

Research Article

Studying on the Management, Development and Reform of Forestry Economy

Meng Dong

School of Economics and Management, Beijing Forestry University, Beijing 100083, China

Abstract: This study, based on the economic development of modern forestry management, finds out the degree of adaptation of the sustainable development model in forestry economy and therefore helps the forestry industry to achieve a scientific and comprehensive development model.

Keywords: Forestry economy, scientific management, strategy

INTRODUCTION

The sustainable development of Chinese forestry economy: As our forestry economic management is still in its early development stage, it lacks a sound and comprehensive supervision and management system, so the agricultural economy development lags behind the world average (World Economic and Environmental Conference, 2012). Therefore, we should integrate international forestry development, seek international forestry cooperation, learn advanced foreign science and technology and learn the advantages of foreign forestry economy to offset the weaknesses in Chinese forestry economy. Throughout the worldwide forestry development, we can see that scientific management is the main trend of the current forestry development. With the support of advanced science and technology, the forestry development has reached a new level. Forestry scientific management theory includes the following four aspects.

First, forestry economy globalization has become the main trend at present. With the commencement of world trade activities, international trade in forest gradually deepens.

Second, sustainable development is the goal for forestry development. Therefore, while developing forestry, people need to focus on the use of forest resources and ecological environment protection, which is the current consensus of international forestry development.

Third, scientific regulatory system: Forest ecology research is not only conducive to the rational use of forest resources protection, but also follows the sustainable development. As for forestry industry, standardized, scientific and systematic economic management system is the premise to maintain good forestry management.

Forth, scientific and technological development has greatly improved forestry production and efficiency and

the relationship between supply and demand in the market is constantly changing. The current contradictory lies in that the market demand is far greater than the supply that forestry development can provide. Scientific production is the only way to improve the situation and scientific and rational exploitation of forestry economy is the main trend of the current forestry development.

In summary, scientific and rational forest management points out the direction of forestry development and raises higher demand for ecological quality. At the same time, it is the prerequisite for sustainable development of forestry. Strictly speaking, China's forestry development is still in its infancy, so there is a lack of a sound and comprehensive management system. And it has a big gap compared with the forestry industry in developed countries. However, our forestry development enjoys many advantages. For example, China boasts of rich forestry resources, which offers huge opportunities for our forestry export business. The rich forest resources is closely related to our forestry development plan, so we should give full play to the advantages of the project and vigorously develop low-level forestry products, insist puerile business model and build a complete industrial chain. Rich forest resources not only provides a lot of raw materials for China's forestry development, but also offers natural tourist sites, where traditional resource consumption and production has gradually been transformed into advanced production without consumption (Jiu, 2004). The rapid development of science and technology provides necessary support for the development of forestry economy. As biotechnology and information technology continues to integrate, in addition to focus on the development of forestry in the advantages of the project, we should, more importantly, realize the deficiencies in the process of forestry development and understand the current

situation of China's forestry development. The deficiencies can be concluded as the following three aspects.

First, there is a lack of innovation platform for exchanges and cooperation, so the forestry development in China falls behind the international development, which results in that China's forestry economic development cannot get effective results in the short term. Coupled with inadequate forest management system, uncoordinated economic development in all regions, all forms obstacles which restrict China's forestry development.

Second, forestry development is affected by natural environmental factors. In recent years, China has been greatly developing forestry industry, while ignoring the ecological environment protection, resulting in serious environmental pollution problems, thus lead to quality problems of forest resources. Therefore, the heavy loss of such a large area of forestry resources has become a major obstacle to the sustainable development of China's forestry economy.

Third, there is no sufficient application of the advanced science and technology. Based on the current forestry development, there is a lack of adequate technical support, so the government should issue preferential policies to maintain healthy development of forestry. In addition to providing the necessary financial support, the government should also provide more technical support to improve the operating status of forestry. In addition, as for the areas where the social services, infrastructure construction are relatively backward, the government departments should increase policy support so as to ensure all-round development of forestry economy.

MATERIALS AND METHODS

Construction of innovation management in forestry economy: The use of forest resources is an important measure of sustainable development. To a certain extent, environment, resources, economic and market will influence the development of forestry resources. Therefore, to ensure the sustainable development of forestry resources, it must use some diversified and efficient means to make sure that it is diversified. As for forestry economics management, now the traditional forestry development model cannot meet the forestry economy development, so only if we establish a scientific and sound forestry management system and combining with the development background of the times, adhere to the strategic decision-making for sustainable development, can we maintain the healthy development of forestry? That means the governing modes that involve biodiversity, ecological harmony, industry and market integrity (Jiang, 2013). And therefore, contributing to make sure that China's forestry economy can meet the international standards at any time and stands at the forefront of the industry.

Intensify the protection of the ecological environment of forestry: First, improve the conventional environmental protection laws and therefore to ensure that forestry economic jurisdiction problems can be solved in time with the power of law. Second, strengthen the detection of environmental protection of forestry and at the same time offer more inspection on the relative important forestry resource. In particular, for areas with more risks, we should implement frequent supervision and treatment and try to reduce or eliminate the occurrence frequency of pollution incidents and fire events as much as possible. What's more, we must make appropriate adjustments to the tax issues in the forest and maximize the recovery of forestry previous losses.

Strengthen forestry economy: Practice has proved that a uniformed structure cannot support the management and development of forestry structure. To essentially promote forestry economy development, we should rely on a diversified forest structure. That's why we should develop mature forestry-related additional industry to support the development of forestry economy. For example, we can voluntary build seedlings test base and export base to do our best to popularize the forestry species that is suitable for our land.

Looking forward, it is particularly important that we make in-depth processing for the forestry-related commodities for the sustainable development of our forestry industry. This project will take the main role to develop our forestry economy. As we all know, high-end technology is closely related to the deep processing of forest goods as only high technology can ensure the quality of the goods. Therefore, the relevant government agencies, taking the present stage as a starting point, develop new technologies to improve the technological level of forestry development. Market dominance is the main objective of industrial development of forestry economy. Only by advanced science and technology can companies gain core enterprises competitiveness to promote business efficiency to develop toward the efficiency, ecological and production-oriented direction. After this, we should take some efficient means to put our forestry enterprises onto the world stage and to try our best to develop forestry imports and thus fundamentally enhance our national competitiveness. It is also imperative to invest relatively more manpower, material and financial resources to develop the tertiary industry. The main effects can be concluded as follows:

- Develop eco-tourism industry to build ecological civilization and thus enhance the ecological value.
- Vigorously support the development of the forestry sub-sectors, such as finance, technology,

transportation, consulting and other service industries.

Establish a scientific and perfect forestry economic management system: Improve the forestry economic interest on the premise of protecting the forestry ecological environment quality. Fundamentally change toward the normalized, systematized and standardized industrial function and further optimize the existing environment. To solve the problem at this stage, namely, the low production degree, forestry primary enterprises should lead the farmers in corresponding regions to implement production and gradually shift to an intensive development model. At the same time, we should also actively encourage and develop guide the development of technological and ecological forestry to promote the development of a more diversified channels for forestry.

RESULTS AND DISCUSSION

Innovative forms of forestry economic management: Focus on the innovation of the knowledge of forestry management: At present, the information development has enjoyed leap-forward development and the strong power and innovative knowledge of the knowledge itself have been virtually playing an important role, therefore, we believe that the core business of forestry strategy lies in enhancing the value of the forestry sub-sectors. During this process, the innovation and management of knowledge will win greater attention. However, as our economy has not completely get rid of the shackles of conventional economic ideas, in terms of system, sales tools and operating jurisdiction, we are still stuck in the past and haven't realized the importance of innovation. Meantime, we also lack knowledge of economic laws and regulations and the awareness to use these laws and regulations. Therefore, we can well say that the development trend of forestry economy is greatly affected by the forestry economic management system. So it is imperative that relevant people who manage forestry economy constantly change management idea based on the actual situation; of course, it is also essential that we choose excellent people among the management staff as officers to enhance the management ability.

Focus on the innovation of the human resources management: With the continuous development of science and technology, continuous improvement of forestry economy management system, people who manage forestry economy gradually recognize that forestry economic management system and forestry human resources is important for the economic development of forestry. Therefore, there are some adjustment in the conventional human resources management methods, that is, changing from the HR-

oriented management system to the manage system that echoes with the times and takes the use and development of human resources as the core.

It is beyond doubt that implementing this strategy has a great meaning for the forestry economy management. It requires that forestry economy management should be conducted under the premise of sustainable development and constantly improves the workers' capacity, master corresponding knowledge and at the same time creates more innovative benefits for enterprises with the knowledge. This efficiency improvement vividly explained to us the importance of human resources in forestry economic growth.

Enhance expertise training among staff. Whether human resources are professional directly determines the company's work performance. Its core element is that forestry modernization has a close relationship with the human resource forestry literacy. People involved in forestry cultivation and construction must have a high quality and professional knowledge. This is the only way to maximize the advantages of human resources and to some degree intensify the development of forestry.

In addition to master professional knowledge, personnel forestry economy has the ability to adapt to the competitive market. We should also enhance the personal training and actively introduce advanced technical personnel to inject fresh blood into forestry economic management system. In addition, we will popularize the latest science and technology through information exchange platform in the first time and improve the overall quality of the staff, which will play an unpredictable role in forestry economy.

Strengthen the role of institutional innovation in the management innovation: Only if we spend a certain amount of energy into system innovation and optimization will we essentially intensify the development of forestry economy management. We should take this method because constantly optimizing the system will ensure that the economic development will take law, which is objective, rather than people's will, which is quite subjective, as the benchmark. There is a close relationship between forestry ecological benefits, social and economic benefits. Therefore, using a forestry system that is related to the practice at present stage has a great impact on the forestry economy (China Forestry Sustainable Development Strategy Research Team (M), 2002). It can promote the normalized state-owned public economy in China change into a diversified economic system. This transition should rely on the role of the market operation system.

Strengthen the core role of culture innovation in the management: In the new era, forestry development is more of eco-forestry development than only developing economy. Using high-quality professional talent to

improve and enhance the forestry economy management is the characteristic as well as the advantage of forestry economy. Only by this will enterprises improve the level of forestry economy development under the premise of following objective laws.

CONCLUSION

The development trend of forestry economy: At present, economic development of China's forestry has been always adhering to the basic state policy of sustainable development and learning from foreign advanced science and technology to follow the international forestry development standards. At present, our forestry development have changed from the traditional development plan to strategic development plan by abandoning traditional timber production and promote green production and ecological construction. Scientific and comprehensive forestry development system is a prerequisite for the healthy development of China's forestry protection. In the whole forestry development process, we cannot just focus on the economic benefits but coordinate the relationship between the ecological environments.

Intensify efforts to protect the natural environment, convert arable land to forestry and change free use of land to paid use of land and change the sector forestry development into socialized forestry development. The key is to accelerate the forestry economy development is to learn from foreign advanced forestry development model, establish a sound scientific forestry accounting audit system, and therefore to provide sufficient facts and theoretical basis for forestry development in the new era.

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