

傳統產業轉型地方文化產業創新發展研究

摘要

地方文化產業與一般製造業不同的地方，在於地方文化產業在歷史記憶及地方特色上具有「地域獨特性」；在環境空間、地方制度及其衍生之生產活動上相互影響，彼此互為依存關係，具有「地理依存性」。因此，地方文化產業在環境空間、政治、經濟、社會結構等因素之多重影響下，交互結構成為具有地方記憶的獨特生產方式及價值。由於「地方特性」的不可取代及在地經驗累積，造成地方文化產業之獨特性及競爭力關鍵。而地方文化產業的經濟價值也在於其「地方特殊性」的保存，而得以在全球同質化商品市場中脫穎而出，成為具有再生經濟價值的產業。

本研究採取由下而上在區域創新系統與產業群聚間的連結，以區域化創新政策的觀點，嘗試在傳統產業群聚知識基礎的原則，研析傳統產業轉型地方文化產業之創新發展。運用綜合性(基礎工學)知識基礎的群聚，區域創新系統支持與加強既有產業技術的地方化學習；例如，提升在固有知識上歷史技術的基礎，以及結合文化服務產業，提升傳統產業轉型地方文化產業之新經濟活動的基礎。這些需要產業與大學等之研究機構緊密系統性合作，以及國家政策引導設立如科學園區與養成中心的環境下交互作用，並且落實在三體環境共生發展的基礎。

本研究藉由台北縣鶯歌鎮的個案研究，發現(1)經濟性、文化性與地方性是傳統產業轉型地方文化產業之基礎條件；(2)政府政策推動是傳統產業轉型地方文化產業之有效動能；(3)傳統產業轉型地方文化產業創新發展俱備關鍵因素。因此，傳統產業在面臨全球化市場及地方化產業結構轉型之雙重影響之下，本研究提出「鶯歌傳統產業轉型地方文化產業之共生創新發展模式」，建議傳統產業轉型成為特殊的且具有競爭力的地方文化產業創新學習區域，建構區域創新發展。將地方文化產業區域發展成為全球連結的區域及網絡中的節點，是本研究提出台灣地方文化產業邁向永續發展之目標。

關鍵詞：傳統產業、產業轉型、地方文化產業、產業創新發展

The Development for Innovation within Traditional Industry Transforming for the Local Cultural Industries

Abstract

Local cultural industry differs from manufacturing industry in its historical memory and local characteristics. Local cultural industry depends upon local geographical, environmental, and political production factors. The competitive advantage of local cultural industry lies in its local characteristics, which are unique and irreplaceable. The economic value of a local cultural industry is derived from its unique local characteristics. These differentiate the product from generic merchandise in a global market. Consequently local cultural industry is a sustainable industry.

This paper examines the regionalization of innovation policy from the bottom-up. It looks at the linkage between regional innovation systems and traditional industry clusters. It looks at how innovation within traditional industry transforms local cultural industries. Clusters with a synthetic (engineering-based) knowledge base meet differing regional needs. Regional innovation facilitates localized learning of an existing industrial technology. It promotes historical technological trajectories-based on sticky knowledge, in conjunction with cultural service industries. It promotes new economic activity within local cultural industries. This requires close and systematic cooperation between industry and academia within the context of science parks and incubator centers, as well as H. S. L. environmental co-development.

This study examines Yingge City, in Taipei County. It discovers that: (1) The economy, culture and local character are essential to the transformation of traditional industry into local cultural industries. (2) Government policy is the engine for the transformation of traditional industry into local cultural industries. (3) Innovation with traditional industry is the key to the transformation of local cultural industries. Traditional industry is subject to the influences of both a globalized market and a localized industrial structure undergoing transformation. This research proposes “A Model for Symbiosis Innovation within Yingge’s Traditional Industry: Transforming Local Cultural industries.” To transform traditional industry it recommends establishing a uniquely competitive local cultural industry learning district. This study recommends connecting Taiwan’s cultural industries to the globalized world via nodes. Its goal is sustainable development for Taiwan’s local cultural industries.

Key Words : Traditional Industry, Industrial Transformation, Local Cultural Industries, Industrial Innovative Development