智睿国际
SAPIENTIA INTERNATIONAL

Sapientia International Research

Research on the Sustainable Development Strategy of the Yushu Area of Tibetan Plateau

（Field Research）

Sapientia International focus the sustainable development of Yushu area, and launches the ***Field research*** on issues such as labor employment, regional diseases, youth education, cultural protection, and retiring farmland and pastoralism that local residents care about.



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Sustainable Development Strategy of the Yushu Area of Tibetan Plateau

（Field Research）

Background

Yushu Tibetan Autonomous Prefecture is located in the southwestern part of Qinghai Province, with an average elevation of 4,493 meters (14740 ft.) above sea level. Mountainous plateaus dominate the terrain. Yushu has a cold climate and significant temperature differences between day and night. It is a semi-agricultural and semi-pastoral area with agriculture and animal husbandry. Yushu is located at the junction of the three Tibetan areas of U-Tsang, Kham, and Amdo. It has a vibrant and diverse cultural imprint. However, due to its geographical environment, there is still a lot of room for development and improvement in the local area. Sapientia International is engaged in the sustainable development of the Yushu area. We conduct research and study on labor and employment issues, regional diseases, youth education, cultural protection, and retiring farmland and pastoralism that farmers and herders care about. Our students will first have an in-depth understanding and learning of the natural environment, cultural background, historical evolution, industrial economy, and other professional knowledge of the Yushu area, and then further investigate the local social ecology and human environment and put forward their views and plans for Yushu that can benefit the local area. During the field trip, the students will go to Yushu to conduct a one to two-week investigation in the local area. According to the different research topics, students will focus on visiting the corresponding areas with local guides to accumulate valuable first-hand information. To allow students of younger ages to participate and develop the spirit and awareness of scientific research from an early age, the field research project has also set up an observation group. The observation group pays attention to hands-on experience, and does not make rigid academic requirements for the final research results report.



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About Sapientia International

Sapientia International adheres to the concept of "knowledge bears responsibility", taking the promotion of students' research ability as its mission. Sapiential International aims to expand public welfare services and focus on cultivating young leaders who have both "thoughts" and "abilities." Compared with commercial value, Sapiential International pays more attention to preserve the essence of education. We take the improvement of students' exploration and innovation capability as the ultimate pursuit, and we are all-around focusing on the potential unrevealing and intellectual growth of students.

Sapientia International opposes the "fast-food" manufacturing experience and refuses to create a prominent background. On the contrary, we pay more attention to the knowledge and skillset accumulation in research. We will use the best resources to build a bridge from quantitative change to qualitative change for students, and help them to achieve self-change and embark on a broader development platform with their personal capabilities.

Due to our quality and reputation, for four consecutive years, we have become the American customized contractor of the "Chasing Dreams and Sailing Overseas Studies" project sponsored by the Guangdong Provincial Department of Education. We actively cooperate with relevant domestic educational institutions, public and private schools. Since its establishment, Sapientia International has helped more than 100 students break through their mindsets, seize critical opportunities, and successfully enter their dream schools both at home and abroad or start a new chapter in professional lives in the fields of law, finance, management, medicine, and engineering.



Our Advantages

1、The world's top faculty and small class size

Sapientia International insists on the concept of "world-class university education," and the faculty team members are from top universities, well-known both domestically and overseas. Adjunct lecturers are senior managers or successful entrepreneurs from world-renowned institutions and companies, including McKinsey & Consulting, Goldman Sachs, Google, etc. Sapientia International's faculty team comes from Harvard University, Yale University, Stanford University, Columbia University, Massachusetts Institute of Technology, Oxford University, Cambridge University, University of London, Peking University, Tsinghua University, Fudan University, Zhejiang University, McGill University, University of Toronto, Trinity University Dublin, University of Dublin and many other top universities.

2、The industry's leading education achievements

In the past three years, a total of nearly 250 students have completed our research projects, and most of the students participating in the project have also joined other ability background improvement projects. Under the customized planning of professional teachers, they have systematically studied targeted curriculum and learnt practical research tasks, making sufficient preparations to enter world-renowned schools. All students have entered the top 80 schools. Most of the students entered the top 50 schools, and nearly 30 students entered the top 10 schools.

3、Impacts and Students' Gains

Sapientia International selects topics of current social, ecological, commercial, and development issues. From the surface to the cores, we are leading the students to dig deeper into the nature of the problem. Our research projects are all results-orientated, and students can expect robust implementation plans in the end. Sapientia International pays attention to the academic value and practical significance of the report so that the student's research results will have an immediate impact on public welfare. Students will be able to improve their critical thinking in the insight and analysis of social problems and formulate and demonstrate their

solutions. In the progress, they will achieve the connection of personal ability and social responsibility. Participants will acquire core cross-disciplinary skills such as academic research, consulting, public decision-making, and governance to help them move forward to more prominent platforms to realize their self-worth in the following life chapters.

4、Previous Research Cases

Case 1: ***Exploring regional resource advantages to help local mineral water companies enter the EU market***

The research aims to realize the industrial upgrading and development of Bayannaoer City, Inner Mongolia. During the project, six undergraduate students from top business schools in China conducted field investigations on the current status and upgrade space of the local mineral water industry, the city's supporting facilities and investment environment, and the domestic and foreign markets of mineral water and other vital information to serve a local mineral water company. They proposed a strategic plan for Bayannaoer's high-quality mineral water to enter the EU market. After the end of the research project, the six students actively followed up, helped the company link investment and incubation, assisted in equipment and management upgrades, and escorted the implementation and implementation of the strategy throughout the process. At present, the company's high-end mineral water has successfully entered the EU market, providing European consumers with a touch of freshness and sweetness from China. The six students participating in the project have successfully impressed the admissions officers of prestigious schools with their outstanding research experience. They are now doing their graduate studies at the Wharton School of Business the University of Pennsylvania, Yale University, New York University, Stanford University, University of California-Berkeley, and the University of Southern California.

Case 2: ***World Citizenship Cultivation--Theoretical Research and Implementation Plan of the Resettlement Policy for the Homeless in Ireland***

Ireland is a developed country in Western Europe, but a large gap between the rich and the poor still exists. One of the long-standing social problems is street homelessness, which makes Dublin's social security and public security face considerable challenges. Sapientia International connects with researchers from Trinity College Dublin and relevant government

employees. Through joint interviews, 12 outstanding Chinese undergraduate students were selected to participate in primary research in this issue in Ireland. Under the guidance of relevant Irish staff, these 12 students carried out indispensable essential work such as field investigations, interviews, data collection, and processing. They provided the evidence for the resettlement measures for the homeless people led by the Dublin local government and Trinity College. In 2019, the homeless resettlement project was successfully implemented in Dublin, and we are proud that the project has an imprint from our students. The students participating in the project significantly improved their communication skills and academic qualification, which won them the success of entering Oxford University, Cambridge University, University of Toronto, University of Sydney, and other top universities to continue their graduate studies.

Case 3: ***A virtuous circle of technology, environmental protection, and economy-carbon emission reduction process improvement of a sewage treatment plant in Beijing***

According to statistics, wastewater treatment accounts for 1% of China's total energy consumption. In some countries and regions, that amount even accounts for as much as 3%., thus making wastewater treatment has undoubtedly become an essential source of carbon emissions. Sapientia International teamed up with the Columbia University Water Center and the Environmental Engineering Teaching and Research Office of a key university in Beijing to take a wastewater treatment plant in Beijing as a pilot to conduct full-scale research on energy-saving and emission-reduction retrofitting. In addition, Sapientia International used its abundant resources at home and abroad to successfully dock an energy venture capital company on Wall Street and catalyze the project's progress through international cooperation. Twelve students participated in the project and completed several fundamental works during the semester. From engineering analysis to business evaluation, they need to frequently exchange roles between technical specialists and investment analysts. Their professional skills, business thinking, and other practical knowledge have been qualitatively accumulated through this project. After the plant introduced new technologies and equipment, the total carbon emissions were significantly reduced, making the environmental protection business even greener. The dedication and contributions of the twelve students are much appreciated. Some of them enter Columbia University to continue their studies in related majors; some have successfully secured research positions in China to carry out further scientific research on energy neutralization of wastewater treatment.



Field Research

Field research aims to improve abilities such as problem-solving, information discovery, communication skills, adaptability, and stress resistance. The field research is not a "tourist-style" check-in, but in-depth visits to the research destination, through field experience, multi-dimensional surveys, and interviews, after acquiring the relevant knowledge and skills. Before the field visit, students will complete the appropriate courses, understand the project background, learn relevant knowledge, obtain the research skills, and then complete the research tasks in a purposeful and planned manner under the guidance of the instructor and teaching assistant. Field research will enable the students to make suggestions for the problems encountered by the research subjects with a broader perspective and more practical concepts. Sapientia International values its social responsibility and has cultivated a group of outstanding local young people in the research destination. They will act as local guides and provide necessary help to our students. There is no doubt that the research results after real-field practice will have more academic value and practical significance. Field research will pay more attention to the feasibility and landing ability of research results. Sapientia International will actively connect with organizations or institutions related to the research content so that students' research results can have the opportunity to be transformed and serve the locals.

Sapientia International takes the health and safety of students as the priority. We will arrange transportation, catering, and accommodation reasonably to eliminate the worries of students and parents. Therefore, students can focus on their studies without other bothering issues. We encourage students to seize the opportunity to participate more in the life and production of local people. We require students to complete the itinerary arranged by us first, before any other additional itineraries proposed by students if necessary by the research goal. In such situations, students should thoroughly discuss with the team teacher, teaching assistant, and guide, and all additional itineraries should be well-planed.

Due to the limitations of the geographical environment, our field research projects will be carried out mainly during the holidays, which also provides an excellent opportunity for students who want to invest themselves during the holidays. During the field investigation, our professional team will provide complete guidance and accompany. While researching and investigating, we also pay attention to the experience and perception of the students, and we specially set up an "academic group" and an "observation group". Compared with the academic group, the observation group will participate in the whole process of theoretical study and field research, focusing on experience, cognition, exploration, and practice. The thesis report from the observation group is not required. Therefore, we also welcome low-aged students (elementary school students, junior high school students) to participate. We hope our projects can influence them with passion for science and research since young.



Projects

Sapientia International's Field Research projects are field investigation orientated, theoretical learning as fundamentals, with the overarching goal of implementing and landing specific strategic plans. Therefore, field research projects will focus more on the feasibility and continuity of research results. We encourage students to take the opportunity of on-the-spot investigation from the surface to the bottom, and conduct more localized investigations on specific research objects. The field research project lasts for six weeks and consists of three parts: the theoretical study, field investigation/fieldwork, and report writing. Students will first concentrate on studying related theoretical knowledge and field investigation methods in the first two weeks. To better communicate with the locals, students will also need to understand the local customs in Yushu before the trip. Sapientia International understands that field research projects should pay more attention to the implementation of specific plans. Therefore, we also invite active front-line professionals to train students on effective strategic consulting methods. During the theoretical study, students will complete the research proposal under the instructors' guidance and then progress to the field investigation to further optimize their strategic plans. During the on-site inspection, students will arrive in Yushu to conduct a one to a two-week investigation. According to the different research topics, students will visit the corresponding areas with local guides to accumulate valuable first-hand information. During the one to two weeks of fieldwork, students will often go through the process from revising the initial idea to re-establishing the plan, and finally completing the plan formulation. After the site visit, the students will use the remaining time of the project to complete the report writing. Sapientia International will archive the students' research reports in a unified manner, summarize and organize the students' good ideas and methods, and use its own social media platforms to promote the students' research results to anticipate a more positive social impact. We welcome and encourage students to continue to follow up the implementation after completing the research, and play an active role in the sustainable development of Yushu. To allow students from an early age to participate and develop awareness of scientific research, the field research project has also set up Observation Groups. The observation group pays attention to hands-on experience, and does not have stringent academic requirements for the final report.

Topic 1: The Impact and Mitigation of Climate Change on the Original Life of Herdsmen

Research background

With green grass and long pastoral songs, Yushu is an area dominated by animal husbandry, combined with some agriculture. The Yushu plateau, surrounded by snow mountains, grasslands, wildflowers, streams, yaks, and vulture, makes it like a fairyland. However, behind the beautiful plateau scene, it is the fact that herders have to live with the grass and water, thus needing to migrate according to the change of seasons and weather. Therefore, changes in the natural environment will undoubtedly affect herders' living environment and production activities, and unfortunately, their resilience to resist natural risks is relatively weak. However, climate change and the occasional occurrence of extreme weather have exacerbated the uncertain dangers faced by local herders. At present, uneven rainfall has occurred in some pastoral areas. Floods and droughts alternately occur in quadrants, which is detrimental to the growth of pastures on which the herders depend. Related research reports are more biased on theoretical simulation of disaster losses. Still, there are relatively few mitigation plans for environmental changes, especially the methods that can be adopted by single herder families. The theme of this study will make full use of published theoretical results as the basis, go deep into the Yushu pastoral area, walk into the herdsmen's family, and propose practical and feasible responses to sudden disasters. Sapientia International will focus on certain representative herder families, and get along with them for a period of time, so that students can optimize and improve their own strategies promptly based on the actual situation. Therefore, the project encourages students to continue to follow up, so that the research results can be constantly optimized and implemented through continuous on-site trials.

Theoretical Knowledge Study

The Theoretical knowledge study covers cross-disciplinary subjects such as sciences, humanities, and technologies. Students will learn essential GIS

operations and understand the connotation of climate change simulation scenarios, which can help understand plans under different environmental conditions. In addition, students will also have access to basic economics, sociology, agriculture, medicine, and other related knowledge and common sense, giving their long-term or short-term mitigation plans solid academic support.

Focus of Fieldwork

Students will first investigate the current situation of the Yushu farming and pastoral area. After that, Sapientia International will connect the students with the local herder families. Students will have the chance to experience the daily life of the herders, and find ways to improve herders' resilience against environmental risks. Students will eat, live and travel with the herders, and truly experience the daily activities in pastoral areas such as grazing, migration, and buttering. We will provide students with local guides to ensure zero barriers to language communication. We encourage students to further diversify their thinking through full communication with cooperative herder families. Although research is based on pastoral life, a broader geographical space and topics accordingly are also encouraged.

Prospective Students

High school students interested in life in farming and pastoral areas, climate change, and other topics.

Junior high school students (observation group)

College Students in related majors: ecology, environmental science, environmental engineering, geography, social sciences, anthropology, agriculture, medicine, computer science, etc.

Topic 2: Strategies and Implementation of Education Quality Improvement in Yushu Region

Research Background

We have been thinking about the index to measure the quality of education: is it the completion rate of high school education? The student's test scores or the university entrance rate? Indeed, they are, but only part of the assessment of the quality of education. The essence of education is to allow the educated to acquire a vocational skill that they depend on to make a living. By drawing inferences from one another, learning by analogy, the educated should constantly adapt to social development needs. In this process, we must first lay a good foundation for knowledge learning. In recent years, with the development of the economy, compulsory education (China's K-9 education) for young people has been greatly popularized, and educational hardware facilities have been significantly improved. The Yushu area is no exception. Most educational facilities have been upgraded, and the teaching environment has also been improved. However, there is still room for improvement in the average academic performance of students in the region. Therefore, local education should now focus more on strategies to improve the skills of teachers and enhance the soft power of teaching. While doing a good job in primary education, it is equally important to finding a vocational education suitable for the region. On May 1st, the International Labor Day this year, China's Minister of Education stated that society should eliminate the traditional concept of valuing general education but despising vocational education. We encourage students to analyze the current weak spots of primary education in the Yushu area from a practical perspective, combine the characteristics of Yushu's regional industries, and fully integrate and utilize emerging technology platforms such as mobile networks, to find suitable local vocational education development strategies.

Theoretical Knowledge Study

The theoretical knowledge study focuses on educational research methods, educational psychology, and modern educational technology. Students will also learn the basic principles of mathematical analysis and statistical methods, analyze the current education situation in the Yushu area from the existing public databases, and suggest the education level of young people in the Yushu area that matches the developed inland cities in China.

Focus of Fieldwork

Students will conduct field research from the four dimensions of education: school, society, teachers, and students. Sapientia International will connect with schools and other educational institutions in the Yushu area to have a deep understanding of the daily status of education in the area. Students are encouraged to reference their own primary education experience to provide optimization suggestions for schooling in the Yushu area. This topic requires students to fully understand the current education situation in the Yushu area, especially the quality of junior and high school education in Yushu. Students should also investigate the local college entrance or vocational education through on-site explorations, visits, and interviews, and put forward opinions and synthesize for improvement in response to possible problems.

Prospective Students

High school students who are interested in education

Junior high school students (observation group)

College Students in related majors: Education, psychology, sociology, public policy, public affairs management, mathematical sciences, etc.



Topic 3: Research on the Improvement of Medical Hardware and Soft Power in Yushu Region

Research Background

Getting timely and effective treatment is an urgent need for every patient. Especially since the global outbreak of COVID-19 in 2020, people have realized the importance of the comprehensive strength of healthcare. We are happy to see that China's overall healthcare conditions have been greatly improved with the continuous construction and infrastructure improvement. New hospitals, new community clinics, and new medical equipment in the Yushu area have also been put into operation one after another, which has promoted the health of local residents. However, the Yushu area is located on the Qinghai-Tibet Plateau. The residents are affected by the objective environment and traditional habits, and their diet and daily life are pretty unique. Therefore, the incidence of certain diseases is much higher. For example, people in the Yushu area like to eat high-salt foods and beverages, making the local cardiovascular disease incidence more elevated than the national average. Cardiovascular diseases are urgently onset, slow to treat, and require in-time first treatment, which is undoubtedly more challenging for Yushu's medical service. In fact, due to the constraints of environmental geography, the improvement of medical capacity in Yushu has encountered some bottlenecks. Due to the limitations of doctors' qualifications and medical resources, many major but common diseases cannot be treated locally. Patients need to be transferred to provincial capitals such as Chengdu and Xining, which puts considerable pressure on patients' families and medical resources. The long-distance transfer is also not conducive to the patient's recovery prognosis. This subject aims to conduct an in-depth field investigation of the operation and reception of local hospitals with the medical and disease data of residents in the Yushu area, and propose recommendations for the "on-site treatment" of common major diseases in Yushu.

Theoretical Knowledge Study



Students will study environmental health, nutrition, disease prevention, and other related content knowledge. They will also learn the basic methods of public health research and data retrieving, extraction and analysis. Students should be able to conduct primary research and find out the factors that affect the health of residents in the Yushu area from the public data after the knowledge study part. In addition, students will also be exposed to the operation of non-profit organizations, learn to understand the process and management of hospitals, especially public hospitals, from shallow to deep, and contribute practical suggestions to improve Yushu's medical soft power.

Focus of Fieldwork

The field investigation of this subject will focus on hospitals in Yushu area and rural clinics around. Through observation, interviews with local people (including medical staff, patients and their families, and medical institution managers), students will learn about the healthcare conditions in the region and places where they can be further improved. Sapientia International requires students to specify the object of research and conduct in-depth research on the reception and operation status of a particular hospital or a specific clinic, so that the final strategic plan is more targeted and individualized. We encourage students to think outside the box and think from all dimensions of the healthcare system, such as prevention, screening, treatment, and rehabilitation, and to enhance the healthcare facilities in the region as the desired goal to improve the general health of local residents.

Prospective Students

High school students interested in public health, healthcare

Junior high school students (observation group)

College Students in related majors: Clinical medicine, rehabilitation medicine, sociology, public health, public affairs management, occupational health, environmental engineering, nursing, nutrition, mathematics, computer science, etc.



Topic 4: The Current Status of Cordyceps Industry and the Discovery of New Featured Industries

Research Background

Cordyceps Sinensis is a complex of fungi and Hepidia larvae. Picking Cordyceps is a test of eyesight, and the “grass head” of it hiding in the meadow is hard to find. There are many similar "cordyceps," which are distributed in Yunnan, Guizhou, and other places, but most of them are poisonous. Only Cordyceps located in high-altitude areas in the Tibetan plateau can be used as medicine. In recent years, the price of Cordyceps has repeatedly hit new highs, which has also promoted the economic development of the plateau areas. Yushu is a high-quality production area of Cordyceps due to its high altitude and high cold geographical characteristics, and Cordyceps has become an essential source of income for locals every year. Although the picking and collection of Cordyceps Sinensis and the Cordyceps pasture have been well managed, there are certain hidden dangers in the local economic environment with the Cordyceps industry. The first is the destruction of the natural environment. Although picking Cordyceps Sinensis is theoretically non-polluting to the environment, the picking process destroys the turf of the plateau pastures, which damages the inherently fragile plateau ecological environment. In addition, due to climate change, environmental pollution, excessive excavation, and other factors, the output of Cordyceps Sinensis is also decreasing, and the economic structure based on Cordyceps picking and excavation is facing considerable pressure for sustainable development. This research project will explore the picking and excavation sites of Cordyceps Sinensis in Yushu area, and provide optimization suggestions for the development and transformation of the Cordyceps Sinensis industry in Yushu or the development of the post-Cordyceps Sinensis era through interviews and surveys of local practitioners.

Theoretical Knowledge Study

Students will study environmental science, ecology and other related content to evaluate the pressure of the cordyceps industry on the environment, and predict the development trajectory

of the cordyceps industry in Yushu. Students will also read relevant scientific research literature, understand the latest scientific research methods of artificial breeding of Cordyceps, and put forward a long-term strategic plan for the possibility of artificial breeding of Cordyceps in Yushu. Students will also learn economics, management, and other professional courses and put forward their ideas for circular economy development in the post-Cordyceps era.

Focus of Fieldwork

Students will visit the Cordyceps field in the Yushu area. Based on theoretical knowledge, students will perform interviews with local Cordyceps practitioners to understand the Cordyceps economy, the current status of the Yushu Cordyceps industry, and possible future development trends. We encourage students to open their minds. Apart from the traditional idea of deep processing of Cordyceps products and the production of high value-added Cordyceps products, students can investigate other related hot topics in recent years, like the artificial cultivation of Cordyceps in Yushu. This also involves field inspections of natural conditions, the human environment, and infrastructure. Students can also further open their minds and explore the possibility of developing new industries in the post-Cordyceps era.

Prospective Students

High school students interested in ecology, environment sciences, Cordyceps Sinensis
Junior high school students (observation group)

College Students in related majors: Life sciences, biotechnology, pharmacy, ecology, geography, industrial engineering, entrepreneurship, economics, public policy, public affairs management, business administration, marketing, etc.



Topic 5: Feasibility Study on the Large-scale Development of New Agriculture

Research Background

According to data from the Food and Agriculture Administration of the United Nations, China is the country with the highest per capita consumption of vegetables globally, and its per capita intake of fruits has increased by five times in the past 20 years, ranking second in the world. Fresh vegetables and fruits are not only tasty, but they also promote good health. However, the cultivation of traditional vegetables and fruits is greatly affected by the regional environment. Take Yushu as an example: it is located in the plateau area, and the climate is cold and dry, which is not conducive to the development of traditional planting agriculture. For a long time, the residents here have a simple diet structure. Agricultural products such as vegetables and fruits have mainly been supplied from other places, so the prices are high. The residents' fruit and vegetable intake are relatively much lower than the national average. However, the advancement of science, the development of technology, and the improvement of infrastructure have opened the door to new agricultural opportunities that are not restricted by geographical conditions. Participants of this subject will inspect the natural environment, infrastructure, available resources, and other aspects of the Yushu agricultural area, and make feasibility demonstrations and implementation plans to introduce new agriculture in the Yushu. New agriculture involves all aspects of agricultural production, and the innovation and utilization of related agricultural technologies are also one of the research directions of this topic. Professor Yi Zhijian of Chongqing Jiaotong University has successfully transformed deserts into the soil through technological innovation. Related scientific research results have been applied to desert management in Alashan and other regions to empower local new agricultural development. We believe that the Yushu area can also introduce relevant emerging agricultural technologies to overcome the high altitude and cold natural climate and help the rise of local agriculture. The development of new agriculture in Yushu will significantly improve the local agricultural production with highland barley and potatoes as the main crops, at the same time as with the agricultural transformation, the price of fresh fruits and vegetables will also be reduced, and the quality of residents' diet and happiness will also be significantly improved.

More balanced diets will also promote the health of residents in the long run. We believe that the foundation and development of new agriculture will boost Yushu's industrial economy and save public expenditure in logistics, medical care, administration, and many other aspects.

Theoretical Knowledge Study

Students will study agronomy, agricultural production and other related knowledge. At the same time, Sapientia International has arranged business disciplines such as entrepreneurship and management to fully extend their idea when thinking about topics such as the introduction and development of new agriculture. Students will also learn about the knowledge and content related to biotechnology, modern agriculture, engineering technology, etc., to lay a solid foundation and prepare for the innovative development of new agricultural projects.

Focus of Fieldwork

Students will first inspect the existing farms and pastures and the production status of the main crops in Yushu area. Through interviews and conversations with local agricultural practitioners, Students will be able to understand the constraints of Yushu's agricultural development, and make targeted improvement suggestions accordingly. In addition, students will go to Yushu area to inspect the accessible resources such as water, land, energy, infrastructure, etc., and think about ways to promote traditional agriculture further. In the meantime, students are also encouraged to investigate the feasibility study of implementing new agricultural projects in Yushu.

Prospective Students

High school students interested in Agriculture, biotechnology

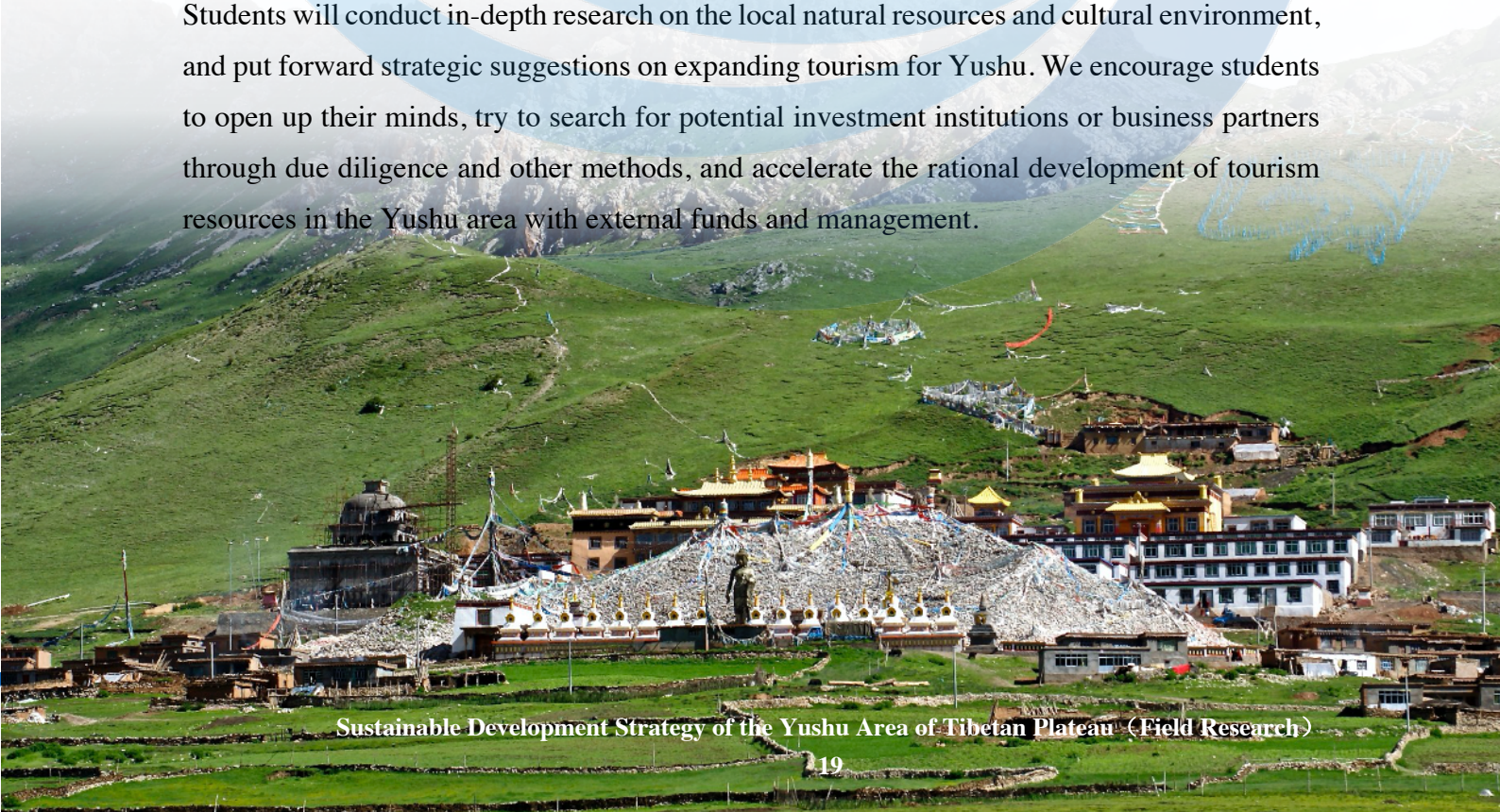
Junior high school students (observation group)

College Students in related majors: Agronomy, biotechnology, agricultural technology, economics, public policy, public affairs management, marketing, engineering, urban planning, etc.

Topic 6: Strategic Research on Yushu Tourism Industry Upgrade and Service Capability Expansion

Research Background

The unexpected popularity of "Sweet and Wild Boy" Ding Zhen made Litang County of Ganzi Prefecture into the public eye for the first time. The pure snow-capped grassland made Cangyang Gyatso's artistic conception of "fly to Litang and return" the paradise pursued by many Chinese people. The Ding Zhen phenomenon ignited the tourism economy of Ganzi Prefecture and made Khampa culture known to the public. Yushu area is located at the junction of the three Tibetan areas, with magnificent natural landscapes and rich cultural heritage. Tongtian River, Wencheng Princess Temple, Hoh Xil Reservation and many other geographical names that can only be seen on TVs are located in or adjacent to Yushu. With such rich and high-quality tourism resources, Yushu should increase investment in supporting facilities, accelerate the development of the tourism economy, and make the Yushu tourism business more heard. Sapientia International will work with our students to explore the use of short videos and other emerging media platforms to expand the influence of publicity and provide practical solutions for upgrading the local tourism and cultural industry in Yushu. Students will conduct in-depth research on the local natural resources and cultural environment, and put forward strategic suggestions on expanding tourism for Yushu. We encourage students to open up their minds, try to search for potential investment institutions or business partners through due diligence and other methods, and accelerate the rational development of tourism resources in the Yushu area with external funds and management.



Theoretical Knowledge Study

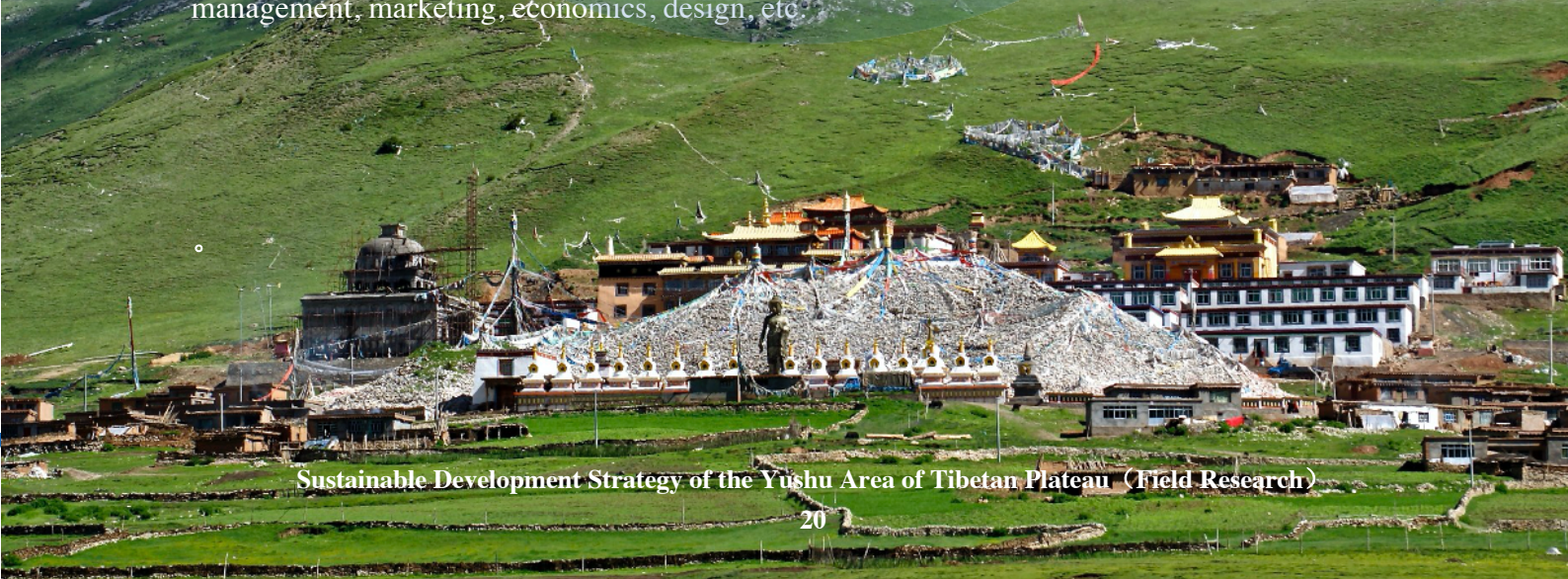
Students will study the history, culture, and customs of the Yushu area. Students will also learn about tourism management, mass media, and other related fields to lay a solid foundation for Yushu's tourism expansion strategies. The theoretical study will also conduct in-depth analysis and research on some representative tourism development cases, such as the successful propaganda cases of new media platforms, and add new ways to attract more “attention" for Yushu.

Focus of Fieldwork

Students will visit Yushu's existing tourist attractions on the spot, and try to discover the hidden resources that have not yet been developed. Students should respect local ethnic customs during this process and perform zero damage to important local natural landscapes such as sacred mountains, sacred lakes, and pastures. Students should consider development and protection simultaneously and work out a sustainable plan for the rational expansion of local tourism.

Prospective Students

High school students interested in tourism, ethnic culture
Junior high school students (observation group)
College Students in related majors: History and culture, tourism management, hotel management, mass media, environmental conservation, public policy, public affairs management, marketing, economics, design, etc.



Safety and Itinerary

Before arriving at the field research site, we will conduct strict pre-departure safety training to ensure that the students have a comprehensive understanding of the local customs and public safety. Sapientia International will uniformly purchase travel insurance for the students and prepare commonly used medicines. During the field visit, our teachers and local guides will accompany the whole process. If the students become sick or have any health emergencies, our team members will accompany them to ER. During the field study period, we encourage the students to seize the opportunity to participate as much as possible in the life and production of the locals, but we do not recommend that the students go to places outside the study plan alone. When a specific itinerary is added due to the subject's needs, participants should first thoroughly discuss with the team teachers, teaching assistants, and guides, and make a planned trip under the premise of ensuring safety.



FAQs

1. What could I gain from Sapientia International's Projects?

1. The comprehensive research ability of the students will be significantly improved. Students will strengthen their skills in literature search and reading, logical analysis, and interpersonal communication during the research period. While we strictly control the academic nature of research, we also value the impact of the results to make sure students have a complete "Town and Gown" research experience.

2. Students will complete group-based research reports and individual independent research papers. In this process, teamwork and personal initiative will be trained. Many previous students still polish their papers or reports with the help of our instructors after the completion of the project, and they used it as writing samples and academic proposal plans for their college or graduate school applications.

3. Excellent students will get a recommendation letter from the instructor. Sapientia International will also issue a research certificate to every student who has completed the program.

2. How will field research be arranged?

Field research projects are mainly carried out in June-August and December-February to make full use of the vacation time. The theoretical learning part of the field research project will be conducted at the student's location through online teaching, and the student should ensure that there is no less than 20 hours of study time per week. Due to time differences, some overseas professional lectures are often arranged in the evening or early morning of China time. Please make arrangements in advance and attend on time.

In the fieldwork part, we ask the student to meet and gather at the designated location of the investigation site first, and then conduct the inspection action in a unified manner. Sapientia International will provide students with ticket booking suggestions and assist in purchasing tickets.

Sapientia International takes the health and safety of the students as the priority. We will arrange transportation, catering and accommodation in the study area reasonably to eliminate the worries of the students and their parents. According to the previous field research project experience, students come from across the country, please be prepared accordingly to the climate conditions of the place of fieldwork.

We encourage low-age students to participate as the "observation group" for field research, and welcome parents to accompany in the parent-child journey of research and exploration. We hope that parents and children will complete the relevant itinerary of field research together, and find a more effective way of communication through close contact with each other. Parents can also participate in field research projects to learn about the ways and methods of scientific research for young people, cultivate children's scientific curiosity from an early age, and develop their ability to actively explore unknown areas.

3. The field research project time is short in program length. Can I complete the research task and obtain the research achievements?

To ensure the students' gain, the study tasks of field research projects or cloud research projects are burdensome, which is why we require students to commit study time per week upon registration. The teaching team of Sapientia International will supervise the students' research progress to ensure maximum research achievements. According to previous research projects, students will still keep in touch with our teaching team after the project. Under our faculty and TAs' guidance, they will further compose and polish the thesis report and finally complete the personal papers ready to be published. We will take a responsible attitude to the students and truly help them improve their abilities and backgrounds. We also urge the students to realize their potential and actively complete the research tasks.

4. If the itinerary has to be cancelled due to uncontrollable factors such as the epidemic and natural disasters, will Sapientia International refund the fees?

Yes.

We hope the field research project can be carried out smoothly as planned. In case of uncontrollable factors such as sudden epidemics and natural disasters, we will contact the students as soon as possible to re-arrange the itinerary, postpone, switch to online study, or refund fees.

5. Can I choose the topic myself and customize the research project I am interested in?

Yes.

Sapientia International's cloud research and field research projects have been reviewed and approved by experts and teachers with relevant professional backgrounds. The topics and research methods of each project are the best design as we could offer. If there are a group of students more than ten from educational institutions, schools, or related organizations, you can communicate with us for customization, and we may tailor research projects based on specific circumstances.

6. Who else will I participate in the research project together?

Junior and senior high school students, university students. They come from but not limited to: the High School Attached to the People's University, Beijing Chaoyang Foreign Language School, Shenzhen Aiwen World School, Shanghai Gezhi High School, Tianjin Nankai High School, Zhongshan Memorial High School and other key high schools; and Tsinghua University, Peking University, Zhejiang University, New York University New York), University of Texas at Austin, Fordham University (New York), Beijing Technology and Business University, Northwestern Polytechnical University, Shaanxi Institute of Education, Wuhan University, Huazhong University of Science and Technology, South China University of Technology, Jinan University, Guangdong University of Sport, Dongguan University of Technology, Central Academy of Fine Arts, Fudan University, Beijing Institute of Technology and other universities.