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臺北市城市競爭力之研究

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摘要

在全球化的趨勢下，使得國家邊界變得模糊，而城市的重要性則相對提升，形成了城市之間的競合關係。城市的競爭已由過去所重視的人口數量、地理位置或自然資源等先天的固有優勢，逐漸讓位給強調具有低勞動成本、或高技能人才、或更優質生活環境等創新利基的競爭優勢。從創新市場利基的角度出發，城市的發展策略扮演著舉足輕重的角色，以便城市能夠採取適當的行動，進一步提高城市的競爭力。

在全球化促使世界城市體系成形之時，許多關於城市間的競爭評比也相繼出籠，身為臺灣首善之區的臺北市，在國內城市的競爭中具有絕對的優勢，在區域的城市競爭裡尚有不俗的表現，然而在全球城市的競爭中，仍存有許多亟待加強之處。本研究希望從國內外相關的經驗中，彙整、歸納與梳理出各城市競爭力相關評比報告的指標，以及臺北市的表現排名，並以此架構進行臺北市城市競爭力的分析，最後，採取機威優劣（SWOT）的分析途徑，研提臺北市未來發展的策略，以及相關的改進建議。

關鍵詞：城市競爭力、客觀指標、主觀指標、策略

The study on Taipei City Competitiveness

Abstract

Due to the increasing globalization in the past few years, cities around the world are competing with each other to expand or secure their resources. City competitiveness used to focus on the size of populations, geographical positions, and natural resources. It has turned to emphasize a different set of factors such as labor costs, number of technical professionals, and even quality of living environment, etc. People recognize more and more that the strategies of a city play a very important role in deciding its future prosperity. That is, a city can adopt proper actions to improve its competitiveness.

Taipei is the national capital of Taiwan. It has many advantages in the competition of the domestic cities in Taiwan. However, there are still areas for improvement in terms of international city competition. This research is intended to hopes to collect and analyze the existing survey studies on city competitiveness to clarify the indicators on city competitiveness. In addition, this study uses SWOT analysis to present the current situations of Taipei, and proposes future development strategies.

Keywords : city competitiveness, urban competitiveness, hard indicator, soft indicator, strategy.

