第五屆城市學研究學術研討會
The 5th Conference on Urbanology Studies
全球化城市發展經驗比較

活動日期 **活動地點**

4 (六)·28

美麗島會廊
二聖廳｜四維廳｜五福廳

主辦單位：高雄市立空中大學

共同主辦單位：高雄捷運股份有限公司、國立中山大學、國立成功大學、
國立高雄大學、國立高雄師範大學、國立高雄第一科技大學、
國立高雄應用科技大學、國立高雄餐旅大學、義守大學、長榮大學、
樹德科技大學。

09:00-09:30	報到（二聖廳）
開幕式 09:30-10:00	致詞人：吳英明 ／ 高雄市立空中大學校長 李泳龍 ／ 長榮大學副校長 許孟祥 ／ 國立高雄第一科技大學副校長 蔡武德 ／ 樹德科技大學教務長 主持人：許文英 ／ 高雄市立空中大學研發處處長

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Ⓐ 場次｜二聖廳

場次 A1 二聖廳 10:10-12:00	主持人：謝文雄 ／ 樹德科技大學副校長
	1.發表人: 莊翰華 ／ 國立彰化師範大學地理學系教授 **〈歐盟城市文化創意產業策略－台灣之借鏡〉** 評論人: 易毅成 ／ 國立屏東教育大學文化創意產業學系副教授兼系主任
	2.發表人: 王保鍵 ／ 國立臺灣大學客家研究中心特約助理研究員兼執行長 **〈論客家文化重點發展區與客家文化產業〉** 評論人: 陳運星 ／ 國立屏東教育大學文化創意產業學系副教授
	3.發表人: 張衛良 ／ 杭州師範大學城市學研究所教授兼所長 **〈”文化迷思”：全球化與城市生活—以杭州東平巷社區為例〉** 評論人: 盧圓華 ／ 樹德科技大學建築與室內設計研究所副教授
12:00-13:30	午休
場次 A2 二聖廳 13:30-15:20	主持人：張衛良 ／ 杭州師範大學城市學研究所教授兼所長
	1.發表人: 陳益益 ／ 杭州國際城市學研究中心助理研究員 **〈城市文化景觀的演化、構建與保護—以杭州西湖文化景觀為例〉** 評論人: 葉晉嘉 ／ 國立屏東教育大學文化創意產業學系助理教授
	2.發表人: 陳欣欣 ／ 高雄市立空中大學助理教授兼輔導處處長 **〈城市影視產業發展策略之探討－以釜山影視產業為例〉** 評論人: 侯政男 ／ 義守大學大眾傳播學系副教授
	3.發表人: 陳甦彰 ／ 澎湖科技大學行銷與物流管理系教授 鄭玲玲 ／ 澎湖科技大學行銷與物流管理系講師 **〈推動澎湖踏涼傘文化滿意度之研究〉** 評論人: 黃營芳 ／ 國立高雄應用科技大學工業工程與管理系教授
15:20-15:40	茶敘
場次 A3 二聖廳 15:40-18:00	主持人：蘇慧貞 ／ 國立成功大學副校長
	1.發表人: 郭俊偉 ／ 臺北市立教育大學視覺藝術學系兼任助理教授 **〈以視覺藝術語言訴說城市意象：高雄市與臺北市文化場域中的地標〉** 評論人: 黃孫權 ／ 國立高雄師範大學跨領域藝術研究所助理教授
	2.發表人: 孫家偉 ／ 國立政治大學國家發展所碩士生 **〈台北城市的文化和創意-以華山文創特區為例〉** 評論人: 仲曉玲 ／ 國立成功大學創意產業設計研究所助理教授
	3.發表人: 陳建元 ／ 逢甲大學土地管理學系副教授 張凱茵 ／ 逢甲大學土地管理學所碩士生 **〈台中市中區第一廣場東南亞族裔聚集活動與都市發展關係之研究〉** 評論人: 曾憲嫻 ／ 國立成功大學都市計劃學系副教授
	4.發表人: 蔡敦浩 ／ 中山大學企管系教授 劉育忠 ／ 屏東教育大學教育學系副教授 李竺軒 ／ 國立屏東教育大學教育學系研究生 **〈在城市中創業：全球化城市發展中的南方開創經驗〉** 評論人: 龍仕璋 ／ 國立高雄第一科技大學企業管理研究所副教授兼所長

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Ⓑ 場次｜四維廳

場次 B1 四維廳 10:10-12:00	主持人：許孟祥 ／ 國立高雄第一科技大學副校長
	1.發表人：黃之棟 ／ 國立空中大學公共行政學系助理教授 〈從五都一週年反思原住民族自治問題〉 評論人：劉華宗 ／ 南華大學國際暨大陸事務學系助理教授
	2.發表人：嚴志蘭 ／ 福建省委黨校社會發展研究所副教授 〈社會建設背景下的大陸城市社區治理問題探析〉 評論人：陳淳斌 ／ 國立嘉義大學公共政策研究所所長
	3.發表人：藍逸之 ／ 國立臺北大學不動產與城鄉環境學系博士生 〈一城兩制？新自由化下香港都市治理的空間爭議？〉 評論人：吳彩珠 ／ 長榮大學土地管理與開發學系副教授
12:00-13:30	**午休**
場次 B2 四維廳 13:30-15:20	主持人：陳敦基 ／ 國立高雄餐旅大學副校長
	1.發表人：吳濟華 ／ 國立中山大學公共事務管理研究所教授 柯志昌 ／ 國立臺東大學公共與文化事務學系助理教授 〈高雄市發展成為區域產業營運總部策略研究〉 評論人：李清潭 ／ 國立中山大學企管系教授
	2.發表人：孫瑞穗 ／ 國立政治大學創新與創造力研究中心研究員 〈東亞全球化城市中的「經理人」實驗：台北與上海的轉型經驗比較〉 評論人：陳世哲 ／ 國立中山大學人力資源管理研究所教授
	3.發表人：莊翰華 ／ 國立彰化師範大學地理學系教授 何宸宇 ／ 國立彰化師範大學地理學系碩士生 張育端 ／ 國立彰化師範大學地理學研究所博士生 〈台灣新五都架構之台中市發展競合策略分析〉 評論人：李長晏 ／ 國立中興大學國家政策與公共事務研究所副教授
15:20-15:40	**茶敘**
場次 B3 四維廳 15:40-18:00	1.發表人：陳先才 ／ 廈門大學臺灣研究院副教授兼副所長 〈兩岸共同治理與平潭城市發展研究〉 評論人：廖達琪 ／ 國立中山大學政治學研究所教授
	2.發表人：黃志呈 ／ 高雄市立空中大學大眾傳播學系兼任講師 許勝懋 ／ 臺灣大學調查研究中心博士後研究員 〈從民眾的觀點看兩岸經貿交流與台灣經濟發展現狀之關係：台北市與高雄市之比較〉 評論人：范錦明 ／ 國立中山大學中國與亞太區域研究所副教授
	3.發表人：劉昆鑫 ／ 國立臺灣師範大學政治學研究所博士生 〈邊境城市的交流與發展：初探那國町與花蓮市國境交流特區之建立〉 評論人：郭育仁 ／ 國立中山大學中國與亞太區域研究所助理教授
	4.發表人：蔡宗哲 ／ 高雄市立空中大學法政系助理教授兼通識中心主任 〈「平潭綜合實驗區」與「高雄港自由貿易港區」於兩岸戰略位置之比較〉 評論人：翁嘉禧 ／ 國立中山大學中國與亞太區域研究所副教授

場次 C1 五福廳 10:10-12:00	主持人：李泳龍 ／ 長榮大學副校長
	1.發表人: 陶俊 ／ 杭州國際城市學研究中心助理研究員 〈構建學習型城市的杭州經驗〉 評論人: 何青蓉 ／ 國立高雄師範大學成人教育研究所教授兼所長
	2.發表人: 方雅慧 ／ 國立成功大學中文系博士後研究員 〈城市，是一所學校—社區大學推動城市學習的角色與實踐〉 評論人: 張菀珍 ／ 國立中正大學成人及繼續教育學系教授
	3.發表人: 高義展 ／ 高雄市立空中大學通識教育中心助理教授 〈全球化下的成人教育趨勢與發展〉 評論人: 王維旎 ／ 國立中正大學成人及繼續教育學系助理教授
12:00-13:30	午休
場次 C2 五福廳 13:30-15:20	主持人：白秀華 ／ 國立高雄大學人文社會科學院院長
	1.發表人: 張榮富 ／ 國立臺北教育大學社會與區域發展學系副教授 許淑娟 ／ 國立臺北教育大學社會與區域發展學系碩士生 胡容慈 ／ 國立臺北教育大學社會與區域發展學系碩士生 〈2008 高雄市各年齡層未婚男女擇偶機會〉 評論人: 謝臥龍 ／ 國立高雄師範大學性別教育研究所副教授
	2.發表人: 林文億 ／ 香港城市大學公共及社會行政學系博士生 〈中國社會福利社會化背景下政府購買社區養老服務模式：廣州經驗〉 評論人: 陳明芳 ／ 國立中正大學社會福利學系助理教授
	3.發表人: 廖俊松 ／ 國立暨南國際大學公共行政暨政策研究所副教授 黃佑琪 ／ 國立暨南國際大學公共行政暨政策研究所碩士生 〈荷蘭社會住宅對台灣之啟發〉 評論人: 林勝義 ／ 長榮大學社會工作學系教授
15:20-15:40	茶敘
場次 C3 五福廳 15:40-18:00	主持人：吳濟華 ／ 高雄捷運股份有限公司董事長
	1.發表人: 汪志忠 ／ 東海大學行政管理暨政策學系助理教授 王俞翔 ／ 東海大學行政管理暨政策學系碩士生 〈大眾捷運系統與城市發展：商業空間的變遷分析〉 評論人: 莊翰華 ／ 國立彰化師範大學地理學系教授
	2.發表人: 黃淑俐 ／ 國立臺北大學都市計劃研究所博士生 〈鬆動的傳統城市結構：由社區再生框架談臺灣舊聚落發展〉 評論人: 吳義隆 ／ 高雄市立空中大學兼任助理教授兼高雄市政府參事
	3.發表人: 莫大華 ／ 國防大學政戰學院政治學研究所教授 杜長青 ／ 國防大學政戰學院政治學研究所博士生 〈台北城市發展的美麗與哀愁：全球城市的新想像〉 評論人: 柯志昌 ／ 國立臺東大學公共與文化事務學系助理教授
	4.發表人: 劉恩英 ／ 國立台灣大學建築與城鄉所博士生 〈 City Branding and Urban Tourism: A Case Study of Seoul and Taipei〉 評論人: 吳英偉 ／ 國立高雄餐旅大學旅遊管理研究所助理教授

歐盟城市文化創意產業策略－台灣之借鏡

莊翰華

國立彰化師範大學

摘　要

本文以歐盟城市的文化創意產業政策作為研究主軸，挑選歐盟主要的文化創意產業國家為研究案例，探討文化創意產業政策的實施經驗，作為台灣研擬文化創意產業政策的參考。本文主要分為三個部分，第一個部分分析歐盟及部分國家的文化創意產業及採行的計畫、政策經驗。第二個部分探討台灣引進文化創意產業的背景，目前實施的困境。第三個部分剖析歐盟的文化創意產業政策之特性，台灣欲借鏡歐盟實施經驗應注意的地方。

關鍵詞： 文化創意產業、歐盟、文化產業政策、社區營造

莊翰華　國立彰化師範大學地理學系教授，E-mail: hhjuang@cc.ncue.edu.tw

論客家文化重點發展區與客家文化產業

王保鍵

國立臺灣大學

摘要

　　為落實憲法保障多元文化精神，傳承與發揚客家語言、文化，繁榮客庄文化產業，推動客家事務，保障客家族群集體權益，建立共存共榮之族群關係，政府於 2010 年 1 月 27 日公布實施《客家基本法》。《客家基本法》主要在建構客家母語權、客家文化權、客家文化產業、客家知識體系之保障與發展機制，其中極具發展性且非既有行政措施者，當屬「客家文化重點發展區」。

　　本文擬以「次級資料分析法」及「比較分析法」分析「客家文化重點發展區」之問題，並引介美國特殊目的政府（special- purpose government）概念，讓「客家文化重點發展區」帶動「客家文化產業」發展；而「客家文化產業」之發展，適可實踐「客家文化重點發展區」客家語言、文化與文化產業之傳承及發揚的立法目的。

　　本文檢視行政院客家委員會已公告指定的 69 個「客家文化重點發展區」之鄉（鎮、市、區），初步發現之問題點略有：（1）「客家文化重點發展區」變動性高，易受行政區劃之影響；（2）「客家文化重點發展區」之有效運作須地方自治團體之配合；（3）客家文化重點發展區僅有助於「鄉村型」市鎮之客家族群發展：未解決更迫切的都會區客家族群發展危機。

　　為使「客家文化重點發展區」能確實成為客家語言、文化與文化產業之傳承及發揚的火車頭，本文援引美國特殊目的政府概念，思考將「客家文化重點發展區」建構為「客家語言及文化特殊目的政府」，並以「客家語言及文化特殊目的政府區」為核心，集中資源以發展「客家文化產業」。至發展客家文化產業之手段有：（1）客家文化產業化模式；（2）客家產業文化化模式；（3）整合性模式。

　　客家文化產業之發展，有助於繁榮客庄經濟，並在都會區形成客家特色文化，而可產生五個正面價值：（1）客家「公共化」：客家公共化可強化客家族群自我認同，並有助形成「客家情懷社群」；（2）傳承客家族群文化及語言：客庄經濟繁榮可促使客家青壯年留在客庄工作，也讓客家孩童留在客庄，「習得」（acquire）客家語言及文化，並傳承客家意識；（3）擴大客家的文化認同：建構「客家文化軟實力」：擴大客家文化之吸引力與包容力，讓其他族群也能認同客家族群，並欣賞客家文化之美，以形塑共存共榮的族群關係；（4）實踐立法目的：實踐「客家文化重點發展區」客家語言、文化與文化產業之傳承及發揚的立法目的；（5）孕育偉大的城市：豐富城市文化多樣性與經濟價值。

關鍵詞：客家文化重點發展區、客家基本法、客家文化產業、客家情懷社群、特殊目的政府

王保鍵 國立臺灣大學客家研究中心執行長、特約助理研究員，E-mail: d93341008@ntu.edu.tw

"文化迷思"：全球化與城市生活—以杭州東平巷社區為例

張衛良

杭州師範大學

摘要

　　"全球化"與"文化"是當代社會的時髦話題。城市社區文化能夠深切地反映社會的變化。如何因承傳統文化、適應和創造新文化仍是令人困惑的問題。本項目通過歷史考察與實地調查相結合的方法，以杭州東平巷社區為例，考察全球化背景下老城區社區文化的變遷及其原因，指出東平巷社區空間不斷重構，歸屬認同趨弱；社區文化積澱深厚，傳統力量強大；雖然在傳統文化的消解過程中力求重構一種新的文化形式，但仍不可能形成一種理想的城市文化模式。

關鍵詞：全球化；城市生活；社區文化；東平巷社區

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城市文化景觀的構建與保護—以杭州西湖文化景觀為例

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摘要

城市文化景觀是在人類活動作用下的城市物質形態，是一座城市的活態歷史，反映著文化與自然的和諧關係，具有重要美學價值，其生髮也具有一定的生態規律。本文結合相關史料文獻，以杭州西湖文化景觀為樣本，縱向梳理景觀的發展演化軌跡，解讀景觀的特色與文脈，並將其演進過程歸納為淺灘變潟湖的自然景觀階段、食飲與溉田的農業功能發展階段、"西湖十景"的人文因素注入時期與西湖文化景觀列入世界遺產名錄四個階段。探討西湖文化景觀與城市發展之間的互因互動關係，兩者何以相得益彰，並進而分析城市文化景觀的傳統特色、地域特色、民族特色與現代城市的有機結合問題。交流杭州保護西湖文化景觀的經驗，從中探索城市文化景觀保護和利用雙重性質的應對策略。

關鍵字：城市文化景觀；西湖文化景觀；保護。

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城市影視產業發展策略之探討－以釜山影視產業為例

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摘要

　　台灣影視產業多年來主要經濟活動多座落於北部都會區，其主因在於促進影視產業的重要機構，如無線電視台總部、政府主管機關等，皆設立於區位，雖此，高雄影視產業卻也因痞子英雄的流行，為產業的發展開啟了一扇機會之門，也因痞劇帶動高雄城市超乎預期的發展和收穫，為高雄在地創造將近 5 億元的觀光產值。正如全球許多城市利用在地的特色、人文、資源與地理環境，吸引了不同產業的聚集與形成，如美國加州矽谷的數位科技產業、洛杉磯好萊塢電影工業、瑞士日內瓦鐘錶工業等，在這些城市孕育出世界知名的產業，而產業亦成為該城市的代名詞，故此，該如何透過在地產業的扶植，進而推動城市的發展，成為台灣各大城市可賴以思考借鏡的切入點。南韓釜山城市發展個案為本次研究探討目標之一，釜山電影節可謂亞太地區影視產業的重點活動，該城市也因影視產業，大大提升了釜山的國際知名度，釜山市當地為促進影視產業，成立了電影發展委員會，吸引各地電影公司到釜山拍片和製作，並為影視戲劇的拍攝提供各種便利和支援。委員會成立之後，釜山發展出很多和影像相關的產業，從攝影棚和拍攝景點的建立，到現今後製產業的蓬勃發展（朴光洙先生，2007）。十年來已經讓釜山成為南韓最適宜拍片的城市，到 2010 年為止，南韓電影有超過 40%以上是在釜山拍攝。因此本研究主要目的就是期待透過釜山影視產業發展案例之成功經驗，探討城市如何成功推動影視產業之發展。

　　本研究透過檢視釜山如何建構影視產業之策略與相關活動，進而瞭解其成功關鍵因素，希冀找出台灣各大城市賴以借鏡的經驗學習內涵，然而產業與城市的發展過程係屬於動態且一系列事件的發展過程，其背後繁複的特性，難以經由量性研究進行其因素探勘，故本研究採取質性研究方法，藉由次級資料檢視、文獻分析，確立研究過程不可忽視的歷史證據及價值活動。最後本研究分析出其產業成功關鍵有三，包含推行體制的統一與共識、主產業與相關產業的整體規劃和連結、主動創造國際需求等三大因素。

關鍵詞：影視產業、產業策略、產業活動

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推動澎湖踏涼傘文化滿意度之研究

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摘要

　　澎湖常見的藝陣多由台灣本島傳移而來，只有「踏涼傘」是澎湖特有的藝陣，如何加以保存乃成為澎湖城市發展的重要課題。本研究乃在瞭解參與 100 年澎湖縣藝文特色發展計畫的學生對活動之滿意度。為達研究目的，本研究採用問卷調查方式進行，共發出 164 份問卷，回收 152 份問卷，有效回收率為 92.7%。結果顯示 77.6%學生感覺家長很支持踏涼傘活動，88.8%學生感覺學校很支持踏涼傘活動，93.4%學生對來上課踏涼傘老師的教學方式感到滿意。79.0%學生表示樂意推薦同學朋友參加踏涼傘活動。整體來說，88.8%受訪學生表示滿意踏涼傘文化活動的推廣。針對研究結果，本研究提出積極紮根校園推動、注入創意展現、編寫數位教材及典藏、辦理觀摩及參與廟會慶典活動、積極宣導踏涼傘技藝文化以作為城市文化推廣之典範等之建議。

關鍵字：踏涼傘、滿意度、澎湖城市發展

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以視覺藝術語言訴說城市意象：高雄市與臺北市文化場域中的地標

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摘要

　　城市設計是一種文化創新，不同的城市空間創建歷史記憶給不同世代以形塑一種想像的共同體來共享地理上相同的語言。視覺藝術是一種城市語言，訴說著全球每個城市都面臨到空間的歷史記憶重建。本文主要目的在於論述位處於臺灣南北兩地的高雄市與臺北市如何藉由地標的藝術化過程，結合當地的特殊物理條件，提供在地人們找到屬於本身的認同。研究採取參與觀察與文本詮釋等質性方法，蒐集高雄市與臺北市所呈現的不同視覺地景效果，探討之中的藝術空間創新與轉變效果；進一步結合城市經濟發展的歷史文獻，試圖勾勒出一幅文化場域理論的圖像，藉由在城市社會生活中論述不同宰制和象徵體系所建構的社會秩序概念。這種整體性的方法，不僅有利於了解城市語言的象徵之外，也可以找尋到鑲嵌在城市發展的文化藝術之深層意義。文中初步希望能夠發現與比較高雄市與臺北市特殊的地標設計與發展，在融合不同環境條件許多元素，探討藝術如何拉近與人之間的距離經驗，使得具有差異性的城市記憶性格更具有人性之設計與考量。為臺灣南北兩地特殊文化的發展脈絡，找到城市成為一種發散的舞台，進一步連結著生活在此空間的人，具有可以獨有與共享的記憶，並且凝聚出一種可供對話的想像共同體思維與認同。

關鍵字：視覺藝術的記憶、文化建構、歷史想像共同體、地理語言、象徵地標

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台北城市的文化和創意-以華山文創園區為例

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摘要

　　我國近年著重在六大新興產業：醫療、觀光、生技、農業、能源以及文化。文化產業更是近年來所關注的焦點，諸多屬於文化創意產業活動不斷地興盛，特別是在台北。台北近年來就在文創產業投入許多心力，像是去年的花博、今年設計展，無一不是在台北舉行。或可以說，台北因為人口和資源的關係，更是適合發展文化創意產業。隨著文化園區的興盛，像是華山文化創意園區的再造，以及台北和寶藏巖國際藝術村興盛發展，台北看似前程似錦。然而台北還是有被詬病在太過著重在國際層面而忽略對國內本身的發展，以及經費分配不均等入把錢集中在特定已成熟發展組織，而忽略掉了對於基層的建設等問題。在這時候問題意識就跑出來了？台北的文化創意發展是如何？現階段發展的場域有哪些？以及從公部門介入的文化創意發展又是如何影響？

佛羅里達(Richard Florida)提到創意城市需要三個特徵：科技(Technology)、人才(Talent)、和包容力(Tolerance)。在創意部門的發展(creative sector)會主以帶動整體經濟環境的發展。然而人才也需要文化的休閒場所，用來聚集且激發創意。需要一種文化和創意的交互作用，才能激發出火花。

而此文章的討論重點在於，文化和創意是一個城市所需要的，那公部門會在這當中扮演什麼樣的腳色？一種提供者？一種輔助者？一種主導者？一種支持者？一種旁觀者？本文試圖討論公部門在此產業發展所扮演的腳色為何？以及做了什麼，和能做什麼？為了限縮研究範圍，我把範圍聚焦在華山文創園區，主要是因為他是台北市第一個有規劃的文創園區，二來是華山文創園區發展已達到一種定型的階段，而不會有太多的變化。本文試圖探討政府是否只有扮演一個場域的提供者，而或是有著充分的規劃和討論，還有政府在產業發展所扮演的地位又是何？希望能夠經由此文章來一一釐清這些問題。

關鍵字： 創意城市、華山文創園區

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台中市中區第一廣場東南亞族裔聚集活動與都市發展關係

之研究

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摘要

　　近來台中第一廣場一帶已成為東南亞族裔聚集場所，使得原有都市空間的使用產生轉變。對當代都市規劃者而言，東南亞族裔在都市規劃與空間活動所扮演的角色已不容忽視，因此本研究目的便是探討東南亞族裔聚集對空間所造成的影響。

　　本文透過田野調查的方式，發現東南亞族裔聚集對當地產生三項影響：「空間分佈」、「空間使用」以及「經濟」。本研究將此影響內容加以剖析後，反思在主流強勢的都市規劃中，這群外來者是否也應具有對自身生活空間表達的權力，希冀藉由本研究可提供中區未來多元發展不同的啟示。

關鍵字：東南亞族裔聚集、權力地景、都市治理

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在城市中創業：全球化城市發展中的南方開創經驗

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摘要

　　本研究試圖通過二個大高雄區域的文創創業個案，從中思考：全球化架構下的城市創業行動同時如何受到全球化與城市在地特性的二重影響？城市創業者如何找到自身的定位與城市創業行動的切口？

　　以敘說探究法分析這二個文創創業故事後，本研究發現：1)城市創業者運用「在地知識」找到在全球化架構下的創業定位；2)城市創業機會來自對城市在地生活與文化缺口的洞察；3)通過「想像製造」得以體現城市創業行動的開創實踐。研究者認為，這些城市中的創業行動，不但體現了城市創業行動如何可能改變城市的風貌與市民生活、影響城市發展，也提醒我們必須在城市發展的規劃中納入創業的想像。

關鍵字：開創、全球化、城市創業、敘說探究

從五都一週年反思原住民族自治問題

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摘要

　　五都體制於 2010 年正式上路。這項多層次的制度基礎改造工程，為台灣地方自治史開啟了新頁。不過，由於此項改革所涉層面既深且廣，內部磨合及其所帶來的衝擊，在風光上路一週年之際也一一浮現。在各項問題中，本次制度轉換對原住民族的影響極為深遠，卻也常為人所忽略。基此，本文擬從理論與實際等兩個面向，檢視五都上路對原住民族所帶來的挑戰。分析後發現，五都體制創造出一「新都市原住民」的類別。這群身處原鄉的「新」都市原住民，一體適用了地方行政制，致使五都在拉近區域差距的大纛下，出現非預期性的區與區間失衡。此外，由於地方制度法修正之初，並未特別考量原住民族的需求，以致傳統山地原住民（山原）區的區長選派、山原市議員議席劃定、選出等問題上都出現問題。本文認為，在原住民族自治法尚未通過之前，吾人宜審慎思考是否回復各都山原區的自治。如此一來，一方面可提早對原住民族全面自治做準備，他方面亦可落實憲法及原住民族基本法所賦予的原住民族自治保障。

關鍵詞：2010 年五都改制、原住民族、自治、原住民除自治、民主赤字

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社會建設背景下的大陸城市社區治理問題探析

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摘要

　　大陸從 20 世紀 90 年代開始推動城市社區建設，城市社區治理由此開端。時值大陸經濟、社會發展的關鍵時期，即從經濟建設為主的階段轉向社會建設為重點的新階段，大陸社區建設的重心悄然發生變化，社區治理的重要性凸顯。城市社區治理的實踐在兩個層面展開，一是在政治層面，自上而下推動的城市社區自治和自下而上湧現的城市社區業主維權等社區運動，在社區這個特定場域中展開權力博弈，進而孕育適合不同社區需要的社區民主；二是在社會層面，各類社區微型草根組織（包括社區網站、論壇等）在滿足社區不斷增長的物質、精神生活需要的同時，也成為社區治理的重要組織載體。但在社區管理體系中政府角色再定位、滿足業主階層多層次參與需求、多樣化類型社區治理、社區組織體系培育等方面對社區治理創新提出現實命題。從社區治理結構、組織保障、參與機制和治理資源涵養四個方面提出社區治理創新的路徑。

關鍵字：社會建設；社會轉型；城市社區治理

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一城兩制？新自由化下香港都市治理的空間爭議

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摘要

　　對於 1997 年 7 月 1 日解殖後香港都市治理的缺乏效能，目前相關學術社群已有諸多討論。然而，這些文獻卻少有針對當前香港新自由城市形構的觀點進行深入分析。基於地理學領域近年對新自由城市發展模式所作的反思性討論，本文主張，有效的都市治理取決於國家機器（政府）、資本及市民社會間的協作關係。健全體制乃是奠定在都市政權結構中國家-資本集團及國家-社會集團間平衡的協調基礎上。這些不同的集團，各自強調都市地景中不同的空間形式、價值及尺度。若無法平衡反映在空間生產上時，即會深化都市治理的危機動向。雖然 97 後香港是一個典型的新自由城市，但是也展現出若干反映都市危機的治理亂象—起因在於過度強調跨國資本積累的利益，導致空間生產的爭議因此爆發。藉由探索地產主導成長聯盟如何塑造並壟斷戰後都市紋理，本文指出，香港當前都市政權在邁向新自由化過程中具有圖利國家-資本利益之傾向。進而，本文探索解殖後都市轉型，發現香港當前反對親商政權的新興市民社會及社會空間價值已經逐漸浮現。透過觀察 97 後具爭議性的城市規劃項目，比較其中國家-資本集團與國家-社會集團間關注的空間形式、價值及尺度間的差異，本文對於為何當前都市政權為「地產霸權」宰制提出分析，並解釋此一政權結構如何影響當前都市治理亂象。本文發現，當國家-社會集團逐漸展現出有別於殖民時期的影響力時，而地產主導的國家-資本集團仍享有設定治理議程的決定性優勢。只要協調空間生產的機制仍無法保持平衡時，治理亂象的僵局仍將持續下去。

關鍵詞：新自由城市、治理亂象、地產霸權、都市政權、爭議空間生產

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高雄市發展成為區域產業營運總部策略研究

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摘要

　　根據《財富》最新公佈 2007 年全球前五百大企業的數據顯示，這些大企業都是以這些競爭力較強的城市為設立的據點，因為全球化時代的來臨，這些城市成為世界最具影響力的中心。著眼於兩岸，隨著江陳會簽訂的四項協議、海峽西岸經濟區的崛起，使得成為亞太樞紐的契機又再次的出現，如何利用高雄市擁有海空雙港城市的優勢來與世界接軌，是高雄市提昇競爭力，邁向國際城市的重要課題。

　　本文經由國際城市比較分析及產業問卷，結合「移轉份額分析(Shift-share analysis)」，來了解哪些產業對高雄市來說是有潛在利基的，以對高雄市的產業做定位。並計算三種不同效果：全國就業效果(National Growth Effect)、產業組合的成長效果(Mix Industry Effect)和區域競爭的成長效果 (Region Competitive Effect)以歸納出高雄地區產業之就業及經濟成長受到全國、產業組合、及區域競爭的影響。並經由探討產業設立經營運總部之潛在關鍵因素之分析，進一步建構高雄市發展區域產業營運總部指標與各項條件得分試算，得出推動關鍵因素除了政府支援、傳統產業再升級、扶植特色產業聚落及培養人力資產，也提出短、中長期策略，期許可以明確的指出未來高雄市發展產業區域營運總部之策略方向，以提升其城市競爭力。

關鍵字：區域產業營運中心、營運總部策略、產業移轉、移轉份額分析

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東亞全球化城市中的「經理人」實驗：台北轉型經驗解析

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摘要

　　近三十年來的全球化是一個將世界重整為相互依賴的體系，也是未完成的過程。當它著床鑲鉛到在地社會時，最集中在城市，因而這樣的空間被稱為「全球化城市」（globalizing city）。有趣的是，在東亞城市中，這個在地化過程非常仰賴擁有城市管理專業能力的「經理人」，由他們來翻譯全球化的意義、方向、個案及未來，並將之轉化為專業和行動語彙，造成在地城市全球化論述與想像。本論文企圖從這群體的語言和實踐著手，以九Ｏ年代的台北和上海轉型經驗為例，探討東亞城市在全球化過程中所出現的多元軌跡。

　　「城市經理人」（urban agents）在這篇論文中，可暫時分成三種範疇。一種是地方政府中負責城市發展或研究部門的專業技術官僚（urban beauracracy），第二種是擁有空間專業技術的建築、設計、開發或顧問公司及專業者（urban advisor/designer/professional），第三種是與在地社區、社會和民主運動結合的「專業改革者」（urban reformer）或稱「另類專業者」（alternative professional）。他們在城市全球化過程中都扮演著非常關鍵的「全球主義」（globalism）的翻譯者，進行全球夢的勾勒，也是牽動在地城市轉型的歷史行動者，在台北和上海這兩個完全不同的政治意識型態及治理體制中進行「全球在地化過程」（process of glo-calization）的勾聯，以及地理-歷史條件（geo-historical condition）之形塑。本文將針對這三種不同專業社群所提供的全球化論述、地景設計、空間轉型策略及城市想像等進行分析和比較，以深入瞭解東亞城市的全球在地化過程。

　　本論文的研究方法，基本上是以質化分析與田野訪談為主。針對台北和上海兩個城市地方政府的研發管理單位進行深入訪談，以掌握其對全球化城市的未來想像與期待，並以九Ｏ年代兩個城市以「全球化」為名的都市政策、都市計畫圖、空間轉型策略及全球地景（標）改造行動為分析對象。再者，特別挑選兩個不同治理體制中的城市個案進行轉型經驗之比較，是為了掌握東亞城市全球化經驗與歐美不同的特性。以台北為例，它擁有後殖民城市的特殊性，所以它的全球化軌跡跟殖民經驗息息相關；而上海，則擁有後社會主義城市的特性，它的全球化策略必須處處與社會主義意識型態周旋。曾經擁有的殖民歷史軌跡，除造成區域差異外，也使它們擁有一種在地實驗及在地創造的潛能。

關鍵字：全球化城市、東亞、全球在地化過程、城市經理人、城市改革者、全球主義、地理-歷史條件、後殖民城市、後社會主義城市、台北、上海

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台灣新五都架構之台中市發展競合策略分析

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摘要

　　在全球化浪潮與國際接軌下，搭著目前新國土規劃下，台中市與台中縣合併為中部區域最主要的核心都市，面對此一競爭發展的新趨勢，新台中市必須好好考慮未來都市之發展模式與全球化架構下之競爭優勢。而目前新台中市也正面臨進行「區域的整合與合作」之重要議題，唯有共同合作才能解決區域內各項因行政界線所產生之課題，提升政府效率，提出屬於自己都市發展的競合策略，如此才能因應全球經濟的激烈競爭，走出一條屬於台中自己的新道路。

關鍵詞：全球化、城市治理、五都直轄市、台中市、競合策略

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兩岸共同治理與平潭城市發展研究

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摘要

　　在目前兩岸關係和平發展的有利時機下，推進平潭綜合實驗區的開發開放，對於促進海峽西岸經濟區加快發展，推動兩岸交流合作向更廣範圍、更大規模、更高層次邁進，具有相當重要的現實意義。平潭城市能否發展成為兩岸民眾共同生活的家園，這在很大程度上要取決於平潭城市的最終發展水準，取決於它是否有吸引臺灣民眾的獨特優勢。本文從五個部分來進行闡述。第一部分主要是關於治理的概念及其相關理論梳理，主要為本文提供理論的借鑒與輔陳。第二部分主要就海西戰略與平潭城市發展的定位及功能等進行了分析。第三部分主要闡述在平潭城市發展治理過程中，兩岸共同治理的主體、範疇及目標的問題。第四部分主要從兩岸社區模式建構的角度來進行分析。本文認為建立兩岸社區應是平潭城市治理的方向與路徑。第五部分是結語。強調在平潭城市的治理過程中，應切實把公民社會組織納入政府政策過程中的第一位，也就是說在平潭要給兩岸公民社會一個完全參與的身份，這或許是平潭城市最終實現兩岸治理的關鍵環節。

關鍵字：海峽兩岸、共同治理、平潭綜合實驗區

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民眾對兩岸經貿交流認知—實質利益或認同因素之考量？

2010 直轄市市長選舉個案分析

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摘要

本文目的主要在於瞭解馬英九自 2008 年就任後，民眾對當前「兩岸經貿交流政策對於台灣經濟影響」的看法，並且比較三個直轄市（台北市、台中市、高雄市）間，民眾的認知差異。

分析發現民眾對馬英九之兩岸經貿交流政策「對於台灣整體經濟影響」看法上，認為變好者比例由北而南減少，台北市最高，其次為台中市、高雄市；而民眾認為台灣整體經濟變壞比例則是由北而南增加，台北市最低，其次為台中市、高雄市。在兩岸經貿交流政策上，民眾認為兩岸經貿交流對台灣整體經濟會變好，但對家庭經濟較無影響。再者，北部民眾看好台灣整體經濟會變好，南部看好會變壞的現象，與政黨的地域得票相符；而卡方檢定顯示，家庭收入、政黨認同與「兩岸經貿交流之整體經濟」、「兩岸經貿交流之家庭經濟認知」都有關聯性存在；控制家庭收入分析的結果，民眾的政黨認同與兩岸經貿交流（整體經濟認知、家庭經濟認知）認知仍有顯著關聯性存在。

因此民眾對兩岸經貿交流認知，除了地域性差異外，兩岸經貿交流對於台灣的經濟之好壞，可能只是政黨認同的另外一種形式反應，而從這個角度的政黨認同，可視為情感上的認同，或視為 Fiorina 所言之「最低成本的理性抉擇」。

關鍵字：政黨認同、兩岸經貿交流、經濟投票、投票行為

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邊境城市的交流與發展：初探那國町與花蓮市國境交流特區

之建立

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摘要

　　作為日本中央政府與地方政府與那國町的相對位置來說，藉由那國町地方發展為研究基礎，從島町欲重振地方建設的視野，初探和我國花蓮市所研擬推動「國境交流特區」的建立。首先，以歷史制度面做分析，描述邊境城市的形成；其次，探討雙邊城市對建立「國境交流特區」的實踐。再者，作為面對國家安全與振興島嶼經貿的抉擇，事實上，依然受到軍事戰略所主導。因此，主張透過「文化交流特區」的建立，才會是未來合作的軸心：一者，不僅可以做為重振地方經貿的政策發展；二者，亦可帶動我國與日本雙邊交流的和諧，與緩和彼此間在島嶼主權的爭議。

關鍵字：與那國町、花蓮市、國境交流特區、文化交流特區、防空識別區

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「平潭綜合實驗區」與「高雄港自由貿易港區」於兩岸戰略位置之比較

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摘要

2011 年 3 月，「加快平潭綜合實驗區開放開發」寫入國家「十二五」規劃綱要和國務院批准的《海峽西岸經濟區發展規劃》，「平潭綜合實驗區」上升為國家戰略，其中諸多「特中之特」與台灣息息相關的政策，成為相當令人注目的焦點；高雄港自由貿易港區於 2004 年 3 月 18 日核定，並於 2005 年 1 月 1 日開始營運，也在近日擬規劃擴大以「高雄港自由貿易港區」為核心的「自由經濟示範區」。後 ECFA 時期，兩岸經貿將進入更激烈的競合關係，針對這兩二實驗區/示範區，兩岸主政各自有更高的戰略盤算，高雄港自由貿易港區可說是「聯太阻中」；而「特中之特」之「平潭綜合實驗區」可說是「聯台吸台」，即結合一部份台灣人才、資金，來吸引更多的人才、資金，更進一步說，吸納更多的民族情感。

關鍵字：平潭綜合實驗區、高雄港自由貿易港區、自由經濟示範區

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構建學習型城市的杭州經驗

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摘要

　　本文利用文獻分析法、實地調查法，總結了杭州構建學習型城的經驗。研究認為，政府主導下的制度保障是杭州構建學習型城市的關鍵，社會團體組織和民眾的積極活躍的參與是構建學習型城市的政策前提。建立覆蓋全市、全民共用的公共文化服務模式、構建終身教育體系和學習服務體系、創造學習型組織、促進市民學習的多樣活動載體是杭州構建學習型城市的特色措施。特別是專門為外來務工人員開設的公益性的新杭州人文化家園，給新杭州人提供了融入城市的知識供給，是杭州經驗的重要創新。

關鍵字：學習型城市；杭州經驗；學習體系

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城市，是一所學校—社區大學推動城市學習的角色與實踐

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摘要

學習型城市作為一個領航城市學習的上位概念，將因城市的內外部環境條件，以及推動的關鍵主體（公部門的治理思維，以及教育團體的辦學理念與組織能量）而有不同的可能性。本研究此嘗試探究目前國際推動學習型城市的做法，並以社區大學的民間教育團體推動在地城市學習的角色與能動性進行研究，提出從教育團體為主體的城市學習推動模式。

研究案例以國內 8 個社區大學所推動的未來家園行動作為個案，研究方法採參與觀察、訪談與檔案資料的文本分析，分別從教育實踐、校務發展與社區行動三個面向探討方案推動的方式，並從個案分析提出現階段社區大學推動城市學習的角色與可能作法。

關鍵字：社區大學、學習型城市、未來想像教育、積極公民、社會創新

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全球化的成人教育趨勢與發展

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摘要

　　全球化造成跨國界的政治、經濟、文化、社會等各種思想、行為、活動、制度與價值體系之影響，讓全球人類統合在共同與一致的聯合國與地球村。是以，全球化具有領域界線模糊、人際互動頻繁、價值體系一致、文化型態融合、優勢文化主導、生存發展牽連等特性。但全球化卻造成了消除個殊化、對原有社群的崩解、去地方化、後殖民主義的興起、文化霸權與符號暴力的橫行、資本決定市場的機制等負面衝擊。而全球化亦造成成人學習者遭遇全球文化與在地文化發展的兼容並蓄問題、數位學習落差的障礙、國際通用語言能力不足、知識半衰期縮短、金融風暴與科技速進造成職涯發展的阻礙等問題。職此，成人教育的目的之設定、內容之規劃與方法的設計，必須因應全球化的發展趨勢，及其所可能帶來的衝擊，始能讓成人面對全球化能具備適應的知能與策略，以創造幸福美滿如意的豐富人生。

關鍵詞：全球化、成人教育、後殖民主義、文化霸權

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2008 高雄市各年齡層未婚男女擇偶機會

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摘要

　　晚婚或不婚(年長未婚)的現象近年在台灣快速形成，而都會區如高雄市則更加明顯。各年齡層擇偶機會的改變是否是導致都會區男女晚婚或不婚的原因呢？本文將運用戶政司人口統計中的未婚男女的年齡層資料和新郎及新娘結婚對數資料，依人口學者 Veevers(1988) 融合擇偶年齡偏好與年齡層性別人口兩大因素所成的可婚指標（Availability Index）方法，首先計算 2008 年高雄市未婚男女可婚指標，以評估高雄市各年齡層男女擇偶機會及其性別差異。其次，再與全國及台北市未婚男女的可婚指標比較，以分析高雄市與全國及台北市未婚男女擇偶機會的差異。本文研究結果顯示：(1)高雄市男女擇偶機會的好或壞要視年齡層而定。年輕男性與年長女性的擇偶機會較低，而年輕女性與年長男性的擇偶機會卻偏高。(2) 高雄市 25 歲以後男性擇偶機會高於全國平均；高雄市 30 歲以後女性的擇偶機會低於全國平均。此結果凸顯高雄市女性不只晚婚，因晚婚而導致不婚的風險也比全國平均還高。

關鍵詞：婚姻市場、年齡偏好、可婚指標、擇偶機會、性別差異

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中國社會福利社會化背景下政府購買社區養老服務模式：

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摘要

　　中國社會福利社會化發展過程中，政府和社區組織在社區服務建設中的各種資源投入在一定程度上保證了老年社區服務場地、設備等硬體設施的提供，但是老年社區服務的總體狀況卻不容樂觀：政府在服務資金方面投入少、民間非營利組織缺位或正當性不被認同、受益群體有限、服務重複、忽略老年群體的心理和精神需求、服務資訊傳遞效率低和傳統照顧觀念的衝擊等問題的存在使得社區老年服務發展緩慢，甚至停滯不前。本文通過梳理社區養老服務社會化政策和不同時期對廣州市兩個街道社區養老服務工作進行田野調查基礎上，分析政府購買社區養老服務模式對社區養老服務供給體系的影響，探討構建全面照顧模式（holistic care model）以實現社區養老社會化目標的關鍵要素。

關鍵字: 社會福利社會化　政府購買服務　社區養老服務

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荷蘭社會住宅對台灣之啟發

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摘要

在住宅市場裡，經濟與社會弱勢的人民，飽受「買不起」、「租不起」、「進不了」、「住不了」等多重困境，而當前最主流作法為興建社會住宅，採「只租不售」以保障居住人權。

荷蘭是推行社會住宅最成功的國家，其比例高達 32%，主要歸功適切的政策配套。反觀台灣，符合社會住宅定義的數量，僅僅占全國住宅總量 0.08%，要大量興建時往往面臨標籤化、鄰避情節以及延伸的地價及後續維護管理等問題，是台灣推行社會住宅首要克服的限制。
本文旨探討荷蘭社會住宅政策制定的審思與經驗學習，及其為台灣帶來的啟示。
研究方法採文獻分析法和比較分析法。

關鍵字：社會住宅、居住人權、標籤化、鄰避情節

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大眾捷運系統與城市發展:商業空間的變遷分析

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摘要

隨著民眾對於公共運輸服務需求的日益增加,發展大眾捷運系統已成為全球改善城市交通、環境與社會問題的主要策略,因此大眾捷運系統已是各大城市積極爭取的重要交通設施。但是,基於催化效應與可及性效應,交通建設的興建經常對城市發展帶來影響。因此,本研究主要將從商業空間變遷的分析觀點,探討大眾捷運系統對於城市發展的影響,並以高雄市為例,使用 2007-2010 年的商業登記資料,針對批發零售業與住宿及餐飲業兩個類別,運用地理資訊系統(GIS, geographic information system)進行縱斷面分析,透過空間關係的呈現與分析,具體觀察高雄市大眾捷運系統的營運所造成的商業空間變遷趨勢。研究發現:大眾捷運系統對於捷運沿線各里產生的整體商業催化效應與可及性效應,主要是在捷運營運後,但是並不顯著,而在捷運營運前則無預期整體效應可被觀察到。

關鍵詞: 大眾捷運系統;城市發展;商業空間;地理資訊系統

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鬆動的傳統城市結構－由社區再生框架談臺灣舊聚落發展

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摘要

　　在臺灣殖民城市的背後，我們不僅發現到一組藉由外力改變自身的運作模式，其中，更同時並列著傳統與現代的圖像。而在地理空間的發展脈絡上，它是充滿著離散與混雜的話語，而我們所要關注的是：在城市結構的變異下，對都市聚落產生的影響為何？本研究理論框架擬採用後殖民批判做為原型，並使用「社區」做為貫穿全文討論的關鍵。

　　其目的主要有三項：第一，比較東、西方社區意義上的異同。第二，論述臺灣在殖民城市形態特徵下，由傳統聚落到現代社區過程中公共領域的變異與失落。第三，以臺南五條港舊聚落做為實質分析之樣本，討論社區再生的再結構問題。

　　研究結果產出方面，旨在提出一種真實面對臺灣都市聚落問題的發想。它應是架構於特定區域下，透過集體意識與地方性所共同積累出的再生經驗，而非只是套用於國家機器的統一形式範本。

關鍵字：社區、社區再生、公共領域、場所、五條港舊聚落

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台北城市發展的美麗與哀愁：全球城市的新想像

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摘要

　　想像，是一套既存的社會價值體系所投射出來的虛擬願景，其與夢想的差別，在於可實現程度的多寡。從發展的歷史途徑來看，長久以來，台北城市對於全球城市的想像，在精神上信仰者傳統西方自由的意識型態觀點（The Liberal Perspective），在政策上卻採行「發展型國家（developmental state）」的作法，普遍透過國家干預的方式促進產業的發展，而城市面貌則成為當代國家政策的實體展現。1990 年代之後，國家機器開始投入大量資金強化基礎建設，台北對於世界城市的想像已經與經濟全球化的世界金融城市相連結，開始構建「亞太金融中心」、「臺北金融中心」等巨大城市的夢想藍圖，亦反應了我國與全球城市都心發展的「全球同質化」現象。

　　1997 年與 2008 年兩次金融危機嚴重衝擊全球許多高度經濟自由化的世界城市，台北城市雖然受創有限，此時我們應當開始省思，單以經濟發展的角度來決定台北主要的空間聚集特色並無法達成讓台北擠身為世界城市的願景。在「全球的同質化 (global homogenization)」都市發展趨勢上，台北城市需要思考「特異性的政治 (the politics of particularity)」定位，有效評估現有資源、特色（城市原有的紋理），發展出一個能讓本身地理條件、在地創意、自然生態、在地紋理與經濟能量都能有效結合的而永續發展的世界城市位置，讓台北城市的想像，不再是遙不可及的而毫無特色的「夢想」。

關鍵字：全球城市、世界城市、全球化、全球金融危機、都市計畫

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City Branding and Urban Tourism: A Case Study of Seoul and Taipei

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摘要

City Branding has become a contemporary design practice of local government for promoting tourism in recent years. Its application, largely through urban tourism marketing, to the definition and communication of the characteristics of locations suggests an alternative line of inquiry beyond building criticism. In Seoul city, in order to develop new image and increase city competitiveness in the long term of tourism, city's public design has to be fostered. Meanwhile, for increasing competitiveness of Taipei's tourism have been involved policies with mega-event that may create more internationally attractive place, it is both physically and economically branding the city's image and attracting more foreign tourists. The purpose of this study is to discuss the improvement of urban tourism as means to design urban area and to strengthen competitiveness by city branding. For this, the paper investigates cases of Taiwan and Seoul of urban tourism in different contexts such as culture, mega-events and local government's design policy.

關鍵字: city branding, urban tourism, mega-events, design policy, globalization

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Strategy of Culture Industry in the EU City: Lessons for Taiwan

Han-Hwa Juang

Abstract

This paper aims to explore the experience of strategy of culture industry in the EU, and its implications for the culture industry in Taiwan. The EU experiences of culture industry mentioned in this paper include the practical policy or issues faced by the EU, as well as the theoretical or conceptual debates among member states in the EU. It is revealed that the practical and theoretical issues have equivalent impact on the policy implications for culture industry in Taiwan. Three sections are presented. The first takes some of the more well-known cases among member states in the EU and assesses their merits. It is also mentioned of how strategy may take place at difference levels, and the argument about the effects of program and institutions. The second focuses on the progress and effects of the endeavors by the Taiwan organization and the results for culture industry areas. The last section reveals the strategy implication for the culture industry in Taiwan.

Keywords: culture industry, European union, culture industry strategy, community empowerment

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Discussion on key Hakka Culture Center and Hakka Culture Industries

Pao-Chien Wang

Abstract

The government passed the "Hakka Basic Law" to implement the multi-culture of constitutionalism, to promote Hakka language and culture, to bloom Hakka culture industries, to advance Hakka affairs, to protect the collective interests of the Hakka and establish the coexistence of ethnic relations. The main purpose of Hakka Basic Law is for developing the Hakka language, Hakka culture, Hakka culture industries and Hakka knowledge system. Actually, the most important function of Hakka Basic Law should be the "key Hakka culture centers".

The methodology of this article is secondary data analysis and comparative analysis. Also, this article analyzed the problem of key Hakka culture centers and introduced the special-purpose government of America. The key Hakka culture center could accelerate the development of Hakka culture industries and the development of Hakka culture industries could practice the legislative intent of protection Hakka language, culture and culture industries.

This article examined the 69 key Hakka culture centers, designated by Council for Hakka Affairs, and found some problems, which include: (1) key Hakka culture center is easily changed by administrative divisions; (2) the effective operation of key Hakka culture centers need the assistance of local governments; (3) key Hakka culture centers only benefit to the rural town whereas unresolved the development crisis of Hakka in metropolitan area.

This article suggests that the key Hakka culture center could develop to "Hakka language and culture special purpose government", quotation from special purpose government of America, for promoting Hakka language, culture and culture industries powerfully. Also, Hakka language and culture special purpose government could focus on developing Hakka industries through pooling of resources. Additionally, the ways to develop Hakka culture industries should include: (1) the model of industrialization of Hakka culture; (2) the model of culture of Hakka industries; (3) the model of integrated mode.

The developing of Hakka culture industries could contribute to the economical prosperity of Hakka-township and the characteristic Hakka culture in metropolitan area. Moreover, Hakka culture industries could bring five values, which include: (1) public discussion of Hakka affairs; (2) passing down Hakka language and culture; (3) expanding the attractiveness of the Hakka culture; (4) accomplishment legislation purpose; (5) enrichment the cultural diversity of urban city.

Key word: key Hakka culture centers, Hakka basic law, Hakka culture industries, Hakka image community, special purpose government

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"Cultural Myth": Globalization and Urban Life – In the Case of Donping Lane Community in Hangzhou

Wei-Liang Zhang

Abstract

The "globalization" and "culture" is the popular topics in the contemporary society. How to inherit the traditional culture, adapt and create the new culture is still a confusing question, the urban community culture can deeply reflects the change of society. This project investigates the cultural changes and reasons of old urban communities under the globalization through the method of the historical research and the field survey in the case of Dongpingxiang community in Hangzhou, and points out that the community space is continuously reconstructed in history which the identification of residents tends to weakening. The community has the profound cultural background, traditional forces are strong. Although they try to reconstruct a new cultural form as the traditional culture fades away, but can't create an ideal mode of urban culture.

Keywords: globalization; urban life, community culture, Donpingxiang community

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Construction and Protection of the Urban Cultural Landscape: HangZhou West Lake Cultural Landscape as an Example

Yi-Yi Chen

Abstract

Urban Cultural Landscape as one of the urban material morphology under mankind's activity is an activated history for a city. Urban Cultural Landscape turned out to be an aesthetic value on the construction of the harmonious relationship between culture and Nature. The origin and evolution of Urban Cultural Landscape has a certain ecological law.

The paper arranges vertically development of landscape evolution with the related historical documents using West Lake cultural landscape for the sample and interprets characteristics and context of West Lake cultural landscape. Shoal turning out to be lagoon, agriculture functional development phase of the relationship between drinking and irrigation, the injection of human factors for "Ten Views of the West Lake" and West Lake cultural landscape included in the World Heritage list are four stages of evolution process in landscape evolution .

The paper explores the mutual interaction between West Lake cultural landscape and urban development, and these two aspects how to complement each other. The combination of the modern city and traditional regional and national characteristics of the cultural landscape are also analyzed.

Sharing the experience of protecting West Lake cultural landscape in Hangzhou, from which to explore the city cultural landscape conservation and utilization is dual nature of coping strategies.

Key Words: urban cultural landscape, west lake culture landscape, protection

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Exploration of the City to Promote Media Industry's Development: A Case Study of Busan's Media Industry Development

Hsin-Hsin Chen

Abstract

The major economic activities of media industry in Taiwan has been mostly focused on the northern urban areas for years as those significant organizations, such as terrestrial TV headquarters and governmental organs, are located in this area. However, the media industry in Kaohsiung has started a good opportunity for its development due to the trend of Black & White. Moreover, this trend brought much more development and outcome to Kaohsiung City than expected that nearly 0.5 billion dollars of tourism has been achieved in Kaohsiung. Many cities in the world wisely use their local characteristics, humane culture, resources and geographic environment to attract different industries gathering and formation (e.g. digital technology industry in Silicon Valley, California, USA; Hollywood film industry in Los Angeles; clock & watch industry in Geneva, Switzerland) to develop well-known industries when the industries have also become milestones themselves. Similarly, it is hereby crucial for each big city in Taiwan, from a perspective of the experiences in other cities, to consider and/or understand how to aid the growth of local industries and further promote the development of one city. The case study of Busan's urban development is one of the study topics to be discussed. Busan Film Festival is a key event for the media industry in the Asia Pacific zone. Actually, the media industry in Busan has also raised Busan's international fame. In order to promote the media industry, Busan City established Film Development Committee to attract film companies from everywhere to make and/or produce films in Busan, and provided convenient support to the shooting procedure in every aspect. Busan has developed many image-related industries after the establishment of the committee; for example, the establishment of film studios and shooting spots and the flourishing of off-stage production nowadays (Po Guang Zhu, 2007). Busan has become the most appropriate city of making films in South Korea over the past ten years. Until 2010, there were over 40% South Korean films made in Busan. Thus, the study aims to discuss how a city to promote the development of media industry successfully, based on Busan's successful experiences.

This study reviews how Busan made strategies and relative activities for the media industry and further understand its key factors to succeed, in hopes of finding a similar experience and/or module for big cities in Taiwan to learn from. However, the development of one industry and one city is a dynamic process in series that it is difficult to analyze the factors with a quantitative study, especially for its complicated characteristics behind. Therefore, the study applies a qualitative methodology to confirm the historical evidences and valuable activities which cannot be neglected during the analysis with sub-data review and documentary analysis. Finally, the study sums up three key points for a successful industry – union and common consensuses to execute the system, overall planning and connection among major industries and relevant industries and active creation of international demands.

Keywords: media industry, industry strategy, industry activities

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Satisfaction on Promoting Tap Parasol Culture in Penghu City

Su-Chang Chen and Ling-Ling Jing

Abstract

This study is to understand the students' satisfaction for participating 2011 Penghu Tap Parasol Program. This study used questionnaire method. Total 164 questionnaires were issued, 152 valid questionnaires returned. The valid response rate is 92.7%. The results showed that 77.6% students feeled supported from their parents. 88.8% of students feel the school is much supported these activities. 93.4% students are satisfied with the teacher teaching. 79.0% students indicated their willingness to recommend classmates and friends to participate. 88.8% students expressed satisfaction with the promotion of Tap Parasol activities. Based on the findings, this study proposes 5 recommendations, to promote in campus, to inject creativity, to develop digital materials and collections, to propagandize Tap Parasol culture.

Keywords: tap parasol, satisfaction, urban development

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Language of Visual Arts to Narrate the City Image:

Landmarks of Kaohsiung and Taipei Cities in the Field of

Culture

Jeffrey J. Guo

Abstract

City design is an emergence of culture renovation, and urban space creates memory for different generations to shape the imagined community sharing the same language of geography. "Visual arts" is an urban bridge of language telling historical memory reconstruction for every city in the world. The main purpose of this paper is discoursed on Kaohsiung and Taipei Cities, Taiwan, the performance of landmarks by artization for those different people to find out the language recognition belonging to their own space. This study takes participant observation and textual interpretation of qualitative methods to collect different visual landscape effects presenting in Kaohsiung and Taipei Cities and analyze the innovation with change into the space. Such kind of holistic approach not only helps us to understand the myriad challenges of arts in urban innovation, but also emerges the deeper meanings embedded in city cultural arts. The results show that Kaohsiung and Taipei's urban landmarks combine the fusion of many elements, and by arts to build up urban spaces for different people with more identical design and considerations. Context of specific cultural development in Kaohsiung and Taipei finds out the city as a stage to connect the people who live in this space that can have unique and shared memory.

Key words: memory of visual arts, culture construction, historical imagined community, geographic language, symbolic landmark

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Creative and Cultural in Taipei-take Huashan Creative Park

for example

Chia-Wei Sun

Abstract

In Taiwan, Executive Yuan have the six Emerging industries: Biotechnology, Tourism Industry, Green energy industry, Medical care, Quality agriculture, and Cultural Creative Industry. Cultural Creative Industry becomes more and more important industry by now, especially in Taipei. Taipei has many activities about Cultural Creative Industry such as the 2010 Taipei International Flora Exposition and Taipei World Design Expo 2011 were conducted in Taipei. Maybe we could say Taipei has many population and resources so that it could develop Cultural Creative Industry more easily. Taipei's future looks hopeful, but it still have many problems such as where do resources go and how to develop native Cultural Creative Industry. At this time, the problematic comes out: how could Taipei develop Cultural Creative Industry? How could Taipei become a creative city?

Richard Florida mentions that creative city have three T:Technology、Talent、Tolerance. The development of creative sector would promote the development of economy environment. And then Talent needs cultural place to gather to stimulate creativity. Therefore Taipei need place to stimulate creativity.

To point of this article is try to understand which role public sectors play in Cultural Creative Industry. This article takes Huashan Creative Park for example because it is the first planning creative park and it comes to a stable stage. This article tries to understand if state is just a place provider or become more. And how government developed industry, this article tries to clarify these questions.

Keyword: creative city, Huashan creative park

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The Study about Southeast Asian Ethnic Gatherings in First Plaza Taichung City and Urban Development

Kai-Yin Chang and Chien-Yuan Chen

Abstract

In recently, Taichung First plaza has become a Southeast Asian ethnic gathering place, making use of existing urban space to produce change. For contemporary urban planners, the role Southeast Asian ethnic play in the urban planning and space activities can not be ignored. Therefore, the purpose of this study is to explore the impact of Southeast Asian ethnic gathered in this space.

By means of field research, this study finds that Southeast Asian ethnic gathered on the local produce three effects："Spatial distribution", "space use" and "economy". After analyzed the effect contents, this study reflection in the mainstream of strong urban planning, these outsiders should also have the power of expression of their own living space, this study hope can provide the diversified development of the Central District of revelation.

Keywords: southeast Asian ethnic gathering , power of landscape, urban governance

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Entrepreneurship in Cities: the Southern Experience of Entrepreneuring for the Urban Development in the Era of Globalization

Dun-Hou Tsai , Yu-Chung Liu and Chu-Hsuan Li

Abstract

Through two cases of entrepreneurships in cultural and creative industry within the Kaohsiung area, this research tries to consider how the entrepreneurial action is influenced by globalization and the local particularity of cities, and how the entrepreneurs in the cities can orient themselves and find out the opportunity for entrepreneurial action.

By means of narrative enquiry into the two cases, it is found in this research that (1) the entrepreneurs in cities utilize local knowledge to orient their business under the framework of globalization, (2) the opportunity for entrepreneurial action in cities derives from the awareness of the lack in the local life and culture of cities, (3) the practice of entrepreneuring in entrepreneurial action is embodies by the making of imagination. It is argued that the entrepreneurial action in cities not only shows us the possible change in the features of cities and city life, and the influence of the urban development which may result from entrepreneurships, but also reminds us of the necessity of integrating the imagination of entrepreneurships with the urban development.

Keywords: entrepreneuring, globalization, urban entrepreneurships, narrative enquiry

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Rethinking Indigenous Rights in Taiwan: One Year After the 2010 Metropolitan Elections

Chih-Tung Huang

Abstract

After the so-called 2010 metropolitan elections, the formation of local government in Taiwan has ever changed: on the one hand, four new special-municipalities (New Taipei, Taichung, Tainan, and Kaohsiung) have been created; the county-level elections, on the other, have been officially putting into an end. One year after the election, it is time to revisit these changes. This article examines the nature of this reform through the lens of indigenous autonomy. I argue that although it seemed a much-needed reform back in the time, it may have done more harm than good indigenous peoples. More specifically, the present system abandons the long-lasting autonomy; therefore, it severely limits the practice of substantive democracy at the local level. Without the power of self-control, indigenous peoples in Taiwan are more likely to be sinicized/assimilated, which, needless to say, is especially harmful to these already-vulnerable groups. Re-introducing autonomous devices in indigenous townships is desperately needed, I argue.

Keywords: 2010 special-municipality elections, indigenous rights, autonomy, democratic deficit

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Problems of Urban Community Governance in the Context

of Social Construction

Zhi-lan Yan

Abstract

Beginning in the 1990s, the construction of urban communities was promoted and urban community governance was began. In the critical period of economic and social development which was the new stage from economic development to social construction, the focus of building of community has been changing and the importance of community governance was highlighted. The practice of urban community governance was carried out at two levels. One was at the political level, the urban community autonomy promoted from top to bottom and the community movement such as the proprietors safeguarded their rights emerged from bottom to top expanded their power game in the particular field of Community and caused community democracy met for different needs of the communities. Two was at the social level, all kinds of community micro-grassroots organizations (including community sites, forums, etc.) not only met the growing material and spiritual needs, but became the important carrier of community governance. While there existed practical problems in the reorientation of the role of government in the community management system, the multi-level needs of participation of the proprietors, community governance of diverse types of community, the cultivation of community organizations system. The paper put forward the innovation path of community governance from four aspects of the community governance structure, organizational guarantee, participation mechanism and the maintaining of the community governance resource.

Keywords: social construction, social transformation, urban community governance

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One City, Two Urban Regimes: Why the Urban Governance is Spatially Contested in the Neoliberal Hong Kong?

I-Chih Lan

Abstract

There have been many works explaining the ineffective urban governance in postcolonial Hong Kong. However, few of them further the issue from its nature of neoliberal city formation. The paper argues that the effective urban governance relies on the synergetic relationships among state, capital, and civic society. The institutional health premises on the balanced coordination between state-capital and state-society regimes, each of which stresses different spatial forms, values, and scales for the landscapes they pursue. Although the post-1997 Hong Kong is a competitive neoliberal city, it also exhibits several governance chaos of urban crisis resulting from the production of contested space, overvaluing transnational capital accumulation. Through exploring how the property-led growth machine was formed in the postwar urban experience, the paper indicates Hong Kong's urban regime favoring state-capital interests toward neoliberalization. The postcolonial urban transformation is explored to detail the emerging civic society with socio-spatial values opposing to the pro-business regime. Through comparing the different spatial forms, values, and scales between state-capital and state-society blocs from the post-1997 controversial planning projects, the paper illustrates why the coalition has been dominated by "property hegemony" and how it has exacerbated the tendency toward governance chaos. The property-led state-capital bloc enjoys the dominant advantages to set up policy agenda while the influence of emerging state-society bloc is stronger than the previous colonial counterpart. The impasse of governance chaos will continue in the near future as long as the coordinative mechanism to producing space remains uneven.

Keywords: neoliberal city, governance chaos, property hegemony, governance bloc, production of contested space

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A Study of Promoting the Regional Headquarters Economy

for the Kaohsiung

Jih-Hwa Wu and Chih-Chang Ko

Abstract

According to a recent report by Fortune Magazine, 500 top world enterprises all select cities with strong competitiveness as their issue as an home bases. Owing to the globalization, these cities will become increasingly influential. Reflecting upon the recent development between Taiwan Strait, the opportunity for Taiwan to develop herself into a Regional Operation Center reemerged.

Through data collection and analysis, in-depth interviews and seminars, we concluded possible strategies and concrete suggestions for the Kaohsiung City Governance. We hope that through effective strategies implementation, Kaohsiung City can establish her competitiveness compare to cities in the region and re-gain her prominent position in the regional economy.

Keywords: regional operation center, regional headquarter strategies, industry transformation, shift-share analysis

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Urban Agents And Their Global Experiments in Globalizing City of East Asia : A Case Study of Taipei in the 90's

Sabina R. S. Sun

Abstract

The contemporary globalization has been an on-going processes as well as a whole new interdependent systems. The city has been always the base for its embedness, which has been named as globalizing city. Interestingly, the processes of localization depends on those "urban agents" who are responsible for translating the meaning, orientation, cases and the future into professional rhetoric and practices, directing how we talk and imagine about globalization. Through deep search on Taipei case, this paper aims at how the urban agents think, talks and practices in the name of globalization and how they make them into urban reality and multiple trajectories of glo-calities.

Urban agents, in this paper, can be divided into three categories: The first group is urban bureaucracy who is responsible for urban research and development; the second is urban advisers/designer/professionals who own the ability of building, designing, developing and policy advising. And the third is urban reformer or you might want to call it "alternative professionals' who advocate their value by way of social and community movement and democratic reforms. All of these groups are basically the main actors for translating what globalisms contains, what the global dream carries, and how the new urban localities that globalization brought to. In order to understand global city better, this paper intends to provide an analysis for the dominated discourses of globalization, global landscape, spatial transformation and new global imaginery.

Methodologically, this paper adopt mainly qualitative method for collecting those documents and personal interviews。Especially, I intend to conduct my interviews with those urban professionals and managers within the municipal governments for deeper understanding. Secondly, I tried to focus on the master plan for globalizing Taipei in the 1990s as strategies for research. In the case of Taipei, with its straits of being a postcolonial city, the trajectories of globalization coincides with the ones of colonization, which is critically means how histories made the map for spatial transformation. Nonetheless, in addition to regional difference, colonialism never makes barrier for progress but new conditions potentially for local experiments for historical actors.

Keywords: globalizing city, East Asia, process of glo-calization, urban manager/agent, urban reformer, globalism, geo-historical condition, postcolonial city, Taipei

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Co-opetition Strategies of the Taichung Development :

Taiwan Five Municipalities Aspect

Han-Hwa Juang, Chen-Yu He and Yu-Tuan Chang

Abstract

On the wave of globalization and internationalization, together with the new domestic borders, Taichung city and Taichung County merged to become the main core city in central Taiwan. Faced with this new competitive development, New Taichung City should ponder its future city development mode, as well as its strengths under the framework of globalization. New Taichung City is also now encountering the important issue of "regional integration and cooperation." Only with cooperation among regions can Taichung residents solve the problems caused by the new borderlines, increase governmental efficacy, and propose co-opetition strategies of their own, through which New Taichung City may respond to the competitive global economics, and pave its own way to its new development.

Keywords：globalization, city governance, the five municipalities, Taichung city, competition

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Study on the Cross-Strait Common Governance and Urban Development of Pingtan

Xian-Cai Chen

Abstract

Under the favorable opportunity of peaceful development in cross-strait relations, it has considerable practical significance to booster the development and open-up of Pingtan Comprehensive Experimental Zone in accelerating the development of Economic Zone on the west bank of Taiwan Straits and promoting the exchange and cooperation between cross-straits to a wider range, larger scale and higher level. Whether Pingtan can develop into the home of people from cross-strait, it depends greatly on the final development level of Pingtan itself and on whether it has unique advantage to attract Taiwan people. The article is consisted of five parts. In the first part, it is mainly about the concept of governance and related theories, which could provide theoretical reference for the article. In the second part, it gives analysis of strategic development of economic zone on the west bank of Taiwan Strait and the positioning and function of Pingtan development. In the third part, it describes issues of subject, range, and goal of cross-strait co-governance in Pingtan governance development. In the fourth part, it analyzes from the perspective of constructing cross-strait community model, in which the article believes that building cross-strait community is the direction and path of Pingtan governance. The fifth part is the conclusion, which emphasize that, during the governance development process, civil society organization should be put at the first place in the government decision-making process, that's to say, a fully involvement should be given to cross-strait civil society organization in Pingtan, which might be the key point for the final realization of cross-strait co-governance.

Keywords: cross-strait, common governance, Pingtan comprehensive experimental zone

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Common People's Cognitions of Cross-Strait Economic and Trade Exchanges—in Consideration of Substantial Interests or Identification?　A Case Study of Municipal Mayors Election in 2010

Chih-Cheng Huang and Shen-Mao Hsu

Abstract

This paper is aimed to understand common people's perceptions of "influences of current cross-strait economic and trade exchanges policies on Taiwan economy" after President Ying-jeou Ma took office in 2008, and compare differences in cognitions of people from three municipalities (Taipei City, Taichung City and Kaohsiung City).

Through analysis, this study finds out that ratio of common people who believe "Ying-jeou Ma's cross-strait economic and trade exchanges policies have positive effects on the whole Taiwan economy" gradually reduces from north to south; such ratio of Taipei City is the highest, followed by Taichung and Kaohsiung respectively. Ratio of people who think Taiwan economy is getting worse increases from north to south, i.e. from Taipei city to Taichung City and then to Kaohsiung City. Concerning cross-strait economic and trade exchanges policies, people believe such exchanges can improve Taiwan economy but have no influence on household economy. In addition, northern people hold the opinion that Taiwan economy will be better, while people in the south have an opposite view; such results are in agreement with political party's regional votes. Chi-Square test shows household income and party identification are interrelated with "cognition of overall economy" and "cognition of household economy" of cross-strait economic and trade exchanges. Results of analysis of control over household income show that "common people's party identification" is significantly associated with "cognition of cross-strait economic and trade exchanges (cognition of overall economy and household economy)".

Therefore, common people's perceptions of cross-strait economic and trade exchanges just present regional differences. Their viewpoint of "whether such exchanges have positive or negative influences on Taiwan economy" may be just another way of reflecting party identification. Such party identification can be considered as emotional identification or "minimum-cost rational choice" proposed by Fiorina.

Key Word： party identification、cross-strait economic and trade exchanges、economic voting、voting behavior

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City of Frontier Exchange and Develop：Explore on "The Special Area of Frontier Exchange" between Yonaguni-Cho of Japan and Hua-Lian City of Taiwan

Kun-Hsin Liu

Abstract

As the relative position of the Japanese central government and Yonaguni-cho by the local research base, from vision to revive the local construction of, and our country, Hua-Lian City, plans to promote the " the Special Area of Frontier Exchange." First, the historical aspect of the system analysis, describes the formation of the border city; Secondly, we explore the practice of bilateral cities in this region. Furthermore, as the face of national security, economic and trade with the revitalization of the island of choice, is still dominated by the military strategy. Therefore, favored by cultural exchanges between the establishment of the special area will be the axis of the future cooperation: one, as to revive the local economy and trade policy development; two, driven by Taiwan and Japan, harmony, and ease with each other in the island's sovereignty dispute.

Key Words：Yonaguni-Cho, Hua-Lian city, the special area of frontier exchange, cultural exchanges, military strategy, ADIZ

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A Comparison of Strategic Position in Pingtan Comprehensive Experimental Plot (China) and Koahsiung Free Trade Zone (Taiwan)

Tzung-Je Tsai

Abstract

In Post-ECFA period, Pingtan Comprehensive Experimental Plot (PCEP) in Haixi Fujian, China and　Koahsiung Free Trade Zone (KFTZ) in Taiwan where will be a base for Kaohsiung Free Economic Demonstration Zone (KFEDZ) in future, are both very important spots beside the Taiwan Strait. This study is focus on a comparison of strategic position in PCEP and KFTZ. Former's strategy is try to introduce some human resource and capital and then attract more human resource and capital, furthermore, Taiwanese people's affection to China. Latter's is just for collect countries in Pacific Basin to confront strong China in Economic Area

Keyword: Pingtan comprehensive experimental plot (PCEP) , Koahsiung free trade zone (KFTZ) , Kaohsiung free economic demonstration zone (KFEDZ)

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Learning City Practice of Hangzhou

Jun Tao

Abstract

The paper makes use of selection material and field method, summarizes the experience of building a studios city in Hangzhou. The study concludes that the institutional guarantee which under the government leading is the key, meanwhile the positive participation of social organizations and communist is the primary. Establishing a service mode where people could share public culture in the whole city, making up a permanent education system and life-long education system, creating a learning organization, making various activities which promote city residents to study, all of these measures reflect the Hangzhou characteristic. Especially the non-profit cultural home for migrants is an important new trail, which teaches them how to integrate into the life of the new city.

Keyword: studious city, Hangzhou experience, learning system

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City as School: Praxis and Role of Community University in Facilitating Urban Learning

Ya-Hui Fang

Abstract

Learning City as a leading concept of city learning will subject to city's internal and external conditions, as well as key player's mentality (eg. governance rationale of public sectors, and ideal and vision of educational organizations and its capacity). The paper attempts to explore the current international practices to promote the learning city and its implications, and compare with local educational practice of Community University operated by Non-governmental organizations, in order to investigate the possible role and agency of CU to promote learning city.

Key words: community university, learning city, futures imagination education, active citizenship, social innovation

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Adult Education Trends and Developments of Globalization

I-Chan Kao

Abstract

Globalization has resulted in cross-border political, economic, cultural, and social thinking, behavior, activities, systems and value systems, the impact of the global human integration in the common and consistent with the United Nations and the global village. Therefore, globalization has blurred boundaries between social interaction and frequent, consistent system of values and cultural patterns fusion, the dominant culture-led, survival and development implicated in other characteristics. However, globalization has resulted in the elimination of a special of the disintegration of the original community, to localization, the rise of post-colonialism, cultural hegemony and symbolic violence rampant, capital determine the negative impact of market mechanisms. Globalization has resulted in adult learners experience global culture and to cultural development embracing digital learning divide barriers, lack of ability of the international common language, knowledge half-life shortened, financial turmoil and technology into the speed caused by the obstruction of the career development and other issues. Post this, the purpose of adult education settings, content planning and methods of design, must respond to the trend of globalization, and the potential impact of the beginning to allow adults to face globalization will have to adapt the knowledge and strategies to create the happy and rich life.

Key word：Globalization, Adult education, Post-colonialism, Symbolic violence

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2008 Availability Index of Unmarried Men and Women in

Kaohsiung City

Jung Fu Chang, Shu-Chuan Hsu and Rong-Cih Hu

Abstract

Delayed marriage and no marriage have both occurred rapidly in recent years in Kaohsiung City. This paper used Taiwan demographic data and Veevers'(1988) availability index model to estimate the marriage opportunity of unmarried men and women in Kaohsiung City in 2008. Research findings were as follows. (1) The availability index of young females is higher than that of young males. However, the index of elder females is lower than that of elder males. Gender difference of marriage opportunity strongly depends on men' and women' age. (2) After the age of 25, the marriage opportunity of men in Kaohsiung is higher than the average of Taiwanese men. In contrast, after the age of 30, the marriage opportunity of women in Kaohsiung is lower than the average of Taiwanese women.

Keywords: marriage market, age preference, availability index, marriage opportunity, gender difference

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Contracting Out Community-Based Service for the Elderly Under the Context of Welfare Socialization in China: Case Study in Guangzhou

Wen-Yi Lin

Abstract

Under the context of welfare socialization ,the government and social organizations had made efforts to promote the development of community care for the elderly in mainland China, but the service quality varies across areas and the overall situation is unsatisfactory in several respects: the shortage of funding from the government, the absence of non-government organization participation, the limited number of beneficiaries, the overlap of service, the ignorance of old people's psychological and emotional demands, the inefficiency of service information delivery, and the challenge of traditional value of keeping personal problem as a secret. Through documenting community-based care policies for the elderly and analyzing Guangzhou's case of providing community-based service for the elderly in the process of contracting out public service, this article explores the mechanism affecting community service provision for the elderly, with some thoughtful implications about the construction of holistic care model under the context of China.

Key Words: welfare socialization, government purchasing public service, community service for the elderly

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The Inspiration of the Dutch Social Housing

Chun-Sung Liao and Yu-Chi Huang

Abstract

In the residential market, poor and powerless people have been suffering from a "can't buy it," "can't afford it," "can't move in ", "can't live with," circumstance. With the rule "rent only, not for sale", expend the social housing is the best way to protect the living right so far.

Due to the ideal policy, the Netherlands wins the first place of promoting social housing, which already takes 32%. In contrast, the qualified social housing only takes 0.08% of the overall housing. For Taiwan, before promoting social housing, the government should overcome the major issues like stereotype problems, NIMBY land plot, value maintenance, and management.

This article focuses on the review and lesson from Netherlands' Social housing policy, and inspiration to Taiwan. The research methods adopted document analysis and comparative analysis.

Keyword: social housing, housing rights, labeling, NIMBY

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MRT and City Development: Analysis of Change of Business Space

Chi-Chung Wang and Yu-Xing Wang

Abstract

This paper uses GIS to study the change of business space of MRT in Kaohsiung city. Retail business and live-food business data in the period of 2007-2010 for the villages in the MRT-buffered area was employed. Our findings are not similar to those of the original impact study. Business change associated with MRT during 2006-2008 was not observed. However, it is observable but not significant during 2008-2010. The results indicated that MRT has had no discernible impact on business in the MRT-buffered areas in Kaohsiung city.

Keywords: MRT, city development, business space, GIS

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The Loose Structure of Traditional Urban: Discuss the Old Settlement Development in Taiwan Under the Framework of the Community Regeneration

Shu-li, Huang

Abstract

Taiwan, as a colonial city, we found not only a mode of operation by the external forces to change themselves, but also the same time it contained traditional and modern images. Under the contexts of geospatial developments, that filled with diaspora and hybridity. In what follows, our research focus on the impact on urban village under the variation of urban structure. In this text, we use the post-colonial criticism theory as the framework of the research, and focus on the term --"community" .

About the main purpose of the research includes three key items:
First, compare the similarities and differences of community interpretation of the definition in the Eastern with Western society. Second, discusses the morphological characteristics of the colonial city, which depends on variation and lose of the public sphere from process of traditional settlement to modern community in the Taiwan. Third, select Goŭ Tiaŭ Kanġ Old Village in Tainan as the research samples of analysis, and discuss about re-structure problem of community regeneration.

Finally, as to the contribution of the research, we try to put forward a kind of concept that how to find out the solution from real problems of the urban village in Taiwan. The main object must be based on a particular region, and this regeneration experience of the community by way of both local and collective consciousness. Not only follow and apply to the unity form of the government but also find out develop strategies of different regions.

Key Words: community, community regeneration, public sphere, place, Goŭ Tiaŭ Kanġ old village.

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The Beauty and Sorrow of the Taipei City: A Brand New Imagination for Global City

Da-Hua Mo and Chang-Ching Tu

Abstract

On the trend of the Globalization, especially for the scope of economy, its affect on the development of cities all around the world more or less. Many cities follow the path of developed countries and set up its goal to copy their model. They believe that the only image of the "Global City" must be provided with mega constructions, large scale of development, the switching capability of global finance, advanced telecommunication infrastructure, and so on. Obviously, the shape of "Global City" has connection with the economic globalization, and the major components including financial liberalization and enterprise globalization. Since the outbreak of the Global Financial crisis in 1998 and 2008, many countries suffered seriously from the crisis, and its impact on economy and finance, especially for those which has close connection with global economy. We can easily find the trace of those cities which raise and decline.

Nowadays, Taipei survived from economic downturns twice for its insufficient connection with the global economy. Suddenly, we realize that economical growth and financial development are not the only index for our city. We should discard the traditional notions of "The biggest is the Best" and "Global Financial Fist", start to reconsider the stances where we will stand, what are or will be our advantages, what is and will be our best geopolitical interests in Asia, and who we should consider first. In the phenomenon of global homogenization, the global image of Taipei should act locally, and create our own features of Taipei City in its global imagination and cultural life.

Key words: global city, globalization, global financial crisis, metropolis plans

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City Branding and Urban Tourism: A Case Study of Seoul and Taipei

Eun-Young Yu

Abstract

City Branding has become a contemporary design practice of local government for promoting tourism in recent years. Its application, largely through urban tourism marketing, to the definition and communication of the characteristics of locations suggests an alternative line of inquiry beyond building criticism. In Seoul city, in order to develop new image and increase city competitiveness in the long term of tourism, city's public design has to be fostered. Meanwhile, for increasing competitiveness of Taipei's tourism have been involved policies with mega-event that may create more internationally attractive place, it is both physically and economically branding the city's image and attracting more foreign tourists. The purpose of this study is to discuss the improvement of urban tourism as means to design urban area and to strengthen competitiveness by city branding. For this, the paper investigates cases of Taiwan and Seoul of urban tourism in different contexts such as culture, mega-events and local government's design policy.

Keywords: city branding, urban yourism, bega-events, design policy, globalization

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