

地方居民態度對推動文化創意產業影響之研究-以苑裡鎮山腳社區為例

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摘要

The research aims to investigate whether the attitude of local people would influence the promotion of the intention industry development or not. This study takes the residents living in Jin Liang Shing, where kiln industry is an important local industry as the research subject, and makes use the way of general survey to investigate. Approach of sampling used unit of a door by survey. There are 464 efficient questionnaires returned. Shown by the analysis, it can be seen that locals' acceptance is correlated with community involvement and attitude. Finally, this research uses pluralism to measure the relationship between locals' acceptance, community involvement and attitude and cultural creative industry and finds out the local residents believe the local industry could be continued through the development of creative local industry. However, the residents did not identify the case which has been discussed in this research. Therefore, it is suggested that the government should consider the influence of the local residents, and implement the project in local community.

關鍵字 : Keywords: cultural creative industry, local identity, community participation, resident's attitude.