

探讨核心利益相关者的利益诉求对满意度和参与意愿的影响 路径—以神农架国家公园为例

张洋洋^{1,2}, 徐日明¹, 王子悦¹, 王光玉², 王鹏程^{1*}

(¹华中农业大学园艺林学学院, 湖北武汉 430070; ²不列颠哥伦比亚大学林业学院, 加拿大温哥华 V6T 1Z4)

摘要:【目的】多个利益相关者参与了国家公园的建立、保护和发展,包括土地使用者、个体经营者和政府官员在内的核心利益相关者的利益诉求有所不同。解决这些利益相关者群体的利益冲突,对国家公园的可持续发展至关重要。**【方法】**基于利益相关者理论,以中国神农架国家公园进行实证分析,旨在为以滿足利益相关者(包括经济、社会、文化和生态)的需求以及他们参与国家公园发展的意愿。该研究采用结构方程模型来阐明这些变量之间的关系。**【结果】**1)不同类型的利益相关者在其利益和需求方面具有共同和优先的特点,经济和社会利益总是最优先的。2)对于土地使用者而言,除了文化利益外,其它利益诉求对其参与意愿均有负面影响($P < 0.05$);对于个人经营者和政府官员而言,他们的利益诉求对国家公园的满意度有直接和明显的负面影响,并通过满意度的中介作用,间接影响参与意愿($P < 0.05$)。3)满意度的高低与他们的参与意愿有明显的正相关($P < 0.01$)。**【结论】**国家公园的有效管理取决于利益相关者的共同努力,解决不同利益相关者的迫切诉求,以提高他们积极参与国家公园的建立、保护和发展的意愿,最终实现各利益方对国家公园的正面满意态度与积极的参与行为。

关键词: 国家公园; 利益相关者; 利益诉求; 满意度; 参与意愿; SEM

Exploring the impact of stakeholder interests and demands in national parks on their satisfaction and willingness to participate: Taking Shennongjia National Park as an example

Zhang Yangyang^{1,2}, Xu Riming¹, Wang Ziyue¹, Wang Guangyu², Wang Pengcheng^{1*}
(¹College of Horticulture, Huazhong Agricultural University, Wuhan 430070, China;
²Faculty of Forestry, The University of British Columbia, Vancouver, BC V6T 1Z4, Canada)

Abstract:【Objective】 With Multiple stakeholders are involved in the establishment, conservation, and development of National Parks (NPs). The interests of the core stakeholders including land users, individual operators and government officials may differ. Resolving the conflicting interests of these stakeholder groups is crucial for the sustainable development of NPs. **【Method】** Using the Shannongjia National Park as an example, this study based on stakeholder theory establishes a research framework to meet the demands of stakeholders (including economic, social, cultural and ecological) and their willingness to participate in the development of NPs. The study used structural equation modeling to elucidate the relationships between these variables. **【Result】** 1) The different types of stakeholders shared common and preferred characteristics in their interests and demands, and economic and social interests were always the most preferred. 2) The demands of land users, excluding cultural interests, were negatively affected by their willingness to participate ($P < 0.05$). The interests of individual operators

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*王鹏程为通讯作者。

and government officials had a direct and significant negative effect on their satisfaction with NPs. Satisfaction indirectly affected their willingness to participate ($P < 0.05$). 3) The level of satisfaction was positively and significantly related to their willingness to participate ($P < 0.01$). **【Conclusion】** It is concluded that effective management of NPs depends on the joint efforts of all stakeholders and addressing the immediate needs of different stakeholders to enhance their willingness to actively participate in the establishment, protection and development of NPs.

Key words: national parks; stakeholders; interest demands; satisfaction; willingness to participate; structural equation modeling