

## 玛曲草地联户经营SWOT分析及其发展对策建议

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### 摘要:

探究合理的草地经营模式是实现草地资源可持续利用的关键。利用SWOT分析工具,对玛曲草地普遍存在的“单户承包,联户经营”模式进行了全面评价,以期对草地资源利用的舆论倡导者和政策制定者提供一个全新视角。分析结果表明,玛曲草地联户经营既可避免集体产权制度下草地资源无人监管的弊端,又能对单一牧户的草地不合理利用行为进行有效约束,具有生态高效、牧业生产和草畜平衡监督成本低下及社会资源丰富等诸多优点,应成为未来玛曲草地经营的发展方向 and 主导模式。

关键词: 草地承包制度; 联户经营; 单户经营; SWOT

## SWOT analysis on group household grassland management in Maqu and strategies for future development

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### Abstract:

Exploring the patterns of grassland utilization is the key to realize the sustainable development of the grassland resources. In order to offer the advocates and policy makers a new view on grassland utilization, the SWOT tools were used to analyze two grassland management patterns in Maqu, i.e., the individual household contract and group household contract. The results showed that the group household management was better. Under the group household management, the usage right of grassland belongs to a group of household and it could avoid the grassland overusing without supervision and limit the unreasonable action under the individual household management. It showed many advantages, such as high ecology efficiency, low cost of livestock production and balance between livestock demand and forage supply, and abound social resources. At present, the group household management is commonly accepted in Maqu and very successful. And it should be the grassland management pattern in the future.

Keywords: grassland contract system group household management individual household management SWOT

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