我國傳統表演藝術遊憩園區發展與文化政策再檢討

Re-consideration on Development of Traditional Performing Arts Recreation Centers and Cultural Policies

Mai-Li Chou  
Associate Professor, Department of Marketing and Logistics, Far Eastern University  
Cheng-Chieh Chiang  
Assistant Professor, Department of Business Administration, Far Eastern University  
Jr-Ching Chiov  
Graduate Student, Department of Literature, National University

Abstract

The official administration in charge of traditional arts is principally the “Preparatory Office of the Headquarters of National Traditional Arts”, which is a unit of Council for Cultural Affairs of Executive Yuan. It administers “National Center for Traditional Arts”, “National Chinese Orchestra”, “Chang Po-chi Company”, “Taiwan Music Center” and “GuoChuan Opera Company” and other organizations. The first one is the institution combining recreation and classics while the latter four are art and performance troupes. Under the matching by National Youth Commission and Council for Cultural Affairs, Executive Yuan, we have visited “National Center for Traditional Arts”, “GuoChuan Opera Company”, “Lan-Yang Taiwanese Opera Company” and “Taiwan Drama Museum” on Nov. 7th, 2008, undergoing an entire experience of leisure organizations related to the development of domestic traditional performing arts. These sites include “recreation centers” and “performance troupes”, which engage in traditional performing arts, as well as “museums”, which take traditional performing arts as the theme of exhibition. Pertaining to the three types of official organizations, we explored in-depth the development in preservation, restoration, promotion, recreation and marketing of our traditional performing arts.

It is found that the cultural policies formulated for our traditional performing arts and recreation centers that origin in traditional performing arts are still insufficient in marketing dimension. Therefore, this paper discusses the insufficient part of cultural policies and recreation centers for traditional performing arts. The suggestions are also proposed in this paper.

Keywords: National Center for Traditional Arts, cultural policies, traditional performing arts