

Exploration of the Development of Forest-Based Health Care Industry in China

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Abstract: At present, China's economy keeps developing rapidly. It has begun to vigorously carry out the construction of ecological civilization. As a new format of forest and grass industry, it is necessary to develop forest-based health care. The author puts forward strategies for developing forest-based health care industry on the basis of combing the development process of it.

Keywords: Forest-based health care, Ecological civilization construction, Forest-based health care industry.

1. Introduction

In recent years, China has vigorously developed its economy and steadily developed to become one of the world's economic powers in the decades since reform and opening up. However, excessive attention to economic development will inevitably affect the quality and stability of the ecological environment. Under the premise of implementing the national policy of saving resources and protecting the environment, the slogan that lucid waters and lush mountains are invaluable assets has been put forward to carry out the construction of ecological civilization.

Accordingly, the No. 1 Central Document has put forward clear requirements for the development of forest-based health care and other relevant industries for three consecutive years. In 2019, the number of tourist trips reached 6 billion and forest tourist trips reached 1.8 billion. According to incomplete statistics, nearly 4 trillion people take part in forest-based health care in 2019. In March 2019, the State Forestry and Grassland Administration, the Ministry of Civil Affairs, the National Health Commission and the State Administration of Traditional Chinese Medicine jointly issued the Opinions on Promoting the Development of forest-based health care Industry (Lin Gaifa [2019] No. 20), proposing that 300 national forest-based health care bases will be built by 2020. In recent years, nearly half of the provincial governments have issued documents or plans to build hundreds of forest-based health care bases. [1]

2. The Necessity of Vigorously Developing Forest-based Health Care

Forest-based health care is a new form of integrated development of forestry and health maintenance. It mainly carries on the colorful forest landscape, the overall environment of the forest for self-cultivation, healthy and safe forest products, and a strong forest ecological environment culture. Health care is functional, which lies in psychological health maintenance, physiological maintenance and culture. Moreover, the colorful culture of the forest makes the combination of health and care. The comprehensive intervention of multiple disciplines makes health care pay attention to both function and leisure, experience, pertinence

and pleasure of the process, and forest-based health care is of great significance in these four aspects.

Forest-based health care also promotes economic and social development. First of all, forest-based health care research progress will become an important choice for people to improve their quality of life. The prominent position and role of it in solving people's psychological, physiological and physical fitness determine that it is an inevitable choice for people in the pursuit of high-quality life. Second, forest-based health care will become an important way for the development of low-carbon economy. It requires a win-win situation between economic and social development and ecological environment. The emergence of forest-based health care becomes an industrial model that is used in ecological protection and protected in utilization, which go along with the general trend. Third, forest-based health care is a significant breakthrough driven by innovation. It can integrate different industries such as traditional tourism, recuperation, sports, and health maintenance to achieve cluster development, base operation and large-scale promotion, which will become a pillar industry of China's economic development. Fourth, forest-based health care is an important carrier for rural revitalization. A fairly good ecology is a necessary condition for building a health care base, and this orientation makes people improve their consciousness and action ability to protect and build an ecological environment. Moreover, the sustainable and inclusive health care industry can bring the prosperity of rural industries. The rural civilization and the life is also fickle with the rise of the health care industry [1].

3. The Development Process of China's Forest-based Health Care Industry

As a new format of forest and grass industry, forest-based health care is ushering in a golden period of accelerated development. State-owned forestry keeps on striving and starts a new undertaking. It makes contributions again on the new journey, and takes advantage of the situation to expand and strengthen the forest-based health care industry, which is the best model for the whole people to share the achievements of ecological construction and promote the construction of a healthy China. And it is also the most ideal practical way to practice the concept of lucid waters and lush mountains are

invaluable assets. From the perspective of China as a whole, the forest-based health care industry has developed rapidly in recent years. Many regions are actively exploring, and several forest-based health care industry bases have been built and invested in assets to achieve due benefits.

In 2014, Sichuan gave priority to the concept of "forest health care", taking the development of its relevant industry as a new measure for forestry transformation, forest ecological economy improvement, improvement of economic development and poverty alleviation. By 2015, a number of pilot construction of forest-based health care bases were launched. In 2016, the Hunan Provincial Government issued the Notice on Promoting the Development of Forest Health and Care, committed to cultivating and expanding green industries that benefit and enrich the people, and promoting the supply-side structural reform of forestry. In 2016, the Wenzhou Forest Health Research Center of the Chinese Academy of Forestry finally settled in Yandang Mountain Forest Farm, Zhejiang, which is the first professional scientific research institution with the theme of forest-based health care in China. The China Forest Farm Association also followed the pace of the development of the times. In 2017, it established the forest-based health care Professional Committee of the China Forest Farm Association. In the same year, together with the National Forest Park of Yandangshan in Zhejiang, the first Yoga Culture Festival of Forest Health in Yandangshan was successfully held. "The forest health of forest farms such as Sichuan Hongya, Shandong Yuanshan, Guangxi Peak and Liuwan, Jiangsu Dongtai, Hainan Nanlong Bay Tropical Paradise, Chongqing Fairy Mountain and other forest farms are impressive. Some have upgraded from forest tourism, some have used the original old stations to renovate, and some have carried out nature education and forest experience, each showing its own unique style and achieving better social and economic benefits while protecting and managing the forest." Yao Changtian, president of the China Forest Farm Association, said. Last year, the 2021 Ecological Civilization Guiyang International Forum set up the theme forum of "Forest Health Care and China's Way" and Guizhou Province set up the forest-based health care Research Institute and the forest-based health care Medical Research Center. The five departments of Fujian Province jointly released the first batch of provincial forest-based health care cities, towns, and bases.

4. Strategies for Developing the Forest-based Health Care Industry

Although vigorously developing forest-based health care has become a social consensus, it is a long process from concept to business format. China needs to formulate systematic policies and laws and regulations, increase investment in forest-based health care from the perspective of technology support, loan financing to vigorously support the development of forest-based health care industry in the region. Moreover, specific analysis of specific regions, cleverly integrate modern health management concepts into it to provide different types of health management services for different levels of society and manage human health for a long time. Regional forestry departments should strengthen the construction of regional ecological environment and provide a good environment for the development of forest-based health care industry. In general, the planning of forest-based health care base should first start from the four aspects of

basic conditions of the base, planning spatial layout, project industry integration and forest characteristic services to achieve coordinated development.

4.1. Basic conditions

According to the resource status of the forest health base, use different forest environment types such as mountains, canyons, rivers, grasslands, deserts, and seashores to plan diversified sightseeing and leisure routes and tourism products. And combine with different terrain environments, such as in the case of great smog in the north, highlight the attractiveness of air elements, formulate corresponding solutions and improvement methods according to the advantages and disadvantages of different regions, and create health maintenance, fitness, rehabilitation and auxiliary treatment programs for different types and target customers of different ages.

4.2. Improvement of infrastructure

To improve infrastructure projects to increase the accessibility and attractiveness of forest-based health care bases, continuously expand the scale of the source market, and optimize the structure of the source market. Coordinate the construction of urban and rural road networks, power grids, water networks, gas networks, communications, sewage, garbage disposal and other internal comprehensive infrastructure, strengthen the supporting facilities of drinking water, toilets, parking lots, garbage and sewage treatment in forest-based health care bases, improve communication conditions such as wireless networks and broadband networks. With the help of the local unique natural forest resources, the network is used to publicize and attract more tourists.

4.3. Protection of the authenticity and naturalness of the ecosystem

The spatial layout treatment should avoid destroying the development of the ecological environment. Nature is the environment that people rely on, and the construction of forest-based health care bases should be further developed on the basis of ecological environmental protection. For example, in terms of project construction layout, if the project construction location is at all levels and types of forest parks, wetland parks, nature reserves at all levels, attention should be paid to avoiding project construction or excessive human interference in core areas and ecological conservation areas at the planning and management level to try to maintain the most primitive state of the ecological environment. On the basis of protecting the authenticity and naturalness of the ecosystem, further improving and optimizing the relationship between man and nature is necessary, which is conducive to build a healthy and orderly ecological operation mechanism and a good ecological environment.

4.4. Integration of project industry

The forest-based health care industry should promote the coordinated development of related industries, such as forestry, agriculture, tourism, sports, medicine and health industry, real estate industry and transportation industry. Give play to the core role of forestry and other industries, and integrate fitness, medical care and health care culture based on forest parks in terms of spatial integration and business integration. Combining with the elderly care industry (health culture park or forest lecture hall to add psychological counseling and infiltrate the fun of traditional culture),

traditional Chinese medicine health care industry (in the construction of the health care system, actively carry out cooperation with medical units, hire professional doctors, add relevant medical facilities, set up medical halls to provide tourists with more professional physiotherapy and health care services), sports industry (such as building runways, stadiums and other venues to comprehensively enhance tourists' fitness experience), especially leisure farms, characteristic villages and towns, medium and high-end leisure and vacation industry to strengthen the coordination function, create a characteristic forest conservation brand, increase network publicity, let more people understand the advantages of it, and attract more tourists' interest.

4.5. Characteristic services

In terms of forest-based health care practice, giving full play to the comprehensive service function of forest resources and creating a number of highly attractive forest-based health care activity projects for different age groups. Understanding the interests and hobbies and personality characteristics of people of different ages from different perspectives to carry out diversified forest leisure activities and effectively meet the objective needs of the public at different levels.

As far as young groups are concerned, according to the existing forest resources, more characteristic dynamic forest leisure activities can be carried out, such as forest recreation and forest exploration, so as to provide them different experience, and plan diversified sightseeing and leisure routes and related tourism products in combination with forest environment types. To the middle-aged and elderly groups, making use of the health maintenance, rehabilitation and auxiliary therapy functions of forest to meet people's two-way demand for tour and health recuperation. Also, digging deep into traditional Chinese medicine health care in planning and optimize the allocation of medical and health resources cannot be ignored. [3] Relying on high-quality forest resources to sign and create a series of attractive forest health experience activities. In addition, the forest-based health care industry should also make contribution to the function of forest science popularization and education, considering

indoor and outdoor facilities and paths for understanding and experiencing nature, meet the needs of people, especially teenagers, to get close to nature, recognize nature and protect nature, and strengthen the importance of them to environmental protection and cherish natural resources.

Conclusion

The service level and management system of forest-based health care industry in China are not perfect at present, but the development of forest-based health care itself is a long process. It needs basing on its geographical location, transportation accessibility, landscape characteristics, environmental quality and resource endowment. In areas rich in natural resources in China, the construction of forest-based health care industry has been widely carried out. According to the characteristics of different regions, the optimal use of good regional infrastructure, etc., to build a new forest-based health care pattern and develop the unique forest-based health care industry in the region. All in all, while vigorously building the health care industry, pay attention to the protection of the ecological environment, the forest cultural resources and biodiversity of the base, if the forest no longer exists, then how to come to health care.

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