

## **GVM USR Awards Announced: Huawei Banquet Wins Tamkang's First Exemplary Award**

"The possibilities for history are endless, as long as one can creatively integrate what they have learned into life." The 5th GVM USR Awards were recently announced, and Tamkang University's USR project, "Digitally Discovering the Charm of the North Tamsui: An Integrated Land and Sea Travel Experience" (淡北風情e線牽-海陸旅遊全體驗), particularly the "Sino-French War Huawei Banquet," was honored as an outstanding project: Exemplary Award in the Industry Collaboration Category. The designer and leader of the project, Professor Chi-Lin Lee from the Department of History, encouraged students to think boldly, explore diverse avenues, and carve out their paths.

The award ceremony took place on April 9. Tamkang University's Academic Vice President and Director of the Center for Sustainable Development and Social Innovation (SDSI), Dr. Hui-Huang Hsu, Chief Audit Executive and Secretary of SDSI, Dr. Yen-Ling Lin, and Dr. Lee attended. Dr. Hsu accepted the award for Tamkang University from Dr. Charles Kao, the founder of Global Views Monthly Magazine (GVM). The award-winning project was recognized for its innovative approach of "researching important historical figures, events, time, locations, and objects during wars, and presenting a menu that vividly portrays these characters and recreates wartime scenarios, attracting widespread attention for replication from various sectors." This achievement marks Tamkang University's first award in this category.

Dr. Lee expressed gratitude for the recognition from the judges, stating that this award is the result of the collective efforts of the entire team. He acknowledged the strong support from SDSI and the broader marketing outreach facilitated by the Office of the Vice President for International Affairs for their foreign-language promotional videos. He believed that the competition for this award was intense, requiring on-site presentations and Q&A sessions after being shortlisted, making it a highly competitive event. He pledged that the team would redouble their

efforts after winning the award, continuing to integrate history into their culinary creations to achieve the pinnacle of a knowledge feast.

In his speech, Dr. Hsu praised Dr. Lee for combining his expertise in history with his passion for cooking, collaborating with the Red Castle 1899 (淡水紅樓餐廳) to design and develop the "Sino-French War Huwei Banquet." Each dish corresponds to that era's historical background, figures, or events, allowing guests to understand the events while enjoying their meals. So far, this initiative has generated revenue from over 1,000 tables. The North Tamsui team he led is dedicated to presenting local culture and history through various perspectives, such as folk songs, walking tours, storytelling, and even canoeing. They aim to develop tourism projects with local characteristics in Tamsui and, more importantly, to educate students that history can be applied practically. Dr. Hsu expressed his delight at Dr. Lee's achievement and looked forward to him continuing to leverage this expertise to revitalize the local community.

In recent years, Dr. Lee has integrated courses to lead students to engage in the tourism development of the Tamsui area actively. Through various walking tours, they explore themes such as "Tamsui Port Opening," "Religious Activities," "Dr. Mackay's Missionary Work," and the "Sino-French War." These excursions provide participants with a comprehensive understanding of the city and stimulate local consumption. "Some students who participated in these activities have pursued careers as museum guides, travel itinerary planners, advocates for local culture promotion, or have ventured into developing local specialty dishes. Some current students have incorporated what they've learned into their drama creations, which have become graduation projects. This brings me great satisfaction, and I eagerly anticipate their future endeavors." Dr. Lee plans to collaborate with more foundations or organizations to develop additional ways to introduce Tamsui. "We hope to educate people about Tamsui while they enjoy food, drinks, and leisure activities while also promoting local development."

In addition to the "Sino-French War Huwei Banquet," the North Tamsui

project has recently introduced the "Taoyuan Banquet," "Baozhong Yimin Banquet," and "Mackay Banquet." While continuing to plan regional specialty banquets, Dr. Lee actively seeks sponsorship from businesses or significant hotels. "I hope these banquets, full of local character and stories, can continue to garner attention, affection, and support. While enjoying the cuisine, people can also deeply appreciate the local sentiments and memories of growth."

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Tamkang University's USR project "Digitally Discovering the Charm of the North Tamsui: An Integrated Land and Sea Travel Experience" won the Outstanding Project Award in the Industry Collaboration Category at the 2024 GVM USR Awards. The "Sino-French War Huwei Banquet" was honored with the Exemplary Award. Academic Vice President and Director of the Sustainability Center, Dr. Hui-Huang Hsu (right), accepted the award on behalf of the project.



(From left) Professor Chi-Lin Lee, the designer of the “Sino-French War Huwei Banquet” from the Department of History, Academic Vice President Hui-Huang Hsu, and Chief Audit Executive Yen-Ling Lin attended the award ceremony.