Research on the Sustainable Development Strategy of Forestry Cultural Heritage Sites in Henan Province Based on the Analysis of Big Data

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Abstract. According to big data analysis, “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 new business models, but also expanding domestic demand. Increasing employment and stimulating the economy is a new and important growth point.

Keywords: Forest Health; Henan Forestry, Cultural Heritage, Sustainable Development, Big Data

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\textsuperscript{[1]}. 

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2. The concept and development trend of "forest health care"

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](image.png)

**Figure 1.** The protection of natural resources in the "forest health care" in Henan Province in the past two years.

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[2].

2.2. Explore and study 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. Explore and study 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[3].

2.4. It is necessary to explore and study the establishment of a new business model and new business model for the “forest health care” industry in Henan Province

“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; |
|                         | Government overall management and development guidance | Government investment in building lifeline projects; High safety factor         |
| Market management       | Enterprises will promote forest public welfare in the form of projects | Multiple investment entities are managed separately;                          |
|                         | The enterprise itself as the main body of investment    | 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[4].

3. Sustainable Development of Henan Forestry Cultural Heritage Site Based on "Forest Health Support"

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, suggestions are made from three aspects:

3.1. 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[5].

4. Conclusion

According to big data research findings 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, We should better protect forest health based on big data analysis, 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[6].

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