

Research on the Current Operation Status and Business Model Enhancement Strategies of Urban Parks Under the Concept of “Park Plus”

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Abstract: With the acceleration of urbanization and the improvement of people’s quality of life, urban parks, as an important part of urban green infrastructure, have attracted increasing attention to their operation management and business models. This paper, guided by the concept of “Park Plus”, analyzes the current operation status of urban parks, discusses the problems existing in their business models, and proposes corresponding enhancement strategies, aiming to provide theoretical support and practical guidance for the sustainable development of urban parks.

Keywords: Park Plus; urban parks; operation status; business model; enhancement strategies

Introduction

Urban parks are not only places for citizens to relax and entertain but also important components of urban ecosystems. Under the guidance of the “Park Plus” concept, the functions of urban parks are gradually transitioning from simple

greening and leisure to diversification and integration. Therefore, how to scientifically and effectively operate and manage urban parks, innovate business models, has become an important issue facing the current development of urban parks.



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1. Analysis of the Current Operation Status of Urban Parks Under the “Park Plus” Concept

1.1 Diversification of Operation Entities

Currently, the operation entities of urban parks are diverse, including direct government management, enterprise operation, and public-private partnerships, which together form a diverse landscape of modern urban park operation. Direct government management, as a traditional mode of operation, still plays an important role. The government directly manages and maintains parks through fiscal appropriations and policy guidance. Meanwhile, enterprise operation is gradually emerging. Some capable enterprises or individuals participate in the management of urban parks through investment, construction, and operation. They use market-oriented approaches to improve the management efficiency and service quality of parks. Additionally, public-private partnerships have become a new trend. Governments cooperate with enterprises or individuals to jointly invest in and operate urban parks. In this model, the government can provide land and policy support, while enterprises or individuals can provide funds and management experience, achieving complementary advantages in resources^[1].

1.2 Diversification of Service Functions

Under the impetus of the “Park Plus” concept, urban parks have evolved into comprehensive service platforms. Parks are equipped with various fitness facilities to meet the needs of citizens for physical exercise and health maintenance. At the same time, parks also serve cultural and educational functions by hosting various cultural activities and exhibitions, enriching the spiritual and cultural lives of citizens. Moreover, parks have become important venues for social gatherings for citizens, providing a spacious and comfortable environment for family picnics, gatherings with friends, or community activities. This diversification of service functions imposes higher demands on the operation and management of urban parks. Park managers need to constantly update their concepts, innovate management methods, and meet the increasingly diverse needs of citizens. At the same time, they need to strengthen communication and interaction with citizens, understand their needs and feedback in a timely manner, and continuously improve

the service functions of parks.

1.3 Insufficient Operating Funds

The operating funds of urban parks mainly rely on government appropriations and social donations. However, in reality, the problem of insufficient operating funds often hinders the development of parks. Although government appropriations are the main source of park operating funds, they are often unable to meet the growing operational needs of parks due to limitations in fiscal budgets and distribution mechanisms. Meanwhile, although social donations can provide some financial support for parks, their instability and unpredictability also make the financial situation of parks more difficult. The shortage of funds has seriously affected the daily maintenance and management of urban parks. The lack of timely maintenance and updates to green vegetation, road facilities, playground equipment, etc., has led to a dirty and disorderly park environment and increased safety hazards. Additionally, insufficient funds also restrict the further improvement of park service functions. In situations of financial constraints, parks often find it difficult to allocate sufficient resources to develop new service projects or enhance the quality of existing services.

2. Problems in the Business Models of Urban Parks Under the “Park Plus” Concept

2.1 Monotonous Business Models

Many urban parks exhibit overly monotonous business models, primarily relying on traditional ticket sales and venue rental income to sustain operations. While this model may have met the basic needs of parks in the past, with societal development and the rising living standards of citizens, this single business model has become increasingly inadequate to meet the growing diverse needs of citizens. Ticket sales, as one of the main sources of park revenue, face limited growth potential due to the implementation of free park policies and changes in citizen consumption habits. While venue rental income may be relatively stable, it is also constrained by the scale and functional layout of parks, making substantial growth difficult. Economically, due to limited revenue sources, parks often struggle to allocate sufficient funds for facility upgrades and service enhancements, resulting in an inability to effectively improve the overall quality

and service levels of parks. Socially, the monotonous business model hinders parks from adequately meeting the diverse needs of citizens, failing to fully leverage their role as important components of urban green infrastructure.

2.2 Lagging Marketing Methods

Many parks still rely on traditional advertising methods such as simple posters and flyers, lacking innovation and attractiveness. Additionally, parks often fall short in brand building, failing to establish a unique and deeply resonant brand image. This makes it difficult for parks to stand out in fierce market competition and attract more visitors and investors. Moreover, parks severely lack efforts in publicity and promotion. Many parks fail to deeply explore and package their own characteristics and highlights, resulting in monotonous and uninteresting promotional content that fails to resonate with the public. Furthermore, parks tend to rely on overly traditional and conservative channels for publicity and promotion, failing to fully utilize modern social media, online platforms, and other diversified channels for extensive and effective dissemination.^[2] These issues severely limit the social visibility and attractiveness of urban parks. Insufficient understanding among visitors and investors about parks naturally leads to a lack of strong interest and desire.

2.3 Lack of Professional Talents

Many urban parks suffer from significant deficiencies in the construction of professional talent teams. Specifically, many parks lack compound talents with expertise in various fields such as horticulture, tourism, and management. These talents not only need solid professional knowledge but also require rich practical experience and innovative thinking to propose practical management and operation strategies tailored to the actual situation of parks. However, due to inadequate talent cultivation mechanisms and unsmooth talent introduction channels, many parks face constraints in the reserve of professional talents. The scarcity of professional talents directly affects the management level and service quality of parks. In daily management, employees lacking professional knowledge may struggle to effectively handle various complex situations, leading to issues such as disorderly park order and damaged facilities. In terms of innovation in business models, parks lacking

professional talents often find it difficult to break free from traditional thinking constraints and explore innovative development paths that suit their own characteristics.

3. Strategies for Enhancing the Business Models of Urban Parks Under the “Park Plus” Concept

3.1 Refined Management

Refined management is crucial for improving the operational efficiency and service quality of urban parks. Park managers should implement detailed management plans and standards, ensuring precise operations at every level. For instance, specific workflows and standards should be established for the maintenance of greenery, upkeep of pathways, and safety inspections of recreational equipment to ensure timely and effective execution of tasks. Additionally, resource allocation should be optimized to prevent waste and duplication. Refined management enables urban parks to achieve optimal service outcomes and economic benefits within limited resources.

3.2 Professional Enhancement

Professionalism is key for urban parks to stand out in competitive environments. Park managers should focus on elevating the professionalism of parks, including aspects like landscape design, plant arrangements, event planning, and visitor services. By recruiting and nurturing talent with relevant expertise and practical experience, a professional management team can be established, ensuring the professional enhancement of parks. Furthermore, park managers should actively engage with industry experts and scholars, drawing upon advanced concepts and experiences to continuously enhance the professionalism of parks. Professional enhancement will make urban parks more attractive and competitive, better meeting the diverse needs of citizens and visitors.

3.3 Smart Transformation

Park management should leverage modern information technologies such as the internet, Internet of Things (IoT), and big data to carry out smart transformations of parks. For example, establishing intelligent access control, navigation, and monitoring systems can enhance park security and convenience. Developing mobile apps, WeChat public accounts, and other service

platforms can provide citizens and visitors with more convenient and personalized services. Additionally, collecting and analyzing visitor data can provide scientific insights for park management decisions. Smart transformations will make urban parks more intelligent, efficient, and convenient, enhancing visitor experiences and satisfaction.

3.4 Integration of Traditional Culture

As important carriers of urban culture, urban parks should undertake the responsibility of inheriting and promoting traditional culture. Park managers should delve into and integrate local traditional cultural resources into park planning, design, and operation. For instance, setting up traditional cultural exhibition areas and organizing themed cultural activities within parks can allow citizens and visitors to experience the charm and value of traditional culture. The integration of traditional culture will enrich the cultural connotations and distinctive charm of urban parks, enhancing their brand image and social influence. Furthermore, the inheritance and promotion of traditional culture will help strengthen citizens' cultural confidence and sense of belonging.

3.5 Innovative Business Models

Urban parks can organize a variety of colorful themed activities. For example, planning and hosting themed flower shows, light shows, cultural performances, and other events based on different seasons and holidays can not only increase the attractiveness and visibility of parks but also provide citizens and visitors with richer and more enjoyable park experiences. Additionally, commercial cooperation can be another effective approach. Parks can collaborate with nearby catering, retail, and other businesses to create comprehensive service systems integrating leisure, shopping, and dining, enhancing park service functionality and generating stable income sources. Furthermore, developing cultural and creative products is also worth exploring. Parks can design and develop a series of commemorative and practical cultural and creative products, such as park-themed clothing, accessories, and handicrafts, leveraging their cultural characteristics and resource advantages. This will not only increase the cultural connotations and brand image of parks but also create new revenue streams. Moreover, urban parks should actively establish close cooperative

relationships with surrounding communities, schools^[3], and other institutions. By jointly organizing activities and providing venue support, parks can expand their service functions and influence.

3.6 Strengthening Marketing

Urban parks should establish official websites and social media accounts to regularly publish the latest park updates, event information, and promotional policies, maintaining close interaction with citizens and visitors. Through meticulous planning and production of high-quality promotional content, such as scenic photos, event videos, and visitor testimonials, parks can showcase their unique charm and cultural connotations, attracting more attention and interest. On the other hand, organizing various events is an effective way to attract visitors and enhance visibility. Urban parks can plan and organize a variety of colorful themed activities, such as concerts, flower shows, and family park days. Hosting such events not only increases the popularity and vitality of parks but also enhances their brand image and social influence. Additionally, cooperating with travel agencies, businesses, and other entities for joint marketing is an important means of enhancing the visibility and reputation of parks. Urban parks can collaborate with travel agencies, hotels, scenic spots, etc., to jointly promote tourism routes, package deals, and products, realizing resource sharing and mutual benefits.

3.7 Recruitment and Development of Professional Talents

Urban parks must prioritize the recruitment and development of talent. Firstly, establishing a sound talent recruitment mechanism is crucial. Parks should attract talent with relevant professional knowledge and practical experience through multiple channels and methods, especially outstanding individuals with innovative thinking and pioneering spirit. Additionally, park managers should identify and tap into internal potential, providing more career development opportunities and platforms for existing employees to stimulate their enthusiasm and creativity. Secondly, enhancing the training and education of existing employees is key to improving park management and service quality. Parks should develop targeted training plans and courses based on employees' actual situations and needs to help them enhance their professional

competence and comprehensive abilities. Furthermore, broadening employees' horizons and knowledge through internal exchanges and external learning can improve their overall quality and adaptability^[4]. Thirdly, parks should focus on talent incentives and retention. By establishing reasonable compensation systems, promotion mechanisms, and other incentive measures, parks can enhance employees' sense of belonging and loyalty.

Conclusion

This paper analyzes the current operational status and business model issues of urban parks under the guidance of the "Park Plus" concept, and proposes corresponding improvement strategies. Through innovative business models, strengthened marketing efforts, the introduction and cultivation of professional talents, as well as the implementation of refined, specialized, intelligent, and traditional cultural integration strategies, urban parks can achieve transformational upgrades and sustainable development in their operational models under the guidance of the

"Park Plus" concept. In the future, further attention should be paid to changes in citizen demands and market trends, continuously improving and optimizing the operational management and business models of urban parks.

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