

RESEARCH ON FOREST-BASED WELLNESS TOURISM BUSINESS MODEL BASED ON INDUSTRIAL INTEGRATION

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ABSTRACT

With the improvement of people's living standards and the growing awareness of health, forest-based wellness tourism, as a new form of tourism that integrates natural landscapes, leisure fitness, and health management, has gradually gained attention. This study, based on industrial integration, explores the business model of forest-based wellness tourism. The research uses a literature review method, first analyzing the current development and trends of forest-based wellness tourism, and then discussing the role of industrial integration in forest-based wellness tourism. Next, this study proposes an optimization analysis of the forest-based wellness tourism business model based on industrial integration, including aspects such as resource integration, service innovation, and marketing strategies. The research finds that industrial integration can promote the diversified development of forest-based wellness tourism, enhance the tourism experience and health benefits, and drive the sustainable development of the entire industry. However, the success of the business model still needs to consider the influence of factors such as government policies, market demand, and environmental protection. Future research can further deepen the innovation of the business model, improve the relevant policy system, and promote the healthy development of the forest-based wellness tourism industry.

Keywords: *Forest-Based Wellness Tourism, Industrial Integration, Business Model, Sustainable Development, Tourism Experience*

INTRODUCTION

The National Forestry and Grassland Administration of China has issued "Opinions on Promoting the Development of Forest-Based Wellness Industry," which outlines the goal of establishing 1,200 national forest-based wellness centers by 2035. These centers will provide a wide range of high-quality forest-based wellness services to the public. At present, both the national and local governments have introduced policies to promote the development of the forest-based wellness industry.

Forest-based wellness tourism, as a new form of integration between forestry and health preservation, meets people's needs for a healthy lifestyle and diverse tourism experiences. It has gradually become a hot topic in the current development of forests. Forest-based wellness tourism is a product of industrial integration in the new era, emerging as a new form of the tourism industry that aligns with the growing trend of providing effective elderly care services, especially as people increasingly seek a high-quality and healthy lifestyle after the COVID-19 pandemic.

Moreover, rapid urbanization and urban development in China in recent years have led to environmental degradation and pollution, resulting in adverse effects on people's physical and mental health due to fast-paced work and changing lifestyles. As a result, there is a growing demand for more suitable and healthier tourism models. Developing forest-based wellness tourism not only promotes the transformation of the forestry industry and enhances the ecological and service value of forests but also accelerates the integration of forestry with other industries, creating innovative integrated formats and improving the well-being of residents.

The business model of forest-based wellness tourism is an innovative commercial approach that combines natural ecology, health preservation, cultural experiences, and the tourism industry. It revolves around forest resources, aiming primarily to provide visitors with physical and mental health, relaxation, and a closer connection with nature. It also incorporates elements of health management, cultural experiences, and spiritual cultivation, offering a comprehensive tourism experience. Forest-based wellness tourism is expected to become an inclusive and extensible tourism model.

Currently, the exploration of business development models for the forest-based wellness tourism industry has become a new research hotspot. The development of the forest-based wellness tourism industry is closely linked to national policies, forest resource factors, and market demand. However, the industry also faces various development challenges, such as low development levels, insufficient industry concepts and policy support, and significant product homogeneity. These challenges primarily arise from the lack of clear positioning and business models for the forest-based wellness tourism industry. Therefore, investigating universal industry development paths and business models is of great significance for addressing the development issues of the forest-based wellness industry and promoting tourism economic development.

This article, through the integration of literature and case analysis, studies the current development status of the business model of forest-based wellness tourism, identifies pain points in the current business models, and optimizes the design of the business model for forest-based wellness tourism. While enriching the research on business models at forest-based wellness centers, it also provides reference for tourism business development and the supply of wellness products at tourism destinations. Additionally, it offers theoretical and practical insights to support the healthy development of domestic forest-based

wellness enterprises.

1 LITERATURE REVIEW

Using the China National Knowledge Infrastructure (CNKI) as the primary database, we conducted searches with the themes "Forest Health Tourism," "Forest Health Industry Model," and "Forest Health Business Model." As of September 2023, a total of 425 relevant documents on "Forest Health Tourism" were retrieved. The publication dates of these documents ranged from 2013, with only one article, to 91 articles in 2021, 66 articles in 2022, and 92 articles in 2023. The overall content of these documents mainly covered topics such as the evaluation system for forest health tourism, strategies for the development of the forest health tourism industry, construction of forest health tourism bases, development of forest health tourism products, and the willingness of individuals to engage in forest health tourism. The term "forest health tourism" also appeared in other related fields such as economics, elderly care, and healthcare literature.

Additionally, 65 documents related to "Forest Health Industry Models" were identified, with only two publications in 2015 but a significant increase to 19 articles in 2021. These documents primarily focused on the current status, research, and optimization strategies of forest health industry models in various provinces and cities in China.

Finally, 13 documents were retrieved related to "Forest Health Business Models." These documents primarily consisted of case analyses of forest health business models. It is evident that research on forest health business models is relatively limited.

1.1 "Forest Health Tourism"

Forest health tourism is based on forest ecological environments and aims to promote public health. It utilizes forest ecological resources, landscape resources, food and medicinal resources, as well as cultural resources, integrating them organically with medicine and health sciences to provide activities related to health maintenance, rehabilitation, and elderly care (Mihardja et al., 2023).

Domestic scholars have conducted in-depth research on the development strategies and pathways of forest health tourism. For instance, scholars like Zeng et al. (2021) proposed recommendations for the development of forest health tourism in Jiangxi Province (Zeng et al. , 2021) . Their suggestions included establishing a comprehensive development and operational system for the forest health industry, creating a research platform for forest health, improving basic service facilities, strengthening the development of professional talent, optimizing forest health resources and the environment, building the Jiangxi forest health tourism brand, developing a wide range of forest health tourism products, and attracting various market entities (Pan et al., 2019).

In another study, Zhang et al. (2023) quantitatively analyzed the strengths, weaknesses, opportunities, and threats of the development of health tourism in Yushe National Forest Park, Liupanshui City, Guizhou Province, using the SWOT-AHP model. They provided strategies for its sustainable development (Zhang et al., 2023) . Regarding research on forest health tourism base construction, Pan et al. (2019) used SWOT analysis to qualitatively analyze forest health resources in Lushan National Ecological Protection Area in Jiangxi and applied the AHP method to determine the weight values of SWOT factors. This combined qualitative and quantitative analysis provided strategic choices for the construction of the forest health tourism base in the area. Li et al. (2020) studied typical forest health models in Yunnan Province,

classified forest health tourism models in Yunnan, integrated unique elements of Yunnan into these models, and analyzed their development trends, providing theoretical references for the development of high-altitude forest health models in Yunnan (Li et al., 2020).

1.2 "Industry Development and Integration"

Researchers like Yu and Shuang (2023) used the example of Baiyun Mountain State-owned Forest Farm in Shimen County, Changde City, to study the integration of forest farms with forest health tourism. They analyzed local issues in developing forest health tourism and proposed improvement solutions, providing references for the development of China's forest health tourism industry (Yu & Shuang, 2023). Xie (2022) conducted research on the development conditions, models, and characteristics of forest health industry in Wenzhou City, based on an analysis of concepts, theoretical foundations, and research literature related to forest health industry. They also conducted surveys and provided specific recommendations for the optimization and improvement of the local forest health industry (Xie, 2022).

Li and Wang (2022) conducted an analysis of the current status of the forest health industry and proposed recommendations from four aspects: government support, talent development, standardization, and branding, as well as big data sharing (Li & Wang, 2022). Zhang et al. (2022) analyzed the current status, resource advantages, and existing problems of the forest health industry in Hubei Province. They provided strategic recommendations, including strengthening resource and ecological protection, improving planning mechanisms, integrating market demands, enhancing promotion and demonstration, and building a professional workforce, with the aim of promoting the healthy and rapid development of the forest health industry system in Hubei Province (Zhang et al., 2022). Li Yu et al. (2019) emphasized the rich forest resources and unique ecological advantages in Sichuan Province. They proposed an innovative development model that integrates various forest elements and resources to create a harmonious coexistence between forest resources and the development of emerging industries (Li Yu et al, 2019). Huang and Cao (2019) analyzed the development advantages and current status of the forest health industry in key state-owned forest areas in Heilongjiang Province. They proposed three forest health industry development models: forest resort therapy, forest health preservation, and forest-based healthy living (Huang & Cao, 2019) .

In An Kang City, forest ecological resources, landscape resources, food and medicinal resources, and cultural resources are organically integrated with medicine and health sciences to provide services such as health maintenance, rehabilitation, and elderly care. In Guizhou's rural areas, the "tourism + health" model is promoted with related policies to facilitate the integration of the two industries (Yang, 2023) , (Liang & Qin, 2023) Su (2022) analyzed the integration mechanism of traditional Chinese medicine and forest health tourism industry at the Xinglin Dagan Garden and identified issues related to the lack of a clear focus on industrial integration, insufficient depth of integration, and limited innovation in the integration of the two industries (Su . 2022) . .

1.3 "Forest Health Business Models"

Song and Wang (2022) conducted research on the Seven Li Ping Forest Health Base in Sichuan Province. They used expert interviews and on-site investigations to understand the operation of the base. They

summarized the characteristics of the business model of the Seven Li Ping Forest Health Base using the nine-element framework of business models. They identified shortcomings in the enterprise's business model and provided improvement suggestions, offering theoretical and practical references for the healthy development of forest health enterprises in China (Song & Wang, 2022). Huang Yanjun (2022) used the example of Shengugu Town in Dinghu Mountain to analyze the business model characteristics in the context of industry development. They proposed innovative suggestions based on customer segmentation theory and business model innovation models, such as time-sharing and alliance models (Huang, 2022). Wu (2015) analyzed whether forest health could form a novel and valuable resource allocation method from a market perspective, whether it could create an intrinsic economic circulation system, and whether it could automatically generate economic added value systems (Wu, 2015).

2 RESERCH METHOD

This research employed a literature review method, which included the following steps:

- (1) Comprehensive collection of relevant literature and materials, with the primary database being the China National Knowledge Infrastructure (CNKI).
- (2) Summarization, organization, analysis, and evaluation of previous research results and developments in a systematic and comprehensive manner.
- (3) Presentation of the current level of research, dynamics, problems to be addressed, and future development directions.

3 PROBLEM ANALYSIS

Currently, there is relatively limited research on forest health tourism in China, especially in the study of the commercial models for forest health tourism, which need to be developed further. Existing literature primarily focuses on the macro-level development of the forest health tourism industry, with relatively fewer micro-level discussions about the commercial models of forest health tourism.

Through literature analysis, it is evident that the prominent issues in forest health tourism include a lack of clarity in industry integration and insufficient innovation. Among the numerous forest health tourism sites in China, some have failed to establish distinctive local value propositions, leading to unclear target demographics for health and wellness products, which in turn hinder consumer engagement. Another issue is related to market size and education. Currently, the forest health tourism market is relatively small and requires more extensive education and promotion to enhance public awareness and demand for wellness tourism. Moreover, inadequate application of digital technology is observed in many studies, such as the customization and promotion of related industry products and the establishment of virtual health experiences. This limitation hinders the potential for customer experiences and marketing efforts.

4 INDUSTRY INTEGRATION: OPTIMIZING THE BUSINESS MODEL FOR FOREST HEALTH TOURISM

The business model for forest health tourism based on industry integration is designed to provide a

suitable direction for the development of health and wellness tourism in China. It serves as a source of inspiration and innovation for businesses, ultimately improving the overall quality of health and wellness services and the economic viability of the industry. In this section, we will use Alexander Osterwalder's Business Model Canvas framework to describe the business model. The Business Model Canvas is a framework used for describing, designing, analyzing, and innovating business models. It breaks down a complete business model into nine key elements to help businesses gain a clearer understanding of how they operate. The following are these nine key elements: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure (Brunner & Wolfersberger, 2020).

4.1 Customer Segments

Customer segmentation for forest health tourism can be based on different characteristics, needs, and preferences to meet the diverse needs of various customer groups. Here are specific segments:

Family Travelers: Customers traveling with their families or children seek family-friendly forest health activities, such as family camping, outdoor education, and family games, to enhance family relationships.

Retired and Non-Retired Seniors: Seniors and retirees seek relaxation, leisure, and social interaction. They may enjoy activities like forest walks, cultural lectures, art workshops, and other enriching experiences.

Nature and Culture Enthusiasts: These customers have a passion for nature and seek experiences that bring them closer to nature. They desire activities such as hiking, camping, birdwatching, and cultural events combined with forest health experiences.

Wellness Seekers: These customers focus on health, physical and mental balance, and recovery. They seek forest health activities like forest bathing, yoga, meditation, and spa treatments to reduce stress and promote physical and emotional well-being.

Corporate and Team Customers: Businesses and teams seek team-building, leadership training, and employee motivation activities. They can organize employee participation in forest health team-building projects to enhance cooperation and team cohesion.

Health Tourism Customers: Customers with specific health issues, such as heart patients or chronic pain sufferers, seek health and wellness tourism as part of their recovery and treatment.

Ecotourism Enthusiasts: Customers interested in sustainable tourism and ecological preservation seek participation in ecological education, wildlife observation, and environmental projects to support conservation efforts.

4.2 Value Propositions

For example, you could strive to establish a top-tier forest health industry in China, offering internationally standardized health and wellness services with the introduction of an "Human 5S Health Management System." This system combines traditional Chinese health concepts to provide high-end forest health services to customers. Incorporate cultural and organic industries into the forest health service format to create a one-stop service community catering to customers' various lifestyle needs. Continuously improve and upgrade infrastructure and facilities during site operations while expanding human activity spaces while adhering to principles of ecological protection. Alternatively, consider the following three approaches combined with value propositions tailored to your forest health base: Establish a Nature Healing Experience Center: Offer forest bathing, yoga, and outdoor adventures as

wellness activities.

Provide Health Management and Consultation: Offer health assessments, rehabilitation plans, and lifestyle consultations.

Team-building Solutions: Offer team-building training, leadership development, and team-building activities.

4.3 Channels

Channels refer to how you reach and interact with your customers. Consider both offline and online channels:

Offline Channels:

Provide on-site wellness activities such as forest hiking and yoga classes. Host tourism expos and events to showcase your products and make connections with potential customers. Establish physical booking centers or partner sales points at tourism destinations to provide information and booking services. Collaborate with professional travel agencies and tourism advisory firms to offer expert advice and arrange forest health tourism for clients.

Online Channels:

Utilize websites and mobile applications for online booking, virtual forest health experiences, and health advice. Develop official websites and mobile apps to allow customers to browse and book tourism products online. Offer detailed product information, pricing, availability, and online payment options through this channel. Customize forest health tourism products for businesses and organizations for direct sales or distribution through partnerships. Promote products through official websites, social media, and partnerships. The choice of distribution channels depends on your target market, customer segments, and company resources. Often, a combination of multiple channels can maximize product exposure and sales opportunities.

4.4 Customer Relationships

In the business model for forest health tourism, customer relationships are crucial for meeting customer needs, providing support, and enhancing customer satisfaction. Employ the following strategies:

Personalized Service: Understand customer needs and preferences to offer personalized wellness experiences, including customized health plans, dining options, and activity schedules.

Communication and Interaction: Establish active communication channels with customers through online, face-to-face, telephone, and email interactions. Address customer inquiries, provide information, and solicit feedback.

Social Media Interaction: Engage with customers on social media platforms, sharing photos, videos, and stories about forest health activities to encourage customers to share their experiences.

Customer Support and Care: Provide 24/7 customer support to ensure assistance is available when needed. Establish care mechanisms such as birthday greetings and follow-up services after forest health experiences.

Customer Feedback Collection: Actively collect customer feedback to understand satisfaction levels, needs, and suggestions. Use feedback to improve products and services.

Customer Loyalty Programs: Create customer loyalty programs that reward repeat customers with discounts, points systems, special events, and more.

Education and Training: Offer education and training on health, wellness, and nature through health lectures, workshops, and cultural activities.

Social Interaction Activities: Organize social interaction events such as customer gatherings, outdoor sports, and concerts to facilitate connections among customers and promote social interaction.

Customer Story Sharing: Encourage customers to share their forest health tourism stories and experiences, which can be published on the website or used in promotional materials.

Regular Updates and Notifications: Send regular updates and notifications to customers about forest health activities, new products, and special promotions.

By establishing positive, supportive, and interactive customer relationships, forest health tourism businesses that integrate industry practices can attract loyal customers, increase customer satisfaction, and achieve long-term business success. These relationships help spread word-of-mouth recommendations, attract more customers, and maintain a good reputation.

4.5 Revenue Streams

The revenue streams for an industry-integrated forest health tourism business model can come from various sources, depending on the company's strategies, positioning, and services. Here are some potential revenue streams:

Accommodation Fees: Charge customers for accommodation options, including hotels, resorts, campgrounds, and more.

Team Building and Training Fees: Charge fees for providing team-building and leadership training services to businesses and teams.

Health Activity Fees: Charge customers for participating in health activities such as yoga classes, meditation sessions, and spa treatments.

Dining Fees: Offer dining services, including breakfast, lunch, dinner, and special nutritional meal plans.

Sales of Health Products: Sell health-related products such as herbal supplements, health equipment, and wellness items.

Fees for Cultural and Art Activities: Charge admission fees for cultural and artistic activities, including concerts, workshops, and cultural lectures.

Professional Health Services: Provide professional health consultations, rehabilitation services, medical services, and charge fees accordingly.

Partner Revenues: Share revenues from collaboration with partners, such as local tourism authorities, cultural institutions, and businesses.

Membership Programs: Establish membership programs that offer special discounts and services to members for a fee.

Licensing and Franchise Fees: If a brand or franchise model is in place, collect fees from franchisees.

Cultural and Ecological Education Fees: Charge fees for educational programs, wildlife observation, local cultural experiences, and more.

Customized Services Fees: Charge additional fees for personalized wellness plans tailored to customer needs.

Meeting and Event Rentals: Rent out the tourism base for meetings, seminars, and special events.

Digital Content and Media Revenues: Generate revenues from advertising, membership programs, or content sales by utilizing websites, social media, and digital content.

Customized Travel and Packages: Offer customized travel packages including accommodation, activities, dining, and charge fees accordingly.

These revenue streams can be customized based on your target market, customer segments, and the services you provide. Diversifying revenue sources helps reduce risk, improve profitability, and sustain a viable business model.

4.6 Key Resources

Critical resources for the success of an industry-integrated forest health tourism business model include the following elements:

Natural Environment and Land: The core resource for forest health tourism is the natural environment, including forests, lakes, mountains, wildlife, and fresh air. Having suitable land and natural landscapes is a crucial attraction for customers.

Facilities and Buildings: Provide various types of accommodations, wellness facilities, restaurants, meeting rooms, hot spring resorts, and other infrastructure to meet customer needs.

Professionals: Employ professionals in health, medicine, wellness, and outdoor activities, including yoga instructors, rehabilitation doctors, nutritionists, tour guides, and more, to provide expert health and wellness services.

Health Activities and Programs: Develop and offer a wide range of health activities and programs such as yoga, meditation, spa treatments, and outdoor adventures to attract different customer types.

Technology and Information Systems: Utilize technology and information systems for managing bookings, customer relationships, marketing, and internal operations. Offer online booking and customer support services.

Cultural and Educational Resources: Provide resources for cultural, artistic, ecological education, and cultural experiences, including local cultural and historical knowledge.

Partnerships: Collaborate with local governments, tourism boards, cultural institutions, businesses, and non-profit organizations to jointly promote and support forest health tourism.

Brand and Reputation: Establish and maintain a strong brand image and reputation to attract customers and build trust.

Sustainable Resource Management: Implement sustainable resource management strategies to ensure the long-term availability of natural resources while protecting the ecological environment.

4.7 Key Activities

The key activities of the forest health tourism business model in the context of industrial integration are aimed at providing high-quality health tourism experiences, meeting customer needs, and achieving business objectives. Below are some key activities:

Health Activity Planning and Execution: Developing and planning various health activities such as yoga, meditation, spa therapy, outdoor adventures, etc., ensuring they meet customer needs, and arranging professional staff to carry out these activities.

Accommodation and Facility Management: Managing and maintaining accommodation, dining, health facilities, as well as meeting and conference facilities, ensuring their quality and functionality.

Health Management and Counseling: Providing health assessments, rehabilitation plans, and professional health counseling to assist customers in managing and improving their health.

Cultural and Art Activity Organization: Planning and organizing cultural, art, and ecological educational activities such as concerts, workshops, wildlife observation, etc.

Customer Service and Care: Offering customer support, personalized services, and care to ensure

customer needs are met, issues are resolved, and assistance is provided.

Digital Marketing and Sales: Using online channels for digital marketing, attracting customers, managing online bookings, and sales activities.

Partner Relationship Management: Managing partnerships with entities such as local governments, tourism boards, cultural institutions, and businesses to jointly promote and support health tourism.

Quality Control and Continuous Improvement: Establishing a quality control system, monitoring and improving service quality to meet customer expectations and enhance satisfaction.

Resource Management and Sustainable Development: Managing natural resources, ensuring sustainable operations, and taking measures to protect the ecological environment.

4.8 Partners

The forest health tourism business model in the context of industrial integration can seek various partnerships to provide a more comprehensive health tourism experience, expand market share, and jointly achieve business objectives. Here are some potential partners:

Local Government and Tourism Boards: Partnering with local governments and tourism boards to gain market promotion support, permits, and subsidies to attract more tourists.

Cultural and Art Institutions: Partnerships can include local cultural and art institutions, collaborating on cultural activities, concerts, art exhibitions, etc., enriching customers' health tourism experiences.

Local Businesses: Partnering with local businesses to offer special activities and services such as wine tasting events, local food experiences, etc.

Nature Conservation Organizations: Collaborating with nature conservation organizations, jointly focusing on ecological conservation and sustainable operations, raising customer awareness through ecological education programs.

Professional Health Institutions: Partnerships can be formed with health, rehabilitation, and wellness institutions to provide professional health services such as physiotherapy, rehabilitation, and health management.

Digital Platforms and Online Travel Operators: Establishing partnerships with digital platforms and online travel operators to expand online visibility, online bookings, and digital marketing.

Hotels and Accommodation Providers: Partnerships can be established with hotels, resorts, and accommodation providers to offer a variety of lodging options.

Health and Rehabilitation Professionals: Partnering with health and rehabilitation professionals to provide rehabilitation, recuperation, and health consultation services.

Media and Marketing Partnerships: Collaborating with media, bloggers, social media, and marketing partners to increase visibility and attract customers.

Non-Profit Organizations and Communities: Partnering with non-profit organizations and communities to jointly support social responsibility projects and community development.

Digital Solution Providers: Partnering with digital solution providers to offer online booking systems, customer relationship management, and data analytics tools.

Professional Training Institutions: Collaborating with professional training institutions to provide team-building and leadership training services.

By establishing strategic relationships with these partners, forest health tourism businesses can access more resources, market opportunities, and specialized knowledge, providing customers with diversified and enriching health tourism experiences. These partnerships contribute to a win-win situation and help

maintain competitiveness in the health tourism market.

4.9 Cost Structure

The cost structure of the forest health tourism business model in the context of industrial integration may vary depending on the individual enterprise and operational scale, but typically includes the following general cost categories:

Infrastructure Costs: This includes the costs of constructing and maintaining the tourism base, such as buildings, accommodations, dining facilities, spa retreat areas, etc. These costs may involve construction, renovation, cleaning, equipment maintenance, and energy expenses.

Human Resources Costs: This includes wages, benefits, and training costs for employees, coaches, health professionals, tour guides, and customer service staff.

Health Activity and Program Costs: Costs associated with conducting health activities and programs, including yoga materials, meditation equipment, spa supplies, outdoor adventure gear, etc.

Food and Beverage Costs: Procurement and preparation costs for food and beverage services.

Digital Marketing and Advertising Costs: Expenses for online and offline marketing, advertising, social media promotion, and website maintenance.

Customer Service and Care Costs: Costs related to customer support, personalized services, and customer care activities, including customer service team and care programs.

Partner and Outsourcing Service Costs: Expenses for partnering with entities such as cultural institutions, health professionals, hotel partners, etc.

Health and Safety Costs: Costs for implementing health and safety measures, insurance expenses, emergency response, and safety training.

Digital Solutions and Technology Expenses: Including costs for online booking systems, customer relationship management software, website maintenance, and digital marketing tools.

Market Research and Data Analysis Costs: Expenses for market research, customer surveys, and data analysis.

Management and Administrative Costs: This category covers compensation for the management team, office rent, legal, and accounting services, among others.

Sustainability and Environmental Costs: Expenses for implementing sustainable operation measures, environmental projects, and ecological conservation.

Marketing and Promotion Costs: Expenses for promotional activities, special promotions, conferences, and events.

Profit and Capital Return: Reserving a portion of revenue as profit and capital return for future development.

These costs will vary based on the enterprise's scale, geographic location, services provided, and market demand. Effective cost management, resource allocation optimization, and ensuring costs align with revenue are crucial for the success of the forest health tourism business model in the context of industrial integration.

5 CONCLUSION

In conclusion, as described above, the current research on industrial integration in forest health tourism is

not deep, lacks focus, and lacks innovation. The construction of business models lacks systematicity and has not truly expanded consumption. By describing the business model canvas of the forest health tourism business model, the potential diversity and innovation of business models can be clearly demonstrated. This will also attract various types of customers, from individuals seeking health to businesses seeking team building and training. The business model provides an attractive choice for improving customers' physical and mental health and will continue to flourish in the future. Innovative business models also help integrate natural health, health management, and team building, providing customers with a comprehensive health tourism experience to drive economic development. However, enterprises need to adapt to market changes, focus on customer needs, and commit to sustainability and social responsibility to achieve long-term success and growth. Customer Database and Marketing Channels: Possess a customer database and diverse marketing channels for product promotion, customer attraction, and market positioning.

These key resources play critical roles in establishing and maintaining forest health tourism businesses. Effective resource management is necessary to provide high-quality health and wellness experiences, meet customer needs, and achieve sustainable business growth.

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