

# **A Study of the Function Map for Cultural and Creative Professionals of Bamboo Handicrafts in Taiwan**

Lung-Sheng Lee <sup>1</sup>

Liang-Te Chang<sup>2</sup>

Kuen-Yi Lin<sup>3</sup>

Yu-Chuan Lee<sup>4</sup>

Sheng-Wei Lin<sup>5</sup>

## **Summary**

Overlying tropical and subtropical zones, Taiwan has abundant bamboo resources. The utilization of bamboo materials is very environment-friendly because bamboo forests have to be trimmed periodically to stimulate growth. In addition, bamboo products and wastes can be naturally decomposed. Therefore bamboos can be ideal green building materials. With the development of gluing techniques, bamboos can now replace woods, and are not limited in just making the bamboo-matting, chopsticks, weaving, etc. More and more bamboo-professionals have focused on making better use of computer technology and/or gluing technique for the purposes of utilizing bamboo in crafts, furniture, building material, appliances, and computers. The utilization of bamboo materials is worthy of further exploration and the development of the cultural and creative bamboo handicrafts professionals can create a prosperous opportunity for handicrafts in Taiwan. In order to recognize the accomplishment-level of learning through different ways, the advanced

---

<sup>1</sup> Professor / President, Department of Information Management, National United University

<sup>2</sup> Professor, Department of Electronic Engineering, De Lin Institute of Technology.

<sup>3</sup> Assistant Professor and Chair, Department of Cultural Development, Hung Kuang University (corresponding author).

<sup>4</sup> Ph.D. Candidate, Department of Technology Application and Human Resource Development, National Taiwan Normal University.

<sup>5</sup> Lecturer, Department of Business Management, National United University.

industrial countries have constructed a national qualifications framework (NQF), and developed functional maps to serve as the most important blueprint for national qualifications framework.

Based on the demand for cultural and creative bamboo handicrafts industries in Taiwan, this study employed a functional analysis approach to develop and validate a functional map. This map includes a key purpose, four critical functional areas, 12 key job functions, and 45 units of competencies. Six bamboo handicrafts professionals were invited for in-depth interviews in this study; and to validate the functional map for cultural and creative professional of bamboo handicrafts, three more bamboo handicrafts professionals were invited for another in-depth interview. According to these nine professionals' opinions and inputs, the functional map for cultural and creative bamboo handicrafts professionals in Taiwan is very worthy of further applications.

This study argues that: (1) the key purpose of the bamboo handicrafts can be utilized in facilitating the understanding of core problems and prospective values for the cultural and creative bamboo handicrafts industries. It can also eliminate the inflexible impressions or misconceptions obstructing more real benefits; (2) the critical functional area should be combined with utilizing the local culture elements in order to activate the vitality of cultural and creative bamboo handicrafts industries; (3) one of the most important key job functions is making good use of design and creativity in the cultural and creative bamboo handicrafts industries; and (4) the techniques of production in bamboo handicrafts should focus on the weaving, carving, chiseled, gluing, and other five major techniques. Based on the arguments above, the following conclusions were made: (1) The cultural and creative bamboo handicrafts industries are still waiting for leveling up in their position and characteristics; (2) the human resources for cultural and creative bamboo handicrafts industries should be educated more systematically; (3) the cultural and creative professionals should strengthen their competencies in product marketing and excellent service. As for future studies, the following implications were drawn from this study: (1) skill elements, skill standards, effectiveness criteria, application area, knowledge evidences, and evaluation guides should be further developed; and (2) advanced contents of every competency and curricula based on these contents should be further developed.

**Keywords: bamboo crafts, cultural and creative industry, functional map, functional analysis**