

Research on the Value Implications and Implementation Path of Forest Recreation Industry in Promoting Rural Revitalization

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Abstract: The purpose of this paper is to discuss in depth the important role of forest recreation industry in rural revitalization. Forest recreation industry has ecological value, economic value, social value and health value, which can effectively connect with the comprehensive revitalization of the countryside. However, the current forest recreation industry faces many difficulties such as traditional concept constraints and lack of human resources. For this reason, this paper puts forward the implementation path in five aspects, namely, industrial prosperity, ecological livability, civilized rural style, effective governance and rich life, to provide theoretical support and practical guidance for the organic combination of forest recreation industry and rural revitalization, to promote the transformation of the rural economic development mode, to achieve the benign interaction between ecological protection and economic development, to help build a beautiful and livable countryside, and to promote urban-rural integration and development.

1. Introduction

‘When the countryside rises, the nation rises’, and the implementation of the strategy of rural revitalization is an inevitable requirement for resolving the major contradictions in Chinese society in the new era, and for realizing the goal of “two hundred years” and the Chinese dream of the great rejuvenation of the Chinese nation, and it is of great practical significance and far-reaching historical significance. The report of the 19th CPC National Congress proposes that building an ecological civilization is a millennium plan for the sustainable development of the Chinese nation, and for the first time, it takes ‘Beautiful China’ as an important goal of a strong socialist country with Chinese characteristics in the new era, and at the same time, it stresses that the health of the people is an important symbol of the nation's prosperity and the country's wealth and strength. Forest recreation is to improve national well-being, health and quality of life without destroying

forest resources, which is in line with the needs of economic and social development. [1] In this paper, we study that under the premise of protecting forest ecological resources, we seek to develop the forest recreation industry in the direction of standardization, scientific and diversification, promote the organic convergence of the health cause and the health industry, create more health and well-being for the masses of the people, strive to transform green mountains into golden mountains, boost the revitalization of rural industries, cultural revitalization, ecological revitalization, organizational revitalization, and achieve industrial prosperity, ecological livability, rural style, civilization, effective governance, richness of life. Civilization, effective governance and affluent living [2].

2. Value Implication of Forest Recreation Industry in Promoting Rural Revitalization

Forest recreation industry plays an important role in rural revitalization in many aspects. [3] It not only has ecological value to protect the rural ecological environment; it also has economic value to drive the development of rural industry; it has social value to promote the cultural heritage and development of the countryside as well as health value to provide people with a healthy place to recuperate [4].

2.1. Ecological Value: to Protect the Rural Ecological Environment and Promote Ecological Sustainable Development

The forest ecosystem on which the forest recreation industry relies, on the one hand, provides habitats for wild animals and plants, maintains ecological balance, and protects biodiversity; on the other hand, the plants in the forest regulate the climate and purify the air through photosynthesis, reduce soil erosion, and maintain soil fertility. Dense forest vegetation can effectively reduce soil erosion and purify air and water. At the same time, the development of forest recreation industry prompts people to pay more attention to the protection of forest resources. In addition, the forest recreation industry promotes ecological restoration and environmental improvement in rural areas, such as ecological restoration of damaged forests, management of the rural water environment, guiding rural residents to establish ecological and environmental protection awareness, promoting the sustainable development model, providing a new mode of development for rural ecological construction, combining ecological protection with economic development, realizing organic unity of ecological benefits, economic benefits and social benefits, attracting social capital investment, and promote the exchange and cooperation between the countryside and the city.

2.2. Economic Value: Driving the Development of Rural Industry and Increasing Farmers' Income

Forest recreation industry can promote the development of rural tourism, lodging, catering and other related industries. Specifically, through the development of forest recreation tourism products, to attract tourists, and then drive the countryside lodging, catering and other industries, to meet the diversified needs of tourists at the same time, improve the added value of agricultural products. The development of forest recreation industry can also promote the processing and sales of agricultural products. On the one hand, it promotes the sale of agricultural products; on the other hand, it develops the agricultural product processing industry and extends the industrial chain, thus increasing farmers' income. In addition, the development of forest recreation industry requires a large number of human resources, which drives the development of related industries, creates employment opportunities for farmers, absorbs rural surplus labour, so that farmers can obtain income from land transfer, labour, dividends and so on. At the same time, the forest recreation

industry also promotes farmers' entrepreneurship and broadens income-generating channels. Farmers can use local resources to carry out entrepreneurial projects such as rural tourism, lodging, catering, etc., or develop industries such as speciality agriculture and agricultural product processing, so as to achieve entrepreneurship and increase income.

2.3. Social Value: Improve Rural Infrastructure, Promote Rural Cultural Heritage and Development

The forest recreation industry can promote the construction of transport, communication and other infrastructure. In order to meet the needs of tourists, the countryside needs to strengthen the construction of transport and communication infrastructure, and improve the convenience of transport, network coverage and communication quality. The development of forest recreation industry can also enhance the level of public services in the countryside. It promotes the construction and improvement of public service facilities in the countryside, and improves the level of education, medical care, culture and other public services. At the same time, the forest recreation industry helps to explore rural cultural resources and enrich the connotation of forest recreation. [5] Integrating rural folklore, history, farming and other cultural resources into forest recreation tourism can improve the attractiveness and competitiveness of the industry. In addition, the development of forest recreation industry promotes rural cultural inheritance and development, enhances the cultural self-confidence and sense of identity of rural residents, improves the pride of rural residents in their local culture, and then promotes exchanges and cooperation with the outside world.

2.4. Health Value: Providing Healthy Places for Health Maintenance and Promoting Healthy Lifestyles

The forest ecosystem provides an environment for people to get close to nature and relax. On the one hand, the high content of negative oxygen ions in the forest is beneficial to human health, and the volatile substances released by plants have antibacterial, anti-inflammatory and sedative effects. On the other hand, forest recreation activities can promote physical and mental health and relieve stress. Activities such as forest hiking, forest bathing and nature education can enhance physical fitness and immunity; activities such as meditation and yoga can regulate mental state. In addition, the development of forest recreation industry spreads the concept and knowledge of healthy living and guides people to develop good habits and healthy lifestyles through activities such as health lectures and wellness training. At the same time, it provides people with more opportunities for outdoor activities and encourages them to get close to nature and enjoy a healthy lifestyle, such as organizing forest hiking, cycling, camping and other activities [6].

3. The Realistic Dilemma of Forest Recreation Industry in Boosting the Development of Rural Revitalization

Although the forest recreation industry has great potential in promoting rural revitalization, it is still facing many practical dilemmas. Only by facing up to the problems, analyzing them in depth and actively seeking solutions, can the forest recreation industry really become a powerful booster for rural revitalization.

3.1. Traditional Concept Constraints

In rural areas, the traditional development concept often focuses on agricultural production and traditional industry, and there is a lack of understanding of the forest recreation industry as an

emerging industry. [7] Some rural cadres and residents believe that forest recreation is just a 'flower frame', which can't bring actual economic benefits, so they lack enthusiasm and initiative for its development. The constraints of this traditional concept make the promotion of forest recreation industry in rural areas face greater resistance.

3.2. Lack of Human Resources

The development of forest recreation industry requires a large number of professional talents, including forest re-creationists, nutritionists, medical personnel, tourism management personnel and so on. However, rural areas generally face the problem of lack of human resources and lack of professional talent support. On the one hand, the education level in rural areas is relatively low, making it difficult to cultivate professionals who meet the needs of the forest recreation industry; on the other hand, the living conditions and working environment in rural areas are relatively poor, making it difficult to attract foreign professionals.

3.3. Insufficient Knowledge of Recreation

At present, the public's cognition of forest recreation is still limited, especially in rural areas. [8] Many people lack understanding of the concept, role and value of forest recuperation, and think that forest recuperation is just a kind of leisure and tourism method, which lacks authority and effectiveness compared with traditional health care methods. This phenomenon of insufficient cognition of recreation makes the market demand for forest recreation industry in rural areas relatively small, and it is difficult to form a scale effect.

3.4. Project Design Defects

In the development process of forest recreation industry, project design is a crucial link. [9] However, at present, some forest recreation projects in rural areas have design defects, which are mainly manifested in the following aspects: firstly, the project lacks characteristics, and the phenomenon of homogenization is serious; secondly, the project's function is single, which can't satisfy the diversified needs of consumers; and thirdly, the supporting facilities of the project are not perfect, which affects the consumers' sense of experience. These project design defects make the development of forest recreation industry in rural areas subject to certain restrictions.

3.5. Lagging Industrial Planning

Forest recreation industry is a comprehensive industry, involving forestry, tourism, medical care, pension and other fields. However, at present, when developing forest recreation industry in some rural areas, there is a lack of scientific and reasonable industrial planning, which leads to unclear direction of industrial development, unreasonable industrial layout, and inconspicuous industrial synergy effect. This phenomenon of lagging behind in industrial planning makes the development of forest recreation industry in rural areas lack systematic and sustainable.

3.6. Lack of Industry Standards

As an emerging industry, the forest recreation industry still lacks unified industry standards. This makes the development of forest recreation industry in rural areas lack of norms and guidance, and is prone to market confusion, uneven service quality and other problems. At the same time, the lack of industry standards also makes consumers in the choice of forest recreation products and services

lack of basis, affecting consumer confidence and satisfaction.

4. Implementation Path of Forest Recreation Industry to Promote the Development of Rural Revitalization

Forest recreation industry to promote rural revitalization is of great significance, in order to effectively achieve this goal, the following five aspects from the industrial prosperity, ecological livability, civilized rural customs, effective governance, living a rich life put forward specific countermeasures recommendations.

4.1. Industrial Prosperity: Relying on Rural Ecological and Cultural Tourism, Improve the Forest Recreation Industry System

In the countryside on the vast land, there is a wealth of ecological and cultural tourism resources, which are the solid foundation for the prosperous development of the forest recreation industry. The deep integration of the two should be vigorously promoted to inject new vitality into rural revitalization. First, continue to increase investment in the construction of forest recreation bases. Not only should the level of infrastructure be upgraded, but a comprehensive recreation site integrating various functions such as leisure, health maintenance, rehabilitation and holiday should also be carefully built. From comfortable accommodation facilities to convenient traffic conditions, from perfect medical support to delicious health catering, every detail should be carefully carved. Secondly, we will actively develop diversified forest recreation products and services. Forest bathing, which allows people to feel the embrace of nature in the fresh air and relax their bodies and minds; forest yoga, which allows people to stretch their bodies in the tranquil forest environment and achieve physical and mental harmony; and forest food therapy, which makes use of natural ingredients in the forest to provide people with healthy and delicious dietary experiences. Thirdly, we will strengthen close co-operation with tourism enterprises to fully expand market channels. Through joint promotion and resource sharing, the visibility and influence of the forest recreation industry can be improved to attract more tourists to come and experience it, thus driving the development of the rural economy.

4.2. Ecological Livability: Adhere to the Green Leadership, Protect the Forest Recreation Resources and Rural Ecology

The ecological environment is like the source of life of the forest recreation industry, and it is also the key support for rural revitalization. Firstly, unneringly establish the concept of green development and effectively strengthen the protection and management of forest resources. [11] Destructive behaviour such as indiscriminate logging and illegal occupation of forest land are strictly prohibited to ensure the sustainable use of forest resources. Secondly, we will vigorously increase our efforts to improve the rural ecological environment. [12] Actively promote the classification of rural rubbish, guide villagers to develop good habits of rubbish classification, and realize the reduction, resourcefulness and harmless treatment of rubbish. Accelerating the construction of sewage treatment facilities to ensure that rural domestic sewage is effectively treated to avoid pollution of the environment. Continuously promoting toilet renovation projects, upgrading the hygiene level of rural toilets, and improving the rural living environment. Third, reduce agricultural surface source pollution by actively developing ecological agriculture and organic agriculture. Adopt green planting techniques, reduce the use of chemical fertilizers and pesticides, and protect soil and water sources. Promote ecological farming models to achieve the resourceful use of farming waste and reduce the impact on the environment. Through these

initiatives, make every effort to protect the balance and stability of the rural ecosystem and create a good ecological environment for the development of the forest recreation industry [10].

4.3. Aspects of Rural Culture and Civilization: Advocating the Concept of Green Life and Improving Rural People's Knowledge of Forest Recreation

Strengthening the extensive publicity and in-depth popularization of forest recreation knowledge is an important measure to enhance the degree of civilization in the countryside. Firstly, through organizing a variety of lectures, training, exhibitions and other activities, to improve the rural people's awareness and sense of identity towards forest recreation. In lectures, professional forest recreation experts are invited to explain to villagers the concept, role and value of forest recreation, so that villagers can understand the benefits of forest recreation to their health. Training activities can include forest recreation skills training, such as forest yoga teaching and forest therapeutic cooking, so that villagers can master some practical forest recreation methods. Exhibition activities can display the achievements and cases of forest recreation to stimulate villagers' interest in forest recreation. Secondly, it advocates the concept of green living and guides the village people to develop a healthy, environmentally friendly and low-carbon lifestyle. Encourage villagers to participate in more outdoor activities, such as hiking and cycling, and reduce their dependence on electronic products. Promote the concept of green consumption and encourage villagers to buy environmentally friendly products and organic food. Thirdly, combining forest recreation with rural cultural construction. [13] Deeply excavate and carry forward the ecological wisdom and health care concepts in traditional rural culture, and integrate them into the forest recreation industry. Hold traditional health maintenance culture festivals to display traditional health maintenance methods and techniques in the countryside, enrich the cultural connotation of the countryside, and enhance the degree of civilization in the countryside.

4.4. Effective Aspects of Governance: Seeking Support from Government Resources and Widely Absorbing the Participation of Idle Capital in the Countryside

The government plays a crucial role in the development of forest recreation industry. Firstly, the government should increase its support for the forest recreation industry and introduce a series of targeted policy measures to create a favourable policy environment for the development of the industry. Give forest recreation enterprises tax incentives, land policy support and so on. [14] The second is to actively strive for financial support, will be used for the construction of forest recreation base, infrastructure improvement and so on. Thirdly, through investment promotion and other means, widely absorb the idle capital in the countryside to participate in the development of forest recreation industry. Formulate favourable investment policies to attract social capital to invest in forest recreation projects. At the same time, rural residents are encouraged to participate in the operation of the forest recreation industry by investing in land, houses and other assets, so as to achieve the optimal allocation of resources. Fourth, in the process of industrial development, we should pay great attention to the establishment of a sound governance mechanism. Strengthen the supervision of enterprises and projects to ensure that enterprises operate in accordance with the law and projects are built in a standardized manner. Establish a sound quality supervision system, conduct strict quality testing of forest recreation products and services, and protect the legitimate rights and interests of consumers. By strengthening governance, ensure that the development of the forest recreation industry is standardized and orderly, and provide a solid guarantee for rural revitalization.

4.5. Wealthy Living: Encourage Rural Migrant Workers to Return to Their Hometowns for Entrepreneurship and Employment, and Promote Rural Revitalization with Talents

The booming development of the forest recreation industry provides a broad space and rare opportunities for rural migrant workers to return to their hometowns for entrepreneurship and employment. [15] First, the government should introduce relevant policies to actively encourage rural migrant workers to return home to participate in the development of forest recreation industry. Such as giving business subsidies to help rural migrant workers to solve the financial problems in the early stage of entrepreneurship; provide loan support to reduce the financing cost of rural migrant workers' entrepreneurship. Secondly, training and guidance for rural migrant workers will be strengthened. Activities such as forest recreation skills training and entrepreneurship training have been carried out to improve their entrepreneurial and employment abilities. Third, provide strong talent support for the development of the forest recreation industry through the introduction of professional talents and the cultivation of local talents. [16] Introduce professional forest re-creationists, nutritionists, tourism management personnel, etc. to improve the service level of the forest recreation industry. Cultivate local talents and encourage rural youth to enroll in relevant professions, so as to reserve talent power for rural revitalization. Promote rural revitalization with talents, achieve the prosperity of rural people, and give the countryside a new vitality and vigour.

5. Conclusion

The forest recreation industry has significant value implications in promoting rural revitalization, covering ecological, economic, social and health values. However, the forest recreation industry in rural development is currently faced with the constraints of traditional concepts, lack of human resources, insufficient knowledge of recreation, defective project design, lagging industrial planning and lack of industry standards. In order to give full play to the positive role of forest recreation industry in rural revitalization, specific paths should be implemented in the five aspects of industrial prosperity, ecological livability, civilized countryside, effective governance, and affluent life. By actively exploring and practicing these implementation paths, we can effectively overcome the current difficulties, give full play to the value of the forest recreation industry, inject a strong impetus for rural revitalization, achieve the goals of industrial prosperity, ecological livability, civilized countryside, effective governance, and affluent life in the countryside, and promote the sustainable development of rural areas and the continuous improvement of the standard of living of the people.

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