Exploring Multiple Values Needs of Stakeholders in Cultural and Creative Parks within the Framework of Sustainable Development

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Abstract. In a globalized context marked by a growing focus on sustainability, cultural and creative parks are multi-faceted entities grappling with the integration of diverse values. Utilizing a sustainable development framework, this study scrutinizes value requirements for stakeholders within these parks. An interdisciplinary assessment framework was deployed to systematically analyze these requirements. Quantitative insights from both sides of the Taiwan Strait reveal that while cultural and environmental values are universally upheld, creative values resonate more with specific groups like entrepreneurs and professionals. Further analysis highlights significant interactive effects among these value domains; notably, elevating cultural value not only enriches social and educational aspects but also advances economic sustainability. Based on these findings, we advocate for a holistic consideration of multiple values by park managers and policymakers to foster effective, sustainable development. This research extends theoretical understandings of the interplay between cultural and creative parks and sustainable development, offering both academic and practical contributions.

Keywords: Sustainable Development; Cultural and Creative Parks; Stakeholders; Multiple Values; Needs Assessment.

1   Introduction

In a global landscape marked by intertwined economic and cultural dynamics, the cultural and creative industries have ascended as central catalysts for both economic growth and societal transformation. Within this context, cultural and creative parks function as unique spatial entities that amalgamate an array of Multiple Values, spanning domains like culture, commerce, social impact, and environmental sustainability, among others [1]. However, the rapid global expansion of these parks brings forth challenges such as unsustainable resource usage, ecological stress, and societal disparities, jeopardizing both their long-term stability and broader stakeholder interests [2].

Rooted in a comprehensive sustainable development framework, this study aims to rigorously examine the articulation and diversity of these Multiple Values within cultural and creative parks. We introduce an interdisciplinary value-assessment model that incorporates seven key dimensions to systematically explore the divergent value needs of stakeholders, including visitors, local residents, and participating enterprises.

Notably, previous studies on cultural and creative parks have predominantly focused on economic and cultural value generation, often overlooking their broader contributions to social equity, educational inclusion, and environmental responsibility. This lacuna limits our holistic understanding of the Multiple Values harbored within these parks and consequently constrains the evolution of relevant policies and practices.

To redress this scholarly and practical gap, our research employs quantitative survey methods to offer a thorough and nuanced needs and expectations analysis for key stakeholder groups in cultural and creative parks across the Taiwan Strait. This initiative aims to enrich both the theoretical understanding and practical strategies concerning the Multiple Values integral to the sustainable development of these parks.

2   Literature Review

2.1   Evolution of Cultural and Creative Parks

Cultural and creative parks play an essential role in urban growth, impacting cultural, economic, and social spheres while closely aligning with global trends in globalization, localization, and urbanization [3]. Incorporating insights from industrial economics, cultural economics, and urban planning, these parks benefit from Porter's agglomeration theory, which emphasizes the competitive advantages of spatial clustering [4]. For example, New York's SOHO district transitioned from a neglected industrial zone into a dynamic cultural and creative park [5]. This shift has induced changes in property values and community dynamics, prompting the advocacy for mixed-use urban redevelopment as a balancing strategy.

The trajectory of these parks is increasingly diverse, covering areas like technology and new media, and opening avenues for international partnerships and resource pooling [8]. However, they continue to face complex challenges, such as resource consolidation, stakeholder balance, and managing the ramifications of globalization.

2.2   Sustainable Development and Multiple Values

Within the framework of sustainable growth in cultural and creative parks, Tao [1] categorizes Multiple Values into seven dimensions: cultural, creative, business, social, educational, environmental, and life values. Each is precisely defined, allowing for a thorough assessment of an entity's aggregate value across these dimensions.

1. Cultural Value: Essential criteria include the conservation of local traditions and cultural heritage, as well as the promotion of artistic activities. Additional considerations are spaces for art and cultural industry development.

2. Creative Value: The emphasis lies on cultivating an innovative milieu and design-oriented thinking. Support for nascent creative sectors, interdisciplinary collaborations, and specialized projects is also essential, as is the promotion of creative products.

3. Business Value: Primary evaluation markers consist of economic gain, brand resonance, and market outreach, covering aspects like investment attraction, industry structure enhancement, and product and service innovation. These elements collectively bolster competitive advantage.

4. Social Value: This dimension focuses on social well-being, interpersonal relations, and community engagement. Key markers include social inclusivity, employment generation, and ethical standards. Support for vulnerable populations and social justice are also vital.

5. Educational Value: This mainly involves educational initiatives and talent cultivation, incorporating scholarly research, technological advancements, and collaborative projects. The acquisition of quality educational assets and partners is also crucial.

6. Environmental Value: Attention is given to ecological preservation and sustainable practices, including energy efficiency, waste minimization, and green planning. Community development and environmental governance are other significant factors.

7. Life Value: This relates to diverse amenities and services aimed at elevating residents' well-being and creating congenial public spaces.

Utilizing this multi-faceted, layered evaluation structure, one can more holistically and profoundly gauge the integrated value of a project or organization across multiple dimensions.

2.3 Stakeholder Roles in Cultural and Creative Parks: A Multifaceted, Interactive Ecosystem

In the complex ecosystem of cultural and creative parks, various stakeholders—encompassing tourists, community residents, event attendees, and in-house enterprises—engage in intricate relationships across multiple levels and dimensions [6].

Tourists: More than Simple Consumers: Customarily viewed as the primary patrons of cultural and creative parks, the role of tourists now transcends that of basic "cultural consumers." Modern tourists seek a richer, diversified cultural experience, one that goes beyond mere artistic consumption to include active engagement and broad cultural dialogue [7].

Community Residents: Long-term Engagement and Value Sharing: Community residents, integral to the geographic makeup of cultural and creative parks, are key players in sustained involvement and value co-creation. Their long-term focus encompasses environmental integrity, social welfare, and cultural vibrancy, and they are vital for preserving local cultural elements and shaping community identity[8].

Event Attendees and Resident Enterprises: Dynamic Partnerships and Symbiotic Growth: Acting as the core of the park's operational dynamics, these stakeholders are

not just economic engines but also crucial platforms for the dissemination of creativity and knowledge. Their multifaceted objectives include economic gains, market potential, safeguarding intellectual property, technological innovation, and social responsibility[9].

In sum, the variety of stakeholders within and adjacent to cultural and creative parks construct a multifaceted and ever-evolving interactive ecosystem[10]. Within this setting, each stakeholder group influences the park's strategic direction and operational paradigm through their specific needs and aspirations. Accordingly, this study aims to delve into the inherent logics and driving forces of this ecosystem to offer a more precise and actionable theoretical framework and policy suggestions.

3   Research Methods and Design

3.1   Objectives and Scope

This investigation primarily focuses on an in-depth analysis of seven key value dimensions pertinent to the sustainable growth of cultural and creative parks. These include aspects of Culture, Creativity, Business, Social Impact, Educational Role, Environmental Stewardship, and Life Quality. The study also examines the effects of these value dimensions on a variety of stakeholders, such as tourists, community residents, event attendees and resident enterprises.

3.2   Methodological Approach

Based on an initial review of pertinent literature and theoretical frameworks, this research uses a questionnaire survey as the main quantitative method. Covering Multiple Values' diverse aspects, it employs a five-point Likert Scale to quantitatively gauge stakeholder needs and expectations, as exemplified in Table 1 with educational value.

Table 1. Metrics for Assessing Educational Value

Dimension Educational Value	Items
Educational Value	21. Significance of educational programs and talent cultivation in cultural and creative parks: 1 2 3 4 5 22. Relevance of promoting scholarly inquiry and technical innovation: 1 2 3 4 5 23. Importance of enhancing industry-academia partnerships and talent mobility: 1 2 3 4 5 24. Necessity of hands-on educational opportunities and internships: 1 2 3 4 5 25. Value of securing high-caliber educational resources and collaborators: 1 2 3 4 5

3.3 Data Treatment and Examination

The data collected from the survey undergoes initial encoding and preprocessing to neutralize potential biases and inaccuracies. Thereafter, SPSS is employed for multivariate statistical analysis to facilitate a multidimensional understanding of stakeholder value perceptions and interrelations within cultural and creative parks.

4 Results and Analysis

4.1 Descriptive Findings

In total, 692 valid responses were collected, assessed across seven value dimensions using five metrics. The initial reliability testing revealed a Cronbach's alpha of .823 for the entire set of questions, confirming high internal consistency. Following potential item elimination, reliability coefficients ranged from .766 to .808, consistently below .823, negating the need for any item deletion.

From a demographic standpoint, the sample exhibited an equitable gender distribution, with 359 males (51.88%) and 333 females (48.12%). The majority of respondents fell within the age brackets of 18-24 (30.78%) and 25-34 (24.13%), suggesting that cultural and creative parks predominantly appeal to a younger demographic. The stakeholder representation was diverse, including Tourists (32.66%), Event Attendees (27.31%), Community Residents (21.68%), and Resident Enterprises (18.35%). Regarding visitation frequency, there was a notable level of engagement, with 58.67% of participants visiting at least on a weekly basis. Geographically, the respondents were primarily from the mainland (54.91%) and Taiwan (41.33%), affirming the sample's broad representativeness.

4.2 Stakeholder-Value Analysis

Research outcomes indicate a balanced, high-level emphasis on cultural value amongst all stakeholders. Notably, in local communities, Community Residents averaged a rating of 4.59, underscoring the parks' significant cultural impact. Event Attendees and Resident Enterprises, on the other hand, scored above the average in creative (4.19 and 4.54) and educational (4.65 and 4.32) values, implying that these groups are most likely to derive benefits from innovation and learning initiatives. These segments also highly rated the parks for business and social opportunities (4.38 and 4.28, respectively). While perspectives on other value dimensions like environmental and lifestyle aspects were uniformly distributed, Tourists and Community Residents specifically elevated the life value scores (4.77 and 4.78), accentuating the parks' effectiveness in enhancing living standards.

4.3 Analysis of Stakeholder Attraction

Employing distribution ratios for evaluation, the study (as shown in Fig.1) assessed stakeholder value priorities. Tourists focused mainly on cultural (30.53%) and creative

values (39.82%), with limited interest in business (3.98%). Conversely, Community Residents heavily favored life value (84%). Event Attendees emphasized educational value (53.97%), indicating a learning and development focus. Resident Enterprises gave precedence to business (66.14%) and social aspects (7.09%). These insights not only provide vital empirical data for park management but also underscore the necessity of addressing diverse stakeholder needs in resource distribution and strategic planning.
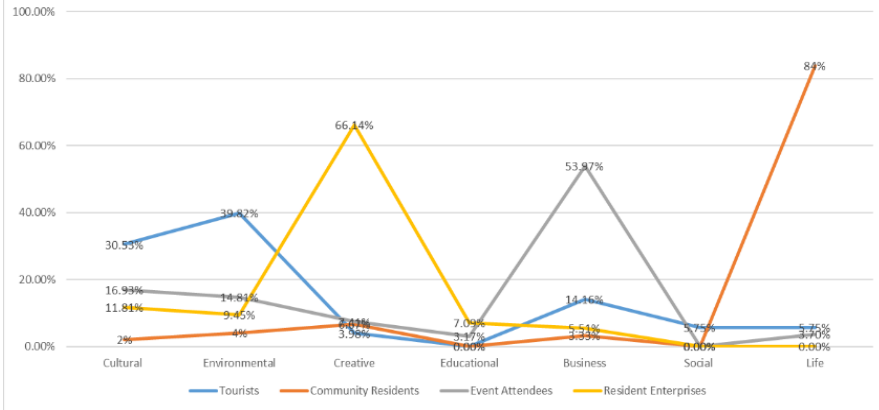
Fig. 1. Analysis of Stakeholder Attraction

4.4   Stakeholder Assessment on the Importance of Multiple Values

In examining the essential values for cultural and creative parks' sustainable development, we utilized aggregate scores and hierarchical rankings to deepen our grasp of stakeholder priorities. Empirical evidence (Table 2) underscores cultural value's strategic relevance, with a top aggregate score of 4.77 (25.72% of high-level evaluations). Environmental (aggregate score 4.63, top rank 16.04%) and creative values (aggregate score 4.5, top rank 15.9%) follow, integral to sustainable trajectories. Notably, educational value holds significance (aggregate score 4.36, 17.2% in top rankings), contrasting with lower-scoring business, social, and life values (3.95, 3.38, and 2.4, respectively).

To foster sustainable growth in these parks, prioritizing cultural, environmental, and creative values is key in strategic planning and resource distribution.

Table 2. Stakeholder Prioritization of Multiple Values' Significance

	Composite Score	1st Position (%)	1st Position (%)	3rd Position (%)
Cultural	4.77	178 (25.72%)	114 (16.47%)	104 (15.03%)
Environmental	4.63	111 (16.04%)	148 (21.39%)	132 (19.08%)
Creative	4.5	110 (15.9%)	140 (20.23%)	120 (17.34%)
Educational	4.36	119 (17.2%)	104 (15.03%)	117 (16.91%)
Business	3.95	81 (11.71%)	104 (15.03%)	117 (16.91%)
Social	3.38	40 (5.78%)	53 (7.66%)	91 (13.15%)
Life	2.4	53 (7.66%)	41 (5.92%)	37 (5.35%)

5   Conclusion

This study implements a multi-values framework to scrutinize the diverse value requirements and strategic approaches of cultural and creative parks on a global scale. It augments the theoretical underpinnings of Multiple Values and reinforces balanced growth with empirical findings. Quantitative surveys pinpoint distinct stakeholder needs, thereby advocating for sophisticated park management.

Principal findings emphasize the criticality of cultural, environmental, and creative values in the sustainable progression of these parks, highlighting their societal impacts beyond mere economic benefits.

The research bridges theoretical voids, offering strategic insights for policy formulation in contexts with limited resources. It validates the multifaceted development of cultural and creative parks and proposes research trajectories for complex global challenges.

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