

都市競爭與優勢挑戰：全球城市下台北與 上海的實質環境觀察

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壹、前言

伍、結語及後續研究

貳、都市實質環境發展程度以及都市競爭力間之關係

參、上海市與台北市之都市實質環境與競爭力實證分析

肆、分析結果討論及異同處與優劣勢評析

關鍵詞：全球城市、實質環境、都市競爭力、地方基礎、城市評比、主成份分析、優/劣態勢。

摘要：基於當前海峽兩岸都市研究的密切互動，以及上海與台北日益整合於亞太地區新興的「全球城市」之下，本研究以未來兩都市可能浮現的都市競爭態勢作為前提，首先，探討其實質環境與塑造都市競爭力間之關係；其次，並透過上海與台北 1990~1999 實際之資料與多變量模式進行觀察，以了解彼此間實質環境發展程度的差異；最後，並且透過都市行銷或都市經營管理方法中常用的優、劣勢構面進行分析，以便尋求兩城市在未來高度競爭過程中可以採行的利基建議。

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Urban Competition and Advantage Challenges: An Observation of Physical Environments for Taipei and Shanghai in the Perspective of Global Cities

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Keywords: *global city, physical environment, local basis, urban competitiveness, city ratings, principal components analysis, and the level of strengthens/ weakness.*

Abstract

According to the fact that the highly interaction of urban studies of cross Taiwan Strait and the increasingly integration of Taipei and Shanghai to the newly global cities in the Asia-Pacific Region; our studies, first, in the theme of possible emergence to the intensive level of urban competition between two cities in the future, discusses the relation between physical environment and the creation of urban competitiveness. Second through the observation with typical data and multivariate models of Taipei and Shanghai from 1990 to 1999, we understand the difference of level of physical environment from each other. And finally, using the analysis of strengthens and weakness in the approaches of urban marketing or management, we find the feasible suggestion of niches in the process of intensive competition in the future.

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