

摘要

中央政府為了提升各鄉鎮的競爭力，因應全球化趨勢，減緩傳統產業沒落及外移，行政院文建會於 1995 年提出「文化產業化、產業文化化」與「社區總體營造」政策，並積極推動地方傳統產業轉型為地方文化產業，來促進文化產業之永續發展。文化政策亦成為城鄉再發展的要素之一，因為都市以文化為根基，推動相關政策可增加地方收入，並創造地方就業機會，能使都市活化，國外許多的都市再發展與文化政策緊密結合。

研究動機包括(一)文化政策實施之推動方式為何？(二)文化政策對城鄉再發展之影響為何？(三)如何有效地利用當地之文化政策，促使當地城鄉再發展？研究目的包括(一)瞭解文化政策實施之推動方式；(二)探討文化政策與城鄉再發展兩者之間的關係；(三)分析文化政策的實施成效，確定其文化政策推動城鄉再發展之方向，並瞭解文化政策推動的問題。文獻以文化政策與城鄉再發展為理論基礎，研析各國文化政策對城鄉再發展影響之相關案例；以台北縣鶯歌鎮為實證研究，說明政府在鶯歌鎮歷年文化政策之推動方式，及對城鄉再發展之影響與成效。透過參與觀察法，瞭解鶯歌現況的問題所在，進而彙整成訪談大綱：分為相關計畫、交通、公私部門、政策持續性及活動舉辦...等各層面的問題；並利用深度訪談法，聽取專家的建言及提出解決的方式。最後針對相關計畫，作出鶯歌之文化政策對城鄉再發展的影響及成效。

由各國案例及實證研究得知，文化政策可成為都市或地區再發展及強化觀光效益之重要發展策略，且具備積極的經濟作用；國內外文化政策的推展皆是為了促進都市的再生及活化，並引導產業的轉型、改善居民的生活品質、提升當地整體的經濟效率及解決失業率之城鄉再發展政策。建議應制定相關文化產業的政策與法規、人才的培育應落實學校的文化與技術教育、以永續經營的觀念來思考文化產業、都市環境與社會經濟結構的關係。

關鍵詞：文化政策、城鄉再發展、社區總體營造

Abstract

According to globalized tendency, the government intended to reduce and slow down traditional industry in order to raise up competition between town to town. The Council for Cultural Affairs proposed “The integrated community development” and “The cultural industrialization and the industrial culturalization” in 1995. These policies were enacted to raise up the competition between villages and towns, and to prevent the decline of the traditional industry in accordance with globalization. The cultural policy has become one of the essential factors for the urban and rural redevelopment. Due to the reason that the metropolis took the culture as the foundation and impeded the relating policy to increase local income, and also created opportunities for people to obtain employment. Therefore, many cities in the world combine with urban revitalization and urban redevelopment together.

The motivation of the research include (1) How is the cultural policy going to put in practice? (2) How is the cultural policy influence on urban and rural redevelopment? (3) How to use local culture of policy effectively and redevelop urban and rural? The goal for this research is (1) To understand how cultural policy going to work. (2) To discuss the relationship between cultural policy and urban and rural redevelopment. (3) To analyze whether cultural policy turns out well or not, determined cultural policy to urban and rural redevelopment, and also understand what problems might be caused to the policy. The literature take the cultural policy and the urban and rural redevelopment as the basis of the theory. The analysis showed that there were various countries that were related to cultural policy and urban and rural redevelopment. Take Yingge, Taipei County as an empirical study knowing, the government claimed that cultural policy and urban and rural redevelopment have proved effective in Yingge. By using participant observation method, we realize what problems that Yingge might have and then put them in order for interview outline. It can be distributed into many parts such as relating plans, transportation, public and private department, policy continues, holding events and problems from different perspectives. Also, by using depth interview and listen to experts' ways of solving problems. Finally, focus on relating plans and to make the cultural policy influence the result of urban and rural redevelopment in Yingge.

From every country's case and empirical study knowing, we understand that not only cultural policy may push up tourism and urban redevelopment but also possess economy actively. The cultural policy is made for domestically and internationally and regeneration and activation. Moreover, it guided industrial reforming, improved residents' living quality, raised up local economic efficiency and solutions to unemployment. The suggestion should formulate the related cultural industry policy, law and regulations, cultivate talented person, technical education, the metropolis environment and the social economic structures relations.

Keyword : cultural policy 、urban and rural Redevelopment 、integrated community development