

The Development of Taiwan's Local Cultural Creative Industries

-Case Study of Yingge Pottery and Ceramics Industry, Taipei County

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This study proposes a new paradigm for developing local cultural creative industry. It addresses such issues as: (1) the key foundations of local cultural creative industry in the New Economic Era, (2) the competitive advantages of local cultural creative industry in a globalized world, (3) the key factors in developing local cultural creative industry in urban-rural regions, (4) the value and utility of flagship projects in local cultural creative industry, and (5) the impact of economic policies on local cultural creative industry.

This study examines the pottery and ceramics industry in Yingge City, Taipei County, as an example of competitive determinants in a globalized market. This study concludes that the competitive determinants are branding, Internet marketing, knowledge learning mechanisms, and local institutions. The establishment of cultural creative industry districts in particular has important implications for creativity, research and development, local identity, resource sharing, education, networks, agglomeration, the environment, society, and the economy. The cultural industry districts of Taiwan must be developed as nodes that connect to the globalized world.

An initial exploration on developmental strategies of creative industries in Tainan city

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'Creative Industries' has been considered as a new industrial policy by Taiwan government. Even some cities in Taiwan intend to uplift their competitiveness by developing creative industries. Among them, Tainan city which is full of cultural and traditional heritages tried to transfer such strengths into its 'creative value'. Yet, local strategic planning and conditions of creative industries will usually influence its effectiveness. In this paper, we reviewed the policies of creative industries of government and examined the characteristics of creative industries of Tainan city from the view of location quotient, and we have discovered that cultural exhibited facility, visual arts, designer fashion, and publishing are more specialized than others. On the other hand, through the basic data of questionnaires and interviews of official report we have observed that the crucial elements to develop such creative industries including innovative talents, knowledge and space support. Then, by the analysis of SWOT and TOWS matrix of creative industries of Tainan city, we got 14 developmental strategies concerning the creative industries in Tainan from culture innovation, governmental policy, business investment and academic research.

On the Effect of Park & Ride System

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Currently global warming has become a serious problem all over the world. Under such situations, it is necessary that effective plans should be conducted in various divisions, especially in the department of transportation which shows a rising tendency of CO2 emissions.

In this study, we consider the Park & Ride System will be effective not only to improve the urban transportation problem, but also to reduce CO2. But these effects of such system, especially the variation of various conditions, have

not been made clear. Therefore we try to show the Effect of Park & Ride System by analyzing the simple transportation activity model. First we are supposing a simple traffic activity model which has many variables such as distance of transportation activity, the volume of traffic etc. Based on this transportation model, we estimated the amount of CO2 emissions and the total cost of transportation activities. As a result, we showed that the best combination of various variables is existed in this system.

Rooted versus Rootless: the Discrimination in Place Characteristics through Residents' Place Identity

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With effects of globalization, time-space compression, modernity and tourism commodification upon place characteristics, the phenomena of meaning thinning of places appear frequently. These phenomena due to the modernism tastes of masses induce the loss of rooted place characteristics, obviously in the term of revitalization. This paper aims at clarifying the discrimination in various place characteristics regarding time continuity, based on the strategical value of 'back to rootedness' of residents' place identity. The advantage implies to thicken their meanings for the purposes of promoting local economic revitalization and social coherence as well as the efforts of 'community empowerment movement' in Taiwan.

This empirical study presents a brief look at one town, Kwan-Shan Town of Taiwan. It discriminates a 'rooted' category as long term continuity in daily life from another 'rootless' one as a short period in fresh animation. The residents' place identity correlated with rooted category is merely statistically significant. The implications include the comparison with two categories and the significances of community participation in planning process.