

《文化：政策・管理・新創》主題特刊徵稿啟事

地方創生的文化策略

特刊客座主編

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徵稿說明

面臨台灣少子化與高齡化的人口趨勢、部分地區人口減少與外移、城鄉發展失衡等課題，行政院於 2019 年推出地方創生國家戰略計畫及後續地方創生 2.0、3.0 等方案，結合政府各部會及民間資源投注地方創生事業，吸引青年世代移住與創業。我們觀察到，地方創生乃是一種基於地方、生活、文化經濟及區域發展之綜合性政策概念，正透過政府常見的治理策略，諸如成立專案辦公室、分區輔導中心、活化公有空間、建立青年培力工作站與學習型青聚點、以及舉辦論壇、市集、課程和國際交流等施政，鼓勵大學社會實踐、匯集青年族群、社區非營利組織、社區居民之參與，共同致力於活化文化資源，企圖產生社會實踐及其影響力、以改變遺落地方 (left-behind place) 的發展軌跡。

地方創生之藍圖、方案與策略中有著濃厚的文化策略、形式與內涵，值得關心文化政策與治理的學界考察探究。所謂文化策略指涉的是運用及重新活化各類文化資源 (包括文化資產、文化節慶、地方文化產業)，引入新組織及計畫資源之介入，置入創意及創新創業活動，展開新舊物質部署，企圖運用多元且異質元素，重設空間、自然環境與人際網絡關係，產生持續且未完成之基礎設施化。例如，地方創生往往涉及地方文化資源盤點與運用、地方意象與品牌建立、跨域合作和國際文化交流，以及社區民眾參與等，鋪展出有利移住者與地方居民的創業條件和生活基礎設

施。具體行動包括：地方文史採集及其文字與影音的記錄、詮釋與傳播；老街、歷史建築和工業遺址活化利用；傳統工藝和地方產業的轉譯再興；藉由地方藝文節慶、文化導覽和體驗活動等，宣揚地方意象和文化品牌；以及，建立各種地方創生組織、基地與網絡，協助移住者就業、創業和生活，相互學習與交流經驗。這些地方創生的文化想像與策略如何萌生、啟動和推展？有哪些操作機制又有何影響？

另外一方面，地方創生也是全球文化政策移動、地方學習及實踐過程。地方創生計畫雖吸引眾多地方團隊投入，鼓勵青年創業回鄉經營之地方設計等新創企業，這經常奠基於過往參與社區營造的經驗，並挪取日本的地方振興論述和策略，以培育日常生活脈絡之文化經濟活動，貼近於地方純正性、文化節慶活動及鼓勵地方文化創業經濟等。當這些文化策略揉合不同國家文化政策概念，因地制宜地將國外政策概念，落實於各地案例，我們也可以批判性地檢視這些嘗試結合文化以振興地方經濟、逆轉人口移動趨勢的行動，譬如：地方創生的文化形式、內涵與策略，是否可能過快地移植日本經驗卻在本地水土不服？是否移住創業的典範凸顯了特定生活風格卻難以接上地氣？是否著眼炫麗的藝文活動卻忽略了挖掘與深耕地方習性？制式化的文化策略及其想像，是否難以翻轉公共服務缺乏、長者照護資源不足、地區市場萎縮、地方社會既有權力和資源分配網絡？

當然，地方創生作為一種文化策略，也需要慎思其後果及展望未來之方向。除了源自於文化政策之由上而下的規範政策推動，我們進一步反思由下而上動員的地方創生，是否意味著是另一種文化策略，這除了結合硬體之文化建設及文化資產空間活化，也轉向為創造社區多樣化經濟及案例。我們相信此一文化策略轉變，不只是政府主導文化設施建設，也是將地方創生視為是一種基礎設施化，不只透過政策資源，更是透過系統性之作法，創造制度變遷、強化地方領導組織網絡，鼓勵推動者掌握地方文化生活，建構一種基於地方文化特殊性及脈絡性的資源。基於以上對於地方創生政策及文化策略之認識，我們邀請國內外不同學術領域之稿件，關懷及探究台灣及其他國家地方創生之文化策略、政策論述、實作案例、策略模式以及批判性的另類文化策略，反思與討論不同行動者（國家、學術社群及地方實踐者）如何運用不同計劃資源、組織機制及文化策略，產生何種效應或結果。以下列出建議主題：

1. 地方創生實踐之案例及反思
2. 地方創生之文化策略與治理
3. 地方創生之文化資產經營及物質文化
4. 地方創生之行動者實踐及創業精神
5. 地方創生與大學社會實踐

6. 地方創生之藝術展演與文化節慶
7. 地方創生論述、政策與實踐的跨文化交流
8. 地方創生文化策略的潛藏難題、張力與衝突
9. 地方創生文化策略的社會效應評估

特刊投稿方式

《文化：政策・管理・新創》「地方創生的文化策略」主題特刊於 2026 年 3 月 01 日全文截稿，預定於 2027 年 5 月發刊。本刊竭誠歡迎上述主題之【研究論文】投稿，研究論文稿件皆進行雙向匿名學術審查，研究論文之正文（不含摘要、關鍵字及引用書目）字數限制中文為 12,000 至 20,000 字；英文為 5,000-10,000。另配合「地方創生的文化策略」主題，歡迎相關議題之【書評、藝評、展評、政策評論、論壇紀要、個案報告】來稿。評論類及個案報告稿件由編審委員會進行內部審查，其正文字數評論類以中文 1,500 至 3,000 字；英文 1,000 至 1,500 字為原則，論壇紀要及個案報告類中文以 6,000 字，英文 3,000 字內為原則。

期刊接受中文、英文稿件，以電子期刊及紙本期刊雙軌方式發行，每年出版兩刊，於 5 月及 11 月固定出刊。本刊採行嚴謹學術同儕審查程序，以及全文無償開放取用政策，定期出版、刊載於 CPME 紙本期刊與網站、國內外電子資料庫及開放進用平台。敬請參考主題特刊徵稿啟事，註明投稿文章類別，並參照本刊「撰稿體例」規範及字數上限，併同「投稿作者資料表」（參酌本刊網站：<http://cpme.tacps.tw>），於截稿日前寄至本刊聯絡信箱：cpme@tacps.tw。來稿請採電腦打字並以 MS Word 軟體編輯，以電子郵件附加檔案方式進行投稿。

Culture: Policy, Management, and Entrepreneurship
Special Issue Call for Papers
Cultural Strategies for Regional Revitalization

Guest-Editor for the Special Issue:

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- **Chih-Hung Wang**
Professor, Graduate Institute of Building and Planning, National Taiwan University.
- **June Wang**
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Submission Deadline: March 01, 2026.

While the low fertility rate, aging society, and outmigration have challenged the demographic trends of urban and rural development, governments are launching strategic plans to integrate public resources and the private sector to attract young entrepreneurs to invest in regional revitalization of left-behind places. Regional revitalization is a comprehensive policy concept aimed at reconfiguring locality, daily life, cultural economy, and regional development through stylized local governance strategies. These strategies include establishing project offices and regional support centers, revitalizing public spaces, creating youth empowerment stations and co-learning hubs, and organizing various forums, marketplaces, educational programs, and international exchanges. These governance strategies also encourage local university outreach programs and collaboratively mobilize young entrepreneurs, non-profit community organizations, and residents to revitalize place-specific cultural resources to change the developmental trajectory of left-behind places.

Despite the significant role of cultural strategies, forms, and content that has been presented in various publications, master plans, and policy documents, current cultural governance scholars have underexplored the role of cultural strategies in regional revitalization. Cultural strategy refers to the revitalization of different cultural resources—including cultural heritage, festivals, and local cultural industries—infrastructuring an ongoing process of regional revitalization. It aims to deploy heterogeneous material, spatial, environmental, and social elements to reconfigure spatial arrangements, the environment, and local networks by introducing creative and innovative entrepreneurial activities, organizations, and project funding. Regional revitalization projects, for instance, leverage local cultural resources to build place-based identities and branding, foster cross-regional collaborations and international cultural

exchanges, and promote public participation. These strategic practices eventually create place-specific conditions that stimulate local entrepreneurship and engage immigrants and residents in reshaping the territorial qualities of living. Specific practices include documenting local history and cultural narratives; revitalizing historic streets, buildings, and industrial heritage sites; reinterpreting traditional crafts and local industries; organizing cultural festivals, cultural tours, and experiential activities to promote local identity and place branding; and establishing various organizations and networks for regional revitalization to facilitate employment, entrepreneurship, and knowledge exchange among in-migrants and local communities. While these cultural strategies and practices have become increasingly normalized, critical questions remain less explored: How do these cultural strategies and imaginations emerge, initiate, and evolve? What are the mechanisms and impacts of cultural strategy?

Moreover, regional revitalization represents a dynamic global cultural policy mobility, learning, and local adaptation process. While these initiatives have attracted significant participation from local organizations and young entrepreneurs, local practitioners often mobilize the discourse of Japanese regional revitalization strategies alongside endogenous community-building experiences to cultivate local authenticity in cultural and economic activities, festivals, and place-based cultural industries. However, while global cultural policy concepts are mobilized to shape local contexts, several critical questions remain underexplored regarding the effectiveness of these efforts in revitalizing local economies and reversing demographic trends. Key questions include: Are these cultural forms, strategies, and policies overly reliant on Japanese models, making them unembedded in local conditions? Do local entrepreneurship and relocation paradigms promote a specific lifestyle that aligns less with local authenticity? Do these initiatives prioritize high-profile arts and cultural events while neglecting deeper engagement with local traditions and practices? Moreover, to what extent do stylized cultural strategies effectively address existing socio-cultural challenges such as unequal access to public services, inadequate elderly care, regional market decline, socio-cultural power dynamics, and resource distribution structures within local communities?

As a cultural strategy, regional revitalization must critically evaluate its long-term consequences and future directions. Beyond the top-down governance framework of cultural policy, it is necessary to reflect on bottom-up mobilization in regional revitalization—whether these efforts constitute an alternative cultural strategy that integrates physical and cultural infrastructure and the adaptive reuse of cultural assets while fostering diverse economies and community-based practices. We argue that this shift in cultural strategy extends beyond government-led cultural facility construction, positioning regional revitalization as an ongoing infrastructuring process. This transformation relies on policy funding and systematic agencies that drive institutional change, strengthen place-based leadership, and empower stakeholders to leverage place-specific cultural resources dynamically.

Based on this understanding of regional revitalization and cultural strategies, we invite papers from interdisciplinary academic fields, both Taiwan and international cases, to explore the dynamic complexities of cultural strategies, policy discourses, case studies, strategic models, and critical alternative approaches associated with regional

revitalization in Taiwan and other countries. We welcome scholars to examine how different actors—including national governments, academic communities, and local practitioners—utilize cultural resources, organizational mechanisms, and strategies to produce specific outcomes and impacts of regional revitalization.

1. Rethinking regional revitalization practices and case studies.
2. The governance complexities of cultural strategies in regional revitalization.
3. The management of cultural heritage and the representation of material culture in regional revitalization
4. Agency and entrepreneurship in regional revitalization.
5. The role of the University Outreach Program in regional revitalization
6. The deployment of artistic performances and cultural festivals in regional revitalization.
7. Cross-cultural exchanges in the discourse, policy, and practice of regional revitalization.
8. Hidden challenges, tensions, and conflicts in cultural strategies for regional revitalization.
9. Social impact assessments of cultural strategies in regional revitalization.

Submission Guidelines

Academic Research Papers submissions of 5,000-10,000 words in English and 12,000-20,000 words in Chinese) with the Authors Profile submission form for CPME (please refer to the journal website <http://cpme.tacps.tw>) should be emailed, as Microsoft Word attachments, to T3CPME at cpme@tacps.tw by 1st March 2026 in CMS Style. All research articles will go through a double-blind peer review procedure. The Special Issue is planned to be published in May 2027.

Book Reviews, Art Critiques, Curating Critiques, Policy Reviews (between 1,000 to 1,500 words in English) & Case Reports or Forum Notes (within 3,000 words in English) related to the current theme of “Cultural Strategies for Regional Revitalization” will also be welcome. All review articles and case reports will be evaluated internally by the CPME Editorial Board.

CPME is a high quality, open access, peer-reviewed Chinese and English languages journal published dually online and in print by Taiwan Association of Cultural Policy Study (TACPS) every May and November. The journal follows the standard for Ethics and Publication Malpractice set by the COPE.