

Research on the Franchise System of National Park

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Abstract: On October 12, 2021, China's five national parks were officially established, ushering in the rapid development of national parks. The development and operation of the park cannot be separated from the complete system support, and the franchise system is an indispensable part of it. Franchising in the park can distribute all kinds of resources and form a good complement to the market economy system. Based on the actual operation of the ten national parks, the author is committed to building a socialist national park franchise system with Chinese characteristics, and puts forward his own thoughts on organization management, financial security, industrial access and management, green industry development and other aspects.

1. Introduction

The national park system has a long history of development in foreign countries. With the development of economy and society, China also put forward the establishment of national parks for the first time in the third Plenary Session of the 18th CPC Central Committee. With the further maturity of the theory, China emphasizes the establishment of the system of natural protected areas. On October 12, 2021, the five national parks were officially announced at the Biodiversity Leadership Summit. The franchising system in national parks can realize the utilization and protection of resources and make up the limitations of market operation in resource allocation with the help of supervision.

2. Overview of the Franchise System of National Parks

2.1 Concept of National Park Franchise System

National park franchising refers to the activities of units and individuals other than the Administration and the management committee of each park to carry out business activities in the national park through various authorization methods^[1]. Franchising system is a new system that provides direct or indirect services for visitors by exploring new ways of multi-level and all-round investment and financing under the concept of protecting natural environment. Franchising is generally led by the government, which separates management from management and encourages multi-party participation. Franchising is a minimum behavior under the premise that it is necessary and necessary, appropriate and efficient, and in line with the purpose of national parks, national defense or public welfare^[2]. The cultural scientific research and education resources bred by national parks should not be underestimated and have high research value. The operation scope of the previous franchise system was very narrow, and it could only provide services and products unrelated to consumable resources. The most familiar franchise mode is the commercial visitor recreation service^[3]. On this basis, innovative research can be initiated in organic farming, animal husbandry and forestry industries, ecological experience and environmental education, local cultural industries, and representative green industries, with limited limits.

2.2 The Franchising System of National Parks Follows Principles

According to the requirements of the pilot Program and the overall plan, the following principles should be adhered to in the construction of the franchise system in national parks. Firstly, Priority should be given to ecological protection and green and sustainable development. The protection of natural ecology should be the precondition for industrial development in national parks from beginning to end, and new methods of ecological protection and utilization should be thoroughly studied to develop the economy within the limits of local ecological carrying capacity, so as to achieve coordinated development between rational utilization of resources and protection. Secondly, National representativeness and public welfare for all^[4]. The franchising system should be used to find feasible paths for national parks to achieve national representativeness and public welfare, and reference the successful construction experience of other countries to protect and develop them reasonably and ensure that they are shared by all^[5]. Thirdly, Advocate government guidance, market leadership and participation of all parties. In accordance with the mode of government guidance, cooperation of small and medium-sized enterprises and market operation, the government is encouraged to actively innovate management mode, mobilize market enthusiasm, mobilize relevant market players to participate in the construction of national parks, and promote the joint construction and sharing of diversified players.

2.3 Development Objectives of National Park Franchise System

The goal of the franchise system should be consistent with the actual situation of the national park, effectively promote the pace of the construction of the national park, enrich its connotation, strengthen reasonable protection, and promote the common development of ecological environment, economy and society. Its development goals include the following: First, to ensure harmonious coexistence between man and nature. We should give full play to the active role of local residents, protect, Revere and appreciate nature, and take the values of ecological civilization into consideration and practice. Second, enhance social ecological awareness and inherit fine traditional culture. Strengthen ecological awareness, guide the public to participate in the construction of parks, mobilize enthusiasm for protection, and promote the continuous and in-depth development of ecological protection activities in national parks. We will enrich and carry forward the distinctive ethnic culture and enhance national cohesion and patriotism. Third, improve people's livelihood and promote rural revitalization. The implementation of the franchise system in national parks is conducive to promoting the balanced development of urban and rural areas, maintaining social stability, and promoting the pace of rural construction and national rejuvenation^[6].

3. Development Status of National Park Franchise Industry

3.1 Contradiction between the Development of Franchise Industry and Ecological Protection

Extremely rich in natural resources for the development of national park industry supply a perennial power, such as three national park, the water tower, wild giant panda population of giant pandas national park, northeast butch national park, wildlife ice and snow resources, hainan tropical rain forest national park, natural biological resources of humanities, natural geographical landscape and biodiversity of wuyi mountain national park. However, many reasons, such as harsh ecological environment, poor industrial conditions, sensitive natural environment and difficult to repair after damage, hinder the sustainable development of various industries in national parks. The ecological capacity of national parks is low, and large-scale development and tourism are not allowed. Local residents can only barely meet their food and clothing based on subsidies and ecological public welfare compensation. For example, Three-river-source National Park has set up one post for each local resident. The monthly salary of a custodian is 1,800 yuan, which is far from enough to meet the daily needs of a family. In addition, foreign culture with strong penetration is inevitable in the context of information society. Foreign culture changes the traditional living habits of local residents, and further affects the integrity and primordiousness of local traditional culture.

3.2 The Infrastructure of Franchising Industry is Backward

Restricted by topography, natural environment and industrialization of local society, the infrastructure of national parks is difficult to meet the basic needs of the people. In some parks, road transportation is far from enough to ensure development, even the most basic ecological road network can not meet the requirements. For example, Three-river-source Yellow River Source park and Lancang River source park patrol driving road is mostly gravel road, road maintenance costs are high, the vehicle condition requirements are high, vehicles are extremely easy to anchor in no man's land without communication network. In addition, the park in a small number of local people and livestock daily water can not be guaranteed, water supply equipment is insufficient; The power grid is only extended to some towns close to the county level administrative areas, and some remote administrative villages or towns have no power grid. The mobile communication network can only cover a part of the area, and the communication problems in many places have not been solved. The original form of production has not been fundamentally improved, the supporting equipment of the primary industry is not perfect, and it is basically unable to cope with natural disasters properly. At the same time, the intensive scale of agriculture, animal husbandry and forestry is also very low.

3.3 The Development of Franchise Industry is Short of Talents

Limited by natural conditions and various systems, basic talent groups in the regions where national parks are located lack of structural human resources, making it difficult to cultivate, attract and retain talents. There is a general shortage of talents in management, technological research and development, and characteristic industries. There is a serious shortage of talents who are well educated, skilled in technology and management. Local residents are in the majority, technical knowledge and management level are weak, re-education is difficult and costly, farmers and herdsmen have low cooperation, and it is difficult to adapt to market changes. Many economic cooperation organizations face problems such as limited development funds, poor information and imperfect structures. Farmers and herdsmen cannot effectively connect with the market, and it is difficult to make agriculture, animal husbandry and forestry scientific and technological. The head of the Jiduo Management Office of Three-river-source National Park said the current staff cannot meet the needs of the work, both in terms of the number of staff and working capacity. There are only 33 staff at present, and 150 need to be officially appointed if the work is to function properly. Management now relies heavily on local governments, which buy Labour to attract fresh graduates.

4. Establishment of National Park Franchise System

4.1 Improve the Franchise Management System

4.1.1 Strengthen the Leadership of Franchise Organization

First of all, we should straighten out the functions of management departments. As the implementation body of the national Park franchise system, the Authority is responsible for overall planning, coordination and supervision of the implementation of various policies and management measures, and strengthening administrative linkages with local governments and departments^[7]. Franchise industry projects of national parks should be directly integrated into the special planning of local governments and various departments. The park management Committee is responsible for the annual goals and specific implementation plans of various measures, and important demonstration projects should be identified and effectively implemented^[8]. Secondly, we should improve the comprehensive law enforcement system. After the comprehensive law enforcement reform of forest public security in 2020, a special comprehensive law enforcement team for national park resources and environment can be established^[9] to deal with the illegal behaviors of concessionists and visitors in national park parks. Straighten out the comprehensive law enforcement system, build a joint law enforcement mechanism, and solve the problem of multiple law enforcement^[10]. Thirdly, strengthen the training and introduction of talents related to franchise operation, open up the channels for managers to grow, and promote the ability of managers to improve. By improving welfare benefits, providing promotion space and improving the working

environment, the employment environment in national parks will be more attractive, and more graduates of scientific research institutions and high-level talents will come to work.

4.1.2 Improve the Construction of Operator Service System

Accelerate the establishment of the franchiser service system in the national park region, and provide services for industry consultation, project financing, market development and management of the franchising industry^[11]. Organize various experts to provide training for franchisees, so as to improve the level of system operators in all aspects, strengthen the construction of franchise talent pool, and provide higher level of franchise management and services. The National Park Administration has organized lectures by experts in environmental protection, ecological experience and education to create a long-term development mechanism for franchisees and provide a platform for them to enhance their personal capabilities. The Authority and governments at all levels make a good plan of all forces and resources, and actively use new media such as the Internet to publicize the development of franchise industry and the latest business ideas in the park. The relevant measures, key projects and development prospects of encouraging and guiding social capital to participate in the development of the franchise industry of national parks should be interpreted, and the establishment of an international cooperation and communication mechanism for the franchise industry of protection, scientific research, propaganda and education, and information interconnection should be explored.

4.1.3 Improve Visitor Management

Firstly, the number of participants in each project must be strictly controlled according to the characteristics of each eco-experience and environmental education franchise. The Measures for the Management of Visitors to National Parks shall be established, the visitor reservation system stipulated in the measures shall be strictly implemented, and visitors shall be guided to accept environmental education for entering parks. Each park can reasonably reduce the impact of ecological experience according to the actual situation, and further implement time-segment reservation system and closed rotation rest system on the basis of following the measures^[12]. Secondly, the implementation of low-carbon experience reward system. It is suggested that participants clean up the household garbage generated in the national park by themselves, and those with excellent behavior will be rewarded with national park souvenirs. Establish visitor credit file and visitor credit score system in national parks, record the honor and reward or uncivilized behavior of visitors in national parks, and share the data with other national parks. Finally, to establish a visitor emergency management system, the National Park Administration should formulate or update emergency management measures according to different types of threat factors, and clarify the main contents of emergency management objectives, emergency measures and safeguard measures.

4.2 Strengthen the Franchise Fund Guarantee and Industry Access Management System

4.2.1 Establish a Comprehensive Franchise Fund Security System

First, we will improve central government financial support. Through transfer payment, special funds and other channels, the central government should be sought to support the compilation of interpretation textbooks, management personnel training, project operation and scientific research projects of the franchise industry of National parks^[13]. Second, we will increase market investment support. With the help of social capital, franchise ecological projects are constructed, training on franchise is provided to local residents, and credit fund support is provided to franchise enterprises and individuals with mature management and certain scale^[14]. Finally, improve the social donation system. In order to make up for the insufficient investment of franchise funds, national parks can attract investment and donation from domestic and foreign enterprises, international organizations, social groups and individuals, promote social capital to initiate the establishment of green industry funds, introduce relevant supporting policies, and reduce or exempt taxes on franchise donations.

4.2.2 Strengthen the Admittance System of Franchise Industry

First of all, clear franchise industry management category. Based on the resources, environment and ecology of national parks, the franchise industry shall implement the strictest access system, accurately control the scope and intensity of franchise development, rationally and orderly use of natural resources, determine the total amount of resources from the source, and observe the red line of ecological protection. Secondly, the establishment of the franchise industry access list system. To protect the ecological environment, improve the production and living standards of park residents, fully measure the natural resources and existing development in the park, define the positive list of national park industry franchise access, and conscientiously implement the negative list of franchise industry access. Finally, improve the franchise access management system. We should make fundamental innovations in the system and mechanism, strengthen the examination and approval management of franchise projects, improve the admittance system of franchise industry, strengthen the ecological and environmental impact assessment of franchise projects, and promote the dynamic admittance management of franchise operators.

4.2.3 Innovate the Franchise Industry Management System

Firstly, specify the franchise project. According to the development list of franchised industries and relevant systems within the park, the goal of national park construction shall be established, and agricultural, pastoral and forest processing industries, ecological experience and environmental education services, and local cultural industries shall be explored. Secondly, strengthen the franchise management system. The Management Committee does not directly participate in commercial activities within the national park, but actively organizes government departments, relevant institutions at home and abroad, commercial organizations, non-governmental organizations and community volunteers to participate in the daily work of the park and all links of the franchise project of the National park, so as to achieve the goals of ecological protection and rational utilization of resources. Finally, strengthen the franchise operation supervision mechanism. To perfect the supervision and administration of franchising system, administration and the provincial government organization each park management committee, the local government representatives, the domain experts, franchisee, all stakeholders such as local residents, composed of franchising third-party regulators, for each project in supervision and assessment on a regular basis, to a certain extent, ensure quality of products and services, to meet the needs of the park development.

4.3 Establish the Development System of Franchise Green Industry

4.3.1 Franchising Organic Farming, Herding and Forestry Industries

Franchising industries strictly implement the policy of giving priority to ecological protection and developing appropriately, give full play to the role of characteristic agriculture, animal husbandry and forestry, formulate land use protection systems, and give full consideration to the scale of cultivation and natural carrying capacity. We will develop the “Internet plus agriculture, animal husbandry and forestry” model, promote the penetration of information into rural households, and speed up the construction of a service platform for connecting production and marketing. We will promote the popularization of standard organic production management technologies, establish brand certification for organic farming, herding and forestry industries, establish a product traceability system, improve product risk prevention and control capabilities, and establish a mechanism for testing and assessing the quality of national park products and emergency response^[15]. To improve the social security system, the development of new-type franchising agriculture, animal husbandry and forestry should integrate the power of public service institutions and social organizations, combine the public welfare with the profit-making, and develop the ecological industry service to specialization. Improve the processing system of franchise industry, highlight key industries with distinctive features, and promote the integration of various industries.

4.3.2 Franchising in Ecological Environment and Education

Considering the recreation, education research and protection of national park function orientation, in line with the concept of “campus experience, outside the garden service”, should classify park inside and outside activities, gradually standardize the natural environmental education system, to ensure the integrity of the ecological environment and the real, with the help of the local landscape culture promote economic development and social progress. The two projects of ecological experience and environmental education are considered comprehensively^[16], so that the two can be integrated into each other, so that visitors can understand the value of national parks and related natural ecological concepts. Understand the infrastructure construction in the park and the needs of visitors, adhere to the principles of environmental protection and social economy, and try to improve the existing facilities to ensure the management, ecological experience, service and other infrastructure construction functions; If there are no existing buildings, we can comprehensively measure the combination of new facilities and nearby villages and towns, and reduce the negative interference brought by each project through visitor capacity management and other systems.

4.3.3 Franchising Cultural Industry

Revitalize the franchising rural culture, ensure the efficient docking of local characteristic cultural resources and consumer demand, build a variety of franchising cultural forms, build a group of distinctive and advantageous cultural industry towns and villages, produce handicrafts with national and regional characteristics, and build strong national characteristic cultural brands. Absorb and learn the unique environmental protection concept, humanistic spirit and excellent thoughts of local excellent traditional culture, strengthen the comprehensive protection of traditional national architecture and excellent culture, and build characteristic theme towns and villages according to the industrial structure of “ecological resources + tourism experience + local folk customs”. Improve the construction of public service infrastructure, guide people to gather in green industries, cultivate folk culture organizations, publish literary works and all kinds of books, vigorously explore film and television programs, song and dance dramas, folk sports and other projects, improve local people's attention to local culture, and mobilize residents' enthusiasm for creation. Protect, inherit and develop the local characteristic national handicraft industry, incubate a batch of representative local national handicraft production demonstration bases.

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