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External Economic Nature and Internalization of Regional Cultural Heritage Preservation

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Abstract

As usual, diversity of thoughts at the beginning of the development or re-development projects, often leads to innovations. This issue mainly regarding the regional cultural heritage in Taiwan, explores possibility of closer environment links. There is no doubt that the development of external economic nature is one of the main purposes of the conservation of cultural heritage preservation and adaptive reuse, and the development of external economic nature is on the premise by some authorities that regional cultural heritage is better conserved. Neglecting internalization of external economic nature of regional cultural heritage cuts down economy efficiency of regional cultural heritage protection, affects initiative of protection, confines the enhancing of protection level and impedes the development of external economic nature. On the basis of externality theory, methods of internalization of external economic nature of regional cultural heritage are put forward in order to enhance protection level of protective region and development or re-development of external economic nature.

Keywords: regional cultural heritage; external economic nature; internalization; productive assets

1 Introduction

(1) Externalism and Internalization

The external economics indicated the impact of economic party to someone’s welfare of marketing bargain in the near future. Actually, It means that the economic activities always lead to a great benefit or any damages by some economic parties. Not only is it free for those beneficiaries but also is there not any compensation for those of injured party. Derivational externalism could be
generally differentiated between external economics and external non-economics. When some parties of economic activities bring benefits for some people without any payment, it indicates that external economics has occurred soundlessly. On the contrary, when some parties of economic activities cause great damages for some people without any compensation, it even indicates that external non-economics has occurred naturally.

By this point of view, one could consider the environments as products. The existence of externalism has made some products beneficial or harmful, such as our living environment, especially those environments of historical conservative area. In normal circumstances economic parties would chase their goals to fit in with their benefits by analyzing of cost and benefits management for the purpose of some guidelines of productive policy. Naturally some products of external economics might be not sufficient and therefore some products of non-external economics might produce a glut of merchandise. Obviously unexpected external economics and non-economics both might lead to destroy a great loss of economic efficiency, which would break down efficient layout of resources in progress of marketing economics.

How to avoid the phenomenon of getting out of control in solving questions about external economics seems to be an important issue in our physical environment. Generally speaking, “internalization” has been used to solve the issue as a better way for a long time. The government’s interference in solving questions about external economics bring some external force, such as to levy taxes for regional expense, to subsidize for regional people who lost right and interests. All mentioned ways above are some specific measures to reach the aims of social equity. Internalization also means that the cost of personality equals to the cost of society, or the benefits of personality equals to the benefits of society.

(2) The external analysis of regional cultural heritage conservation

As usual, diversity of thoughts at the beginning of the development or re-development projects, often leads to innovations. This issue mainly regarding the regional cultural heritage in Taiwan, explores possibility of closer environment links. There is no doubt that the development of external economic nature is one of the main purposes of the conservation of cultural heritage preservation and adaptive reuse, and the development of external economic nature is on the premise by some authorities that regional cultural heritage is better conserved. Neglecting internalization of external economic nature of regional cultural heritage cuts down economy efficiency of regional cultural heritage protection, affects initiative of protection, confines the enhancing of protection level and impedes the development of external economic nature. On the basis of externality theory, methods of internalization of external economic nature of regional cultural heritage are put forward in order to enhance protection level of protective region and development or re-development of external economic nature.

Regional conservation has not been recognized as an important political policy or topic in recent development of Taiwan. This is a result of several interacted factors including complicate
history and political interferences. It also causes the discussions in conservation of development and development in historical reservation. In 1970’s historical building reservation has begun popular and initiates thoughts of regional conservation. Under such circumstances, the extent of heritage conservation policy has been restricted and also constrained the possibility of using more visionary thinking of the preservative prosperities. Furthermore, the controversy between conservation and development has become very hard issue to resolve.

The main differentiation between conservation of single building and regional cultural heritage reservation is its characters of regionalism and localism. Local development under globalization needs to take care of local resources, style and industries, and take them as the competitive advantages of competition. Based on local development trend, redevelopment or reuse of regional conservation objects will be important developing factors.

This article then tries to propose the idea of applying marketing organism under conservation and development to solve the problems of related issues. Applying both the positive and opposite ideas of external marketing within the frame of internal regulations is not just to solve the rigid regional regulation systems of culture heritage reservation and developing planning, but also resolve the difficult culture problems of preservation should be considered as limitations of development.

2 · Surveying conservation and adaptive re-use of regional cultural heritage

Cultural heritage could be divided into two mainly domain, researching on historical resources, and popularizing to the public. Furthermore its sustainable use should become a really common sense for the general public. For example, one of the composed conditions in “The First Chosen Famous Towns of the National Historical and Cultural Towns in China” indicated that the towns should continue to be used and developed now and forever, nevertheless which situation continues to develop. For centuries, people have learned how to display prosperities and to definite their proper re-use in their own place.

Gradually the public make sense of their context of environment, and set up closer relationship between people and place.

For the purpose of raising the quality of operating and managing in historical cultural heritage in Taiwan recently, the government had tried hard to combine those between tangible and invisible prosperities, especially in the interdisciplinary field.

However there are still existed several important issues to be care about immediately. The efficient method of implementing sustainable development has been positively practiced in recent years.

Externalism is not only related to commerce but also related to the development of rising and fall in regional areas. The reason why conservation of cultural heritage in some region is much more concerned about is no doubt to compete with other regions. Between globalization and localization, people have to pay much more attention to their environment. Whether “conservation
in development” or “development in conservation”, these two different point of view composes absolutely different ideas and operational method. The former emphasizes importance of local development, simultaneously lays stress on the issue of conservation. Nevertheless the latter emphasizes importance of historical conservation, simultaneously lays stress on the issue of local development.

However important it is, from different historical or developing point of view, it has greatly contributed to the accomplishment of enough strength of competition when compared with others, meanwhile, promotes its economic development. The benefits of the public and society of region physically derive from promoting economic development. The impact of the factors about development has been discussed, however external economic nature and internalization of regional cultural heritage preservation have less mentioned and discussed. No doubt a new designed area could promote prosperity, the same as an old historical area could do so. These strategies seem to be both positive and negative. The mainly public could obtain benefits from raising land value, increasing real estate in value, and prosperous commerce. But otherwise a minority of the public suffers decrease of quality from prosperities.

From mentioned above, regional cultural heritage preservation as an essential part of development by some strategies of adaptive reuse, cause obviously external economics for the governments, for the public, for the agencies of real estate, for the enterprise, and so on. To establish the foundation of economics could properly preserve and continue to develop. Never neglect a sense of historical, cultural, and productive assets.

There are so many reasons to preserve regional cultural heritage, one of the main purpose is to pursue its external economics. To obtained higher external economics is based on the preservation of regional cultural heritage. If the public doesn’t have any concept about how to make the best use of their own precious prosperities, the only result of developing external economics naturally leads to status of failure in over-developing commercial environment. No proper preservative strategy for regional cultural heritage, no benignant development would external economics do.

3 · Internalization

The standard of preservation of regional cultural heritage is directly connected to its external economics. Regional cultural heritage includes several sites, such as historical classic buildings, traditional dwelling settlements, ancient walled city, and historical streets. Each kind of historical sites would be in the presence of the balance between cost and profit when they commercialize in natural marketing organisms. Commercialistic sales have become an active strategy of conservation in the world for a long time. From some conservations in developing experience in some countries, we know that when external economics expanded too much, so as the influence will be considered lack of validity. A well-protected and strategic reuse of cultural heritage should be the hypothesis to developing external economics. To eliminate opposite factors in active preservation, the best way is
to make external economics internalize. To intervene in external economic factors by means of internalization, it will efficiently reduce unforced changes, irregular effect, and incredible status of out of control. Generally speaking, historical cultural heritage is just a static state as if it stand straight there for centuries, by the way of reducing taxation, increasing subsidization, relaxing restrictions of legislation, and so on. In normal circumstances, internalization could be regarded as feedback control of external economics.

Generally, its operation follows by the mode of process below. At first, it conformed adaptive reuse strategies and practice gradually. Secondly, it developed its own external economics to strengthen affordable capacities management in preservative activities. Thirdly, it deeply considers how to make it balance between cost and benefits, furthermore, to have a surplus by reducing average cost. Lastly, by all kinds of efficient strategies, it internalize widely and deeply throughout the operating management procedure.

4 · A gateway to internalize

For those precious historically cultural heritages, external economics is absolutely rigid model to reach the goal of conservation. It presents within two different dimensions, for example, it contributes benefits to all of the societies through ingeniously conservative methodology to establish impressive image for local place. Besides, by promoting much more progress in particularly flourishing commerce, it also exists a good margin of profit around developing areas of real estate and commercial blocks.

In other words, externalism also contains the consistence of thoughts in groups of society. The public benefits from external economics, so the public deservedly has responsibility to feedback to the prosperities of historical cultural heritage. In general, authorities provide finance to compensate or give preferential measures, just as the public does. Exclusive of disadvantageous factors in external economics, through negotiate with relevant units, through combination with relevant organisms, the public proceeds to internalize essentially.

In fact, as protection of funds and supportability of policy, internalization is still deserved much more concerned about and discussed about the whole strategies. Systematization within localization is no doubt the best policy to reach higher level of standardization.

5 · Conclusion

After about 40 years, the concept about preservation of historical heritage in Taiwan has changed from single object to site protection. To judge values between development and conservation seem to be indefinite. Under the trend of interdisciplinary thinking, people here start to learn intelligently how to solve this knotty issues, and that has become more and more complicated. For example, a district near the historical cultural areas raises its value quickly because of these historical ancient factors, then the commercial efficiency spreads out and feedback to original historical cultural areas. That is really a process of internalization through
externalism. In short, there exists some creative idea of proposal to make the external economic nature internalized:

1) As you could see or not, internalization occurs naturally, unconsciously, and gradually.
2) To be institutionalized whatever situation it is in the presence of particular kinds of challenges.
3) To establish a set of examining standard system of value asset.
4) To appraise different kinds of level about historical cultural heritage by objective standard. So that the related policy practically.
5) Combine and integrate the following idea: “developing in conservation” and “conserving in development”.
6) Try to merge together different external factors and to change into interior power of internalization.
7) externalism under preservation of development will gradually internalize.

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