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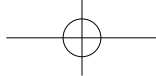
東桃園文創產業發展分析

The Analysis of Cultural and Creative Industry Development for East Taoyuan

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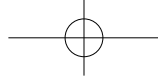
摘要

文化創意產業在近一、二十年來，已成為世界各國發展文化經濟的重要策略，其產值也日漸增加，因此深受各國之重視，台灣亦然。就台灣而言，桃園市的東部大溪、龍潭和復興三區所能開發的文創產業，可謂相當具有潛力。但其文創產業發展之現況如何？其經營策略和行銷模式又為何？則有待實地了解與研究，此為本文之研究動機與待答問題。

經過實地調查與深度訪談後，本研究發現東桃園之文化資產相當豐富，文創產業也有了初步的發展。但其文創產業之經營策略，例如經營理念與品牌定位等，除少數業者有較明確之作法外，大多數的業者還是只用傳統的經營方式。在行銷模式方面，也是除了少數業者懂得善用市場區隔、解說導覽和網路行銷外，大多數業者都缺乏行銷專業訓練，也不懂得文創產業講究的是文化、是故事，也不了解要如何才能將文化元素融入商品中。

因此，本文建議相關部門宜就東桃園文創產業方面，加強培育業者對品牌建立、產品定位、詮釋解說方面之知能，同時培訓其有關市場區隔、行銷通路、擴大市場等之專業，則對東桃園文創產業之未來發展，應有明顯之助益。

關鍵詞：文化創意產業、文化資產、文化消費、經營策略、品牌建立



Abstract

Cultural and Creative Industry has turned into an important economic development strategy for the recent one to two decades. Its increased output value has made many countries to place a highly attention in this issue, same as Taiwan. Daxi, Longtan, and Fuxing district in East Taoyuan City, Taiwan, have great potential in this emerging industry. This article is to focus on the analysis for the current status, business strategies, and marketing modules in Cultural and Creative Industry Development in the above three locations.

After the field study and depth interviews, this research has discovered the abundant cultural heritage in the East Taoyuan City. However, with preliminary development direction, only a few sample businesses have clear practices in its strategy, market segment, commentary navigation, and internet promotion. For most of cultural and creative industries are still focused on the tradition business model, including its business philosophy and brand positioning. With less knowledge on the professional marketing trainings, they don't know how to assimilate culture elements into their products, and link the culture characteristics and relevant stories into the industry development.

Thus, this article is to make suggestions for the professional trainings on brand creation, product positioning, and merchandise interpretation for cultural and creative industry practitioners. The knowledge developments on market segment, marketing channel, and market expansions would help those businesses in East Taoyuan City for a better future development.

Keywords : cultural and creative Industry, cultural heritage, cultural consumption, business strategy, product development