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# 原住民經濟困境與地方文化 產業發展之可能

以桃竹苗地區為例

**Economic Situation and the Possibility of Constructing Local  
Culture Industries in Aboriginal Tribes:**  
A Case Study of Taoyuan, Hsinchu and Miaoli Areas

◎ 陳芬苓\*\*  
Fen-Ling Chen

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\* 作者為元智大學社會暨政策科學系所專任副教授。作者誠摯感謝兩位匿名審查委員對本文提供的寶貴修改意見。E-mail : flchen@saturn.yzu.edu.tw

## 摘要

近年來國人愈來愈重視「地方文化產業」的發展，地方文化產業強調利用人們生活相關的文化與在地特性，藉此發展成爲受到當地認同與觀光客喜愛的產業。原住民在台灣處於經濟弱勢，顯然地方文化產業已成爲原鄉再造的夢想。原住民地方文化產業是由許多文化的元素所聚集而成的，這些文化的元素包括飲食、節慶、手工藝、表演藝術、自然環境及農業產品等，一項成功的原住民地方文化產業的發展必須要能夠儘量包括前面幾項元素，最終的目的除了提昇地區經濟水準外，更重要的是能夠達到該族群文化承傳及文化再認同的目標。本研究採取深入訪談法及檔案研究法，瞭解桃竹苗地區原住民族群經濟困境的現況，分析原住民部落目前地方文化產業的發展，並討論未來原鄉地方文化產業化的可能性。

**關鍵字：**原住民經濟、地方文化產業、桃竹苗地區、多元就業方案

## ABSTRACT

“Local Culture Industry” becomes a popular issue in Taiwan society. Local culture industry focuses on how to use local culture and features to build up an industry which tourist will like it or even recognize it. Aboriginal people are a disadvantaged group in the labour market. If they want to stay in their original tribes, culture industry may be a good target for future plans. Culture industry is composed of units of culture, such as food, festival, craft, show art, nature, and agricultural product. A successful culture industry has to combine several units of culture, and its final goal not only to promote local economy but also bring back culture identification among the aboriginal youth. In this study, using in-deep interview and documentary analysis, we try to describe the economic problems of aboriginal people in Taoyuan, Hsinchu and Miaoli areas individually and to classify the situation of local culture industry in those areas. In conclusion, we discuss the possibility for building up local culture industry in aboriginal tribes in the future and provide some suggestions for policy making.

**Keywords:** Economy in Aboriginal Tribes, Local Culture Industry, Taoyuan, Hsinchu and Miaoli Areas, Multi-employment Project