

# *Research on Sustainable Development Strategy of Forestry Cultural Heritage Sites in Henan Province Based on Forest Health in the Internet Era*

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**Keywords:** forest health; Henan forestry; cultural heritage; sustainable development

**Abstract:** “Forest Health” is based on the rich and colorful forest landscape in Henan, the refreshing forest air environment, healthy and safe forest food, and rich ecological culture. It is equipped with corresponding health and leisure, medical and health care. The physical service facility is a general term for activities such as forest recreation, vacation, recuperation, health care, and pension for the purpose of self-cultivation, function adjustment, and anti-aging. It is a new model, new format and new ideas for the health industry in Henan Forestry Cultural Heritage Area. It not only conforms to the spirit of the important speech of General Secretary Xi on promoting comprehensive economic reform, optimizing industrial structure, cultivating new business forms and models, but also expanding domestic demand. Increasing employment and stimulating the economy is a new growth point. This paper first analyzes the concept and development trend of “forest health care” in the Internet Era. And then this paper analyzes the sustainable development of Henan forestry cultural heritage site. In the end, it puts forward suggestions and countermeasures for sustainable development strategy.

## 1. Introduction

“Forest Health” is an international trend. It is called “Forest Medical” or “Forest Rehabilitation” abroad. It originated in Germany. In the 1940s, Germany founded the world’s first forest bath base, which formed the initial Forest health care concept. It is popular in developed countries such as the United States, Japan and South Korea. It is known as the last original ecology in the world that has not been polluted and destroyed by human civilization. It is also the only “natural hospital” for human beings who can perform certain self-recovery without artificial medical means. The study found that in Henan Province, people can effectively improve the body's immune function and strengthen the body's anti-cancer function through forest hiking. At the same time, this kind of exercise also has strong emotional adjustment ability, which makes people happy and happy. Therefore, based on the “forest health conservation”, it is very meaningful to develop the sustainable development strategy of Henan Forestry Cultural Heritage Site <sup>[1]</sup>.

## 2. The concept and development trend of “forest health care” in the internet era

### 2.1 The basic development concept of “forest health raising” in Henan province

The concept of “forest conservation” has been accepted by many people and has attracted wide attention in China. Especially in the current new normal of China's economic transformation and upgrading, “forest health care” has released attractive market space and huge business. Opportunities will inevitably become a new target for capital chasing and become a new hot spot for new rounds of listed companies' investment. As can be seen from Figure 1 below: Henan forestry cultural heritage based on forest health has been better developed.

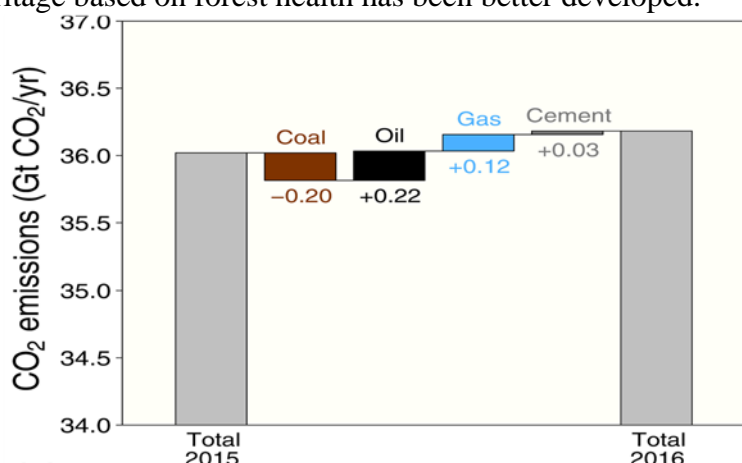


Figure 1: The protection of natural resources in the “forest health care”

However, as shown in Figure 1 above: “Forest Health” is a new thing after all. Its business model and industrial positioning are a market issue and a theoretical issue. We must study and Exploring can truly build a market system for the development of “forest health care” industry, in order to make it an important strategic new engine to promote the sustainable development of China's big health industry ecological economy<sup>[2]</sup>.

### 2.2 The development trend of international “forest health care”

“Forest Health” has been popular in foreign countries for a long time, and has accumulated a certain amount of successful experience. Through research on “forest medical” and “forest recuperation” projects in various countries around the world, we actively learn from its advanced experience, foster strengths and avoid weaknesses, and explore the establishment of a new model of “forest health care” industry development in line with China's national conditions.

### 2.3 The issue of forest development and protection in Henan province

2015 is an important year for the reform of state-owned forest farms and state-owned forest areas. The state clearly stated that under the premise of maintaining the integrity and stability of the forest farm ecosystem, social capital and forest farm staff are encouraged to develop characteristic industries and effectively revitalize forest resources. Avoid overheating and pursue economic benefits while ignoring the protection of forest resources. On the other hand, the laws and regulations concerning forest protection and related industries (including tourism, leisure, vacation, sports, entertainment, health care, and old-age industries) are also urgently needed to be improved and innovated<sup>[3]</sup>.

## 2.4 The establishment of the “forest health care” industry

“Forest and health care” is a brand-new business model and format that has just emerged in recent years. It involves a wide range of markets and a large market space. It needs to be comprehensively evaluated, planned and positioned to establish a scientific management and evaluation system. Fully release its huge economic potential, making it a new important fulcrum to promote China's economic development and local economic transformation and upgrading. At present, there are two main types of Henan forest recreation and tourism development and operation: government management and market management. As shown in table 1 below:

Table 1: The operation mode of forest health care in China

Operational mode	Mode of Operation	Characteristics
Government management	The government is responsible for infrastructure and professional investors as operators.	The most common mode; Tourism industry development areas are more common; Most investors are large enterprises;
Market management	Government overall management and development guidance Enterprises will promote forest public welfare in the form of projects The enterprise itself as the main body of investment	Government investment in building lifeline projects; High safety factor Multiple investment entities are managed separately; Fully mobilize market; Easy to focus on profitability and ignore the purpose of forest health care;

As shown in Table 1 above: “Forest Health” is an important part of the big health industry. It is characterized by multiple combinations involving culture, history, geography, ecology and various industrial formats. Therefore, in terms of design and planning, it is necessary to organically combine the above elements according to the characteristics of the project to form an industrial chain with rich formats and harmonious symbiosis, which will not only produce better economic and social benefits, but also bring good Ecological benefits<sup>[4]</sup>.

## 3. Sustainable development of Henan forestry cultural heritage site based on “forest health support” in the internet era

### 3.1 The significance of “forest health support” in the internet era

The forest has a special physical and mental health function. This is because the forest can release phytoncide (Fend line), which can enhance the body's immunity and significantly inhibit the growth of cancer cells, and has special medical functions. The prevalence of forest health is of great significance to the promotion of the National Health Index. As shown in Figure 2 below:

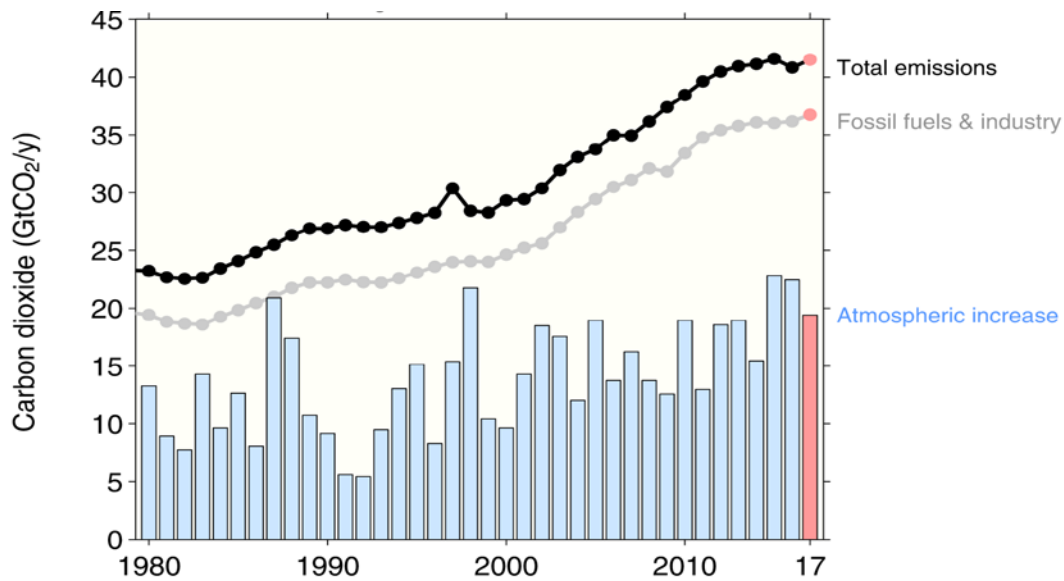


Figure 2: Sustainable development trend of Henan cultural heritage sites based on “forest health care”

As shown in Figure 2 above: China's forest health is a new thing. There are still many gaps in the legal and market levels. From theory to practice, further research, revision and enrichment are needed to promote the healthy development of forest health. Therefore, based on the current problems in the development of “forest health care” in China.

### 3.2 Evaluation system of “forest health support” in the internet era

According to summation and deposition method, taking each evaluation index as random variable. Normalize each column of the judgment matrix, which is shown as the formula (1). The normalized judgment matrix is summed into, which is shown as the formula (2). We can get the formula (3) by normalization. Only by testing the consistency can the consistency index of the judgment matrix be calculated. If  $CR < 0.1$ , the consistency test is passed.

$$F_{ij} = \frac{F_{ij}}{\sum_{k=1}^m F_{kj}} \quad (i, j = 1, 2 \dots m) \quad (1)$$

$$W_{ij} = \sum_{j=1}^m F_{ij} \quad (i, j = 1, 2 \dots m) \quad (2)$$

$$W_{ij} = \frac{W_i}{\sum_{j=1}^m F_{ij}} \quad (i, j = 1, 2 \dots m) \quad (3)$$

$$CI = \lambda_{max} - \frac{n}{(n-1)CR} = CI/CR \quad (4)$$

We can get the comprehensive weight of the evaluation indexes. The comprehensive weight is shown as the table 2.

Table 2: The comprehensive weight of the evaluation indexes

Index	Health tourism value	Environmental value	Development value
Value	0. 26	0. 63	0. 11

## 4. Countermeasures for sustainable development strategy of forestry cultural heritage sites in Henan province based on forest health in the internet era

### 4.1 Enhance public awareness

China's theoretical research on "forest health care" is still in its infancy, and the concept of forest health care needs further exploration. In practice, people's understanding of forest health care still stays in the stage of mountain climbing, water play, and viewing, and there is no clear understanding of the specific connotation and health function of forest health. In addition, the state has not yet defined forest health care, and there are no real forest products. The certification standards have not yet been established. Enhancing society's awareness of forest health is the basis for promoting the development of forest health<sup>[5]</sup>.

### 4.2 Internet + tourism + forest health mode

Relying on the advantages of Henan province's forestry cultural heritage resources, we can achieve the perfect combination of Internet tourism and forest health, online and offline management. We can make an APP that can comprehensively introduce and understand the healthy forest of Henan province, including the featured tourism products and quotations of healthy forest. At the same time, we can register the WeChat public account and weibo account to promote the brand of forest health. We can make the name card of Henan province and the promotion video of forest healthy tourism, so as to further shorten the distance between forest healthy tourism and people's heart. At the same time, we should launch online payment, online booking and online installment business. These will be convenient and meet the desire of tourists travel consumption.

## 5. Conclusions

The study found that in Henan Province, people can effectively improve the body's immune function and strengthen the body's anti-cancer function through forest hiking. At the same time, this kind of exercise also has strong emotional adjustment ability, which makes people happy and happy. Therefore, based on the "forest health conservation", it is very meaningful to develop the sustainable development strategy of Henan Forestry Cultural Heritage Site. It is a new model, new format and new ideas for the health industry in Henan Forestry Cultural Heritage Area. It not only conforms to the spirit of the important speech of General Secretary Xi on promoting comprehensive economic reform, optimizing industrial structure, cultivating new business forms and new business models, but also expanding domestic demand. Increasing employment and stimulating the economy is a new and important growth point.

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