

臺灣造節運動之多元社會價值研究

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摘要

Abstract

In Taiwan, traditional festivals were led by the clans and community as well as by their local organizations to play. However, beyond aforementioned leading due to changes of social change, toward an industrial and commercial society, the society, proceeded by the phenomenon of building sports section, resulting in clan by non-professional groups to divide the community taking the lead in the evolution of professional societies. In addition, from the traditional slack seasonal celebrations, the evolution of marketing to sophisticated packaging activities, have regarding the know-how with a respect of traditional cultural values with confusion. In view of the current festival has a commercial character of current time, we adopted sociological viewpoint to understand social phenomenon from recent cases, such as the Taiwan Lantern Festival, Pinghsi Flying Lantern Festival, Yanshuei Firecrackers Ceremery, Hakka Tung Blossom Festival, Lukang Dragon Boat Festival, Water Lantern in Ilan, Keelung Mid-summer Ghost Festival, Mid-Autumn Festival, and other festival events. We found that some evidences occur multiple heterogeneity phenomenon, local culture speciality, commercial mechanism characters, and media marketing trends. In this paper, due to the meaning of traditional festivals of thinking has become increasingly blurred, we suggest using “deep holy days” model instead of “shallow holiday” model to advance our festival activities..
Keywords: culture identity, social leisure, change, festival

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