

發展電影創意城鄉衡量工具—以宜蘭為試探對象

Development of an Instrument to Assess Perception of a Creative City of Film - Yilan as a Preliminary Example

企業管理學報

第 104 期(104 年 03 月)

頁 73-92

吳紹安*

Shao-An Wu

吳靜吉**

Jing-Jyi Wu

* 北京電影學院博士候選人(聯絡作者)

Ph.D. candidate, Beijing Film Academy. (corresponding author).

** 國立政治大學科技管理研究所名譽教授

Honor Professor, Institute of Technology Management, National Chengchi University.

摘要

本研究發展衡量工具以探討一般人對建構以電影為創意城鄉主題可行性之認知，並以宜蘭作為初步試探對象。本研究根據相關文獻為基礎編制問卷衡量工具。本研究樣本共 295 人，經因素分析結果萃取出六個因素，分別定名為「環境」、「人才」、「電影特色」、「支援便利」、「吸引人才」及「友善包容」。總體而言，本研究發現：

1. 宜蘭可以發展為特定主題之創意城鄉。在認知上受測者都認同宜蘭的「在地美食是有特色的」、「在地居民是友善的」和「居民的在地認同感高」。

2. 建構宜蘭為電影創意城鄉是可行的。其中，包括宜蘭的「自然景觀適合作為拍片景點」、「可以發展紀錄片作為其特色」、「可以發展短片/微電影作為其特色」以及可以發展「電影作為其特色」。

3. 受訪者認為宜蘭「曾出現在本土創作者或藝術家的電影作品中」和宜蘭「是電影創作者和藝術家的出生地、居住地或工作的地方」，在建構宜蘭作為電影之都方面具有潛力。

關鍵字：創意城市、創意城鄉、電影之都、電影產業

ABSTRACT

This study aimed to develop an instrument to investigate how the subjects perceive the possibility of a city or rural area becoming a creative city of film. In this study, Yilan was used as a preliminary example to test the instrument. A measurement instrument was developed based on some relevant literature, factors analysis was conducted, using 5 point Likert rating scale to assess the subjects' perceptions.

There were 295 subjects in the sample. The study found that the subjects somewhat agreed that Yilan could be a creative city of film. Its natural environment and amenities are suitable for filmmaking, short film, documentaries. If Yilan wants to make itself a creative city of film, the subjects agree it should develop documentaries and short films as its priorities, even using film to boost tourism. But the subjects agree more on Yilan's natural environment and amenities, local people's friendliness, tolerance, which indicates the subjects find Yilan meets some of the criteria of a creative city in general. Other than that, the study also showed that people of Yilan have a strong positive attitude towards Yilan's natural environment, friendliness and tolerance.

Keywords: Creative city, Creative rural, Film city, Movie industry