

桃園市文化創意產業聚落之初探性研究：地理資訊系統之途徑
國家與社會 2015年12月
第十七期 頁105-152
Journal of State and Society
No. 17, Dec. 2015.

桃園市文化創意產業聚落之初探性研究： 地理資訊系統之途徑^{*}

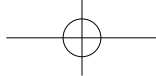
Exploratory Research of Taoyuan City's Cultural and Creative Industry Clusters: The Geographic Information System Approach.

◎劉宜君^{**}

I-Chun Liu

* 本文接受科技部103年度提升私校研發能量專案計畫（整合型）補助，計畫編號：MOST 103-2632-H-155-001-MY3。

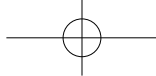
**元智大學社會暨政策科學學系教授兼主任
E-Mail: chun0820@saturn.yzu.edu.tw



摘要

國家的發展與進步，並非只是政治或經濟的成就，文化與藝術能量的累積，更是人類社會智慧的結晶與蘊涵，營造一個健全的文化藝術環境，是當今世界各文明國家發展重點。綜觀中央與縣市政府的文化創意產業統計資料，主要是依據中央政府與文化创意產業發展法的產業類別與項目，透過稅務資料，統計各產業部門的家數、營業額及成長率，但這種產業分類與統計方式似有不足之處。例如中央與地方政府的統計資料普遍缺乏空間向度資料的呈現。不易觀察各縣市文化创意產業在各鄉鎮市與鄰里的分布。此外，關於各縣市文化產業聚落的研究仍不完整。有鑑於完整的文化创意產業資料能提高決策的正確性，本研究以桃園市為研究個案，觀察其文化创意產業的空間群集情形，分析地理集中程度及空間分佈，提出日後建構桃園市文化创意產業資料銀行內容的建議。

關鍵詞：文化產業、文化创意產業、產業聚落、地理資訊系統



Abstract

The development and progress of a country are not limited to political or economic achievements, or the accumulation of cultural and artistic prowess. It is also about the crystallization and application of the wisdom of human society. The creation of a healthy cultural and artistic environment is a key aspect of development for many civilized countries worldwide. An overview of the statistical data on cultural and creative industries by the central, county, and city governments showed that the data was mainly based on the categories and projects of the central government and the Law for the Development of the Cultural and Creative Industries. Through taxation information, the quantity, sales volume, and growth rates of each industry and department were tabulated; however, there was a lack of presentation on the spatial dimension of the data and the cluster relationships. This study chose Taoyuan city as the subject of a case study, in order to observe the spatial clustering of its cultural and creative industries, and to analyze the degree of geographical concentration and spatial distribution. The study found that the cultural and creative industries of Taoyuan city were clustered in a few districts, but the number of businesses was small and they were dispersed over several districts due to factors such as economic development or transport. The study suggests that the government of Taoyuan city should promote the establishment of creative villages that are district-based. These villages should have the spatial attractiveness to retain creative talent, hold exhibitions and performances of innovative activities, and maintain an atmosphere of creativity. These villages might allow the further development of cultural characteristics and economic advantages that are unique to the region, and create an environment with a high quality of life for the residents.

Keywords :cultural industry, cultural creative industry, industrial cluster, Geographic Information System