

Optimization and Popularization of Old-age Service Management under Forest Health+Mode

Zhihua Yang, Ling Hu

Hunan Applied Technology University, Changde, 415100, China

Keywords: Forest Health+Mode, Old-age service

Abstract: Harmonious development between man and nature is the long-term goal of China, and forest health care is a new policy recently put forward in view of the serious aging and the fact that most people are basically in sub-health. Forest health mainly refers to the rational development and construction of forest resources to carry out activities such as forest recreation, vacation, recuperation, health care and old-age care, so as to improve people's health. This paper puts forward some effective suggestions on China's forest health care mainly from the international trend and existing problems of forest health care, hoping to help promote the optimization and promotion of old-age service management under the forest health care model.

1. Introduction

At present, the main ways of providing for the aged in China are home-based care, community-based care and institutional care, including nursing homes and government welfare institutions[1]. After years of teaching and research and practice, the author believes that with the increasing disposable income of the elderly, the elderly are more willing to choose a healthy and active way of providing for the aged. Therefore, the key to solving the problem of providing for the aged is to innovate the mode of providing for the aged[2]. Health-care is a new way to maintain health and provide for the aged with the goal of pursuing physical and mental health. Ecological old-age care is a healthy old-age care characterized by a good ecological environment[3]. It refers to a new way of providing for the aged, which is based on the concept of green sustainable development, the premise of protecting the ecological environment, the criterion of harmonious development between man and nature, and relying on a good natural ecological environment and a unique humanistic ecosystem, and adopts an eco-friendly way to carry out ecological health, ecological health preservation, ecological experience, ecological education, ecological cognition, and obtain mental and physical pleasure[4]. At present, with the aging of population, the aggravation of environmental pollution, the increasing pressure of life, the sub-health background and other factors, it has become fashionable to go to the deep mountains and old forests to "wash the lungs", and forest rehabilitation has gradually entered people's field of vision, and various forest rehabilitation activities have emerged as the times require.

Forest health care is a general name for all activities that use forest resources, medical recuperation technology and necessary facilities and equipment to enhance people's physical and mental health and achieve the goal of health care and old-age care[5]. Forest health care is based on forest, based on health, health care and physical and mental recovery[6]. It is a new industry integrating forestry, tourism, medicine and culture. Forest health care not only meets the needs of people's pursuit of high-quality life, but also is a new form of economic development, which has three functions: ecology, industry and health care. In view of the outstanding problems existing in the development of forest health care in China, we should do a good job in top-level planning, build forest health care bases, develop forest health care products, strengthen talent support and increase capital investment. According to the opinion on promoting the development of forest health-care industry, forest health-care is based on the forest ecological environment, aiming at promoting public health, and taking advantage of the organic integration of forest ecological resources, landscape resources, food and medicine resources and cultural resources with medicine and health-care science to carry out health care, rehabilitation and health care for the elderly[7]. With

the rapid economic development and the arrival of the aging society, the social demand for health, psychology, etc. has further increased, and the forest rehabilitation industry will provide a strong guarantee for the aging society. The rapid economic development will surely bring great pressure to the development of all social units and enterprises. Forest health industry has unlimited market development prospects, whether in the aging society or in various fields such as staff recuperation. Affected by the downward pressure of the economy and the epidemic situation of COVID-19, forest rehabilitation is an important starting point for the transformation of forestry and tourism, and it is also an important part of promoting the development of big health industry. With the development of social economy and the influence of COVID-19 epidemic, forest health care has been paid more and more attention by the society, which is the main starting point of tourism transformation and upgrading and forestry structure adjustment, and is also an important part of big health industry[8].

2. Development Status of Forest Health Industry

China's measures in harmony between man and nature mainly stay at the level of protecting the natural environment and developing the economy through the natural environment, and there is still a long way to go for the development of forest literacy[9]. The main purpose of forest rehabilitation is to improve the health level of Chinese people. Through the investigation of many forest health-care bases in China, it is found that there are still many problems in the construction of forest health-care bases. Frequent and over-exploitation leads to the lack of trace elements beneficial to health, which fundamentally conflicts with the nature of forest health-care. At the same time, most people in China don't have a comprehensive understanding of forest health, and don't deeply realize the benefits of forest health to health. In addition, the construction of forest rehabilitation has not introduced funds for construction. These problems hinder the pace of forest rehabilitation construction in China.

2.1. People's knowledge of forest health care is relatively scarce

Most people still think that forests are just sightseeing, ignoring the important ecological and social functions of forest resources, such as physical and mental health care, etc., resulting in the vast majority of forest sites only becoming leisure places, lacking the overall system planning and construction from the height of forest health. The business model of forest health care is shown in Figure 1.

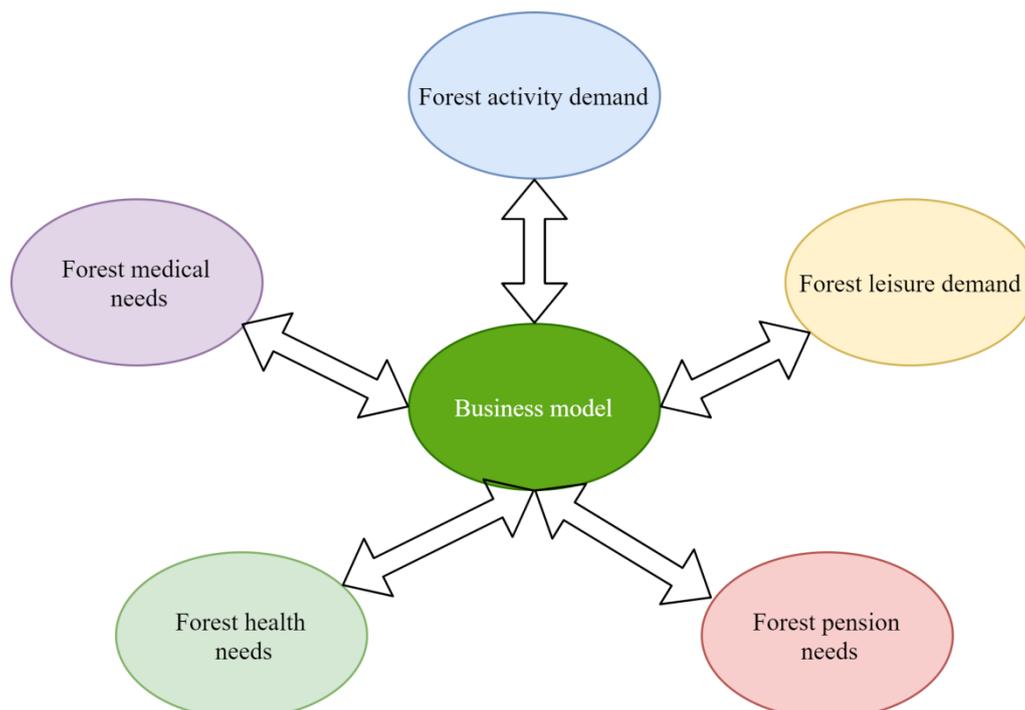


Figure 1 Business model of forest health care

Due to the lack of knowledge of the ecological function and social function of forest resources, there is a single design of forest health products, that is, only leisure and recreation or only the introduction of high-end medical equipment in the forest, without the meaning of forest health and its industry, without the combination with sports, health, forest fruit, education and training, religious tourism and other economies, and without all-round design of three categories of forest health products, such as rehabilitation, recuperation and health preservation, according to the idea of resource optimization. It is not realized that compared with the traditional forest tourism, forest health care can not only prevent diseases and promote health, but also emphasize the purposes of appreciating nature, experiencing culture, cultivating sentiment and restoring body and mind. There is a lack of systematic cognition and understanding of the connotation and function of forest health care, and forest health care has not become the first choice for the audience to perceive life and medical care.

2.2. The cultivation of forest health professionals has not been taken seriously

A very important part of forest rehabilitation is to carry out forest rehabilitation from a professional point of view based on medical theory, assisted by medical convalescence technology and supported by scientific health knowledge. Therefore, it is indispensable to have professional talents to guide, such as forest rehabilitation teachers. However, the professional ability of forest rehabilitation teachers is very high. They should master not only the knowledge of forestry, ecology, medicine and tourism, but also the knowledge of psychology and health care. At present, there is no forest rehabilitation teacher in our province, and the training of professionals is not paid enough attention.

2.3. The infrastructure of forest rehabilitation is imperfect and the industry standards are lacking

Due to the limitation of the development stage, the transportation, accommodation, catering, entertainment and operation mode of forest rehabilitation in our province are still far from perfect, and the infrastructure has not yet been connected with the market demand. The national and provincial forest parks and wetland parks, which carry the development of forest rehabilitation industry, have defects in organization and management, infrastructure construction, funds, etc., which to some extent restrict the development and construction of forest rehabilitation bases.

Due to the lack of industry standards for the construction of forest rehabilitation bases, we don't know how to deal with the relationship between environmental protection and economic benefits within the allowable threshold of the environment, which leads to great waste of ecological and social functions of forest resources. In the planning of forest rehabilitation base construction, there is a lack of safeguard measures to avoid the destruction of forest resources, a lack of integration and utilization of forest resources integrity system, a lack of institutional conditions to prohibit logging, and a lack of necessary building standards in forests.

3. Ways to optimize and popularize the management of old-age service under the mode of forest rehabilitation

3.1. Promote the construction of urban forests and rural greening

According to the requirements of "excellent environment, excellent service, perfect management, distinctive features and obvious benefits", we will promote the construction of forest rehabilitation bases, create a number of forest rehabilitation bases with high standards and great influence, and give play to their demonstration and leading role. Actively build a forest health-care complex, form a relatively complete forest health-care product and a relatively complete forest health-care industrial chain, promote the adjustment of industrial structure, and drive the common development of surrounding communities. Do a good job in the roads, electricity, water source, optical fiber and heating of the forest rehabilitation base, and make innovations in topography, plants and project design, which not only strengthens the concept of ecological environment protection to the

maximum, but also meets people's demand for scenery. It is necessary to scientifically carry out forest tending, forest phase transformation and landscape improvement, build and replant trees, flowers and other plants with health-care functions in a targeted manner, and constantly optimize the health-care environment of forests. According to laws, regulations and policies, study and formulate standards for the construction and evaluation of forest rehabilitation bases, so as to make the construction of forest rehabilitation bases rule-based, dynamic management and scientific and rational construction, and reduce the possible adverse effects on the forest ecological environment. High-quality forest resources are rich and diverse landscapes, high negative oxygen ions, healthy organic food and profound culture. The healthy elements in the forest are shown in Figure 2.

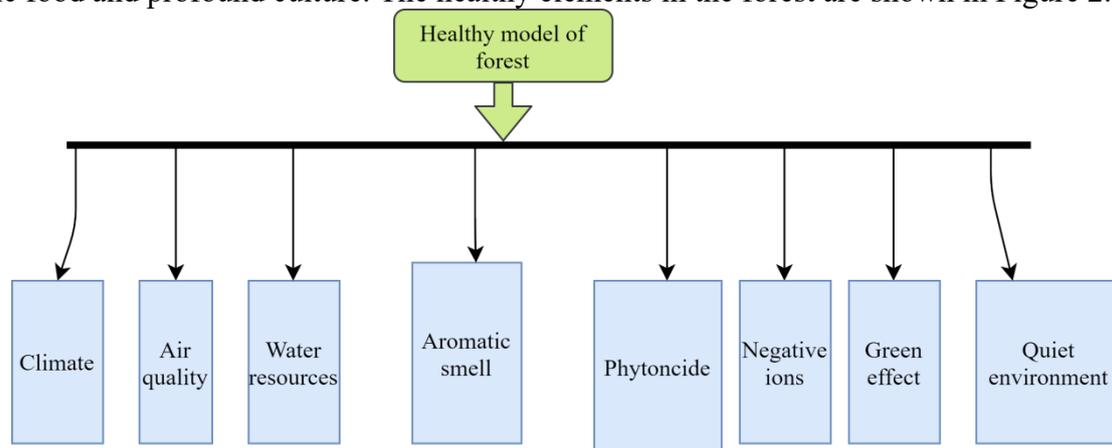


Figure 2 The diagram of healthy elements in the forest

Create more beautiful and livable environment for the masses. Plan and build forest parks, forest rehabilitation bases, forest experience bases or forestry industry demonstration parks according to local conditions, and create eco-tourism, rehabilitation and fitness products featuring forest sightseeing, forest rehabilitation, animal and plant viewing and forest science popularization, so as to promote the development of forest rehabilitation industry.

3.2. Scientifically plan and cultivate the brand of forest health care

It is necessary to meet the needs of multi-level markets, rely on the conditions of forest resources, highlight the characteristics of forest and health care, develop different forms of forest health care products, and carry out diversified health care services such as recuperation, old-age care, dietotherapy and leisure, so as to improve the market influence of forest health care bases. Fully tap and integrate traditional health culture such as diet therapy, drug therapy, hydrotherapy and modern medical and health care technology, and actively develop forest bathing and forest recuperation, diet therapy, fitness, leisure and other projects; In terms of products, actively develop forest health food, drinks, souvenirs, cosmetics and other products; In terms of brand, actively strengthen brand development and certification, and build a number of famous brand bases, products, enterprises and services for forest health. At the same time, according to the changes of tourists, unique forest health products and services should be continuously introduced, and regional cultural characteristics and health cultural characteristics should be deeply explored, so that forest health products and projects have strong core competitiveness and characteristic competitiveness.

According to the characteristics of the forest health care market, actively tap the customers of the old-age care market, the staff convalescence market and the tourism market, and build brands such as forest health care and welfare land and forest health care and welfare land. Take the staff convalescent market as the object, and build a forest convalescent base for staff. Through brand building, strengthen marketing, and enhance the influence of forest health care.

3.3. Pay attention to the cultivation of specialized talents

Forest rehabilitation is still in the exploratory stage, and there is a lack of professional management talents and professional and technical talents at this stage. At present, there is an urgent need to train a group of leading figures to lead the development of forest health care. Based

on the development conditions of forest health care, a group of forest health care management teams and professional teams should be jointly trained through cooperation in tourism, forestry and health industries. According to the needs of forest health care services, a group of forest health care teachers with professional knowledge and skills in health care, forestry, medicine, psychology and tourism will be trained. Based on the long-term development of forest health care, according to the characteristics of forest health care development, cultivate a management team of research and development, production and marketing of health care products.

As an emerging industry and sunrise industry, the development of forest health care is even more inseparable from the support of professionals. Because China's forest rehabilitation industry is still in its infancy, it lacks a large number of related professionals. It is necessary to adopt various forms such as introduction and self-cultivation, and strengthen the support of forest rehabilitation talents. On the one hand, it is necessary to strengthen the professional training of the existing relevant employees, especially the training of forest nurses, the professional skills training of employees and the improvement of service quality. On the other hand, college graduates with specialties such as medicine, nursing, health care, rehabilitation and fitness exercise are encouraged to engage in forest health care, and health care experts from medical institutions and research institutes are hired to train a team of talents who have mastered the professional knowledge of forest, medical care and health services, so as to provide a stable guarantee of human resources for the sustainable development of forest health care industry.

4. Conclusions

With the development of social economy and the influence of COVID-19 epidemic, forest health care has been paid more and more attention by the society, which is the main starting point of tourism transformation and upgrading and forestry structure adjustment, and is also an important part of big health industry. Forest health care is a new format in the health industry, which represents the national economic level of a country or region, is an important symbol of people's general improvement of living standards and pursuit of a better life, and is an important manifestation of people's enjoyment of forest ecological products. The promotion of forest health care for the elderly is not only a manifestation of ecological value, but also an effective way to achieve a healthy China. With the promotion of forest health care, the contents and forms of aged care services have been further expanded, and the health and well-being of the elderly have been enriched.

Acknowledgements

Key topics of scientific research projects of Hunan Provincial Department of education in 2020 Study on the mode and approach of forest health care and old-age care under epidemic prevention and control(No:20A361)

References

- [1] Pause M, Schweitzer C, Rosenthal M, et al. In Situ/Remote Sensing Integration to Assess Forest Health—A Review[J]. *Remote Sensing*, 2016:81.
- [2] Wingfield, M, B, et al. Planted forest health: The need for a global strategy[J]. *Phytopathology*, 2018, 108(10):5.
- [3] Mallick A, Pan D. Psychosocial Care in Old Age-gateway to Quality Mental Health[J]. *European Psychiatry*, 2015, 30:1439-1439.
- [4] Narayana U, Corrado O J, Kaur S. A proactive geriatric liaison service to assess and manage medical problems on old age psychiatry wards[J]. *European Psychiatry*, 2016, 33:S188-S189.
- [5] Dai, Baozhen. The old age health security in rural China: where to go?[J]. *International Journal*

for Equity in Health, 2015, 14(1):119.

[6] Park S, Lee S. Age-friendly environments and life satisfaction among South Korean elders: person-environment fit perspective[J]. Aging & Mental Health, 2016:1.

[7] Farahnaz, Sadoughi, Mehraban, et al. Health Information Management System for Elderly Health Sector: A Qualitative Study in Iran[J]. Iranian Red Crescent Medical Journal, 2016, 18(2):2.

[8] Taylor W, Shah S A, Dashtipour K, et al. An Intelligent Non-Invasive Real-Time Human Activity Recognition System for Next-Generation Healthcare[J]. Sensors, 2020, 20(2653):8.

[9] Ali M N, Ahmad A. An Integrated of Persuasiveness in Healthcare Model for General Wellness[J]. Agricultural Economics, 2021, 31(4th):28.