

Questionnaire on social value of ecosystem services in Cangzhou Garden Expo Park

Dear tourists

We are students of Hebei University of water resources and electric power. At present, we are carrying out research on the evaluation of the ecosystem service value of comprehensive parks. In order to promote the development and planning of Cangzhou Garden Expo Park and improve its service quality, we specially design a social value questionnaire. We hope to obtain valuable survey data through cooperation with you to perceive your attitude and preference towards the park. This questionnaire is filled in anonymously. All data are only used for scientific research. We promise to keep your information confidential. We sincerely appreciate your sincere cooperation and assistance.

Cangzhou Garden Expo Park is the venue of the sixth Garden Expo in Hebei Province. Located by the canal in Cangzhou, it is a comprehensive urban ecological green heart integrating garden art display, ecological and cultural experience, and citizens' leisure and entertainment. As a new landmark of the city, Cangzhou Garden Expo Park has not only improved the ecological quality of the city, but also become an important window to spread the canal culture and promote the integration of culture and tourism. Please answer the following questions based on your own understanding of it.



Qingchi North Avenue

Yongji Road

Part I. Characteristics and feelings of respondents

1. How many times have you been to the Garden Expo Park in the past 12 months? [single choice]

1 or 2 times 3 times to 5 times 6 times to 10 times more than 10 times

2. In which season do you often go to the Garden Expo? [single choice]

spring summer autumn winter all seasons

3. When do you usually go to the park? [Single choice question]

working day non working days both

4. At what time of day do you usually enter and use the park? [single/multiple choice]

8 a.m. -10 a.m 10 a.m. -12 a.m 12 noon -2 pm 2p.m -6 p.m evening (after 6:00)

5. In the process of visiting the park, the way you choose to go to the place is: [single/multiple choice]

go alone go with your family classmates or colleagues other

6. When you choose to visit the Garden Expo Park, you mainly want to: [single/multiple choice]

travel punch in sports and exercise culture and education entertainment and leisure others

7. In the process of the Garden Expo area, your satisfaction with the scenic spot is: [matrix single choice question]

	very satisfied	satisfied	generally	dissatisfied	very dissatisfied
Recreation facilities (rest, catering, transportation, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play environment (health, price, safety, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractiveness (scenic spot characteristics, cultural characteristics, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scenic spot services (ticket sales, consultation, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall condition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. What social service functions of the Garden Expo Park still have deficiencies, specifically as follows: [single/multiple choice questions]

- recreational facilities
- physical exercise and fitness facilities
- safety of playing environment and facilities
- popularization of cultural education
- other

9. In your opinion, what aspects should be improved in the future planning and construction of Cangzhou Garden Expo Park: [fill in the blank]*

Part II. Distribution and marking of social value points

1、Imagine that you have 100 yuan to ensure the existing value of the Garden Expo Park. You can allocate the 100 yuan in the way you like. You can allocate all the 100 yuan to one value (while other values are 0), or you can allocate the 100 yuan to different values. You can give any score, but please pay attention to integer allocation when allocating. (Note: the total score is 100 yuan. You don't need to choose each one. Please allocate it reasonably according to your wishes) [proportion question]*

_____Aesthetic value - beautiful scenery, including plant landscape, water scenery, architectural style, etc

_____Historical value - strong historical and cultural atmosphere, preserving folk customs and traditional activities

_____Education value - provide tourists with opportunities for scientific research and popular science education

_____Recreation value: it can provide tourists with leisure and entertainment activities such as walking, communication, picnics, playing musical instruments, sketching, children's recreation, playing cards and chess, and entertaining birds

_____Biodiversity value - tourists can enjoy rich animal and plant resources such as flowers, birds, fish, insects, flowers, plants and trees

_____Life sustaining value - tourists can exercise, relax and release pressure here

【Tip: Please fill in the number. The sum of all items must be equal to 100】

2、 Fill out the names of scenic attractions that you think have the following values in the form. Each value can be marked with the most representative 1~4 scenic attractions and marked in the park map. If you can't remember the name of the scenic attractions at the moment, we have listed the scenic spots that tourists often visit in the attachment. You can find it in the attachment. [fill in the blank]

Value type	Scenic attraction name
Aesthetic value	
Historical value	
Education value	
Recreation value	
Biodiversity value	
Life sustaining value	



Park map

Part III. Basic characteristics of respondents

1. Your gender: [single choice]

men women

2. Your age group: [single choice]

under 20 years old 21-30 years old 31-40 years old 41-50 years old 51-60 years old
over 60 years old

3. Your education level is [single choice]

junior high school and below high school education specialized vocational education
undergraduate education graduate and above

4. Your current occupation: [single choice]

farmer
ordinary employees of the company
commercial sales and service personnel
Education, medical and other science, education, culture and health practitioners
student
unemployed
retired
other

5. How long did you visit the Garden Expo Park? [single choice]

within 1 hour 1-3 hours 3-6 hours More than 6 hours

6. Have you shared the photos of the Garden Expo Park on social media (circle of friends, microblog, twitter, etc.)? [single choice]

yes no

7. Have your friends shared the photos of the Expo Park on social media (Wechat, Weibo, Douyin, etc.)? [single choice]

yes no didn't notice

8. The closest thing to your family's monthly income is [single choice]

below 3000 yuan 3000-5000yuan 5000-7000yuan 7000-10000yuan 10000-15000yuan
15000-20000yuan over 20000yuan

9. Your identity in this survey is [single choice question]

ordinary tourists staff in the park experts in landscape planning government staff

10. You are from [single choice question]

Cangzhou urban area Cangzhou County Other regions in Hebei Province
Beijing Tianjing Shandong Province other

Attachment: points marked by tourists

1. Dahua Industrial Heritage Equipment Display Zone
2. Dahua 1973 Railway Station
3. Xiyouji Children's Growth Center
4. Canned Paradise
5. Dahua Clear Pool
6. Dahua Flower Fields
7. Lv Family Courtyard
8. Lakelet – Riverside Living Water Park
9. Grand Canal Intangible Cultural Heritage Exhibition Hall
10. Furong Pavilion
11. Cangzhou Lane
12. Hengshui Garden
13. Handan Garden
14. Chrysanthemum Garden
15. Dingzhou Garden
16. Xingtai Garden
17. Baoding Garden
18. Pine Garden
19. Moon Inquiry Pavilion
20. North Hill
21. Shijiazhuang Garden
22. Tangshan Garden
23. Cangzhou Garden
24. Peach Garden
25. Hundred Flowers Garden
26. Wanlu International Racing Park
27. Hundred Herbs Orchard
28. Hundred Fruits Orchard
29. Lotus Garden
30. Langfang Garden
31. Qinhuangdao Garden
32. Chengde Garden
33. Zhangjiakou Garden
34. Xinji Garden
35. Entrance No.1 – Fountain Plaza
36. Garden Expo Children's Playground

