ABSTRACT
With the increasing awareness concerning cultural asset preservation and the recent trend in the adaptive reusing of unused spaces, the Lukang Town Office renovated old and unused Japanese housing complexes to create the Lukang Osmanthus Alley Artist Village. Completed in 2009, the village housed workshops and served as an exhibition venue for select craftsmen and artists. Since its establishment, the village has become a channel through which tourists can expose themselves to traditional crafts and culture as well as arts events. However, the village does not have high public visibility, and it is situated in the peripheries of famous attractions in the town. We collected relevant data and literature and conducted observations to understand the establishment and operation of the village. Based on the SWOT analysis model, we proposed business strategies and summarized the two core issues faced by the village: the means of attracting visitors to the village and the means of developing potential visitors. In aim of the two issues, we adopted the concept fan to propose improvement measures. We systematically developed 18 ideas using the concept fan method and formed specific measures. Those that involved attracting more visitors included making use of the Taiwan High Speed Rail to facilitate transportation, improving the environment and facilities, improving the tour guidance system, increasing the number of street signs leading to the entrance, enhancing the imagery of the entrance, improving street furniture, adding lighting facilities incorporated with the calligraphic features of Lukang, activating weekday activities and festival events, promoting a mobile creative market, enhancing publicity and navigation using technological and online resources, and promoting education concerning the cultural and creative industry and its products, and developing a cultivation program. Through these measures, we endeavored to achieve the objectives of this study, dealing with the issues that the village faces, attracting more visitors to the village, promoting traditional arts and crafts, and developing a potential market. It is hoped that the suggestions proposed in this study can boost the tourism for the historic spots, culture, arts, and crafts in Lukang.

Keywords: unused spaces, cultural tourism, Lukang Osmanthus Alley Artist Village, concept fan
桂花巷藝術村之文化觀光策略

研究方法

结论

参考文献