

Analysis of Research Hotspots and Development Trends of Forestry Ecological Culture Industry

Luyu Huang^{1,2}, Yujie Li³, Yukun Cao¹

¹School of Economics and Management, Northeast Forestry University, Harbin 150040, China

²School of Marxism, Heilongjiang Bayi Agricultural University, Daqing 163319, China

³School of Economics and Management, Heilongjiang Bayi Agricultural University, Daqing 163319, China

Abstract:

As a product of combining ecological civilization thought with cultural industry, forestry ecological culture industry is an emerging cultural industry model with Chinese characteristics, and also a sustainable industry. Using the bibliometric method, we used the study is based on CiteSpace literature analysis software, CNKI database and Web of Science core collection. We used CiteSpace literature analysis software, based on China Knowledge Network (CNKI) database and Web of Science core collection, to systematically review the research literature related to forestry eco-culture industry from 1994 to 2021. Based on objective data and intuitive knowledge mapping visualization, we analyze and summarize the current research hotspots and development trends of forestry eco-culture industry to further improve the forestry eco-culture industry. The results show that: China's forestry ecological and cultural industry is the most important industry in the world. The results show that: China's forestry ecological culture industry is at the stage of industrial innovation. The core research contents include the connotation of forest ecotourism, forest ecotourism resource development and management, ecological industrialization, ecological culture, and ecological tourism. The core research contents include forest ecotourism connotation, forest ecotourism resource development and management, ecological industrialization, ecological culture, forestry culture and tourism integration and industrial development.

Keywords: *Forestry ecological and cultural industry, CiteSpace, knowledge mapping, visualization analysis.*

I. INTRODUCTION

With the deepening of the "natural protection" project and the "cessation of logging" of commercial natural forests, the construction of ecological civilization has been incorporated into the overall layout of the "five in one" of socialism with Chinese characteristics, and my country's forestry development strategy has been gradually transformed from providing timber supplies. In order to improve the overall transfer of the ecological environment, provide ecological products and ecological services for the construction of ecological civilization, take ecological output as the primary goal of its management. The 19th National Congress of the Communist Party of China proposed to improve the modern cultural industry system and market system, and cultivate new types of cultural businesses. Forestry should base itself on its own unique advantages in ecological and cultural resources, fully release the value of forestry ecological and

cultural values, and do a good job in cultivating emerging cultural formats while realizing the upgrading of traditional ecological industrial products. In recent years, the forestry ecological cultural industry not only embodies the strong basic attributes of the cultural industry, but also has unique industrial advantages such as ecological dominance, cultural integration, social welfare and ethnic regionality. Exploration and thinking on cultivating and developing Jiangsu ecological cultural creative industry. Journal of Jiangsu University of Technology, its products and services present health, recreation, environmental education, Various functions such as ecological protection. Especially the vigorous development of forest eco-tourism, the leading industry, promotes eco-cultural tourism projects and promotes regional economic growth, while vigorously improving people's ecological civilization literacy. At present, my country's forestry "ecological +" and "cultural +" industrial model has not been effectively formed, and it is imperative to expand and strengthen the ecological and cultural industry. This paper uses bibliometrics to visualize the knowledge map of the research progress of the forestry ecological cultural industry at home and abroad, scientifically identify research hotspots and research trends, reveal the industry research dynamics and development rules, and provide research support for the development of my country's forestry ecological cultural industry. Provide guidance and guidance for the sustainable development of the industry.

II. DATA SOURCES AND RESEARCH METHODS

2.1 Data Source

As a product of the combination of ecological civilization thought and cultural industry, the ecological cultural industry embodies the economic value of ecological culture. It is an emerging cultural industry model with Chinese characteristics, and it is also a sustainable industry. From the perspective of cultural function, the ecological cultural form presented with the ecological system as the basic carrier. Jiang Zehui et al. (2013) gave a more authoritative basic concept of the ecological cultural industry. They believed that the ecological cultural industry is based on the theme of reflecting the "relationship between man and nature" and takes the mainstream culture of the era of ecological civilization-ecological culture as the source of industrial creativity. The general public provides ecological and cultural creative products in physical form and market-oriented and industrialized business activities based on ecological and cultural services that can participate in experience Jiang Zehui. Mainstream culture in the era of ecological civilization-General study of China's ecological cultural system. The forestry ecological cultural industry mainly includes forest cultural industry, eco-tourism, forest health care, wooden handicrafts and so on.

The data analyzed in this article comes from CNKI (database) and the core collection of Web of Science. The retrieval time is up to July 2021. In order to cover the research scope of the forestry ecological cultural industry as much as possible and to screen out the core research content, CNKI's search topics were determined to be "forest culture", "ecological industry", "forest ecotourism", "forest tourism", "ecotourism", and "forest health care". "" etc.; foreign literature was searched under the title of "forest tour OR forest culture OR forest resources OR ecotourism". After excluding book reviews, some duplicate articles and items irrelevant to the research topic from the search results, 1768 domestic documents and

126 articles were finally obtained. Foreign documents are used as research and analysis samples.

2.2 Research Methods

CiteSpace is a visual analysis software for citations, known as the "scientific knowledge map". CiteSpace Chinese Version Guide [EB/OL]. (2015) [2020-07-22] <http://log.sciencenet.cn/blog-554179-1066981.html>. Through scientific identification of the content of the literature, the current status, hot spots and trends of the research field are visually presented in the form of images. Visualizing the Semantic Web: Xml-Based Internet and Information Visualizati. in order to reveal the evolution process and development laws of the research field. The methodological function of Cite Space knowledge graph. Studies in Science of Science, widely used in the field of scientific literature analysis. This paper uses CiteSpace as a tool to draw a knowledge map of the forestry ecological cultural industry, combined with keyword co-occurrence and time axis visualization methods, summarizes the evolution of research results in the time dimension from the literature samples since 1994, and identifies the hot spots of the forestry ecological cultural industry. Changes and research trends.

III. LITERATURE STATUS ANALYSIS

3.1 Analysis of Various Research Stages at Home and Abroad

Through the statistics of the annual publication volume of the sample documents of the forestry ecological culture industry, the VOSviewer software is used to analyze the high-frequency keywords in the searched documents at home and abroad (Fig 1), and summarize the basic situation and development level of the research field. As well as the changes in scholars' attention to this field, the intrinsic attributes of the forestry ecological cultural industry and its leading industries have been further clarified. In general, the number of research documents related to the forestry eco-cultural industry has shown a fluctuating and rising trend since the end of the 20th century, especially after 2013. From the perspective of the volume of annual publications, relevant research can be roughly divided into three stages: ①The budding period (before 1995). Although there are few related literature results at this stage, scholars have begun preliminary research and discussion on the sustainable development of forestry, ecological environment construction, forestry industrialization, and sustainable forest management, showing their prospects for forest eco-tourism and forest culture. sex. ②Slow development period (1996-2013). With the global attention to environmental issues, the research results on ecology have gradually increased. Scholars have focused on the research between the dialectical and industrial upgrading of the forestry industry. At the same time, forest eco-tourism has begun to replace the traditional tourism method and enter the life of the masses. . The research at this stage is mainly guided by forest eco-tourism and eco-tourism culture, focusing on the study of forest eco-culture based on the concept of sustainable development, taking ecology as a base, and involving research on industrialization, economic growth points, and biodiversity.

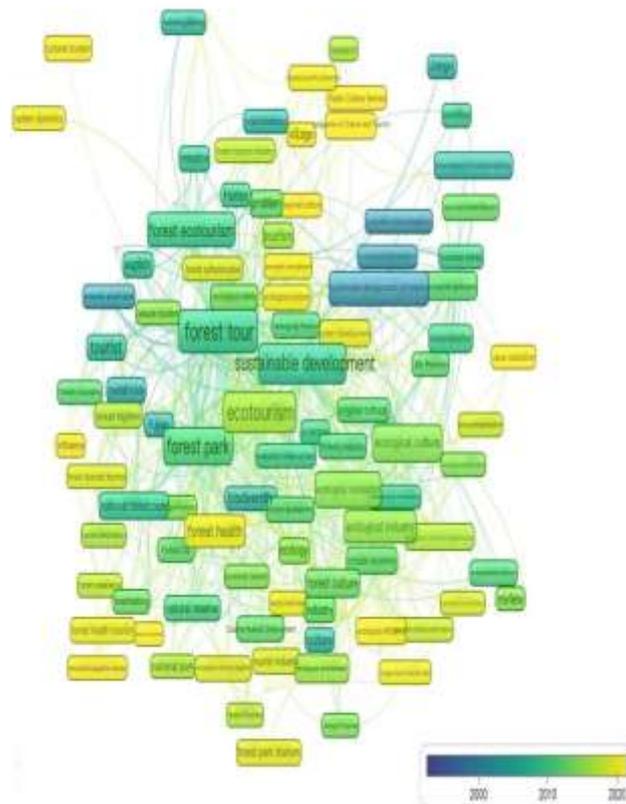


Fig 1: high frequency keyword visualization atlas

③The rapid development period (after 2013). Research on the forestry ecological culture industry at this stage has achieved a leap from quantitative change to qualitative change. In particular, the number of research results increased rapidly from 2018 to 2021, reaching an annual peak of 277 articles in 2020, and reaching 253 articles by July 2021. Mainly taking the ecological system as the leading factor, focusing on the research of cultural tourism, forest health, cultural and tourism integration, ecological carrying capacity and so on. It is worth mentioning that because the forestry eco-cultural industry is a resource-constrained industry, scholars focus on empirical research on the forest eco-tourism industry in areas rich in ecological resources and ethnic culture. Among them, Jiangxi Province, Jilin Province, Hunan Province, Heilongjiang Province Yichun City in the province is a key area for scholars to study, which further reflects the practicality and pertinence of industrial research and promotes the vigorous development of the forestry ecological cultural industry.

3.2 Analysis of Various Domestic Research Stages

Emergent words are words that appear frequently in a certain period of time. By clustering analysis of keywords, summarizing the emergence strength and emergence duration of emergent words can reflect the research hotspots in this field and study the evolution trend Chen C, Hu Z, Liu S, et al. Emerging Trends In Regenerative Medicine: A Scientometric Analysis in CiteSpace. Expert Opin Biol Ther, 2012,

12(05):593-608.. In order to understand the evolution and development of my country's forestry ecological culture industry, this paper uses CiteSpace software to analyze the list of emergent words in the domestic search literature, and finally summarizes the first 25 emergent words as shown in Fig 2.

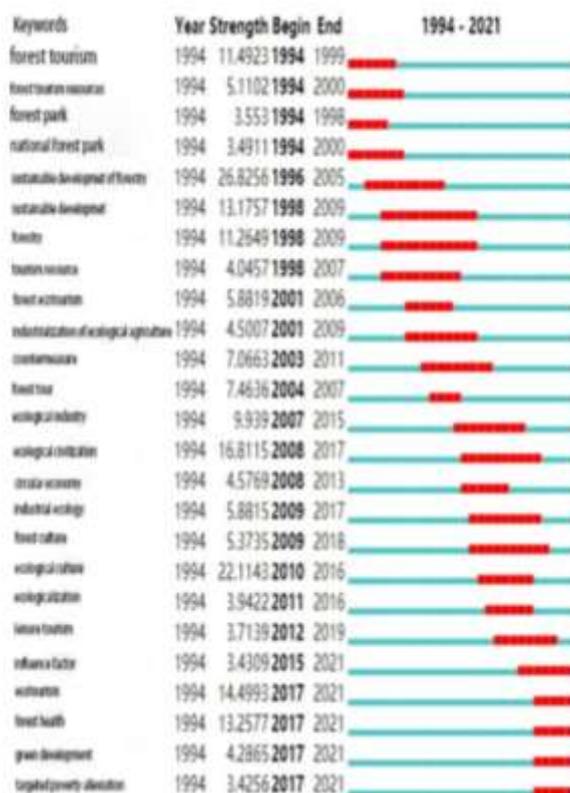


Fig 2: forestry eco-cultural industry-related research highlights

According to the research trajectory of the leading industry forest eco-tourism, the domestic forestry eco-cultural industry is divided into 4 stages: ①The initial stage (before 1996). my country started late in the development of the forestry industry. At this stage, the focus of research is mainly on the development of forest parks and forest tourism industry. Based on the research on the traditional forest tourism development model, the development of forest tourism resources, specific forest parks and forest tourism An empirical study on farm leisure and vacation tourism. ②The promotion stage (1997-2008). The focus of the research at this stage is to study the development of forestry ecological and cultural industries from the standpoint of sustainable forestry development. The research direction is benefited from the fact that the 15th National Congress of the Communist Party of my country identified the sustainable development strategy as a strategy of “must be implemented in the modernization drive” of our country. At this stage, scholars conducted in-depth research on forest culture, forest civilization, the process of forest culture and human civilization, as well as the related concepts of forest ecotourism, and put forward corresponding countermeasures for the problems of forest tourism for the development of forestry eco-cultural industry. Lay a theoretical foundation. ③Development stage (2009-2015). The 17th National Congress of the Communist Party of China proposed to basically form an industrial structure that conserves energy and

resources and protects the ecological environment, and firmly establishes the concept of ecological civilization in the whole society. Therefore, scholars at this stage have done more research on ecological civilization, ecological culture, industrial ecologicalization, forest culture, and leisure and health preservation. Affected by the ecological civilization policy background, scholars pay more attention to the sustainable use of forest resources, the improvement of national ecological civilization literacy, and the public green consumption. At the same time, the forestry ecological cultural industry has begun to focus on ecological cultural tourism products, forestry The research on health care products pays more attention to the humanization of ecological civilization. ④Innovation stage (2015 to present). Forest health and eco-tourism have become new research topics, and scholars have begun to pay attention to the leading role of ecological culture in forestry leisure tourism for health and well-being. Especially since 2017, under the background of "building a well-off society in an all-round way and fighting poverty alleviation", scholars have combined industrial development with forestry poverty alleviation and green development, analyzed the impact of ecotourism on people's livelihoods in forest areas, and at the same time analyzed tourism culture. The dissemination mechanism has been studied in depth.

Based on domestic research, the forestry ecological cultural industry is highly related to the sustainable development of forestry. In the research, the most significant emergence intensity of emergent words is "sustainable forestry development" (Strength=26.8256) and "ecological culture" (Strength=22.1143). From the point of view of the emergence time of emergent words, "forestry" and "sustainable development" (1998-2009) have lasted more than 10 years; followed by "sustainable forestry development" (1996-2005) and "tourism resources" (1998. -2007), "Ecological Civilization" (2008-2017), "Forest Culture" (2009-2018), "Ecological Agriculture Industrialization" (2001-2009), "Countermeasures" (2003-2011), "Ecological industry" (2007-2015), "Industrial ecologicalization" (2009-2017), etc., can more clearly reflect the overall development context and research focus of China's forestry ecological cultural industry research.

IV. VISUAL ANALYSIS OF RESEARCH HOTSPOTS AND EVOLUTION TRENDS

4.1 Summary of Research Hotspots

Research hotspots are the focus issues that scholars generally pay attention to in a certain period of time in a specific academic field. This paper uses the VOSviewer software to analyze the key words in the search literature to obtain a distribution map of research hotspots (Fig 3). Based on the map, the research hotspots in related fields of forestry ecological culture industry at home and abroad are analyzed, which are forest tourism, eco-tourism, and ecological civilization. , Ecological culture, sustainable development, sustainable forestry development, industrial ecologicalization, forest health and ecological agriculture industrialization 9 research hotspots.



Fig 4: main research fields and research hotspots of forestry eco-cultural industry

4.2 Analysis of the Main Content of the Study

4.2.1 The connotation of forest eco-tourism

As the leading industry of the forestry ecological culture industry, forest eco-tourism is a recreational activity that people rely on the forest ecosystem in their leisure time to develop ecological environment experience and ecological cognition education. It is the return of nature to human civilization in modern civilized society, and is the realization of One of the carriers of the leap from "green water and green mountains" to "golden mountains and silver mountains". The practice of international forest eco-tourism started with Yellowstone National Park in the United States to promote forest tourism research while preserving the original ecological natural environment. my country's attempt to forest eco-tourism started in 1982, marked by the establishment of Zhangjiajie Forest Park. Forest eco-tourism conveys to people the core concept of harmonious development between man and nature in an environment-friendly industrial form. Based on the existing research, the connotation of forest tourism can be summarized as follows: (1) sustainable resources; (2) unique and heterogeneous beauty; (3) natural ornamental; (4) enjoyment of tourists' body and mind; (5) ecology Cultural education; (6) Recreational activities Qi Xiaoyu. A brief analysis of forest eco-tourism resources in China. Bohai Economic Outlook, 2021(01):44-45.

4.2.2 Development and management of forest eco-tourism resources

Existing research combined with forest area system reform, from the perspective of the division of

resources and property rights of forest assets, provides a new theoretical reference for the reasonable evaluation of forest tourism resource assets, Chen Xialin, Cui Wushe. Several theoretical issues in forest tourism resource asset evaluation. *Forestry Resources Management*, 2002(03):35-42.. Constructing an IRDS Model of Ecological Security in Forest Tourist Attractions, Zheng Yongxian, Zhang Zhiguang. Research on IRDS Models of Influencing Factors of Ecological Security in Forest Tourist Attractions—Based on Grounded Theory. *World Forestry Research*, 2015,28(01):23- 30., Forest Resources Information Network System, Fang Luming, Tang Lihua, Chen Qinjuan. Construction of Forest Resources Information Management Network System—Taking Hangzhou, Zhejiang Province as an Example. *Journal of Nanjing Forestry University (Natural Science Edition)* ,2003(03):67-69. In view of the problems encountered in the development of forest tourism resources in China, a sustainable development strategy is proposed, Chen Lingling, Qu Zuoxin. The current situation and sustainable development strategies of forest tourism resources in China, *Jiangsu Agricultural Sciences*, 2016,44(01):483-486.

4.2.3 Ecological industrialization

The National Ecological and Environmental Protection Conference emphasized that “we must accelerate the formation of a new industrial structure that is conducive to resource conservation and environmental protection” and “focus on building an ecological economic system with industrial ecologicalization and ecological industrialization as the main body”, so as to accelerate the transition from the era of industrial civilization. The advancement of the era of ecological civilization. Countries such as Germany and the Netherlands have formed ecological transformation industries based on creative agriculture and rural tourism. In domestic research, the ecological industrialization is used as a bridge to transform the forest and grass ecological chain into an industrial chain and an employment chain, so as to strengthen the construction of ecological barriers and realize the conversion of farmland to forests, Bao wen. Eco-industrialization and conversion of farmland to forests Grass. *Research on Land and Natural Resources*, 2010(03):54-55. Research on the coordinated development of ecological industrialization and industrial ecologicalization from multiple perspectives of theory and empirical research, revealing the influencing factors and driving mechanism of the formation of ecological industrialization, Fu Hongliang, Zhuo Jianhua. Rural ecological industrialization development under the strategy of rural revitalization Characteristics and Formation Mechanism Research—Take Huzhou, Zhejiang Province as an example. *Ecological Economy*, 2020,36(03):118-123. promote the development of green economy and realize the construction of ecological civilization, Chen chang.. Provincial The theory and demonstration of the coordinated development of ecological industrialization and industrial ecologicalization: Taking Guizhou as an example. *Guizhou Social Sciences*, 2019(08): 122-130. From the perspective of ecological resource value proliferation, empirically analyze the internal mechanism of rural ecological industrialization, and propose an industrialization model suitable for regional development and its sustainable approach, Zhang Xuanchang, Liu Yansui, Li Yurui, Guo Yuanzhi, Cao Zhi. Loess Hilly Gully The mechanism and typical model of rural ecological industrialization in the area. *Resources Science*, 2020,42(07):1275-1284. In addition, various regions have taken advantage of their unique ecological and cultural resources and characteristics, and under the promotion of strategies such as ecological civilization, targeted poverty alleviation, and rural revitalization, have gradually formed their own unique ecological

industrialization models, which provide an opportunity for the development of forestry ecological cultural industrialization. Good paradigm.

4.2.4 Ecological culture

A society without strong ecological awareness and ecological cultural awareness can hardly support a thriving ecological and cultural industry. The reintegration of the resources of ecological culture and ecological industry is the condition and basis for cultivating the ecological culture industry. Ecological culture is a new cultural choice that mankind needs to adopt decisively, which can make human and nature coexist harmoniously and promote the mainstream culture of sustainable development. Ecological culture is based on advocating nature, protecting the environment, and promoting the sustainable use of resources. Forest is the birthplace of ecological culture, and forestry should become the main front of ecological culture construction. Fully understand the economic attributes of ecological culture, unify the forestry ecological value and economic value on the basis of following the ecological law, and increase the contribution rate of the ecological cultural industry in the economic transformation and development of forest areas. Existing research involves the economic value, spiritual value, social value, and aesthetic value of ethnic minority ecological culture, Bi man. The endowment and resource value of ethnic minority ecological culture in the context of ecological civilization construction. *Southwest University for Nationalities Journal (Humanities and Social Sciences Edition)*, 2015,36(06):50-54. How does forest ecological culture provide the ecological environment foundation for the construction of ecological civilization from the perspective of environmental sociolog, Fan Yali. The construction of forest ecological culture *Environmental Sociology Perspective. Journal of Xiangtan University (Philosophy and Social Sciences Edition)*, 2010,34(05):157-160. from the perspective of sustainable development, it is believed that insisting on the construction of ecological culture is important for future cultural development *Direction*, Huang Zhidong. On the construction of ecological culture in the perspective of the scientific development view. *Journal of Soochow University (Philosophy and Social Sciences Edition)*, 2010,31(03): 5-8.

4.2.5 Integration of Forestry, Culture and Tourism and Industrial Development

The new business format developed by the integration of forestry "ecology+", "culture+" and leisure tourism has become a research hotspot today. In the integration and development of tourism and forestry, forests use unique aesthetics to provide people with special cultural services for leisure, recreation and physical fitness. Such as "culture + tourism", "culture + health", "culture + wood art" and other integrated development models, through the unique ecological advantages of green water and green mountains in the forest area, the traditional Chinese medicine culture and modern healthy lifestyle are integrated to create medical tourism. The combination of forest health industry and wood product deep processing industry has given the forestry ecological cultural industry more diversified development possibilities, continuously expanded forest service functions, improved the ecological tourism health effects of natural landscapes such as forest parks, and deepened industrial integration. Relevant studies explore the connotation of forest health based on the perspective of social symbiosis, emphasizing that under the symbiotic relationship between man and forest, establish a harmonious and symbiotic way of thinking and value goals, strengthen

the constraints on the distribution and sharing of forest resources, optimize resource allocation, and achieve win-win symbiosis, Cao Jingzhi, Wu Haiquan. Forest health from the perspective of social symbiosis. *Forestry Economics*, 2020, 42(09): 43-52. Featured forest ecotourism festivals such as the "Forest Ecotourism Festival", "China Snow Country Tourism Festival", and "Forest Ecological Drifting Festival" have been established throughout the country. At the same time, it has promoted the prosperity of various ecological cultures such as forestry nature reserves and wetland protection. By cultivating and expanding the ecological and cultural industries that can carry the ecological advantages and characteristic cultural values of forest areas, looking for new economic growth points for the forestry industry, combining cultural industries with the construction of ecological civilization, and effectively promoting the rapid development of local green transformation industries. In recent years, in order to meet the people's ecological and cultural needs for tourism, leisure, cognition, and closeness to nature, forest areas have gradually added forestry cultural elements on the basis of the original forest farms, orchards, tea gardens, flower gardens and other ecological industries, and developed a people-oriented ecology. The cultural industry serves the function of forming a multi-category and colorful cultural eco-industry centered on the eco-tourism and leisure industry, tea culture industry, flower culture industry, and bamboo culture industry.

4.3 Research Trend Analysis

From the perspective of the number of retrieved documents and content analysis, the research topics of forestry ecological culture industry at home and abroad have a relatively high degree of concentration, and the core keywords have a strong connection. With the help of the time series graph, you can intuitively grasp the trend changes of the research on the time section. In recent years, more attention has been paid to forest eco-tourism, forest health and other aspects. The industrial model of cultural and tourism integration has gradually gained significant benefits in the development of forestry economy. However, the cultural connotation of forest eco-tourism is still insufficient, and the cultural elements of eco-tourism products are relatively low. The phenomenon of being out of touch with culture is more serious. According to statistics from the National Forestry and Grass Administration, as of the end of 2020, China's forest coverage rate has reached 23.04%, and the forest stock volume has exceeded 17.5 billion cubic meters. People's demand for forest eco-tourism continues to increase. Forest eco-tourism is the realization of the sustainable development of the forest tourism industry. It is an important way to integrate ecology, culture and tourism, focus on the physical and mental experience of passengers, drive the development of related industries, integrate forestry ecological cultural elements into industrial development, extend the traditional industrial chain, and contribute to the construction of ecological civilization, promote ecological culture, and form high-quality Forest eco-tourism and promoting the economic development of forest areas have important and far-reaching significance. On the whole, the relevant research themes of the forestry ecological cultural industry continue to deepen, the core development concepts have remained hot for a long time, and the research themes of industrial integration and interdisciplinary research have gradually received attention and become increasingly diversified.

4.3.1 Multidisciplinary integrated development

The forestry ecological cultural industry has a strong disciplinary comprehensiveness. With the development of forestry, ecology, biology, geography, psychology and other disciplines, the future development of the forestry ecological cultural industry is not limited to the theoretical connotation and industrial scope. Research, through a more scientific quantitative basis, combines theoretical research with empirical analysis, and explores the diversified development of industrial models.

4.3.2 Industrial integration development

Industrial integration is a major change in the development of my country's forestry economy. The special nature of forestry, such as joint production, external economy and public products, determines that industrial integration is the inevitable choice for the transformation and upgrading of traditional forestry and the modernization of forestry development. In the future, we will start with supply-side structural reforms, implement differentiated strategies, develop personalized and customized production or services, pay more attention to research on forest ecological cultural products and services, and regain forestry versatility, covering ecological industrialization, The research content of forest culture, ecological culture education, etc., broaden the survival and development space of the forestry ecological cultural industry, materialize the forest ecological culture, give the product the concept of forest ecological culture, promote the integrated development of the forestry industry, optimize the internal structure of the forestry industry, and continue Develop high-quality and diversified ecological and cultural products to meet the ecological diversification needs of the society. Concentrate on the extension and intersection of the upstream and downstream of the industrial chain, promote the forward and backward extension of the forest product processing industry, focus on improving product innovation and areas with strong market demand, and realize the forestry industry structure on the basis of natural evolution to the tertiary industry, knowledge or technology intensive Advanced industries with high value-added and high processing degrees are striding forward, Su Dongshui, "Industrial Economics", Higher Education Press, 2002. Forest tourism has developed into the most influential and potential pillar industry of my country's forestry and grass industry.

4.3.3 Innovative research on forest ecosystems

The innovation ecosystem is a complete network structure with interdependence and cooperative symbiosis. By integrating various resources, it can bring value creation for each subject in the network and realize the sustainable development of each subject. Future scholars will pay more attention to the innovation and integration of forest ecological resources, promote the sustainable development of forest resources, the promotion of ecological culture, and the sustainable development of the tourism industry.

4.3.4 Optimizing the benefit evaluation of forest eco-tourism

Forest eco-tourism is a cultural tourism industry that integrates forest resource protection, ecological culture education, and tourism industry development. Study the effective characteristics that affect ecological protection, cultural communication, and industrial development, build a more complete evaluation system, conduct a comprehensive evaluation of the forest ecotourism value chain, and then

optimize the evaluation results.

4.3.5 Leveraging on rural revitalization strategic policies

The rural revitalization strategy has brought significant opportunities for forestry development. Rural revitalization is to realize the unification of economic and ecological benefits on the basis of promoting the rapid appreciation of rural natural capital. In the face of policy constraints such as “stop logging” and “ecological protection”, the value of forestry ecological culture should be re-examined and expanded. In recent years, the No. 1 document of the National Central Committee has successively focused on "giving full play to the unique advantages of the richness of various material and non-material resources in the countryside, and using modes such as 'tourism + ecology +' to promote the deep integration of culture and other industries". The integration of rural industries provides policy guidance, which changes the passive and auxiliary role of rural cultural development. As a new industry that promotes the revitalization of rural culture and promotes the idea of ecological civilization, the forestry ecological cultural industry is an important means of national cultural soft power. It cannot be separated from the policy support of government guidance, planning, adjustment, promotion, support, protection and restriction, Zhou Guoliang: "Research on the Development of American Cultural Industry Clusters" . Doctoral Dissertation of Jilin University, 2010. On the basis of grasping the core connotation and strategic objectives of the rural revitalization strategy and the integrated development of the forestry industry, to optimize the policy environment for industrial development, it is necessary to follow the policy guidance of top-level design and highlight the localized characteristics of grassroots practice. While reshaping the ecological cultural concept of harmonious coexistence between man and nature, actively promote the coordination of rural cultural revitalization and ecological revitalization, and enhance the sustainability of rural revitalization in the new era of socialist ecological civilization.

V. CONCLUSIONS

The criterion of the correctness of the theory of eco-culture should be based on the principles of the occurrence and development of the eco-cultural language of healthy communication, so as to guarantee the further civilization of human beings. Through the study of forestry ecological culture, we should establish and perfect the enterprise image recognition system with the characteristics of forestry ecological culture, which mainly includes enterprise spirit, management idea and team consciousness. Li Bizhen (2007) earlier made a special analysis of the motivation of forestry industry integration and the path selection of forestry with other industries integration. He believed that the integration of forestry industry refers to the dynamic development process of forming new industries or synthetic industries between different industries or services under the same standard element cluster or collection. In their study on the integrated development of tourism and forestry, scholars believe that the unique aesthetics of forest provides special cultural services for leisure, recreation and physical fitness. In carrying out the theoretical education activities of the corporate culture consciousness, they focus on cultivating the core values of the enterprise, and constantly improve the soft power of their own culture, the construction and development of eco-economy, eco-environment, eco-culture, eco-tourism, eco-industry, eco-agriculture, eco-forestry, eco-town and civilized eco-village are being promoted in an all-round way. In this process, we need to

develop and promote the eco-cultural industry, so as to achieve the orderly integration of related ecological resources and effective breakthrough.

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