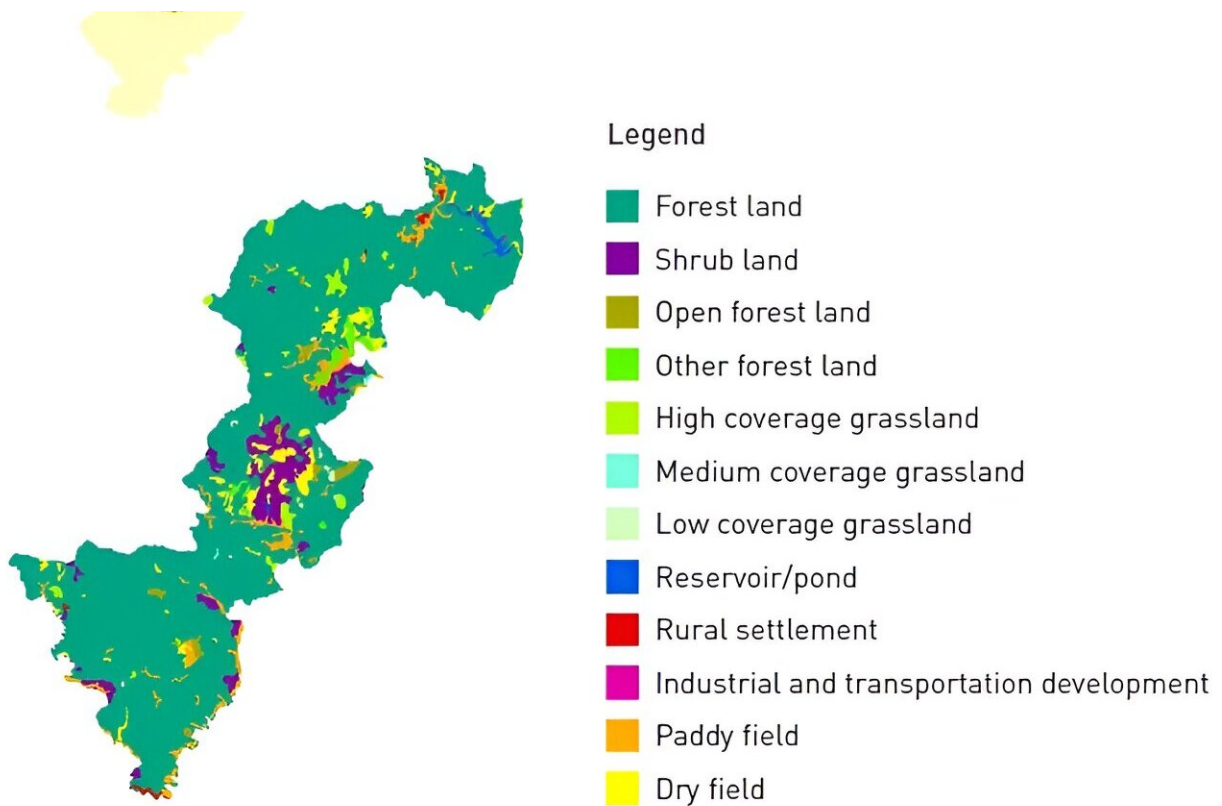# Monetized evaluation of landscape resources of national parks based on the willingness to pay for market project

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Function zoning and current land use of Qianjiangyuan National Park System Pilot Zone. Credit: Peng Wang

In China, national parks represent the country's most unique natural

landscapes. Scientific evaluation of landscape resources is significant for preserving the authenticity and integrity of national parks.

Taking Qianjiangyuan National Park System Pilot Zone as an example, researchers investigated the willingness of internal group (residents and administrative staff) and external group (tourists) to pay for a hypothetical market project based on the pilot zone via Contingent Valuation Method to acquire the monetized value of landscape resources in the national [park](), and applied Logistic Regression to analyze the influencing factors.

The work, titled "[Monetized Evaluation of Landscape Resources of National Parks Based on the Willingness to Pay of Multiple Interest Groups]()," was published in the journal *Landscape Architecture Frontiers*.

The results show that the payment rate of external group is higher than that of internal group, and people with different demographics have different payment rates.

Both internal and external groups are willing to pay to improve ecological environment, but there are significant differences on reasons for refusal—having a low income is the main reason for the internal group, and the external respondents refuse mainly because of the belief that the payment is owed to government finance.

The total monetized value of the research area is 135 million yuan, of which the external value is much higher than internal value. The attitude factors influence landscape resource value more significantly than demographic and [environmental factors]().

The assessment of landscape resource value of [national parks]() is affected by perceptions and demands of multiple interest groups. This research suggests accelerating the construction of a standardized assessment

technical system to support the establishment of [national park](#) system in China.

More information: Peng WANG et al, Monetized Evaluation of Landscape Resources of National Parks Based on the Willingness to Pay of Multiple Interest Groups, *Landscape Architecture Frontiers* (2023). DOI: 10.15302/J-LAF-1-020079