

**Can We Create the Culture?
Interview and Survey Study on Cultural and Creative Industry in Taiwan**

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ABSTRACT

The term cultural and creative industry (CCI) was a popular and important economic activity under the globalization. The CCI is based on the culture with individual intelligent and creativity to generate the economic output. In Taiwan, the government and private sector have been devoted in improving the CCI; however, the long term development looks hazy.

Therefore, after the theoretical discussion on the basic ideas of CCI, this paper committed to conduct both interview and survey study to analyze the situation and problems of Taiwanese cultural and creative industries from both consumer and provider sides. The quantitative study contained hundreds of random surveys and the qualitative research interviewed ten representative figures from government, enterprises and individuals. The findings from both sides shed the light for further understanding of the CCI in Taiwan.

In sum, this paper considered that culture was the backbone, the base, the nutrition of cultural and creative industries. Taiwanese CCI over-emphasized the output value and forgot about the most essential and initial element, the culture. This paper suggested that cherishing the indigenous culture, cultivating the cultural identity, and achieving to balance between culture and industry are the ways to rebuild the CCI in Taiwan.

Key word: cultural and creative industry, creative industry, capitalism, cultural economy