

# RESIDENTS' INFLUENCE TO THE DEVELOPMENT OF CULTURE CREATIVE INDUSTRY IN TAIWAN

Cheng-Wei Chung, 賀力行, Yi-Ling Hsieh

Technology Management

Management

ho@chu.edu.tw

## Abstract

The development of culture creative industry in Taiwan, mainly focusing on local cultures and supported by local communities, is to develop the most economically valuable industry with its own characteristics. The development of culture creative industry depends on local residents' support and participation, so that the core of the creativeness can realize localized, individualized and industrialized development. The study adopted SEM analysis to find out the influences from local identity, community participation and residents' attitude to the development of culture creative industry; and used family census method to get sampling data, so that to obtain more representative study result. The result showed local identity is of highly positive influence to community participation, and the local identity can only influence the development of culture creative industry. The development of culture creative industry of Taiwan requires enhancing public relation, increase local identity and improve community participation, then further influence residents' attitude to realize sustainable development.

Keyword : culture creative industry, SEM analysis, local identity, community participation, residents' attitude