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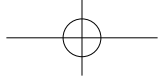
體驗經濟與桃園創意生活產業的發展策略

The Strategies of Creative Living Industry in Taoyuan under the Trend of Experience Economy

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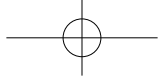
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摘要

本文旨在探討體驗經濟趨勢下，桃園創意生活產業發展的困境與策略為何？創意生活產業雖被列入《文化創意發展法》第三條第十四款，意指將生活方式與創意設計結合在一起的新興產業，此種類型的界定為全球首創。本文首先從學理上澄清創意生活產業的概念；其次從經濟部對於創意生活產業的推動策略與相關計畫中，釐清桃園創意生活產業的四大類型，約略分為：觀光工廠體驗、飲食文化體驗、工藝生活體驗與生態農業體驗。再其次則以深度訪談法，詢問業者對於發展創意生活產業的現況、特質、困境與建議。最後則整合理論與實務提出若干發展桃園創意生活產業的政策建議。

關鍵詞：創意生活、文化觀光、文化創意產業、體驗行銷、體驗經濟



Abstract

The paper aims is to analyze what are the problems and strategies to develop creative living industry (CLI) in Taoyuan under the trend of experience economy. CLI is identified as the fourteen category in the scope of Cultural Creative Industry according to the Law of the Development of the Cultural and Creative Industries in Taiwan enacted in 2010. This paper is approached from the perspectives of experience marketing and economy. Entrepreneurs are interviewed and recorded so as to understand the problems and suggestions to promote the development of CLI in Taoyuan area. The paper is divided four parts. The paper began to clarify the concept of CLI based on the literature review. Secondly, the author tried to identify four types of CLI in Taoyuan according to the policy directives and strategic plans formulated by the Ministry of Economic Affairs, executive Yuan. After investigating the opinion of respondents, the author finally suggested several strategies to promote the promising future of CLI in Taoyuan.

Keywords :creative living industry, cultural tourism, cultural and creative industry, experience marketing, experience economy.