Research on Forest Health Industry Based on Wanghong Economy——Taking Forest Health Industry of Sucun Township as an Example

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Abstract. Forest health industry is a new type of business generated by the development of social economy in China, which is in line with people's attitude towards forest and nature. However, with the gradual deepening of the degree of marketization in China, the research on the core competitiveness of forest health industry is imminent. [1] It not only requires convenient transportation and perfect infrastructure, but also how to form flow to drive the development of health care industry in a short time. This paper discusses the forest health industry in Sucun Township with the help of netred economy.

1. Preface

The Third Conference on forest rehabilitation and Rural Revitalization clearly pointed out that we should actively grasp the development opportunities of forest rehabilitation industry, turn "Green Water and Green Mountains" into real "Golden Mountains and Silver Mountains", realize the increase of farmers' income and promote the prosperity of industry. At the same time, due to the form of "Investment - Poverty Alleviation - Reinvestment - Sustainable Prosperity", Metred Economy can quickly form an economic explosion point with limited capital investment in a short period of time. [2] It has been widely used in the practice of forest health industry development.

2. Internet Wanghong Economy and Its Application In Health Care Industry

The Wanghong Economy refers to a new economic model that relies on the Internet, especially mobile Internet communication and its social platform promotion, through a large number of social concerns, forms a huge fan and targeted marketing market, and derives various consumer markets around the Internet red, and finally forms a complete Internet red industry chain. [3]

2.1. Self Media Communication with Forest Health as Content Carrier Lays the Foundation of Online Wanghong Economy Model

According to Maslow's theory of needs, people have social needs, respect needs, self realization needs, etc. This makes the self media have a huge development space. It can meet people's needs, form traffic, realize zero cost marketing, and promote industrial communication.

2.2. The Personalized and Differentiated Innovation of the Audience Constructs the Value of Netred Brand

At present, the forest health industry has become an important link in the development of tourism.
People's demand for the diversification of tourism experience, characteristics and consumption levels is increasing day by day. Therefore, facing the audience, we should realize the individuality and differential innovation of experience content, and form the online red brand.

3. Analyze the Health Industry of Sucun Township

3.1. Project Overview
Sucun Township, located in the south mountain area of Lingbao City, Henan Province, is located in the north foot of Funiu Mountain. The total area is about 292 square kilometers. The geomorphic features are very prominent. There are many mountains in the south and many plains in the north and west. Renjia River and Badao River flow through the territory, thus forming the landscape of "seven mountains and one river two parts".

3.2. Sucun Township Industrial Layout Planning - One Way Around
According to the unique resources of Sucun Township, the land planning of forest health industry is combining with net economy, military industry culture and folk culture resources, and has made progress in integrating health vacation, agricultural leisure, parents and children research, mountain sports and other aspects in rural health towns in mountainous areas. The Music Festival gathering is
under construction. The planning forms the industrial layout of the whole area along the road: in this area, with the core of Baihu Tan and Weijia Mou Reservoir, health industry industrial cluster area is under construction; the most beautiful rural road is built along the road of Sucun Township. At the same time, leisure agriculture and rural tourism are also developing.

### Table 1. Project plan

| Demand                              | Implementation plan                          | Solution                                                                                                                                 |
|-------------------------------------|----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Extend viewing time                 | Establishment of Slow Travel System          | The construction of cycling and walking green ways around the village will link the characteristic landscapes of Sujia Township and increase the number of browsing projects. |
| Enrich customer experience          | The theme is changeable.                     | According to the differences of villages, establish different characteristic projects Relying on rich natural resources, vigorously develop outdoor hiking, cycling and other sports; |
| Strengthening Urban-Rural Interconnection | New Experience of Convenient Transportation and Health | Regular family outdoor competitions will be held to form a back garden for leisure on weekends and holidays. Sucun Township is the intersection of Heluo Culture, Qinba Culture, Jin Culture and Chu Culture, and is open to the public. Exhibition of folk culture festival, the formation of four seasons activities, to experience different national cultural festivals. |
| Promoting New Ideas in Tourism     | Characteristic culture                       |                                                                                                                                 |

3.2.1. Belt - health care industry cluster belt
Relying on the forest scenery, rural scenery, local customs and other resource characteristics of villages and towns along Baihu Tan Reservoir and Weijia Mo Reservoir, pilot projects such as forest villages, garden yards, scenic countryside, flower sea roads, etc. will be implemented to build a hundred mile style gallery, guide self driving, cycling and other sports, and form a sports industry cluster belt.

Baihu Tan Reservoir is a medium-sized reservoir mainly for water supply, characterized by "Xiangtan" culture, relying on the perfect basic service facilities of the reservoir, to build a health care service center in the reservoir.

Weijia mo Reservoir: with the theme of "Health", under the premise of having the basic function of health care service center, it more embodies the combination of medical care and maintenance.

3.2.2. First road - the most beautiful rural road
Relying on the 512 provincial roads throughout the whole territory, we will build the most beautiful rural roads. Taking the city as the leader and the metropolitan area as the support, we will build a forest health industry with market sharing and division of labor and cooperation. We will improve the infrastructure for forest health care around the city and improve the capacity of health care services.

4. Media Exposure Implementation Plan

4.1. Centralized Coverage By Mainstream Media
In order to quickly establish the popularity of Sucun Township and build a network red node, after the completion of the project transformation, the government and enterprises jointly launched the mainstream media for centralized reporting.
4.2. Enterprise Promotion of Hot Platforms and Tweets
In addition to the mainstream media, Sucun Township also needs to carry out penetration publicity through multiple hot platforms. For example, short videos on Tencent Video, Iqiyi and other websites are used for publicity, tourism strategies in Sucun township are pushed through tourism apps such as hornet's nest, and financial investment linkage is carried out through financial platforms such as “Dongfang fortune.com”so as to effectively realize the three-dimensional investment of multiple groups.

4.3. Aero Marginal Cost Promotion of Flow Economy
We should make full use of the characteristics of flow economy and give full play to the advantage of maximizing the benefits of promoting input-output. Realize the effect of "zero promotion cost and infinite promotion margin" in the models of flow economy, online red fast consumption economy, friend circle economy and relationship economy.

5. Summary
The successful application of the economic model of Sucun Township, first of all, reflects the market potential and broad space of areas rich in natural resources, such as forests, and provides excellent examples for less developed areas to stimulate domestic demand and increase local income; second, it shows the important role of three-dimensional publicity and extensive promotion of self-Media Internet traffic thinking in promoting forest health industry, which is less developed Finally, the importance of forest health industry operation is conducive to the overall planning of health industry in the future, overcoming the non organization of individual economy and building the overall tourism theme brand to further strengthen decision-making confidence.

As the health and nutrition industry covers multiple levels and aspects, it needs the participation of various social forces and township residents to provide more innovative practices for the health and nutrition industry.

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7. Reference
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