

傳統文化產業之突破與創新研究

-以台灣媽祖國際觀光文化節為例

1. Introduction

大甲媽祖遶境進香活動，為台灣廟宇大甲鎮瀾宮主辦，於每年農曆三月間舉行，

全程長達九天八夜的出巡遶境活動，於2008年7月4日被政府指定為“國家重要無形文化活

動資產”。此外，媽祖信仰與習俗也已被聯合國教科文組織登錄於人類非物質文化遺產代表

作名錄中。在九天八夜的媽祖遶境活動期間，參加人次高達五百萬以上，已成為世所注目的宗教盛會；未來，在台灣政府與民間組織的合作下，將推動猶如伊斯蘭教徒朝聖麥加之榮耀，讓世界上每位媽祖信徒一輩子必須至少參加一次媽祖遶境，讓大甲媽祖不只是臺灣人的媽祖，也是全球共有的宗教文化活動。

2. Literature Review

1) 媽祖國際觀光文化節的演變

台灣大甲鎮瀾宮創建迄今已有200餘年歷史，每年農曆三月的遶境進香活動聞名國際，來自

海內外的信眾與遊客人潮動輒數百萬人以上。盛大的遶境隊伍跨越臺灣中部沿海4縣市，21

鄉鎮，行經90餘座廟宇，跋涉330公里路途，跟隨媽祖神轎遶境進香的隊伍綿延數公里，沿途民眾恭敬迎接媽祖，並熱情招待來自四方的香客，信眾或倭轎腳求消災祈福，或求媽祖庇佑國泰民安，讓這塊土地充滿莊嚴祥和的氣氛。

1999年，臺中縣政府開始舉辦“大甲媽祖文化節”，將文化的深度與廣度導入到這個

龐大的宗教活動之中。2011年擴大辦理媽祖遶境活動，定名為“臺中媽祖國際觀光文化節”

，配合進香時程，安排傳統武術，民俗技藝表演，並邀請國內外演藝團隊巡迴演出。

媽祖是海上永遠的守護神，護國祐民，展現無私大愛；媽祖信仰也體現了兼容並蓄的

海洋文化特質。“臺中媽祖國際觀光文化節”一系列精采豐富的節目，包括兩岸百家媽祖廟特展，創意神明衣刺繡文化特展，民俗戲曲，舞蹈，國樂，爵士樂，流行音樂等多種表演類型，受邀演出團隊，除台灣頂尖團體外，還有來自日本，匈牙利，斯里蘭卡，巴西的優秀隊伍，可謂古今交融，中西合璧，層層交織出活潑多元的活動內容，也顯現媽祖信仰國際化的宗教藝術層次。“天天有展演，活動藝術化，進

香環保化，提昇國際化”是政府的努力方向，並將以文化形式世世代代傳承下去，讓這項宗教活動提昇為國際性的觀光文化盛事。

2) 大甲媽祖遶境進香活動簡介

“三月瘋媽祖”是台灣重要的民間信仰活動。媽祖崇拜反映“唐山過台灣”的歷史背景，也是海洋文化的表徵。媽祖原為航海之神，主要任務在保護漁民，庇祐航行安全，隨著移民的播遷來台，媽祖的職務開始轉變，舉凡健康，事業，農事，感情等皆成為媽祖的業務範圍。在人心徬徨無助的時候，媽祖成為台灣人民最重要的心靈依靠，儼然是為台灣人民的守護神，各地媽祖的遶境進香活動更是台灣民間最重要的宗教活動。

所謂“遶境”是指神明每年定期巡視其轄區，以安定人心，驅逐邪煞，是神明的“例行性任務”。“進香”則是信徒迎請神明前往外地廟宇的拜會，聯誼活動，藉此鞏固雙方情誼，因此進香不只是神與神之間的聯誼，更是人與人之間的交流。遶境，進香的信徒是自發性行為，來自社會各階層，無論男女老少，貧富貴賤，沿途相互扶持，關懷。參與的動機大多是為還願，贖罪，或祈求平安，藉由長途跋涉以答謝神恩，祈福消災或洗滌罪業。進香組織通常以老年人和婦女為主，他們沒有能力再為家庭奉獻，因此以進香苦行方式來祈求神明保佑親人。遶境進香活動不僅是一項單純的宗教活動，也是信徒聯誼活動，更承載著無數信徒的苦難，藉由宗教的力量安撫心靈，淨化人心，激發人性的光輝，讓每一個焦慮不安以及無助的心靈得到撫慰。

每年元宵節以“擲筊”方式決定啟程日期，時間，由有意參與搶香的團體，廟宇，協調決定“頭香”，“貳香”等順序，各香需義務聘請劇團演出為媽祖祝壽，並於進香期間聘請藝陣隨行。每年大甲媽祖遶境進香的日子並不固定，都是在當年的元宵節由鎮瀾宮董事長擲筊決定進香出發的日期與時辰。在整個九天八夜的遶境活動中，依照傳統舉行獻敬禮儀，分別有祈安，上轎，起駕，駐駕，祈福，祝壽，回駕，安座等八個主要的典禮，每一項典禮都按照既定的程序，地點及時間虔誠行禮。這些儀式除了具有宗教意義外，也同時有安撫人心，強化信仰的作用。

大甲媽祖進香期間，沿途信眾都義務供應餐飲，並擺設香案迎駕，更有許多流傳於民間可祈求平安，增加運勢的習俗，例如以搶轎方式挽留媽祖，倭轎腳求平安，向媽祖求敬茶治病，向報馬仔拿紅絲線求姻緣，與三太子交換奶嘴祈求孩子好搖飼，觸摸執士隊的文昌筆求考運等，從這些現象可以發現，只要是與媽祖進香有關的器物，都會被賦予“神聖性”，這些行為背後所反映的其實是民眾內心的焦慮和無助，畢竟壓抑的心靈需要宣洩的管道，只不過他們選擇向媽祖傾訴，而不是找生命線或心理醫師。每一年媽祖進香團所經之處，常見跪地迎接媽祖的信眾，在神轎出現的時候崩潰痛哭，無論什麼委屈，在這一剎那都獲得紓解，因此，媽祖遶境進香活動具

有淨化民風與撫慰民心的社會意義與功能。

3. 將媽祖國際觀光文化節導入文化創意產業

媽祖遶境進香是媽祖國際觀光文化節的核心，每年的暮春時節，迤邐數公里長的

進香團隊，走在縱貫公路，鄉間田野，無畏日曬雨淋，令人動容，今日壯觀的場面是百年來虔誠信

仰媽祖的一群人，用心努力經營的成果，迄今這群世代相承，跟隨媽祖行腳，義務的付出時間，勞力，甚至是金錢的信眾，只有一個共同的信念--把媽祖的文化與精神發揚光大。

放眼國際各大城市，莫不以辦理大型活動提升知名度，讓自己城市的能見度與曝光率增加，

藉以吸引觀光人潮，帶動商機，厚植地方經濟。因此，由臺中市政府主辦的“媽祖國際觀光文化節”，安排了信仰文化，武藝文化，戲曲文化，產業文化，藝術文化，觀光旅遊文化，學術文化等七大主軸，將文化的因子引入宗教信仰的活動中，藉著精采絕倫活動的展開，璀璨耀眼光環的籠罩，活絡了地方的文化創意產業，帶動著當地的觀光旅遊及美學經濟，讓文化城的美譽聲響國際。

媽祖國際觀光文化節活動，除了媽祖遶境進香的陣頭之外，也安排了國內外精湛的演藝團體展演，不僅有傳統戲曲以饗懷舊戲迷，亦有現代歌舞與外國民俗藝術一新眾人耳目；百年糕餅嘉年華呈現糕餅故鄉的餅藝，多樣化的中部糕餅提供品嚐；臺灣工藝美學展，將傳統工藝與宗教結合，精進文化創意；萬眾騎福BIKE媽祖，鼓勵民眾騎自行車，節能減碳，騎出健康；武術精英們則在傳統武藝獅藝匯演及全國龍獅錦標賽中切磋觀摩各家技藝，傳承武術文化的精髓；兩岸百家媽祖廟特展，呈現各地華人不同的信仰媽祖特色。所有的活動精銳盡出，豐富而多元，活動範圍擴展到全國，並讓國際觀光客共同感受媽祖的慈暉，共享文化節的藝術饗宴（2011，台中市政府文化局）。

4. Mingdao University結合科技應用與文化創意的迎駕活動

國內外的信眾及觀光客若跟著媽祖的遶境隊伍行走，在春暖花開的三月來到彰化縣

的Mingdao University，廣闊的校園中遍植草皮，綠樹，湖水清徹，鳥語花香，莊園式的建築與藝術化

的雕塑園區相互輝映，置身其中，讓人神清氣爽，身曠神怡。奇怪的是，媽祖遶境的隊

伍竟然大方方的走進Mingdao University，且師生們還自發性的擺出陣仗，大飆創意，喜迎媽祖。

其實，因為繞境路線的關係，大甲媽祖來到彰化縣埤頭鄉，都會經過Mingdao University校門口，就這麼走了十年，校長希望能讓師生以文化創意的理念融入此項盛大的宗教文化活動，藉以激發師生在創意研發方面的動能。後來經過校長與大甲鎮瀾宮協調，邀請大甲媽祖停駕於Mingdao University校園，於是自2009年起，Mingdao University正式成為大甲媽祖遶境沿途唯一停駕的學校，教育與文化的意義深重。

1) 2009年Mingdao University“夯”媽祖，體驗信仰的力量

三月校園真熱鬧，因為在全台百多所大學裡，只有Mingdao University是媽祖所經過的學校，師生們若想參與迎媽祖的活動，在校園裡就可以體驗得到。管樂社同學們緊鑼密鼓加緊練習參加迎駕活動，用最響亮的樂聲振奮全場。在等待迎駕過程中，看見在隊伍最前方的“報馬仔”是屬於急先鋒，這也表示，媽祖鑾轎也就不遠處，即將到來，大家嚴陣以待恭迎聖駕。Mingdao University汪大永校長與一級主管從校門口將媽祖鑾轎抬入明道校園裡，將鑾轎停駐在柏苓大樓前，由校長代表為全校師生祈福，希望全校師生平安健康，校運昌隆；創辦人汪廣平先生也特地與大家一起為學校祈福。

在表演活動方面，由學生啦啦隊展開最熱情的歡迎式，展露了年輕學子的熱情與活力；精農系學生以“夯媽祖”的創意舞蹈，贏得熱烈掌聲；時尚系與漾飛禮賓社的同學們，身著清朝格格服裝，獻上鮮花素果，身上火紅的服裝，喜氣洋洋，成為眾人注目焦點。

在獻供方面，由校長行三獻禮，將學校研發的文化創意商品敬獻給媽祖，包括：應用科學院研發的“3D光柵立體媽祖”；管理學院餐旅系製作的“明道媽祖平安糕，平安餅”；設計學院設計的“媽祖上身BoBe紀念T恤”。在停駐20分鐘之後，媽祖鑾駕及信眾將繼續既定的行程，出校門前，許多學生排隊“鑽轎底”，恭送媽祖並祈求平安健康，課業順利All Pass!

2) 2010年Mingdao University開發文創商品，歡喜迎媽祖

(1) 召開記者會發表“媽祖文化創意商品”

2010年3月大甲媽祖國際文化節來臨之際，特別召開記者會，邀請各貴賓與媒體

朋友一同來體驗，記者會當天，邀請時尚系學生帶來“邊界上的演出者”，將媽祖繞進活動搭配“官將首”表演，不但符合主題，也讓同學們透過這次演出，表達出他們對於民俗藝文活動的堅持與努力接著，由休保系同學扮演的電音三太子，大批媒體更是蜂擁而上，按下快門記錄最轟動最逗趣的畫面，這些創意表演活動成功為記者會造勢，也為媽祖國際文化節暖身並打響知名度。

由模特兒展示由師生共同研發的文創商品，包括：琉璃媽祖神像及手機吊飾，晶瑩剔透，令人愛不釋手；媽祖“Bobe”潮T更是受到眾人的喜愛，紛紛洽詢如何

訂購;已申請專利技術的大型光柵卡及媽祖薄太陽能板技術,3D的光柵卡不管那個方向都成清楚呈現;媽祖神像薄太陽能板也將申請專利,還能依照自己喜愛的設計圖案.

汪校長表示,Mingdao University將扮演媽祖國際文化節的“推手”,希望宗教不分黨派,大家團結一心為台灣一起祈禱,也期許順著媽祖瘋潮將Mingdao University推廣出去,讓全台唯一媽祖進駐的大學,扮演融合宗教文化活動與文化創意巧思,提升媽祖遶境活動的文化層次與產品商機.

(2) 師生熱情恭迎媽祖駐駕活動

因為是全台唯一媽祖鑾駕進駐的學校,全校師生每年都有機會目睹媽祖文化節盛況,看到報馬仔進入校園表示媽祖鑾轎即將到來,各地龐大的陣頭,讓每年媽祖遶境成為參與人數最多的宗教文化活動.其中,女生陣頭可不比男生遜色,舞動手中的道具為大家祈求風調雨順,國泰民安,陣頭走過人群,大家紛紛拍手鼓勵,欽佩他們虔誠的心,一路走來始終如一.

為了這次媽祖國際文化節活動,整個校園充滿媽祖氣息,由太陽能車引導媽祖鑾駕進入校園,致贈鎮瀾宮刻有大甲媽祖金身的薄膜太陽能板,並於校門口免費發送3D立體媽祖平安光柵卡給信眾,充分展現高科技的設計美感與研發實力.媽祖鑾駕安座後,便展開一連串的表演活動來迎接慶祝,首先邀請鄰近的螺陽國小帶來祥獅獻瑞,為活動揭開序幕;最特別的是,安排了40位國際格格的陣容喜迎媽祖駐駕,這支美麗的迎駕隊伍廣受媒體青睞,這是由馬來西亞,韓國,日本,大陸,印尼,澳門,以及台灣等六個國家的學生組成“國際格格”,亮麗的演出博得眾人的好評.

汪校長代表師生為媽祖獻上最崇高的敬意,祈求眾人平安,校運昌隆,並與鎮瀾宮顏清標董事長一同接受媒體的採訪,希望藉由這次的遶境活動推廣宗教文化,為全台民眾祈福,顏董事長也表示:鑾駕從去年開始進入校園,也希望藉著媽祖的庇佑,讓Mingdao University校運昌隆.

3) 2011年Mingdao University“九天仙女”熱情迎駕

(1) “迎駕仙女”記者會搶先曝光

2011年大甲媽祖蒞校駐駕前夕舉辦宣傳記者會,由學生組成的“九天仙女”迎駕陣容搶先曝光,這些扮演仙女的學生包含國內外皆有.陳校長表示,參與這項活動的目的,是希望達到“民俗文化校園傳承”,“累積文化能量”,“民俗文化藝術生活化”的目標.大甲媽祖蒞校駐駕當天,將安排“九天仙女”迎媽祖,籃球隊員抬轎,啦啦隊和原舞潮表演,還有在文化路懸掛燈籠布置而成的“媽祖大道”.最特別之處就是響應此次活動的“環保風”,例如:迎接聖駕現場改以鞭炮音樂,減少對環境污染;佈置在本校大門口前文化路的燈籠,大部分採取重複使用方式,此次“九天仙女”迎媽祖的服裝及道具,也都是回收往年資源融入創意再製作,以宣揚“環保時尚”精神.

(2) 古今中外,文武全才,歡欣迎鑾駕

4月14日恭迎大甲媽祖鑾轎, Mingdao University的吉祥物-明道寶寶也出動, 於門口以活潑逗趣的肢體語言, 熱情的與信眾打招呼, 連報馬仔出現在學校門口時, 也好奇的多看幾眼. 陣頭進入校園後, 便展開一連串的祈福活動, 也讓大家體驗來至各地不同陣頭的民俗風情. 今年由Mingdao University籃球隊員負責接駕抬轎, 籃球隊今年獲得UBA大專籃球聯賽第二名, 不但為學校爭取無上的光榮, 挺拔帥氣的球員以誠懇感恩的心情抬轎, 更成為媒體及信眾的注目焦點.

原舞潮是學校相當受到歡迎社團, 這些學生都是台灣原住民, 學校讓這些學生全免學雜費及住宿費, 同學們懷著感恩的心情, 每年都精心準備創意歌舞迎媽祖; 時尚系的“十二花仙喜迎春”迎賓舞及“九天仙女”誠心獻果, 讓在場的眾人拿起相機猛按快門, 捕捉最優雅的曼妙舞姿, 讓迎駕活動充滿創意與美感.

陳校長致贈一座由設計學院創作的“媽祖琉璃神像”給鎮瀾宮典藏, 顏清標董事長也親自贈送大甲媽祖護身符給參加表演及迎駕的同學們, 感謝同學對於大甲媽遶境活動的辛苦付出. 在駐駕儀式完成後, 媽祖鑾轎也將啟程前往下一站, 顏董事長表示, 很感謝學校每年都準備這麼精采的創意表演, 讓大家每年都懷著期待的心情來到貴校, 每次的迎駕陣容與表演總是令人眼睛一亮, 驚嘆不已, 這樣的文化盛事能獲得年輕學子的支持, 儼然成為推展媽祖國際文化節的最佳新動力.

4) 2012年Mingdao University “綠能環保” 健康迎媽祖

(1) 綠能文創商品走秀迎媽祖

2012大甲媽祖國際文化節活動正式啟動, 於3月27日召開記者會, 宣佈大甲媽祖將於3月29日抵校駐駕, 學校將以“士農工商齊祝壽”恭迎媽祖聖駕. 陳校長表示, 參加這項活動是希望達到“民俗文化校園傳承”, “累積文化能量”, “民俗綠能環保”的目的, 不但獲得教師與學生的認同, 為活動注入活力, 讓民俗活動在校園生根落實, 並透過師生創意讓大甲媽祖國際觀光文化節的能量繼續發光發熱, 學校也藉此推廣綠能生活與生活環保的教育目標.

記者會上, 學生穿著各行各業的服裝, 表演“士農工商齊祝壽”迎媽祖儀式, 手持“大甲鎮瀾宮媽祖聖像”圖樣太陽能行動電源等文創商品走秀, 結合科學應用與文化創意, 並落實“綠能環保”的教育目標. 在今年迎駕活動中, 將以“綠能”為主題, 特別推出了“大甲鎮瀾宮媽祖聖像”3D顯像圖, “大甲鎮瀾宮媽祖聖像”3D驗鈔卡, 以及“大甲鎮瀾宮媽祖聖像”圖樣太陽能行動電源的綠能紀念品, 還有“平安鳳梨酥”, “明道中藥蛋”等文創商品.

(2) “士農工商齊祝壽” 迎接媽祖聖駕活動

大甲媽祖於3月29日上午進入校園駐駕, 由陳校長率領一級主管抬轎迎接媽祖聖駕, 陳校並向媒體說明師生研發文創產品迎媽祖聖駕的創意理念. 在迎駕活動方面, 除了安排原舞潮的舞蹈表演, 最具特色的是, 由四個學院的學生扮演各行各業的角色, 以“士農工商齊祝壽”的表演活動; 活動中並且施放祈福環保氣球, 師生一起祈求校務昌隆, 風調雨順, 國泰民安. Mingdao University歷年來參與大甲媽祖

國際文化節活動，普遍獲得師生的認同，讓民俗活動在校園生根落實，並且讓師生共同規劃創新活動及研發文創商品，使得媽祖遶境活動更具有深厚的文化內涵與教育意義。

5) 2013 年 Mingdao University 喜迎媽祖，萬事“攏如意”

(1) 多元文化的創新活動

2013 年媽祖遶境進香駐駕明道於 4 月 11 日隆重登場，設計學院負責於校門口架設由五尊媽祖神像組成的迎駕牌樓，不但充滿藝術美感，同時展現磅礴氣勢與師生熱情。今年就讀中文系的韓國籍學生也熱情投入迎媽祖活動，並穿著傳統韓服接受媒體採訪，希望藉由向媽祖祈福，為國家社會帶來平安與祥和。餐旅系的學生特別以校園青草植物熬煮，準備了有機健康的平安青草茶，貼心提供給長途跋涉參與繞境的抬轎人員及信徒享用解渴，清新爽口的平安青草茶不僅滋潤了每個人的喉嚨，也安頓了每一顆祈求平安的心靈。

在眾人引頸企盼之下，依續抵達的是鎮瀾宮前行隊伍及各式陣頭隊伍，最後終於盼到了裝嚴又壯觀的媽祖鑾轎隊伍抵達。在校門口負責迎駕及抬轎的陣容，由陳校長率領校內一級主管們及鄰近達德商工許維純校長等人，共同迎接媽祖鑾轎蒞臨；在朱熹橋上，則由十位女學生扮演的祈福仙女列隊歡迎媽祖鑾轎的到來，為現場增添一份時尚美感與歡樂喜氣。

今年迎駕的表演活動多元又精采，其中三項極富傳統文化意義的表演活動，首先登場的是由達德商工甫獲亞洲總冠軍之舞龍隊獻演“祥龍舞春風”，靈動多變的隊形，虎虎生風的架勢，讓人嘆為觀止；第二個表演活動是由馬來西亞學生組成的“二十四節令鼓”，這項表演是馬來西亞華人結合中國傳統廿四節氣所創作，在大鼓上貼著由國學研究所學生所寫二十四節令的書法文字，配合表演學生強而有力，極富節奏感的打擊，傳達了濃厚的文化氣息與堅毅的民族精神；第三個表演是迎賓獻舞--“彩天花舞喜迎春，紫冠玉帶雲來集”，穿著素淨舞衣的仙女們舞動彩帶，手端鮮花素果獻供，美麗的身影，曼妙的舞姿，將時尚美學融入媽祖迎駕活動，展現年輕學子的文化創意與巧思。

在迎駕，駐駕及獻供等儀式完成之後，媽祖鑾轎準備起駕離開，大批信眾早已排好隊要“躡轎底”，這個虔誠跪拜的“躡轎底”儀式，一方面讓信眾表達對媽祖的敬謝之意，另一方面，也藉此祈求在媽祖的庇祐下平安健康！

(2) 薪傳文化藝術，開發創意商品

2013 年以“薪傳文化藝術”為主軸，設計“龍如意”木雕作品，祈福仙女手捧此藝品進場，由陳校長贈予大甲媽祖鎮瀾宮，並代表全體在場師生向媽祖致上最崇高的敬意。此木雕“龍如意”是國家薪傳獎得主黃煥文大師的得意作品，具有三層深刻意義：龍為水神，媽祖為鎮瀾女神，以龍如意敬獻媽祖，祈求風調雨順，國泰民安，而“龍如意”諧音“攏如意”，象徵“人人平安，事事如意”。此外，人文學院也

推出了一項文化創意商品--古典詩詞文件夾，結合詩詞意境與書法藝術之美，設計出典雅實用的文件夾，還有“媽祖教讀詩詞”的腰封設計，兼具實用與收藏價值。

5. Conclusion

大甲媽祖國際文化節活動是宗教文化界一大盛事，綜觀台灣媽祖遶境進香活動，可發現台灣媽祖已不只是漁民的守護神，更是台灣人的守護神，祂與台灣歷史，民眾的生活有著密不可分的關係，參與進香過程中，信徒彼此扶持，相互協助，展現人性的光明面，長途跋涉艱辛的旅程也發揮體能極限，激發個人潛能。在台灣媽祖與人民之間經超越了人神之間的距離，媽祖在台灣人的心中，並非以天后，聖母等高不可攀的神格臨監百姓，而是以慈母的形象深植台灣人的心中。透過遶境進香活動，不僅是台灣的民俗文化，更展現廟宇組織動員的能力，也促進人際交流，信徒也在遶境進香過程中，達到撫慰心靈，解除焦慮的心理功能。

Mingdao University 從 2009 年起，即是大甲媽祖遶境路線中唯一駐駕的學校，從 2009 年至 2013 的活動中，在迎駕創新活動方面：包括明道寶寶吉祥物，校長暨一級主管抬轎，籃球隊員抬轎，師生躡轎底，管樂隊，啦啦隊，原住民歌舞，官將首，電音三太子，祥獅獻瑞，漾飛禮賓格格，國際格格，九天先女，十二花仙，士農工商齊祝壽，祥龍舞春風，二十四節令鼓，“彩天花舞喜迎春□紫冠玉帶雲來集”等。在研發文創商品方面：以“綠能環保”為主軸設計研發相關成果產品喜迎媽祖，包括太陽能車，“大甲鎮瀾宮媽祖聖像”3D 顯像圖，“大甲鎮瀾宮媽祖聖像”3D 驗鈔卡，“大甲鎮瀾宮媽祖聖像”圖樣太陽能行動電源的綠能紀念品，琉璃工藝媽祖神像，琉璃手機吊飾，媽祖上身 BoBe 時尚 T 恤，平安糕，平安餅，平安鳳梨酥，明道中藥蛋，平安青草茶，“龍如意”木雕，“古詩詞”文件夾等文創商品，並提供民眾訂購服務。

本文作者多次拜訪大甲鎮瀾宮，針對廟宇建築，文物展覽，信眾祈福進香，觀光客參訪，相關商品開發與銷售及週邊商圈文化特色等主題，進行深入分析之後，遂以 Mingdao University 連續五年參與媽祖國際觀光文化節為例，探討該校結合應用科技與文化創意的能量，以多元活潑的迎駕及表演活動，讓師生共同參與，共同練習，不但充分展現師生精湛的才藝，也促進國內外年青學子們體驗宗教信仰結合文化活動，所激盪出創意的火花與美感的活力。此外，以“綠能環保”為主軸設計研發相關成果產品，以誠摯的心意奉獻給媽祖，並與各界人士分享這些師生共同研發的文創商品，積極為媽祖國際觀光文化節開拓無限商機，也為台灣文化創意產業注入一股生機與活水。更期望藉著一連串對傳統產業的突破創新與創意研發，厚植台灣文化創意產業的軟實力與競爭力，並達到“民俗文化校園傳承”，“累積文化能量”及“民俗綠能環保”的理想。

(後記：本研究特別感謝 Mingdao University 參與媽祖國際觀光文化節活動的師長及同學們協助)

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A Study of the Breakthrough and Innovation of Traditional Cultural Industries

- The Matsu International Culture Festival in Taiwan as an Example

1. Introduction

The Dajia Matsu Pilgrimage Procession, which is hosted by Dajia Jenn Lann Temple at the third lunar month every year, is a Matsu' patrolling circuit that lasts for nine days and eight nights. The Dajia Matsu Pilgrimage Procession was nominated as a "national important intangible cultural activity asset" by the Taiwanese government on July 4, 2008. In addition, the belief of Matsu and associated customs and traditions have been registered on the list of "representative work of intangible cultural heritage of mankind" by the United Nations Educational, Scientific and Cultural Organization (UNESCO). During the nine-day and eight-night procession, up to five million people are attracted to participate in this festival, making it an extravagant religious event that draws the entire world's attention. Under the collaboration of the Taiwanese government and civilian organizations, the glory of attending the Dajia Matsu Pilgrimage Procession would resemble the holiness of Islam's Pilgrimage to Mecca in the future, meaning that all worshippers and believers of Matsu around the must attend the Dajia Matsu Pilgrimage Procession at least once in their lives. In doing so, the Dajia Matsu Pilgrimage Procession would upscale from a local event reflecting Taiwanese people's beliefs to a global religious and cultural festival celebrated by the entire world.

2. Literature Review

1) The development of the Matsu International Culture Festival

Dajia Jenn Lann Temple has been around for over 200 years in Taiwan. The Dajia Matsu Pilgrimage Procession at the third lunar month every year always attracts millions of believers and tourists from home and abroad. The huge parade consisting of worshippers of the goddess Matsu treks across four coastal cities and 21 townships in central Taiwan, passes by more than 90 temples along the way, and walks a total distance of 330 kilometers. Alongside the procession of pilgrims, which is usually several kilometers in length, there are devout populaces waiting on roadsides to welcome the arrival of Matsu with the greatest respect and show hospitality to incense-offering guests hailing from all places. The devout populaces kneel down, allowing the sedan chair of Matsu to cross them, believing that Matsu could drive off adversity, bring forth good fortune, bless that the nation is prosperous and the people are at peace, and endow the land with a solemn, peaceful, and auspicious atmosphere.

In 1999, the Taichung County Government began to organize the "Dajia Matsu Culture Festival", which integrated the depth and breadth of culture with a large-scale religious event. Subsequently, the "Daijia Matsu Culture Festival" was renamed as "Taichung Matsu International Culture Festival" in 2011 to further expand the Dajia Matsu Pilgrimage Procession event. Performances of traditional martial arts and folk tricks as well as tour performances by domestic and international performance troupes were arranged according to schedule of the incense-offering ritual.

Matsu is a forever sea goodness who protects the nation and people on this land with her sublime and noble love. The belief of Matsu Deity also reflects all-encompassing characteristics of a culture arising from an oceanic island. The Taichung Matsu International Culture Festival features a series of spectacular and miscellaneous programs including special exhibitions introducing hundreds of Matsu temples on both sides of the Taiwan Strait, exhibitions that illustrate creative clothing embroidery for deities, folk operas, dances, traditional Chinese music, jazz music, pop music, and other various forms of performances. Other than top-notch Taiwanese performance troupes, extraordinary teams from Japan, Hungary, Sri Lanka, and Brazil were invited to perform part of the repertoire. In doing so, the festival not only represents a mixture of Chinese and western cultures on top of the fusion of modern and ancient elements, but also intertwines to bring forth dynamic and diverse festivities and reflects various dimensions of arts in relation to the global belief of Matsu. The motto “performances every day, upgrading festivities to the level of arts, eco-friendly Matsu pilgrimage and procession, and elevating the event to an international level” points out the direction that the government is working on. In doing so, the government hopes that the Dajia Matsu Pilgrimage Procession could be passed down to endless future generations in the form of culture and this religious event could upgrade to an international cultural and tourism festival.

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2) A brief introduction to the Dajia Matsu Pilgrimage Procession

The “Craze for Matsu” event at the third lunar month every year is an important event of folk belief in Taiwan. The worship of Matsu reflects the “leaving the mainland for Taiwan” history of immigrants to Taiwan and represents the culture of an oceanic island. Matsu is a sea goodness whose original role was to protect fishermen and bless the safety of fishermen’s sailing trips. However, after Chinese immigrants relocated and resettled in Taiwan, Matsu’s job duties expanded to blessing and protecting people’s health, careers, farming practices, and relationships with others. Being the most vital spiritual support for Taiwanese people when they feel lost and helpless, Matsu has apparently become a tutelary goddess of people in Taiwan and the Dajia Matsu Pilgrimage Procession the most important Taiwanese folk religious event.

“Procession”, which refers to a deity’s annual regular visit to his/her jurisdiction to reassure people and expulse the evil, is a deity’s “routine task” whereas “pilgrimage” refers to worshippers inviting a deity to religious services and friendship-developing activities which take place at other temples in order to reinforce each other’s bonding. As such, other than being a social activity for deities, a “pilgrimage” event also has the function of facilitating interpersonal exchanges between worshippers. Both a procession and a pilgrimage are voluntary behavior of worshippers coming from various social statuses. Regardless of their different gender, age, economic or social statuses, pilgrims give a hand and show their concern for each other along the journey. The motives of pilgrims are largely for redeeming a vow to the Matsu deity, seeking for redemption, or praying for being safe and sound. By trudging over a long distance, pilgrims wish to express their gratitude for the deity’ blessing, beseech for descending prosperity and dismissed misfortune, and purge themselves from old sins. Participants in a pilgrim parade are usually elderly people and females, who, due to lack of abilities to contribute to their families, engage themselves in the ascetic practices of pilgrimage and procession to beseech the deity to protect

their families. Rather than being a simple religious activity, the procession and pilgrimage event also facilitates pilgrims' to establish close rapport with each other. Shouldering countless pilgrims' suffering and distress, the event comforts people's mind with religious influence, purify people's heart, conjure the glorious side of human nature, and console each restless and hopeless soul.

The commencement date and time of the Dajia Matsu Pilgrimage Procession is determined by "casting divination blocks (擲筊, zhi jiao, "bwa bui" in Taiwanese) on the day of Lantern Festival every year. All groups who are interested in attending the "incense race" negotiate and decide on the sequence of who "burns the first incense stick", who "burns the second incense stick", and so on. Each incense group has the responsibility to arrange troupe performances to celebrate the birthday of Matsu and hire folk arts performing troupes to follow the procession. Without fixed dates, the commencement date and time of the Dajia Matsu Procession Pilgrimage are determined when Director of Jenn Lann Temple casts divination blocks on the day of Lantern Festival each year. In the procession that last for nine nights and eight days, worship ceremonies are performed in adherence to traditional customs. The eight main ceremonies as are the peace praying ceremony, the mounting ceremony, the departure ceremony, the stopover ceremony, the fortune praying ceremony, the birthday congratulation ceremony, the returning ceremony, and the returning to the altar ceremony respectively. Each of the ceremonies are performed with due respect by following customary procedures, venues, and time. Other than religious implications, these ceremonies also have the functions of comforting people's souls and reinforcing people's beliefs.

During the period of Dajia Matsu Pilgrimage Procession, worshipers along route are responsible for setting up incense burning tables to welcome the arrival of Matsu. There are also popular folk beliefs that some customs can bring peace and safety and reinforce one's good fortune. Worshipers' behavior to pray for blessing from Matsu include racing to grab Matsu's sedan chair to make Matsu stay, kneeling down on the ground so that Matsu's sedan chair could cross their bodies in the procession as a way to pray for safety and peace, presenting a cup of tea to Matsu to pray for cure of illness, getting red threads from the "messenger" at the front of the procession to bring a romantic relationship, exchanging pacifiers with the Taiwanese Folk God Santaizi as means to pray for having children who are easy to look after, and touching the Wenchang pen of the temple officers team to get good luck at exams. These phenomena reveal that all objects related to the Dajia Matsu pilgrimage procession are endowed with a "holy spirit", and what are hidden behind the scene are people's innermost anxiety and hopeless feelings. Having bottled-up emotions that call for an outlet to vent out, people choose to confide in Matsu instead of resorting to the Lifeline organization or consulting a psychologist. Each year along the route of the Matsu Pilgrimage Procession, there are weeping worshippers kneeling on the ground to await the arrival Matsu, collapsing and bursting into tears at the sight of Matsu's sedan chair, and letting out their grievance or frustration no matter what it is. Therefore, the Dajia Matsu Pilgrimage Procession has the social meaning and function of providing a cathartic moment for people and soothing their wounded souls.

3. The integration of the Matsu International Culture Festival and cultural and creative industries

As the core event of the Matsu International Culture Festival each late spring, the Dajia Matsu Pilgrimage Procession consists of kilometers of meandering pilgrims who impressively brave the sun and rain to walk on the north-south highway and country fields. All current spectacular scenes of the Matsu Pilgrimage Procession are results of a group of pious believers' painstaking efforts over centuries. Practicing a tradition that is passed down from generation to generation, these believers who follow Matsu's footsteps and voluntarily contribute their time, physical strength, or even money only have one shared conviction – promulgating the Matsu culture and spirit.

Observing major cities around the world, one can see that all cities are boosting their visibility through hosting large-scale events. With increased visibility and exposure, a city can attract floods of tourists, instigate business opportunities, and firmly fortify the local economy. In light of this, the “Matsu International Culture Festival” hosted by the Taichung City Government encompasses culture of beliefs, martial arts, operas, industries, arts, tourism and sightseeing, and academic studies to incorporate elements of culture into religious beliefs. Along with the progress of a series of phenomenal festivities, the city is placed amongst a splendid and sparkling aura. Local cultural and creative industries are invigorated, which in turn boosts local tourism and aesthetic economy and makes the reputation of a “city of culture” renowned around the world.

At the Matsu International Culture Festival, superb local and foreign groups of performing arts were invited in addition to troupes at the Matsu Pilgrimage Procession. Other than satisfying nostalgic opera fans with traditional operas, there were also modern music and dance performances as well as foreign folk arts that everyone found fresh and new. At the centennial pastry carnival, the arts of pastries from the hometown of pastries were displayed and assorted pastries from central Taiwan were provided for the public to taste. The exhibition of the aesthetics of crafts in Taiwan integrated traditional artisanship with religious beliefs to bring the innovation of culture to a new level. The activity of a multitude of cyclists praying for good fortune encouraged the public to ride a bike, reduce carbon emissions, and build a healthy physique through cycling. Through observing techniques of performers at traditional lion dance and martial arts performances and contestants at the national dragon and lion dance championship, elites of martial arts aspired to pass down the essence of Chinese martial arts. The exhibition of hundreds of Matsu temples from across the Taiwan Strait displayed varied characteristics of the Matsu belief of Chinese descents in different areas. All festivities showed their best to provide the public with luxuriant and diverse entertainments. The scope of the event also expanded to the entire nation and allowed international tourists to feel the compassionate love of Matsu and take part in enjoying the feast of arts in the cultural festival (2011, Taichung City Government Cultural Affairs Bureau).

4. Mingdao University integrated technology applications and cultural innovation to develop Matsu's welcoming festivities.

Worshippers and tourists from home and abroad followed the Matsu procession and arrived at Mingdao University in Changhua County in March when all flowers blossomed in the warmth of spring. The vast campus, which was planted with grass and green trees, also boasted clear pond water, birds' twitter, and fragrance of

flowers. The hacienda-style architecture and artistic sculpture zone added to each other's splendor. Walking amongst the spectacular view made people feel in good mood and completely carefree, joyous, and fresh. However, the strange thing was that when the Dajia Matsu Pilgrimage Procession pompously entered the tranquil campus of Mingdao University, university teachers and students even deployed a large number of personnel at campus and utilized their creativity in full swing to welcome the arrival of Matsu. Following a set route, the Dajia Matsu Pilgrimage Procession has been passing by the main gate of Mingdao University for decades each time it travelled to Pitou Township, Changhua County. After decades of having the procession pass by in front of the school gate, the current president of Mingdao University planned to include the school into the large-scale religious and cultural event by making use of teachers and students' creative concepts. In doing so, the president hoped to give fresh impetus to teachers and students' research and innovation. After some coordination between the president and Dajia Jenn Lann Temple, both parties agreed that the Mingdao University campus became one stop where the sedan chair of Matsu stayed in the procession. From 2009 onwards, Mingdao University has been the only school where the sedan chair of Matsu stopped during the procession, which bears a significant educational and cultural meaning.

1) Mingdao University's craze for Matsu and experiences of the power of beliefs in 2009

The campus of Mingdao University was bustling with noise and lively excitement in March as it was the only university amongst hundreds of universities in Taiwan where the sedan chair of Matsu passed by, which meant that school teachers and students intending to participate in Matsu festival could experience it at school campus. After intensive training and practice to prepare for arrival of Matsu, students at the wind instrument music club did amaze and invigorate everyone at the scene with their most resonant music on the day. While waiting for the arrival of Matsu, the sight of the "messenger" at the very front of the procession indicated the approaching sedan chair of Matsu and everyone should stand by and wait attentively for its arrival. After President Wang Ta-yung and the school's highest-ranking management personnel carried Matsu sedan chair through the front gate to the school campus and rested it outside Poling Building, President Wang represented all school teachers and students to pray to Matsu for good fortune, wishing all school teachers and students healthy and well and the school's continuous growth and prosperity. The school founder Mr. Wang Kuang-ping also made a special appearance to pray for good fortune for the school alongside other prayers.

In terms of the welcoming festivities, students launched the most passionate welcoming cheerleading dance to display young school students' enthusiasm and energy. Students from the Department of Post Modern Agriculture won enthusiastic applause from the public with their "craze for Matsu" creative dance moves. Students from the Department of Fashion and Imaging and the Yang-Fei Guest Relations Club were clad with clothes of princesses in the Ching Dynasty to present fresh flowers and fruits to Matsu. The arresting scarlet color of these students' attire, which was bursting with happiness and bringing about a jubilant atmosphere to the scene, became where people rested their eyes on.

In terms of religious offering, the president presented three cultural and creative goods developed by teachers

and students to Matsu. The three items were “3D lenticular Matsu figurines” designed and made by the College of Applied Sciences, “Mingdao Matsu peace and safety cakes and cookies” made by the Department of Hospitality Management under the College of Management, and “Matsu BoBe memorial t-shirts” designed by the College of Design. After stopping at the campus for 20 minutes, the sedan chair of Matsu and the procession resumed the remaining journey. Before the procession left the front gate of Mingdao University, a multitude of students queued up to kneel down and let the sedan chair of Matsu cross their bodies to pray for safety, health, trouble-less academic studies, and passing all exams.

2) In 2010, Mingdao University developed cultural and creative merchandises to welcome the arrival of Matsu in a jubilant atmosphere.

(1) The school called for a press conference to release its “Matsu cultural and creative merchandises”.

Prior to the commencement of the Matsu International Culture Festival in March 2010, Mingdao University called for a special press conference and invited valued guests and media representatives to savor a unique experience. On the day of the press conference, students from the Department of Fashion Imaging were invited to perform a show entitled “performers on the borders”, which incorporated activities in the Matsu procession with the performance of “Guan Jiang Shou” (police captain in the world of the dead). The performance of students not only matched the theme of the press conference but also expressed students’ perseverance and efforts on activities of folk arts and culture. Electric-Techno Neon Gods played by students from the Department of Recreation and Holistic Wellness even made media reporters rush in like a swarm of hornets to take snapshots of the most sensational and entertaining scenes. These creative performances not only successfully created an exuberant atmosphere for the press conference but also warmed up and increased public awareness of the forthcoming Matsu International Culture Festival.

Cultural and creative objects designed by Mingdao University teachers and students and presented by models on the stage included: glass Matsu figurines and mobile phone charms, the crystal clear color of which made people love too much to part with; fashionable Matsu BoBe t-shirts, which were even more loved by the public and a number of people had already inquired about how to order the T-shirts; large-scale lenticular cards which could be clearly displayed in whatever directions and its technology had been patented; the Matsu thin solar panel technology, the pattern of which could be custom-made to suit each individual’s preference and its technology was also eligible for patent application.

After stating that Mingdao University would play the role of a “pushing hand” in the Matsu International Culture Festival, the president continued to wish that religious believers could be united to pay for Taiwan regardless of which political party they sided with. The president also wished to promote Mingdao University amid the Matsu craze, enable the only university in Taiwan that Matsu stopped by to play the role that integrated religious and cultural activities with ingenuity in cultural innovation, elevate the level of cultural elements in the Matsu Pilgrimage Procession, and create more business opportunities for related merchandises.

(2) Teacher and students enthusiastically welcomed the stay of Matsu's sedan chair at Mingdao University campus

Teaching or studying at the only university in Taiwan where the sedan chair of Matsu stopped by, all teachers and students had the opportunity to eyewitness marvelous scenes at the Matsu International Culture Festival each year. The sight of the “messenger” of the procession meant that the imminent arrival of Matsu's sedan chair. Extravagant deployment everywhere made the Dajia Matsu Pilgrimage Procession a religious and cultural event that attracted the largest number of participants each year. Female troupes were never inferior to male troupes when waving props in their hands to pray for favorable weather, the country being prosperous, and people being at peace. Walking through the crowd, troupes received people's applause and encouragement, which symbolized people's esteem for these tropes' pious and enduring belief in Matsu.

Thanks to the Matsu International Culture Festival, the entire school campus was permeated with the Matsu festivity atmosphere. After the sedan chair of Matsu was ushered to the school campus by a solar vehicle, the school gave a thin solar panel inscribed with a golden Dajia Matsu figurine to Dajia Jenn Lann Temple and gave out free “3D stereoscopic Matsu lenticular cards” to worshipers at the school gate. Both merchandises perfectly represented the aesthetics of high-tech design and demonstrated the school's research and development capacities. After the sedan chair of Matsu settled, a series of festivities ensued. The first performance was the Chinese lion dance performed by students from the neighboring Lo-Yang Elementary School to summon luck and good fortune and to raise the curtain for succeeding performances. Amongst all festivities, the most special one would be an international team of 40 female students dressing like princesses in the Ching Dynasty to welcome the arrival of Matsu. Consisting of students from Malaysia, Korea, Japan, Mainland China, Indonesia, Macau, and Taiwan, the beautiful “international princesses” team was much-loved by the media. The splendid performance of the team of beautiful princesses also received favorable comments from the public.

On behalf of all teachers and students, President Wang paid the highest tribute to Matsu and prayed for peace and safety for everyone and prosperity for Mingdao University. The president also accepted media interviews next to Jenn Lann Temple Chairman Yen Ching-piao, hoping that the Dajia Matsu Pilgrimage Procession could promote culture of religious beliefs and pray for good fortune for all Taiwanese people. Chairman Yen Ching-piao also said, “The sedan chair of Matsu started to visit the campus of Mingdao University last year. May the blessing of Matsu bring prosperity to Mingdao University.”

3) In 2011, the “Ninth Heaven Goddesses” of Mingdao University welcomed the arrival of Matsu in enthusiasm.

(1) The school introduced the “Ninth Heaven Goddesses” welcoming party at a press conference days before the Dajia Matsu Pilgrimage Procession

At a press conference prior to the arrival of Dajia Matsu at Mingdao University in 2011, performances of the “Ninth Heaven Goddesses” welcoming party, which consisted of students from home and abroad, were disclosed to the media. President Chen expressed that the purpose for the university to participate in this festival

was out of the wish that folk cultures could be promulgated to teachers and students, energy of culture could be accumulated, and folk culture and arts could become part of people's daily lives. On the day of Matsu's arrival, the school appointed the "Ninth Heaven Goddesses" as the welcoming party, assigned players of the school basketball team to lift the sedan chair of Matsu, included performances of a cheerleading squad and a Taiwanese aboriginal dance club, and decorated Wenhua Road with draped lanterns to make the "Matsu Avenue". What was most special about the school's activity arrangement was an eco-friendly concept. For example, welcoming firecracker music was played instead of setting off firecrackers to minimize pollution to the environment; the majority of lanterns hung along Wenhua Road outside the school gate were recycled and reused; costumes and props of the Ninth heaven Goddesses were made of materials from previous years whereas innovative ideas and elements were added to promote the spirit of "eco-friendly fashion".

(2) People with varied talent from ancient and modern time and from home and abroad welcomed the arrival of Matsu.

The welcoming parties waiting for the arrival of Matsu on 14 April also included the mascot of Mingdao University- a Mingdao cartoon character, who stood in front of the school gate and enthusiastically greeted arriving worshippers of Matsu with vivacious and entertaining gestures. The comical and eye-catching mascot even drew the attention of the messenger at the Matsu procession, whose curious eyes fell on the mascot a few times. A series of ceremonies to pray for good fortune ensued after performing troupes in the Matsu procession entered the school campus, which let everyone experience folk customs of different performing troupes from different areas. This year, players in the school basketball team were responsible for carrying the sedan chair of Matsu upon its arrival. Shortly before the festivities in the same year, the Mingdao University basketball team bagged home a silver medal at a basketball competition held by the University Basketball Association (UBA) and obtained the utmost glory for the school. When the tall and handsome basketball players lifted up Matsu's sedan chair with their genuine and thankful hearts, they instantly became the attention of media and worshippers nearby.

The Taiwan Aboriginal Dance Club was a very popular school club and all club members were Taiwanese aborigines. Feeling thankful for the school's full amount reimbursement to their tuition fees, other miscellaneous expenses, and accommodation fees, these students always had elaborately and meticulously-prepared creative music and dances to welcome the arrival of Matsu. In addition, the welcoming dance entitled "twelve flower fairies embrace the spring season with jubilation" and the devout fruits offering by the "Ninth Heaven Goddesses", both of which were played by students from the Department of Fashion Imaging, prompted all surrounding spectators to take several snapshots with their cameras in order to capture the most graceful and elegant dance movements of performers, who made the welcoming festivities full of creativity and aesthetic delight.

President Chen supplemented the collection of Jenn Lann Temple by donating a "glass Matsu figurine" designed by students from the College of Design. In return, Jenn Lann Temple Chairman Yen Ching-piao gave Dajia

Matsu amulets to students who participated in the welcoming performances in person as to thank those students' earnest devotion for the Dajia Matsu Pilgrimage Procession. Upon the completion of the "stopover ceremony" at the Mingdao University campus, the Matsu procession was about to leave for its next stop. Jenn Lann Temple Chairman Yen Ching-piao expressed his gratitude for the school's preparation for all marvelous and creative festivities each year, which made everyone look forward to revisiting the school year after year. The school's welcoming deployment and performances always excited, astonished, caught the eyes of beholders, and won endless exclamations with and admiration from the public. Young school students' support for such cultural activity also provided superb and new impetus for promoting the Matsu International Culture Festival.

4) In 2012, Mingdao University welcomed the arrival of Matsu in a "green-energy and eco-friendly" approach"

(1) Green-energy cultural and creative merchandises were displayed to welcome the arrival of Matsu

Before the 2012 Dajia Matsu International Culture Festival kick started, a press conference was called for on 27 March to announce the arrival of Matsu at Mingdao University on 29 March and the university's plan to welcome Matsu with a festivity named "scholars, farmers, artisans and merchants offer birthday congratulations to Matsu". The festivity involved having students dressed like professional in different occupations to express birthday wishes to Matsu. When President Chen stated that participation in this event was to realize the "inheritance and passing down of folk culture on school campuses", the "accumulation of culture energy", and the "integration of folk culture, green energy, and environment protection", his vision accorded with the vision of teachers and students. The school's participation not only injected vigor into the religious event but also implanted the seed of folk activities on school campuses. The innovation of Mingdao University teachers and students added to the continuous radiance and heat of the Dajia Matsu International Culture Festival's energy. Through participating in this event, the school also seized the opportunity to promote its educational objectives: "a green-energy life" and "protecting our environment in everyday life".

At the press conference, students were clad with costumes of professionals in various occupations to offer birthday congratulations to Matsu" at the Matsu welcoming ceremony. Students' runway shows displaying cultural and creative merchandises such as portable solar panel power banks inscribed with the image of "Dajia Jenn Lann Temple Matsu" not only represented the integration of applied sciences and cultural innovation, but also put the "green energy and environment protection" education objective into practice. With 'green energy' as the theme, welcoming festivities this year featured "Dajia Jenn Lann Temple Matsu" 3D images, "Dajia Jenn Lann Temple" 3D counterfeit money detector cards, "Dajia Jenn Lann Temple Matsu" portable solar panel power banks as green energy souvenirs, as well as cultural and creative merchandises such as "peace and safety pineapple shortcakes" and "Mingdao Chinese medicine eggs".

(2) Mingdao University welcomed the arrival of Matsu with a "scholars, farmers, artisans and merchants offer birthday congratulations to Matsu" performance

When the procession of Matsu entered the Mingdao University campus on the morning of March 29, President Chen led the school's highest-ranking management personnel to shoulder Matsu's sedan chair to welcome the arrival of Her Majesty. President Chen also explained to the media about concepts behind teachers and students' cultural and creative merchandises. Other than dance performances of the Taiwanese Aboriginal Dance Club, the most special part of the welcoming festivities was the performance of students dressing like professionals in various occupations to offer birthday congratulations to Matsu. In the midst of the welcoming festivities, eco-friendly balloons were set off to pray for good fortune. Teachers and students all prayed for the prosperity of Mingdao University, a favorable weather, a prosperous country, and all people at peace. Mingdao University's participation in the Dajia Matsu International Culture Festival year after year was met with teachers and students' applause. In addition to firmly implanting the seed of folk activities at school, the participation also spurred collaboration of teachers and students to plan innovative activities and come up with cultural and creative merchandises, which supplemented the Dajia Matsu Pilgrimage Procession with more profound cultural implication and educational functions.

5) In 2013, the Mingdao University welcomed the arrival of Matsu and wished “peace and safety descend on everyone, and everything goes as one wishes”

(1) Multicultural innovation activities

When the Dajia Matsu Pilgrimage Procession arrived at Mingdao University on April 11, 2013, a welcoming archway consisting of five Matsu statues had been awaiting outside the school gate. Being erected by students from the College of Design, this archway was not only a beautiful work of art but also radiated magnificent glamour and represented the dedication and enthusiasm of teachers and students. This year, a Korean student from the Department of Chinese Studies also enthusiastically took part in the welcoming festivities of Matsu and accepted media interviews while dressed in Korean costumes, wishing that praying to Matsu would bring the nation and society peace, safety, and harmony. In addition, students from the Department of Hospitality Management thoughtfully prepared organic and healthy “peace and safety herbal tea”, which was made from the decoction of campus herbs in hot water, to quench the thirst of Matsu's sedan chair team and worshippers who had trudged a long distance in the procession. The fresh and palatable “peace and safety herbal tea” not only nourished everyone's dehydrated throat but also appeased numerous souls praying for peace and safety.

Under the anxious anticipation of all people, Dajia Jenn Lann Temple pioneering teams and a variety of performing troupes came in succession before the solemn and magnificent team of Matsu's sedan chair finally arrived. The school's highest-ranking management personnel led by President Chen alongside President Hsu Wei-chun from neighboring Da Der Commercial and Technical Vocational School waited outside Mingdao University school gate to welcome the arrival of Matsu and to carry Matsu's sedan chair. On the Chu Hsi Bridge, there were 10 female students dressing like celestial fairies to pray for good fortune and to welcome the arrival of Matsu's sedan chair, which added fashionable and aesthetic elements and a merry atmosphere to the celebration.

Amongst the miscellaneous and fabulous welcoming festivities this year, three performances were particularly full of the significance of traditional culture. The starting performance was the “Chinese dragon dance in spring wind” performed by the Da Der Commercial and Technical Vocational School dragon dance team, a recent champion at a competition in Asian countries. The agile, spirited, and versatile dragon dance movements as well as its powerful and vigorous stance were awesome and breathtaking. The second performance was the “24-festive drum” played by Malaysian students. The performance was invented by Chinese Malaysians who were inspired by the “24 solar terms” in the traditional Chinese lunisolar calendar. Calligraphic writing of the 24 solar terms wrote by students from the Chinese Studies Club was pasted on a huge drum as a backdrop of performing students’ vigorous, forceful, and rhythmic drum beats, conveying a strong cultural atmosphere and resolute national spirit. The third performance “welcoming spring with colorful flowers and dancing flowers, purple hat and white belt 雲來集” featured celestial fairies clad in plain-colored dancing costumes, waving colorful ribbons, and offering fresh flowers and fruits to Matsu. These fairies’ beautiful figures and graceful dances blended fashion and beauty into Matsu’s welcoming festivities as well as demonstrated young students’ cultural innovation and ingenuity.

Upon the completion of the ceremonies of “welcoming Matsu’s arrival”, “Matsu’s stopover in the procession”, and “offering to Matsu”, the sedan chair of Matsu was about to resume its patrolling trip to the next destination. A large group of worshippers were already lining up with their knees down on the ground to let Matsu’s sedan chair cross their bodies. On one hand, the fervent worship ritual was to express worshippers’ gratitude and reverence for Matsu. On the other hand, it was worshippers’ pray to Matsu for peace, safety, and health under the protection of Matsu.

(2) Inheriting and passing down arts and culture; developing creative merchandises

Featuring the theme of “inheriting and passing down arts and culture” in 2013, a “dragon brings good fortune as one wishes” wooden sculpture was specially designed, hand-carried by “fortune-praying celestial fairies” to the welcoming festivities, and presented to Dajia Jenn Lann Temple by President Chen to pay the highest tribute to Matsu on behalf of all present Mingdao University school teachers and students. The “dragon brings good fortune as one wishes” wooden sculpture, which is a proud artwork the National Heritage Award winner Mr. Huang Huan-wen, contains three layers of profound meaning. Given that dragon is a water deity and Matsu is a sea goodness who curbed dangerous storms, presenting a dragon sculpture to Matsu had the symbolic meaning of praying for favorable weather, a prosperous nation, and all people at peace. Besides, the Chinese name “龍如意 lung-ju-i”, which literally translated as “dragon brings good fortunes as one wishes”, had the same sound yet slightly different Chinese tone from “攏如意 lung-ju-i”, which meant “peace and safety descend on everyone, and everything goes as one wishes”. In addition, the College of Humanities also came up with a new cultural and creative product – a classic poetry document folder, which was a practical and elegant document folder that fused the artistic mood of poetry and the beauty of calligraphy. The document folder also came with a “Matsu teaches poetry reading” bellyband design to create utilitarian functions and value for collection.

5. Conclusion

The Dajia International Culture Festival is a significant event in the religious and culture circles. Observing the Dajia Matsu Pilgrimage Procession in Taiwan, one can find that Matsu has advanced from a tutelary goddess of fishermen to a tutelary goddess of all Taiwanese people. The Matsu deity, the Taiwanese history, and Taiwanese people's lives are intertwined together and inseparable. While participating in the Dajia Matsu Pilgrimage Procession, pilgrims supported and helped each other, showing the bright side of human nature. While enabling pilgrims to push their own physical limits, the arduous trek also brought out pilgrims' hidden potential. The emotional ties between Matsu and Taiwanese people have bridged the gap between common mortals and a supreme deity. Instead of assuming its supreme divinity as the Empress of Heaven or the Heavenly Holy Mother to oversee common people in the secular world, the image of Matsu is more associated to a caring and loving mother in Taiwanese people's hearts. Rather than being a representation of Taiwanese folk culture, the Dajia Matsu Pilgrimage Procession festival also demonstrated Taiwanese temples' ability to organize and mobilize people as well as to facilitate interpersonal exchanges. The Dajia Matsu Pilgrimage Procession also bears psychological functions as it consoles pilgrims' souls and relieve their affliction or distress along the journey.

From 2009 onwards, Mingdao University has been the only school where the sedan chair of Matsu stopped in the patrolling tour. Mingdao University's innovative activities to welcome the arrival of Matsu from 2009 to 2013 included the Mingdao cartoon character mascot, the school president, the highest-ranking management personnel, and the school basketball team players carrying the sedan chair of Matsu, school teachers and students kneeling down to let Matsu's sedan chair cross their bodies, the Wind Instrument Music Club, the cheerleading squad, and Taiwanese aboriginal music and dances, the "Guan Jiang Shou", the Electric-Techno Neon Gods, the Chinese lion dance, Yang-Fei Guest Relations Club female students dressing like princesses in the Ching dynasty, international female students dressing like princesses in the Ching dynasty, the Ninth Heaven Goddesses, the twelve flower fairies, students dressing like professionals in various occupations to offer birthday congratulations to Matsu, Chinese dragon dances in spring wind, the 24 festive drum, and the "colorful sky and dancing flowers to welcome spring in exhilaration, wearing purple hat and white belt 雲來集" performances. In term of Mingdao University's newly-developed cultural and innovative merchandises, merchandises that were designed and developed by following a "green energy and environmental protection" concept to welcome the arrival of Matsu included solar vehicles, "Dajia Jenn Lann Temple Matsu" 3D images, "Dajia Jenn Lann Temple" 3D counterfeit money detector cards, "Dajia Jenn Lann Temple Matsu" portable solar panel power banks as green energy souvenirs, glass Matsu figurines, glass mobile phone charms, fashionable Matsu Bobe t-shirts, peace and safety cakes, peace and safety cookies, peace and safety pineapple shortcakes, Mingdao Chiense medicine eggs, peace and safety herbal tea, the "dragon brings good fortune as one wishes" wooden sculptures, and "ancient Chinese poetry" document folders, all of which were available for the public to purchase.

After several visits to Dajia Jen Lann Temple and in-depth analysis of the temple's architecture, cultural artifact exhibitions, worshippers who offer incenses to temple deities to pray for good fortune, visiting tourists, the

development and sales of related merchandises, as well as cultural characteristics of neighboring commercial districts, the author decided to use Mingdao University's five-consecutive-year participation in the Matsu International Culture Festival as an example to explore how the university integrated the essence of applied technologies and cultural innovation, invited joint participation and practice of school teachers and students, and arranged diverse and vivacious performances to welcome the arrival of Matsu. Taking part in the religious event not only allowed teachers and students to demonstrate their excellent skills and talent, but also encouraged domestic and overseas young students to experience the fusion of religious beliefs and cultural events as well as stimulated the spark of creativity, vitality, and aesthetics. Other than that, teachers and students' cultural and creative merchandises that were designed and developed by following the concept of "green energy and environment protection" were offered to Matsu with great sincerity and shared with people from all walks of life. Alongside the ambition of developing limitless business opportunities for the Matsu International Culture Festival, these cultural and creative merchandises are expected to add vigor, vitality, and fresh elements to cultural and creative industries in Taiwan. It is even more anticipated that an array of breakthrough, innovation, creative research and developments on traditional industries could reinforce the soft power and competitive edges of cultural and creative industries in Taiwan, and further realize the vision of "inheritance and passing down of folk culture on school campuses", "accumulation of culture energy", and "integration of folk cultures, green energy, and environment protection".

(Epilogue: this study particularly thanks the assistance of Mingdao University teachers and students who participated in Matsu International Culture Festival activities)

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