life, surrounded with flowers.

#### 10 Extension of romance and happiness

From 2004 to 2006, the stream of people has increased from 400 thousands to 500 thousands people and the active area are also extended from Bamboo Lake to the department stores in down town in Taipei. Especially, Shin Kong Mitsukoshi makes de use of calla to hold celebrations of Valentine's Day. Moreover, since 2004, the outdoor concerts on Calla-lily Flower Show in Bamboo Lake have also extended to Taoyuan Park in down town. The Calla-lily Flower Show makes the residents in Taipei be filled with romance as well as happiness. It also makes Bamboo Lake become more beautiful and prosperous. Nowadays, stores there develop all kinds of related souvenirs of calla which the tourists like and the change leads to increasing economic value there.

Generalizing Calla-lily Flower Show in Bamboo Lake, the improvements of local environment and economy are the following.

Improvements of local environment:

- (1) to maintain the countryside and the forestry.
- (2) to green and to prettify continuously
- (3) to construct ground scenes and to increase the beauty of space
- (4) to rich the situation of filled flowers

Improvements of local economy:

- (1) to increase the income of the residents(the income of calla is about 30 million; adding surrounded industries will exceed 300 million )
- (2) to attract young men to come back from the city( to estimate that it will create about 6 hundreds jobs)
- (3) to promote status of local farmers(the farmers will be regarded as teachers and usually take covers by the mass )
- (4) to create the biggest economic value in the mini farm

Analogical successful UPA modes which are more famous in other cities are like Yilan Green Expom and Tung Bloom of HAKKA Festival in MiaoLi.

## **NEW ISSUES OF LEISURE AGRICULTURE IN TAIWAN**

Until now, the achievements of leisure agriculture in Taiwan include the facilities, such as 1102 leisure farms, and 50 leisure agriculture areas (Figure1). The travel supplying system provides the best places of agriculture to all Taiwanese and international tourists. However, there are some achievements, seen to be reference materials to other countries; there exists lots of aspects which needed to be reviewed.

### 1. proceeding is too fast and it is easily to stray from the subject

Most of managements of leisure agriculture areas have mainly focused on tourism exploitation and prepared to go in for large-scale construction, since the plan of leisure agriculture practiced in 1990. However, leisure agriculture, with logos of one-sidedly emphasis on resources and ecology, put the leisure activities and make farmers use lesser investment and fewer constructions to manage the agriculture constantly. Therefore, step by step, with strengthening the communication way, the plan will justify the direction of development of leisure agriculture.

### 2. reforming and counseling the system of the organization

Except farmers' fellowship, (e.g.: farmers' administration), most of farmers manage an organization with less powerful system. Therefore, there are lots of problems on the issue of management, such as profit distribution, and right and duty sharing. Also, if the farmers are not cautious, their contribution will be easily dismissed. So we think it is necessarily to strengthen counseling.

### 3. establishing management measures as soon as possible

The development of leisure agriculture areas are needed to follow definite regulars and then it will not happen the end of breaking the laws. As to the present leisure agriculture areas, most of them keep complete scene and industries. But in order to avoid the proprietors to take unnecessary measures on their construction, we need to build the standard and galantine the continuous development under legal managements

## **RECOMMENDATIONS FOR INTERNATIONAL GROUPS**

To response to the title, through UPA to improve the environment the economy, leisure agriculture is definitely a great strategy of promoting agriculture translation and countryside activation. Taiwan provides a good example but there are still many

points which are needed to improve. In the final paragraph, I would like to submit two suggestions as references to other countries.

1. correct logos and direction- sustainability is essential

Leisure agriculture and UPA are products of social development with more mature stage. However, if there is no strategy or output, it will lead to harmful result, such as environment breaking, and attraction of good social culture. Therefore, both concept of sustainable development are necessary; Taiwan establish the objectives of the concept combined with production, life, and ecology. The objectives here include the production which is related to developing leisure service because agricultural production is the foundation of Leisure agriculture.

Furthermore, Leisure agriculture needs to combine with the community life and environmental ecology. With doing so, it'll rich its intension and become attractive conditions to activate the community. At the same time, it also create a chance to interflow each urban and rural. Many advanced counties take the strategy of agriculture travel and successfully bring about sustainable development in the countryside community.

2. full-blown formulation and the cooperation of government, specialist, and farmers to success

After leisure agriculture becomes the agricultural policy, we need full-blown laws and institutions to make them managed and developed. Those need time and wisdom input and constant communication, education and illustration. And then those will become a census to make efforts together.

The scope of leisure agriculture and UPA not only includes agricultural skills, but also includes planet use, environmental scene, ecological balance, traffic transportation, travel service, community culture, and other complicated systems. Consequently, we need the coordination and help from each department of government, the efforts of all-areas specialists, and promotion of farmers' knowledge and abilities. Only if be provided with the above, the development of leisure agriculture will be full- blown and all the people's life quality will follow to move up.

Table 1 . Distribution of leisure agriculture farm in Taiwan

Areas	Amount	Percentage
Keelung city	10	0.9%
Taipei city	91	8.3%
Taipei county	65	5.9%

Areas	Amount	Percentage
Taoyuan county	94	8.5%
Hsinchu county	34	3.1%
Miaoli county	70	6.4%
Taichung city	24	2.2%
Taichung county	74	6.8%
Changhua county	62	5.6%
Yunlin county	55	5.0%
Nantou county	100	9.1%
Chiayi county	37	3.4%
Tainan county	56	5.1%
Kaohsiung county	38	3.4%
Kaohsiung city	6	0.5%
Pingtung county	33	3.0%
Yilan county	128	11.6%
Hualien county	50	4.5%
Taitung county	60	5.4%
Kinmen county	6	0.5%
Penghu county	9	0.8%
total	1102	100%

Reference: COUNCIL OF AGRICULTURE , 2004

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