

Research on the Logic and Path of Rural Revitalization and Development Promoted by Forest Health Industry

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Abstract: Forest health is to take the people as the fundamental, forest as the basis, recuperation as the key point, health as the destination. In recent years, with the promotion of the "rural revitalization and development" and the "healthy China" strategy, the forest health industry has developed vigorously. The foundation of rural revitalization strategy lies in the development of rural industry, and the excavation of forest health characteristic resources provides an effective path and countermeasure for the solution of rural development. Therefore, the development of forest health industry needs systematic policy support; refined construction standard; diversified development mode, professional talent team and living health brand. This paper starts from the inevitability of forest health industry development, assembly integration of forest health status, deconstructing analysis of forest health industry to promote the development of rural revitalization of the theory and practice logic, based on the reality of the coordinated development of rural industry revitalization, forest health industry reflect the realization path of the rural industry revitalization and the integration methods and promoting measures, to promote the development of rural revitalization provide further development Suggestions.

Keywords: Forest Health; Rural Revitalization; Development Logic; Effective Path.

1. Introduction

Forest health is an activity that relies on rich and high-quality forest resources, combining modern medical knowledge with traditional health care theory. Forest recreation industry is not only the development and utilization of forest resources, but also a new health service industry including the cultivation of high-quality forest health environment, new green ecological health service mode, and the integration of natural therapy, ecological therapy and psychotherapy.

The rural revitalization strategy is an important policy formulated by the Chinese government to realize the comprehensive development of rural areas and improve the living standards of farmers. Its overall goal is to build beautiful villages, improve the level of agricultural and rural modernization, and realize the sustainable and healthy development of rural economy and society.[1]The policy is to put people first, take agriculture as the basis, and focus on rural areas, and comprehensively promote the construction of rural economy, politics, culture, social and ecological civilization. Under the background of the current rural revitalization strategy, forest health care industry, as a green emerging industry, its unique development mode is of great significance for promoting the upgrading of rural industrial structure, ecological civilization construction and cultural inheritance. In order to develop rural revitalization, industries need to go first. Industrial integration is a key step in rural revitalization. By integrating forest recreation industry with rural agriculture, culture, tourism and other industries, resource sharing and complementary advantages can be realized, and industrial cluster effect can be formed.[2]The specific path includes the development of forest tourism, underforest economy, ecological agricultural products, etc. With forest health as the core, to build a diversified and integrated industrial development system. Different regions should adapt measures to local conditions, identify the industrial points, broaden the industrial chain, and promote

the sustainable development of rural economy. There is a close connection and interaction between forest health care and rural revitalization. The forest health industry in rural revitalization policies as an important part of rural revitalization, through the development of forest health tourism resources, attract more tourists to visit, promote the development of rural tourism, increase rural income sources, promote the improvement of the rural ecological environment, enhance the overall image of the countryside, enhance the attractiveness, promote rural economic development, ecological environment protection and cultural inheritance; the rural revitalization policy also provides good support and guarantee for the development of forest health industry.[3]As an important support to promote the implementation of the rural revitalization strategy, the forest health and health industry promotes the development of forest health and health industry based on regional characteristics and the revitalization of agricultural and forestry industry. The organic combination and interactive development of forest health care and rural revitalization should be strengthened to realize the coordinated development of urban and rural areas and sustainable social development.

2. The Inevitability of the Development of Forest Health Industry

China's forest health care started late, and the practice of forest health care is still mainly at the level of imitating and using the foreign operation mode. There is the problem of low efficiency in the utilization of forest resources, and there is a certain degree of wasteful opening phenomenon, but the promotion speed is fast. Ten years ago, forest health was a new concept in China. In the past 10 years, China's forest health care has been developing vigorously, with more than 4,000 forest health care bases of various types in China, becoming a new business form for the development of forest and grass industry in the new era.[4]In 2021, China's forest health care year received nearly 500 million visitors. The

Catalogue of Encouraged Industries in the Western Region is included in the construction and service of forest health care bases. The Guiding Opinions on Scientific Greening clearly propose the rational use of state-owned forest resources, grassland resources and landscape resources, carry out ecological tourism, forest health care, and improve the comprehensive benefits of forest and grass resources. With the provinces as the main body, various scientific research and promotion activities have been carried out successively. At present, China has established the sixth batch of "National Forest Health Care Pilot Construction Units" and the first batch of "National Forest Health care Base", held the first special training for primary forest health care instructors, and issued the "National Forest Health care Base Standards" and other group standards to promote the development of forest health care in a rigorous and scientific way.

2.1. Forest Health Industry is an Inevitable Requirement of Regional Economic Development

The traditional regional economy often depends on resource-based or manufacturing industries. With the increasingly serious exhaustion of resources and environmental pollution, this development model has been difficult to continue. The development of forest health industry can promote the transformation of regional industrial structure to green, low-carbon and circular direction, and promote the sustainable development of regional economy.[5]Forest health care industry is a very comprehensive industry, which covers tourism, culture, sports, medical care and other fields. Through the development of forest health care industry, it can attract more tourists and investment, drive the development of related industries, and thus increase the regional economic aggregate and employment opportunities. Forest health care industry has distinct regional characteristics and cultural deposits. Through the development of forest health industry, explore and play the best value of forest, explore the value realization mechanism of ecological products, promote the transformation and upgrading of forestry industry, display the cultural charm and ecological advantages of the region, enhance the regional brand image and popularity, and provide new growth point and development power for regional economic development.[6]

2.2. Forest Health Industry is an Inevitable Requirement for the Development of Ecological Civilization

Forest health industry is an industrial form that relies on forest resources and emphasizes ecological protection. It is an important part of ecological civilization construction. It promotes the development of ecological civilization through rational utilization and protection of forest resources. The main way of forest health care industry is to rely on the forest to carry out recreation and vacation activities. Compared with the traditional forest industry, it has the characteristics of low carbon and environmental protection. The problem of ecosystem degradation in China is serious, and ecological restoration and reconstruction work has been carried out in various places. From the contemporary trend of ecological civilization construction and the characteristics of forest health industry can fully reflect that the forest health industry is the inevitable requirement of ecological civilization

development. Through the development of forest health industry, the sustainable utilization of forest resources can be realized, and the ecological environment can be protected, leaving precious natural resources for future generations. With the development of industrialization in various countries, environmental pollution, resource waste and other problems have become increasingly prominent. People begin to pay attention to the protection of the ecological environment, and the pursuit of green sustainable development, green industry, green consumption has gradually become the mainstream, which also provides a broad market space for the forest health industry. [7] The development of forest health industry is conducive to enhancing people's awareness of ecological civilization and promoting the harmonious coexistence between man and nature. Forest health industry can attract more tourists and investment, and provide material basis and dynamic support for the construction of ecological civilization. Therefore, the forest health care industry can not only meet people's pursuit of a healthy and better life, but also promote the sustainable utilization of resources and the protection of the ecological environment, and promote the in-depth development of ecological civilization construction.

2.3. Forest Health Industry is a Way to Meet the People's High-Quality Life

As a new discovery of forest ecology and service value, forest health care perfectly interprets the great development advantages brought by the excellent ecological environment, provides better and richer high-quality ecological products to meet the people's growing needs for a better life, and enables people to share the beauty of nature, life and life in the clear water and green mountains. A sound ecological environment is the most beneficial to people's livelihood. High-quality life is not only material satisfaction and spiritual enrichment, but also a comprehensive embodiment of physical and mental health and cultural accomplishment. The industrial model of forest health care industry emphasizes physical and mental cultivation, spiritual purification and promotion, which is highly consistent with the pursuit of high-quality life. With its unique natural environment and health management, forest health industry provides an ideal place for retirement and rehabilitation for the elderly. The development of forest health industry is also an inevitable requirement to cope with the challenge of population aging.[8]As long as the forest resources and industrial base still exist, they can continuously meet people's needs for a high quality of life. The ecosystem provides people with a diversified environment, contributes to the physical and mental health of the forest health care industry to give full play to the forest ecological function, and provides people with comfortable conditions for health care.[9]Forest health care industry not only pays attention to material satisfaction, but also pays attention to the improvement of people's spiritual and cultural life. While enjoying the beauty of nature, people can have a deeper understanding of ecological culture and promote the harmonious coexistence between man and nature. With the continuous development of the society and the continuous improvement of people's needs, the forest health care industry will certainly play a more important role in meeting the people's high quality of life and promoting the progress of social civilization and sustainable development.

3. The Logic of Forest Health Care Industry Boosting Rural Revitalization and Development

"Promote green development and promote the harmonious coexistence between man and nature", and leading rural industries with green development has become the inevitable guideline of rural revitalization.[10]In the context of continuous economic growth, the ecological value provided by rural areas is becoming more and more significant. Compared with the limited ecological resources provided by cities, the value of rural ecological resources is gradually becoming prominent. As an important starting point for rural revitalization and green development, China's forest health industry will continue to enrich its product types, and the scale of development will continue to expand. Forest health industry can not only provide multi-level, multi-type and high-quality forest health care services and products, improve the intrinsic value and comprehensive benefits of forest resources, but also improve people's livelihood, promote the high-quality development of rural economy, strengthen the construction of rural ecological civilization, and enrich and

expand China's health industry. In the rural revitalization strategy, the development of rural characteristic industries is the key link, and the forest health industry is one of the characteristic industries with great potential. Through the development of forest health industry, we can innovate the path of rural ecological revitalization and industrial revitalization, bring new economic growth points and employment opportunities to rural areas, and promote the all-round revitalization of rural areas. As an important development link of rural revitalization strategy, forest health industry has great development potential and social value for promoting the comprehensive development of rural economy and the comprehensive progress of rural society. By vigorously developing the forest health industry, promote the comprehensive revitalization of rural areas and realize the goal of farmers getting rich and increasing their income. With its unique natural resources and health care function, the forest health industry has become a new driving force to boost the rural revitalization and development. Based on this, a logical diagram of forest health industry boosting rural revitalization and development is sorted out, as shown in the figure below:

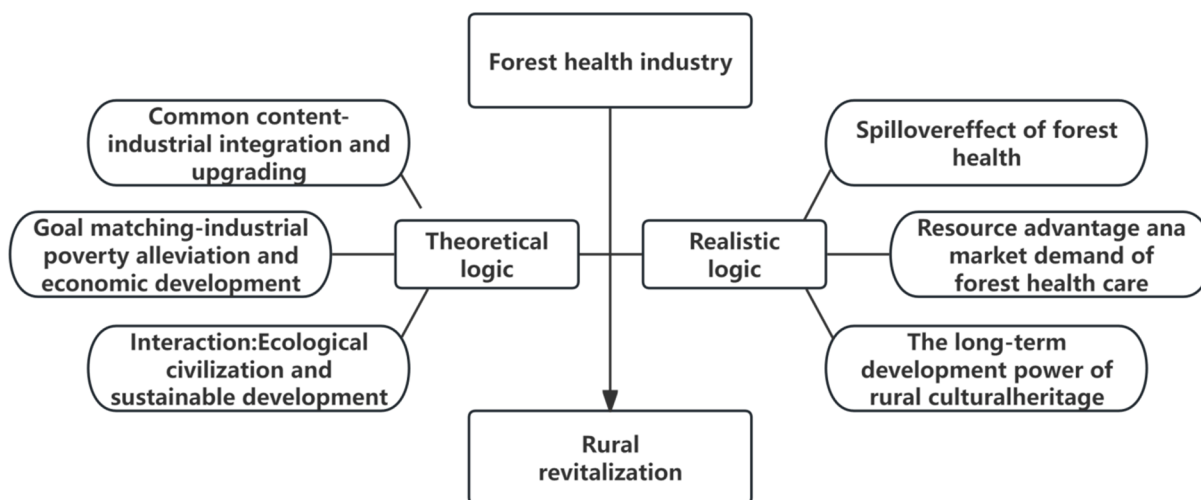


Figure 1. Logic diagram of forest health care industry boosting rural revitalization and development

3.1. Theoretical Logic

(1) Common content of — industry integration and upgrading. Industrial integration is the primary logic of forest health care industry to boost rural revitalization. Through the deep integration of forest health industry and rural agriculture, tourism, culture and other industries, a diversified industrial system can be formed, and the comprehensive development of rural economy can be promoted. Forest health base can be combined with rural tourism to develop forest tourism routes, provide ecological leisure and health care services; Meanwhile, it can also be combined with agriculture to develop underforest economy and increase the added value of agricultural products. Rural revitalization and development need to realize the optimization and upgrading of industrial structure. As an important part of green ecological industry, forest health industry can form a benign interaction with other rural industries and promote the integration and upgrading of rural industries.[11]Under the background of urban-rural integration, driven by urbanization and rural industries, new

business forms of rural industries have been spawned, effectively accepting the demand of urban people for rural products. By through the development of rural forest health industry, it can attract more tourists and investors and promote the prosperity of rural economy. Although the rural industry contains forest health industry, which are not completely overlapping and continuous in space and region, the industrial organization and layout of forest health industry and the content of rural revitalization are intertwined in essence.

(2) The goal is in line with the — industry of poverty alleviation and economic development. Rural areas can make use of the advantages of rural forest resources, develop the forest health industry, meet the market demand, bring economic and social benefits to the countryside, and then realize poverty alleviation through industry and revitalize rural development. Forest health industry can provide employment opportunities and entrepreneurial opportunities in rural areas, attract more migrant workers to return to their hometowns to start businesses and develop migrant workers, drive the sales of local agricultural products, handicrafts and other characteristic products, and promote the improvement

of rural residents' life and economic income. The goal of rural revitalization strategy is to realize the comprehensive revitalization of rural areas, the development of forest health industry can promote the green development of rural economy, realize the unity of economic, social and ecological benefits; rural revitalization development needs to strengthen the social governance and public service ability, forest health industry can provide new service content and platform, improve the rural public service system, and improve the quality of life of rural residents.[12]Forest health industry can also promote the innovation and development of rural social governance, and form a good situation with the participation of the government, the market, the society and other parties. Rural revitalization development needs to adhere to the concept of ecological civilization and sustainable development, and the forest health industry is in line with the goal of rural revitalization.

(3) Function of mutual promotion — Ecological civilization and sustainable development. Ecological protection is the key to the sustainable development of forest health industry and rural revitalization. Both the development of forest health industry and the revitalization of rural areas, we must pay attention to the protection and restoration of the ecological environment, ensure the sustainable utilization of forest resources, and promote the harmonious coexistence between man and nature. By strengthening the protection and management of forest resources, improve the quality and ecological service function of rural forest resources, and provide good ecological environment for the development of forest health industry; the health industry can also use ecological compensation mechanism to encourage villagers to participate in ecological protection, to realize the win-win situation of "ecological sustainable" and "economic sustainable".

3.2. Realistic Logic

In the objective level, forest health and its spillover effect play a positive role in promoting the revitalization of rural industry; the vigorous development of rural industry also provides a stable and long-term development power for forest health. The two form a benign interaction relationship, which together promote the continuous progress in their respective fields.

(1) The spillover effect of forest health care industry boosts rural revitalization and development. Forest kang raise spillover benefits significantly, its main performance is: it greatly stimulated the rural multiple subject participation will, created rich employment opportunities, for the local farmers increase the employment skills in the process of participation, also through the village collective economy, cooperatives, such as the main body, from the participation subject to benefit the main body. As a new way of utilizing forestry resources, forest health industry has effectively fed the rural ecological cause, played a positive role in promoting the construction of happy and beautiful countryside, and become an important embodiment of the development of forestry ecological development and welfare sharing. With its strong development momentum, the forest health industry has realized the comprehensive benefits integrating economy, society and ecology. Operators invest in other industries through capital accumulation. The spillover effect of this capital can even break through regional restrictions and have a far-reaching impact on regional development.

(2) The resource advantages and market demand of forest health industry effectively promote the

revitalization of rural industries. Resource utilization and survey of market demand is an important basis for forest health industry and rural revitalization and development. Rural areas have rich forest resources and natural resources, and through scientific and reasonable planning and utilization, the resource value can be maximized. The health industry can make use of the ecological service function of the forest, develop ecological tourism, ecological tourism and other industries, and also use Chinese medicinal materials, wild animals and other resources in the forest to develop health food, health products and other products.[13]Rural local can take advantage of rural forest resources, developing forest health industry, meet market demand, bring economic benefits and social benefits for the country, and realize industry poverty alleviation, provide employment opportunities and business opportunities, attract more migrant workers home entrepreneurship, foreign resident development, drive the local agricultural products, handicrafts and other characteristic products sales, promote rural residents life improvement and economic income revitalization of rural development.

(3) The rural cultural heritage provides a long-term development power for the forest health industry. Forest health is rooted in the local rural culture, and also injects strong impetus into the revitalization of rural culture. Brand construction is the forest kang industry competitiveness and market influence to promote the important means of rural awareness, should dig rural cultural connotation, combined with forest health industry, through cultural festival, cultural exhibition activities, strengthen cultural exchanges and communication, improve the visibility and influence of rural culture with local characteristics and core competitiveness of industry brand and products.[13]Cultural inheritance is an important support for the forest health care industry to deepen the rural cultural deposits. Rural areas have a rich historical culture and folk culture, and these cultural elements can provide a unique cultural connotation and attraction for the forest health care industry.

4. Forest Health Industry Boosts the Rural Revitalization and Development Path

After the implementation of rural industry revitalization, the effective continuity and connection of the policies have become the key points. As an important realization path of rural industrial revitalization, forest health reflects the value core of high-quality development and provides an effective driving force for rural revitalization and development.

4.1. Improve the Infrastructure Construction Work and Improve the Quality of Life of Rural Farmers

It is a comprehensive strategic measure for the government to promote the infrastructure construction and enhance the symbiotic development of the rural pension environment, aiming at improving the rural pension conditions and promoting the all-round development of the rural economy and society. In the construction of rural revitalization, the key task is to effectively solve the problems of imperfect rural infrastructure and public services, villagers' weak sense of ownership and low participation. The construction of forest health industry base needs to be supported by local infrastructure[14], Local governments need to issue specific,

detailed and quantitative implementation plans and detailed rules, The circular mechanism of promoting the construction; In building a pension environment, Environmental development measures based on the coexistence and common growth of local villagers and the base, Evaluation the surrounding medical and health system, living service facilities and living environment of public Spaces, Straighten out the landscape and municipal road adjustment ideas, Put forward reasonable suggestions and countermeasures in the promotion of rural cultural connotation; To deeply explore the endogenous sustainable development momentum of the internal and external system construction of the community living space, Improving the availability of emergency space facilities, As well as the construction of the elderly care service system to fully consider the normal update and governance mechanism guidance. We will improve the standard system of the forest health care industry, establish and improve the supervision and inspection mechanism of the forest health industry, study and formulate industrial planning, and clarify the regional layout and key areas. The government actively explores and innovates investment and financing mechanisms, improves the quality of life of rural residents by improving infrastructure, and provides strong support for the development of rural economy. The government should continue to increase investment, innovate investment and financing mechanisms, strengthen project management, and promote the continuous improvement of rural infrastructure construction and old-age care environment.

4.2. Accelerate the Integration of Forest Health and Rural Tourism, and Develop the Existing Industrial Advantages and Resources in Rural Areas

With the implementation of the rural revitalization strategy, promoting the deep integration of tourism and health care industry, and developing the existing rural stock resources, has become an important direction to promote the development of rural economy. Accelerating the integration of tourism and health care and revitalizing the existing rural stock is a systematic project, which requires the joint efforts of the government, enterprises and all sectors of society.[15]By optimizing land use, improving infrastructure and attracting social capital, excavating rural characteristic resources, innovating and integrating development model, strengthening brand building and improving service quality, and promoting the prosperity of rural economy and the improvement of ecological environment.[16]The government should encourage social capital to invest in the integrated development of agriculture and health care industry, and attract more funds to participate in the development and utilization of rural stock resources through the cooperation mode of government and social capital;[17]Support enterprises or individuals to invest in the construction of health tourism projects, such as homestay, health resorts, etc., promote the adjustment and optimization of rural industrial structure; through the government planning, guide the local residents to accept the forest health industry and improve the local residential housing, unify the construction objectives, diversify the choice of tourists, enhance their sense of participation, integrate with nature, so as to form the "forest + leisure tourism", create the health brand upgrade, revitalize the existing industrial advantages and resources in rural areas, and promote GDP growth.

4.3. Innovate the Operation Mode of "Forest Health and Tourism +" to Promote Sustainable Rural Development

With local regional government policy as the lead, strengthen the function of "tourism + kang" cluster, use of forest kang for health industry cluster development, improve the occasion, using all kinds of different regional landscape, adjust measures to local conditions to develop forest health tourism industry, to recuperate, vacation, work leisure function as one of the train of thought, build with local characteristics of diversified forest kang tourism project cluster and operation mode.[18]In the study of the current situation of rural revitalization and forest health development, "forest health tourism +" mode is one of the effective implementation paths that can most meet people's yearning for a better life. Forest health industry introduces social capital to participate in the development of forest health industry, adopt advanced management experience and operation mode, retain and highlight the original ecological characteristics of rural forest, landscape design, vegetation collocation, integrate traditional Chinese medicine, yoga meditation, outdoor development and local culture, create a more attractive forest atmosphere, improve the specialization and marketization level of forest health industry; excavate and inherit rural culture, folk culture, integrate it into the forest health industry, enable tourists to enjoy the forest health and understand the local culture. Local cultural festivals and folk performances can be held to enhance the cultural experience of tourists. Health care industry carries out brand publicity and promotion through various online Internet media platforms, and uses digital means to improve the operation efficiency and service quality of forest health care industry;[19]Introduce Internet of Things technology to realize real-time monitoring and early warning of forest environment, and provide tourists with VR, intelligent guide system to improve the brand awareness and influence of forest health industry. In the process of operation and marketing, the forest health industry explores a variety of profit models: through tickets, accommodation, catering, health products sales and other ways of profit, to achieve the sustainable development of rural areas.[20]

4.4. Cultivate Diversified and Hierarchical Health Care Talents, and Improve the Comprehensive Quality of Rural Talent Resources

Health care talent training in reality is facing various challenges: the breadth and depth of policy propaganda to be strengthened, the social from all walks of life for the field of attention has not been fully released, and law and its supporting system also need to further perfect, these factors to a certain extent become the rural talent resources introduced.[21]With the increasing demand for intelligent services in the goal of health care, the demand for application talents in digital and information construction is particularly urgent. In health, medical treatment, landscape maintenance, psychological counseling and other fields, the training quality of talents at all levels and of all types is still difficult to meet the actual needs. The substantial talent cluster of health industry is a strong talent support for the sustainable and healthy development of rural revitalization. The geographical restrictions and large talent mobility in rural areas lead to the lack of the ability of sustainable development of rural talents.

In the talent training, the forest health industry should rely on the educational resources and advantages of local urban colleges and universities, and implement the precise and hierarchical training strategy to ensure the cultivation of health talents with high-quality professional skills. Through regular, short-term and irregular training, the comprehensive quality and ability of local villagers are effectively improved, and a health talent group with The Times is gradually built. The government should actively introduce relevant preferential policies to attract more professional talents to join in and gather advanced and sophisticated talents for rural development.

5. Conclusion

The continuous and deep promotion of the rural vitalization strategy needs a certain period of practice and exploration, which cannot be accomplished overnight, and requires continuous and lasting exploration and innovation. Among the many factors affecting rural revitalization, forest resources are an important support point for revitalizing rural development. Through the study of forest health industry development inevitability, explore the forest health industry boost the development of rural logic, summarized in the main body of industry development to improve rural endowment environment symbiotic development, developing rural existing stock, promote health operation new mode, improve rural talent resources comprehensive quality and other follow-up research focus and development path, for the forest health industry cluster boost rural revitalization development to provide more measures and methods. We need to examine forest health from a dialectical perspective, see the two sides of the contradiction, learn from each other's strengths, and give full play to the positive role of forest health in increasing the income of relevant groups and promoting regional development, to expand its spillover effect and provide effective impetus for the revitalization of rural industries. In the future, the development of forest health industry is full of expectations. With the continuous progress of science and technology and the continuous development of the society, we believe that forest health industry will boost rural revitalization and face more opportunities and challenges. In the future work, we will continue to explore the new problems and new methods in the research field to promote the in-depth and innovation of research.

Acknowledgments

Fund program: 2022 Liaoning Provincial Social Science Planning Fund Project: Research on the Dynamic Mechanism, Main Challenges and Policy Options of Digitization of Liaoning Forest Recreation Industry (L22BJL004).

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