

The health impact and educational value of constructing forest-based leisure tourism and wellness complexes

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Abstract

This paper employs a literature review methodology, using keywords such as “forest tourism”, “forest leisure”, “forest wellness”, and “forest environmental education” as search themes to comprehensively retrieve papers published in the past five years from SSCI journals on Web of Science and CNKI databases, including CSSCI, SCI, and core journals, totaling 76 papers. After screening, 20 papers were selected for detailed analysis. Additionally, comparative analysis and case studies were used to develop a theoretical framework for Forest-Based Leisure Tourism and Wellness Complexes and to explore practical applications of these core theories. The research defines the concept of Forest-Based Leisure Tourism and Wellness Complexes and examines their impacts, including health and educational benefits. It provides theoretical support and practical guidance for developing the forest wellness industry in China and globally, addressing public demands for high-quality health leisure and education. The concept integrates elements such as leisure, wellness, culture, and tourism, emphasizing natural authenticity, accessibility, participation, and cultural richness. These complexes create inclusive environments meeting diverse consumer needs for health, leisure, entertainment, and cultural enrichment. The study also explores how these complexes serve as educational platforms, enhancing environmental awareness and promoting holistic well-being among various groups, contributing to a deeper understanding of sustainable practices and personal health.

Keywords: forest environment, leisure activities, tourism development, health impact, educational value, wellness tourism complex

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1. Introduction

With the proposal of the "Healthy China" strategy and the experience of the pandemic, China has rapidly entered the era of comprehensive health (Xu Hong et al., 2022). This shift has introduced new demands on wellness tourism and industrial innovation. Leisure activities are closely linked to human health and well-being, with health and comfort forming the ethical foundation of leisure (Xiang Jianzhou, 2013). Currently, the leisure patterns of urban residents in China are overly simplistic, primarily consisting of passive leisure, and lack comprehensive outdoor leisure venues and activities (Xu Yanhui et al., 2016), which contradicts the ethical requirements of leisure. Therefore, enhancing health levels and improving well-being have become urgent needs in the development of the tourism industry.

Against this backdrop, forest wellness, as an emerging field that aligns with the strategies of Healthy China, Beautiful China, and Rural Revitalization, is gaining widespread attention from the government, industry, and the general public (Cao Jingzhi et al., 2020). Forest wellness utilizes the natural environment of forest ecosystems and employs methods such as beauty and physical fitness enhancement, nutritional diet, mental and emotional cultivation, and environmental care, aiming to help individuals achieve a comprehensive state of harmony in body, mind, and spirit (Xu Hong et al., 2022). Countries like Japan and South Korea, pioneers in forest therapy, have successfully established nationwide forest therapy service systems through government policy support and financial investment, providing valuable experience for China's development in the forest wellness field (Li Zhihui, 2021).

Building on the successful practices, experiences, and concepts of forest wellness from Japan, South Korea, and other countries, this study aims to deeply explore the health impacts and educational value of Forest-Based Leisure Tourism and Wellness Complexes. It focuses on defining the concept of these complexes, examining the mechanisms and content for promoting the health of tourists, leisure seekers, and wellness participants, and assessing their educational benefits.

2. Literature Review

2.1 Forest Leisure

Leisure is the foundation for studying forest leisure. Ye Ye et al. (2009) define leisure as activities undertaken during free time in a relaxed and free mental state that contribute to physical and mental recovery, enjoyment, and self-realization. The academic consensus on forest leisure is that it involves leisure activities conducted within a forest environment. Compared to forest tourism, forest leisure represents a more routine behavior, primarily focusing on activities that restore the body and mind and foster personal development outside of work, with an emphasis on the spiritual enjoyment of the leisure seeker (Ma Huidi, 2002). Leisure time, forest environment, and a relaxed and free mental state are the three essential elements for engaging in forest leisure (Ye Ye et al., 2009). To meet the widespread demand for forest leisure, some scholars advocate that forest leisure should embody characteristics such as naturalness, accessibility, participation, and cultural relevance, and that its development model should be diverse (Chen Ke et al., 2008). It should include various types of leisure activities such as sightseeing, relaxation, entertainment, and fitness, and develop integrated leisure models that combine sightseeing, entertainment, relaxation, and health care (Chen Ke et al., 2008; Su Xiaotong, 2006).

2.2 Forest Tourism

Forest tourism differs from but is closely related to forest leisure. Liu Deqian (2006) summarizes the distinctions between leisure and tourism: "Leisure" is primarily considered from a temporal perspective, whereas "tourism" is viewed from a geographical perspective. When people engage in leisure activities away from their usual environment, geographical displacement occurs, leading to an overlap with leisure tourism. Forest tourism refers to travel to forest areas with the characteristics of promoting health, environmental protection, and a return to nature (Ma Yaofeng et al., 2013). Although forest tourism in China has developed over several decades, issues such as a lack of product variety, low-end development, and inadequate market alignment remain (Luo Jinhua, 2009). To address these issues, Ma Yaofeng et al. (2013) proposed innovative concepts such as panoramic forest tourism and forest tourism complexes to effectively promote the transition from forest sightseeing to forest leisure. Panoramic forest tourism refers to viewing and experiencing forest tourism resources from different perspectives, while the concept of a forest tourism complex involves providing a range of facilities and services to meet the needs of tourists of various age groups in a one-stop manner.

2.3 Forest Wellness

Numerous empirical studies confirm that activities in forest environments can effectively improve physical and mental health (Deng Furong et al., 2022), benefiting people of different ages and health conditions. Although a unified authoritative definition of forest wellness has not yet been established, the concepts and content proposed by various parties generally include several common elements: a holistic pursuit of health, including physical, mental, intellectual, spiritual, moral, and social well-being (Xu Gaofu et al., 2018); diverse forest resources, such as forest landscapes, environments, foods, and (ecological) cultures (Wu Houjian et al., 2018); and activities that promote physical and mental health. Forest wellness has increasingly evolved into an industry centered on health that integrates tourism, leisure, sports, and education (Deng Furong et al., 2022). Wu Houjian et al. (2018) define this as a broad concept of forest wellness. The evolution of the broad concept of forest wellness has blurred the boundaries between forest wellness, forest tourism, and forest leisure, better adapting to the current and emerging demands for multi-layered needs, diverse industrial forms, multifunctional combinations, and product systems. To advance forest wellness towards popularization and the large-scale health industry, scholars such as Wu Houjian (2018) and Xu Gaofu (2018) propose the concept of constructing forest wellness complexes. Forest wellness complexes are defined as comprehensive forest wellness product providers that cater to various age groups, health conditions, primary needs, and content types (Wu Houjian et al., 2018).

The latest research findings on forest leisure, forest tourism, and forest wellness all propose a "complex" development model, which guides and gives significance to this paper's research.

3. Methodology

3.1 Literature analysis method

Literature Search and Selection - This paper employs a systematic literature review methodology to conduct an in-depth analysis of existing research related to Forest-Based Leisure Tourism and Wellness Complexes. Literature searches were conducted in major academic databases, including Web of Science's SSCI journals, and China National Knowledge Infrastructure (CNKI) databases such as CSSCI, SCI, and core journals. Keywords such as "forest tourism," "forest leisure," "forest wellness," and "forest environmental education" were used. The search covered publications from the past 20 years (2003-2023), with particular emphasis on research published in the last five years. The study primarily focused on peer-reviewed journal articles and book chapters.

Literature Screening Criteria - Out of the 76 papers initially retrieved, this paper applied the following screening criteria: (1) relevance to the research topic; (2) provision of empirical data or theoretical depth; and (3) publication in high-impact or authoritative academic journals. Exclusion criteria included: (1) studies that were not chronologically relevant; (2) papers lacking empirical support or with superficial content; and (3) studies

with redundant perspectives or that deviated from the core focus of this research. After rigorous screening, 20 papers were selected as the core literature for detailed analysis.

Literature Analysis Methods - For the selected 20 papers, this study employed content analysis to extract key insights and data related to the health impacts and educational value of Forest-Based Leisure Tourism and Wellness Complexes. Comparative analysis and thematic analysis were also utilized to summarize the main trends, research gaps, and relevant theoretical foundations in the field. The analysis process included systematically organizing the concepts, methods, results, and conclusions from the literature to identify and construct the theoretical foundation for this research.

Application of Results - The results of the literature analysis will be used to construct a theoretical foundation for Forest-Based Leisure Tourism and Wellness Complexes and to explore how these core theories can be applied in practical settings.

3.2 Comparative analysis and case studies methods

Additionally, this study employs comparative analysis and case studies to complement the literature review methodology and construct a theoretical foundation for Forest-Based Leisure Tourism and Wellness Complexes.

Comparative Analysis - This paper focuses on comparing successful experiences in forest wellness from several countries, including Japan, South Korea and other countries. By examining the different methods, outcomes, and theoretical frameworks used in these countries, the aim is to identify common trends, best practices, and theoretical gaps. This comparative analysis helps to understand how practices in different countries influence the effectiveness and application of forest wellness concepts.

Case Studies - The paper includes case studies of successful forest wellness practices in Japan, South Korea and other countries. The selection criteria for these case studies are based on their relevance to the research objectives and their ability to provide insights into practical applications. Each case study is analyzed to illustrate how theoretical concepts are implemented in real-world settings and to reveal the challenges and successes encountered by these complexes in practice. By employing these research methods, the study aims to provide comprehensive theoretical support and practical guidance for the development of the forest wellness industry in China and globally. This approach is designed to meet the multi-level and high-quality demands of the public for health-oriented leisure and education and to contribute to the high-quality integration and development of the forest tourism, forest leisure, and forest wellness industries.

4. Results and Discussion

4.1 Conceptual Definition of Forest-Based Leisure Tourism and Wellness Complex

Concept - A Forest-Based Leisure Tourism and Wellness Complex is a multifunctional tourism development model that relies on forest ecosystems and natural environments to provide visitors with comprehensive leisure, wellness, and educational experiences aimed at enhancing their physical, mental, and social health. This complex integrates elements of nature, culture, and wellness in a sustainable manner, managing and protecting natural resources while offering a variety of outdoor activities. It encourages active participation from visitors to achieve goals such as physical rehabilitation, mental balance, cultural exchange, and environmental education.

Distinction from Similar Concepts - The Forest-Based Leisure Tourism and Wellness Complex differs from the earlier concepts of forest leisure, forest tourism, and forest wellness in terms of focus and the experiences offered. Forest Leisure primarily focuses on leisure and entertainment elements, aiming to provide visitors with relaxing, recreational, and entertaining experiences, without necessarily including wellness or tourism components. Forest Tourism emphasizes tourism experiences, typically encompassing sightseeing, outdoor activities, cultural visits, and various tourism-related activities to meet visitors' tourism experience needs. Forest

Wellness mainly focuses on health and rehabilitation, highlighting wellness activities conducted in natural environments, especially forests. It uses the therapeutic power of the forest environment to promote visitors' physical and mental health, achieving tranquility and healing, but does not necessarily include tourism or recreational entertainment elements. Forest-Based Leisure Tourism and Wellness Complex represents a comprehensive tourism development model that integrates leisure, wellness, culture, and tourism elements. It emphasizes sustainable resource management and environmental protection, striving to create an outdoor experience venue characterized by naturalness, accessibility, participation, and cultural richness. It aims to meet the diverse outdoor activity needs of various groups, including wellness, leisure, entertainment, and cultural experiences.

4.2 Mechanisms and Practices of Promoting Holistic Health through Forest-Based Leisure Tourism and Wellness Complexes

Impact of Forest-Based Leisure Tourism and Wellness Complexes on the Health of Leisure Seekers -

Catering to the Health and Leisure Trends of Leisure Seekers. In the current era, various social groups commonly experience health anxiety, leading them to actively seek ways to promote comprehensive physical and mental health. Leisure has increasingly become a means for individuals to enhance their health, playing a crucial role in beautifying, enriching, and maintaining a healthy lifestyle. With the emergence of new consumption trends such as green consumption, spiritual consumption, and high-quality living, people's desire and willingness to return to nature have grown stronger. There is a growing preference for green, healthy, high-quality, and sophisticated leisure activities. Forest-based leisure tourism and wellness complexes, which integrate experiences of wellness, nature, exercise, art, and social interaction, align with these new leisure consumption trends (Xu Yanhui et al., 2016).

Promoting Physical Health of Leisure Seekers. Health-focused leisure emphasizes the health benefits of leisure activities, promoting physical health, psychological regulation, and mental well-being through active engagement (Zhou Wei, 2005). The complex adheres to the principles of health leisure, implementing a series of health-promoting measures that allow leisure seekers to enjoy the wellness benefits of healthy leisure. For example, the landscapes, fresh air, ideal oxygen and negative ion levels in the forest are beneficial to both physical and mental health. Leisure seekers can engage in activities such as walking, sitting quietly, meditating, picnicking, camping, or simply appreciating the natural scenery within such an environment. These activities help reduce heart rates, calm emotions, improve cardiopulmonary function, and increase blood oxygen levels. Additionally, leisure seekers can participate in routine outdoor activities such as hiking, cycling, mountain climbing, yoga, jogging, and rock climbing within the complex. These activities contribute to improved physical fitness, cardiovascular health, muscle strength, and flexibility, as well as help alleviate stress.

Enhancing Psychological and Mental Health of Leisure Seekers. Spirituality, non-utilitarianism, and freedom are the main characteristics of leisure (Wang Jingquan, 2007). From the perspective of leisure ethics, joy and happiness, low carbon footprint, and environmental protection are important principles of leisure ethics, while beauty and elegance are essential requirements and value pursuits of the leisure subject (Xiang Jianzhou, 2013). These spiritual attributes of leisure form the foundation for leisure seekers to attain mental and social health. Engaging in leisure within a forest environment, along with the diverse leisure activities it offers, is more likely to stimulate individuals' aesthetic sense and creativity. Leisure seekers can engage in creative activities such as painting, photography, and writing within the complex, or participate in social interaction activities such as outdoor barbecues, open-air concerts, and team challenges. These creative activities and social interaction experiences within the forest environment enhance feelings of connection and belonging, which are crucial for increasing happiness and satisfaction.

Impact of Forest-Based Leisure Tourism and Wellness Complexes on the Health of Tourists - Tourists leave their habitual residence to seek products, services, and experiences in an unfamiliar environment, primarily to achieve physical, psychological, and spiritual balance, ultimately reaching an ideal state of health and

happiness (Hartwell H, Fyall A, Willis C, et al., 2018). Drawing on the research perspective of Huang Qingyan et al. (2022), the following analysis examines the diverse health experiences and support provided to tourists by the complex from the dimensions of space, time, and social practice.

Promoting Tourist Health from the Spatial Dimension. The spatial layout of the complex fully leverages the surrounding natural landscape, integrating it seamlessly and organically into the design. The spatial design of the natural landscape takes into account tourists' needs for sightseeing, relaxation, and outdoor activities, providing dedicated spaces for rest and relaxation. This allows tourists to easily access and connect with nature, achieving balance and tranquility within a natural environment. The complex offers a variety of outdoor activity spaces, carefully designed with safety and accessibility in mind. The thoughtful spacing and barrier design within these spaces ensure that tourists can enjoy the natural scenery and outdoor activities without feeling overly exposed or unsafe.

Promoting Tourist Health from the Temporal Dimension. Tourists in the complex can enjoy a slow-paced lifestyle, wandering through the forest or sitting quietly by a lake or at the foot of a mountain, fully immersing themselves in the tranquility of nature. This unique experience of slowing down and connecting with nature provides a vital counterbalance to the busy and stressful lifestyles of modern society. Tourists also have the opportunity to observe changes in nature, such as seasonal shifts, plant growth, and wildlife activities. This temporal awareness through nature observation enhances tourists' environmental consciousness and strengthens their connection to nature. Compared to other tourist destinations, the complex offers tourists greater autonomy in managing their time, allowing them to choose activities and leisure experiences based on their needs and interests. This sense of temporal autonomy contributes to increased happiness, life satisfaction, and psychological well-being. Additionally, the complex offers health tourism programs with varying timeframes tailored to tourists' needs, ensuring that different groups can benefit from the health-promoting aspects of tourism at different times.

Promoting Tourist Health from the Social Practice Dimension. The complex encourages interaction and socialization among tourists through group hikes, outdoor adventures, and social gatherings, providing opportunities for tourists to share nature experiences and life pleasures with others. This social interaction helps alleviate feelings of loneliness, enhance a sense of belonging, and foster the development of social support networks. Social support is known to have positive effects on both mental and physical health. The creation of a relaxed and enjoyable atmosphere within the complex also plays a crucial role; such an atmosphere helps reduce tourists' stress levels, alleviate anxiety and tension, and enhance the psychological and physiological relaxation effects. A relaxed environment can improve tourists' sleep quality, lower blood pressure, and reduce the risk of chronic conditions such as heart disease. The complex also encourages tourists to engage in knowledge exchange, learning, and creative thinking through various social activities such as cultural, artistic, and nature observation events, actively exploring new interests and sharing them with others. These enjoyable and relaxed social activities turn the complex into a rehabilitative community, where tourists not only share similar interests and recovery goals but also foster a sense of belonging, mutual assistance, and cooperation, thereby promoting healthy social interactions.

The Impact of Forest Leisure Tourism and Wellness Complexes on the Health of Wellness Seekers - The Impact on the Health of the General Population. Wellness seekers among the general population are primarily interested in health maintenance and promotion, seeking to achieve goals such as weight management, cardiovascular health, immune system enhancement, and stress relief through participation in wellness activities. Additionally, they pursue improved psychological well-being, happiness, satisfaction, and mental balance, hoping to find opportunities for learning and personal growth within wellness activities to satisfy their ongoing development needs. The Forest Leisure Tourism and Wellness Complex plays a crucial role in meeting these wellness motivations by offering diverse wellness activities that comprehensively address the health maintenance objectives of different populations. The complex integrates natural environments and landscape design to create an atmosphere conducive to wellness, satisfying people's desire for comfort and relaxation. It

provides educational resources on healthy lifestyles, nutrition, and diet, helping individuals enhance their health awareness and motivate them to maintain their health. Moreover, it offers opportunities for social interaction, friendship building, and shared experiences, addressing the social and emotional support needs of the general population, while emphasizing personal growth and learning. By encouraging participation in wellness activities, the complex helps individuals improve their skills, expand their knowledge and interests, and achieve self-growth.

The Impact on the Health of the Sub-Healthy Population. The sub-healthy state is usually manifested in a range of symptoms at both physical and psychological levels, resulting from a combination of factors such as modern lifestyles, mental stress, unhealthy diets, and insufficient physical exercise. An increasing number of sub-healthy individuals are turning to outdoor rehabilitation solutions. The Forest Leisure Tourism and Wellness Complex provides an ideal environment and platform for the physical and mental restoration of the sub-healthy population. The natural environment of the complex has a powerful therapeutic effect and can induce physiological changes in the sub-healthy population, such as reducing cortisol levels and increasing the secretion of pleasure hormones, thereby promoting emotional balance and emotional support. The diverse outdoor activities offered by the complex help alleviate symptoms and enhance emotional health. By collaborating with medical professionals and health education institutions, the complex ensures that wellness programs are highly tailored to the specific health needs of the sub-healthy population. Social interactions within the complex enable the sub-healthy population to share experiences, build friendships, and receive emotional support, thereby reducing loneliness and improving emotional health. The complex also develops personalized wellness plans based on the symptoms, lifestyles, and dietary preferences of the sub-healthy population to meet their specific wellness needs.

The Impact on the Health of Patients. Patients primarily seek pain relief and recovery on a physiological level, while on a psychological and emotional level, they seek comfort, relaxation, and a renewed sense of hope. In social interactions, they desire integration into communities, reduced feelings of loneliness, and in cultural experiences, they seek knowledge sharing and rehabilitation support. The Forest Leisure Tourism and Wellness Complex offers comprehensive wellness services for patients. The superior natural environment of the forest can reduce anxiety and depression, promoting both physical and mental healing. Studies have shown that exposure to nature can enhance the immune system, aiding in disease resistance and recovery. The natural environment itself can directly treat hypertension, alleviate pain, and accelerate wound healing. The complex integrates architecture and design with natural beauty, creating harmonious indoor and outdoor environments that help patients enjoy natural healing. Patients with psychological disorders benefit from the quiet atmosphere, plants, fragrances, and natural sounds, effectively reducing tension and improving sleep. The complex's professional psychological therapy, meditation, and yoga studios further promote patients' emotional management and overall mental health. The rehabilitation centers within the forest provide physical therapy, rehabilitation gyms, and customized services to help patients restore physical function. Organic food and nutritional education meet patients' dietary needs, supporting their recovery. The wellness workshops and educational centers within the complex offer a variety of wellness activities, including health management, natural therapy techniques, and art therapy, fostering patients' learning and growth.

4.3 Development Positioning of Forest-Based Leisure Tourism and Wellness Complexes

Product Positioning - The Forest-Based Leisure Tourism and Wellness Complex aims to provide a universally accessible environment for health-focused leisure, appealing to a broad customer base with extensive product offerings. The product positioning emphasizes the importance of the forest's natural environment and natural therapies, which serve as the key attractions and core selling points of the complex. The wellness-focused leisure atmosphere is crucial to visitors' health experiences, and the complex should strive to create an open, symbiotic, relaxed, and enjoyable environment. As a tourism destination, the tourism experience is also a vital aspect of the product positioning. Visitors are not only seeking wellness and leisure but also new cultural experiences, scenic exploration, and social interactions. Additionally, as a professional wellness center, the

complex offers high-quality wellness services that encompass various elements such as dining, accommodation, transportation, recreation, shopping, entertainment, sports, therapy, learning, and spiritual enrichment, all aimed at helping visitors restore their health and enhance their quality of life.

Functional Positioning - The functional positioning of the forest within the complex primarily includes natural therapy and nature education. Natural therapy is one of the core functions of the complex, while the nature education function aims to provide visitors with deep natural experiences, increasing their environmental awareness and fostering a greater understanding and respect for nature. The leisure function focuses on entertainment and cultural experiences. The complex utilizes various outdoor recreational facilities to ensure visitors enjoy comfort and pleasure during their leisure time, and by organizing various cultural activities, the complex offers opportunities for cultural experiences. These activities not only enrich visitors' leisure time but also enhance their cultural awareness. The tourism function encompasses eco-tourism and guided services. The complex arranges eco-tourism activities to help visitors gain a deeper understanding of the local natural landscapes and ecosystems. It also provides professional guided services to help visitors gain in-depth knowledge of the local history, culture, and natural environment, as well as explore nearby attractions and landscapes, thereby enhancing their overall tourism experience. The wellness function includes rehabilitation therapy, psychological support, and healthy dining. The complex offers a range of rehabilitation services, provides healthy organic meals, and can customize diets according to visitors' specific dietary needs, all to promote their recovery and health.

Market Positioning - The market positioning for the Forest-Based Leisure Tourism and Wellness Complexes includes several target markets:

- **Rehabilitation and Wellness Market.** This market targets patients undergoing rehabilitation, visitors to rehabilitation centers, rehabilitation therapists, and individuals recovering from sports injuries. The complex provides rehabilitation facilities and professional services, along with personalized wellness plans tailored to individual needs.
- **Nature Enthusiasts Market.** Targeting those who enjoy outdoor activities, exploring nature, and forest bathing. The complex offers a variety of natural experiences and ecological education programs to enhance their understanding and interaction with nature.
- **Family Vacation Market.** This segment focuses on families, including those seeking family vacations or parent-child activities. The complex provides child-friendly activities and parent-child interaction programs, making it an ideal destination for family bonding.
- **Elderly Market.** Aimed at retirees and senior citizens, the complex offers a range of wellness, leisure, and social activities. It also provides long-term residential services with necessary discounts for extended stays, catering to the needs of the elderly.
- **Corporate Team Building and Event Market.** Targeting companies, teams, and organizations seeking team-building and corporate events. The complex offers team-building programs, seminar facilities, meeting rooms, and specialized training programs related to leadership and team development.
- **Cultural and Artistic Market.** This market focuses on cultural enthusiasts, artists, and creative teams. The complex offers themed cultural events, art exhibitions, studio spaces, creative workshops, cultural experiences, and artist-in-residence programs, making it a hub for cultural and artistic activities.
- **Health and Fitness Market.** Targeting health and fitness enthusiasts, the complex provides excellent fitness facilities, yoga studios, healthy dining options, and wellness courses. It regularly hosts themed health activities to promote a healthy lifestyle.

Benefit Positioning - The benefit positioning of the complex covers multiple aspects, including health

benefits, environmental benefits, social benefits, economic benefits, educational benefits, sustainability benefits, and brand reputation benefits. This positioning focuses not only on the economic success of the complex but also on its positive impact on society and the environment. By providing a healthy environment and wellness services, the complex improves the physical and mental health of its clients. Emphasizing interaction with nature and promoting eco-tourism enhances public environmental awareness and helps maintain ecological balance. Social interaction opportunities reduce social isolation and increase happiness. The economic benefits contribute to local economic growth, job creation, and increased tourism revenue. Additionally, the complex provides educational and cultural experiences, raising the knowledge levels of wellness seekers and promoting educational and cultural exchanges. By emphasizing sustainability and social responsibility, the complex achieves long-term sustainability while building a strong brand reputation, attracting more wellness clients and partners, and driving its continuous development.

Main Positioning - The complex should adopt a mixed main positioning model, wherein different types of entities collaborate to jointly develop and operate the complex. This model leverages the expertise of various parties to provide a diverse range of services, thereby meeting the needs of different consumer groups. Key entities involved include:

- Investors and Developers. These parties are primarily responsible for financing, land development, building construction, and infrastructure development. They collaborate with professional wellness service providers and tourism management companies to ensure that the complex delivers high-quality wellness and tourism experiences to the public.
- Wellness and Medical Service Providers. These could include partner hospitals, rehabilitation centers, or health institutions that lease or manage medical facilities within the complex to offer rehabilitation therapy, health check-ups, and psychological support services.
- Tourism Management Companies. Responsible for the operation and marketing of the complex, attracting tourists, coordinating activities, and providing customer service. They lead efforts to plan tourism routes, manage accommodation and dining facilities, and organize cultural and ecological experiences.
- Local Government and Community. These entities provide support and resources to the complex, assisting with regulatory and licensing issues, offering infrastructure and transportation support. Their involvement with the complex aids in promoting local culture and eco-tourism, driving regional economic growth.
- Social Enterprises and Non-Profit Organizations. These groups participate in the complex's social and environmental projects, promoting sustainability and social responsibility. Their contributions might include providing ecological education, cultural promotion, social activities, and volunteer programs.

5. Conclusion and recommendation

Conclusion: Through extensive literature review and research, it is clear that there is growing advocacy among scholars and practitioners for the development of comprehensive Forest-Based Leisure Tourism and Wellness Complexes. These complexes are increasingly recognized as essential for meeting the diverse demands of today's consumer market and industry development. This study proposes a conceptual and theoretical framework for such complexes, emphasizing their potential to enhance both health and educational value for various groups.

The core idea is that Forest-Based Leisure Tourism and Wellness Complexes represent a multi-industry, multi-functional, multi-benefit, multi-entity, and multi-source approach. They have emerged in response to major national strategies such as Healthy China, Beautiful China, and Rural Revitalization. These complexes align with

high-quality demands for leisure, tourism, health, and education across the population, offering comprehensive solutions that address physical, psychological, emotional, and social well-being. By integrating elements of leisure, wellness, culture, and tourism, these complexes highlight characteristics such as authenticity, inclusivity, participation, and cultural enrichment. They provide a universal health environment and educational space, meeting diverse wellness, leisure, and educational needs. This approach supports a transition towards outdoor, green, and healthy activities, integrating health practices into daily life, and democratizing wellness with an emphasis on social interaction, cultural education, and interactive learning.

Recommendations: For the sustainable development of Forest-Based Leisure Tourism and Wellness Complexes, it is crucial to stay aligned with market trends and continuously update products and activities to maintain their appeal and relevance. Dynamic health data collection and research should be conducted to assess the complex's impact on physical and mental health, as well as its educational outcomes. In addition to the forest landscape, the complex should offer year-round sensory and educational experiences by integrating seasonal landscapes with appropriate plants and wellness activities. The environment should be well-lit, open, welcoming, comfortable, tranquil, and clean, promoting a healthy and engaging atmosphere. Further research and practice are needed to explore effective integration mechanisms of forests, tourism, leisure, wellness, and education within the complex. This will foster deeper and broader cross-sectoral integration, enhancing the complex's ability to self-sustain and elevate comprehensive development and utilization, meeting the integrated consumption needs of the public in the new era.

To achieve sustainability, environmental protection should be prioritized with the development and implementation of ecological protection plans. Active community participation and educational programs should be promoted. The government should establish supportive policies, such as tax incentives, to facilitate the development of these complexes. Risk management is also critical, requiring the development of comprehensive risk management plans to ensure smooth operation. Lastly, international cooperation should be explored. Collaborating with different cultures and regions can provide valuable insights and experiences, enriching the educational and cultural diversity of the complex. China can accelerate the development of the forest wellness industry by learning from South Korea's strategies in financial investment mechanisms, base classification management, legal and regulatory frameworks, professional talent training, and service product development. This will help provide the public with higher-quality forest therapy services and contribute to rapid progress in the forest wellness industry.

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