

Research on Innovation and Application of Pressed Flower Art in the Synergistic Development of Agricultural Activities and Health Preservation

Ziyue Jiang, Rong Xie*, Wensa Wang, Jiaxin Song, Ziyang Ni, Xiaojing Zhou, Yuqing Li, Yuqi Wu

Suqian College, Suqian, Jiangsu, China

**Corresponding Author.*

Abstracts: This article discusses the innovative application pathways and practical impacts of pressed flower art as an emerging element in the synergistic development of agricultural and health preservation industries. Through theoretical analysis and practical case studies, it delves deeply into how pressed flower art can facilitate the diversified utilization of agricultural resources, enrich the cultural connotations of health tourism, and drive the transformation and upgrading of rural economies. The research findings reveal that pressed flower art not only adds artistic value to agricultural activities but also provides new consumption trends for the health tourism market, achieving a dual win in both economic and social benefits.

Keywords: Synergistic Development of Agriculture and Health Preservation; Pressed Flower Art; Innovative Application; Practical Exploration; Rural Economic Transformation

1. Introduction

With the in-depth implementation of the rural revitalization strategy, the synergistic development of agriculture and health preservation industries has become an important approach to driving the transformation and upgrading of rural economies. In this context, pressed flower art, with its unique charm and broad application prospects, has gradually attracted people's attention. Pressed flowers not only retain the natural beauty of fresh flowers but also possess the durability of artificial flowers, serving as a bridge connecting agriculture and health preservation industries. This paper will explore the innovative application pathways

and practical effects of pressed flower art in the synergistic development of agriculture and health preservation from both theoretical and practical perspectives.

2. Literature Review

2.1 Current Research Status of Synergistic Development between Agriculture and Health Preservation

The synergistic development of agriculture and health preservation represents a significant trend in current rural economic development. Scholars both domestically and internationally have conducted extensive research on this topic, primarily focusing on the diversified utilization of agricultural resources, the development of health tourism markets, and the protection of rural ecological environments. Studies have indicated that the synergistic development of agriculture and health preservation contributes to enhancing the overall competitiveness of rural economies, promoting increased income and prosperity for farmers, while simultaneously satisfying the demands of urban residents for leisure, vacation, and health preservation [1].

2.2 Development and Application of Pressed Flower Art

Pressed flower art originated in Europe and, after several hundred years of development, has formed a relatively well-established industrial chain globally. Pressed flowers are not only used in daily life areas such as home decoration and gift giving but have also gradually penetrated into high-end markets like horticultural design and flower art exhibitions [2]. In recent years, with people's emphasis on environmental protection and sustainable development, pressed flower art

has become increasingly popular due to its eco-friendliness and recyclability.

3. Theoretical Basis for the Synergistic Development of Pressed Flower Art in Agriculture and Health Preservation

3.1 Integration of Agriculture and Pressed Flower Art

3.1.1 Resource utilization

Agricultural activities provide abundant plant materials for pressed flower art. In the process of agricultural production, leaves, flowers, stems, and other parts of various flowers, herbaceous plants, and woody plants can all serve as raw materials for pressed flower art. These materials, after scientific processing, can be made into pressed flower works that are both ornamental and practical, not only beautifying the environment but also enhancing the added value of agricultural products. (See Figure 1)



Figure 1. Pressed Flower Artwork

3.1.2 Cultural heritage

Agricultural activities are rich in traditional cultural elements, which can serve as a source of inspiration for pressed flower art creation. By combining traditional culture with pressed flower art, it is possible to create pressed flower works with local characteristics and ethnic flavors, promoting the inheritance and

development of culture.

3.2 Integration of Health Preservation and Pressed Flower Art

3.2.1 Mental health

As a form of horticultural therapy, pressed flower art helps alleviate stress and improve mood. In the process of creating pressed flower works, people can relax and enjoy the joy of creation, thereby achieving psychological healing effects. This is of great significance for the development of the health preservation industry, as one of its core goals is to enhance people's mental health.

3.2.2 Physical health

Pressed flower art activities often require people to come into contact with nature and be close to plants, which helps strengthen their physical fitness and immunity. At the same time, the plant components in pressed flower works may also possess certain medicinal value or health-promoting functions, further promoting people's physical health [3].

3.3 Theoretical Basis for the Synergistic Development of Agriculture and Health Preservation

3.3.1 Ecological concept

One of the theoretical foundations for the synergistic development of agriculture and health preservation is the ecological concept. By integrating agricultural production with the health preservation industry, it is possible to achieve resource recycling and ecological environment protection. Pressed flower art, as a part of this process, not only utilizes agricultural production waste (such as plant debris) but also beautifies the environment and enhances people's quality of life.

3.3.2 Industrial integration

Another theoretical foundation for the synergistic development of agriculture and health preservation is industrial integration. With economic and social development, the boundaries between different industries are becoming increasingly blurred, and industrial integration has become an important driving force for economic development. The integration of agriculture and the health preservation industry can be achieved through various means, among which pressed flower art, as a form of cultural and creative industry, can be combined with agricultural tourism, rural tourism, and other sectors to form new

economic growth points [4, 5].

3.3.3 Market demand

With the improvement of people's living standards and the enhancement of health awareness, the demand for health preservation products is growing. Pressed flower art, as a cultural and creative product that integrates ornamentation, practicality, and health preservation, aligns with modern consumers' demand and aesthetic trends [6]. Therefore, integrating pressed flower art into the synergistic development of agriculture and health preservation can meet market demands and promote industrial development.

Thus, the theoretical basis for pressed flower art in the synergistic development of agriculture and health preservation is mainly reflected in aspects such as resource utilization, cultural heritage, mental health, physical health, ecological concept, industrial integration, and market demand. These theoretical foundations provide strong support and guarantee for the application of pressed flower art in the synergistic development of agriculture and health preservation.

4. Innovative Application Paths of Pressed Flower Art in the Synergistic Development of Agriculture and Health Preservation

4.1 Diversified Utilization of Agricultural Resources

4.1.1 Flower cultivation and pressed flower processing

Select suitable flower varieties for large-scale cultivation based on local climatic conditions and soil characteristics. During the flowering period, adopt advanced drying technologies to turn fresh flowers into pressed flowers, which not only preserve the natural form and color of the flowers but also extend their viewing lifespan. Through the combination of flower cultivation and pressed flower processing, the deep development and efficient utilization of agricultural resources are achieved.

4.1.2 Integration of local specialty agricultural products with pressed flowers

Combine local specialty agricultural products such as Chinese herbal medicines and edible mushrooms with pressed flower art to develop culturally creative products and tourist souvenirs with local characteristics. For example, Chinese herbal medicines can be combined with pressed flowers to create

bouquets or sachets with health-preserving effects (see Figure 2); fruits can be paired with pressed flowers to form creative decorations (see Figure 3). This integration not only enhances the added value of agricultural products but also enriches the expressive forms and cultural connotations of pressed flower art.



Figure 2. Combination of Pressed Flowers with Chinese Herbal Medicines



Figure 3. Combination of Pressed Flowers with Fruits

4.2 Expansion of the Health Preservation Tourism Market

4.2.1 Pressed flower-themed homestays and resorts

Introduce the concept of pressed flower-themed homestays and resorts into health preservation tourism projects, creating a warm, comfortable, natural, and harmonious living environment by decorating rooms, gardens, and other spaces with pressed flowers. Additionally, offer pressed flower-making experience courses, allowing tourists to create their own pressed flower works, enhancing their sense of participation and experience [7].

These pressed flower-themed homestays and resorts will become new attractions for tourists.

4.2.2 Pressed flower art exhibitions and festival activities

Regularly hold pressed flower art exhibitions and festival activities, inviting renowned florists from both domestic and international realms to display and exchange their works. Through the hosting of exhibitions and festival activities, not only can the popularity and influence of local pressed flower art be enhanced, but it can also attract more tourists to visit and consume. At the same time, by combining local traditional culture and folk customs, pressed flower cultural products and tourist routes with local characteristics can be launched, further expanding the health preservation tourism market [8].

5. Practice Case Analysis and Effect Evaluation

5.1 Practice Case Analysis

Xinonggu Sanxiang Flower Art Technology Co., Ltd. has successfully developed a pressed flower processing industry based on flower cultivation. Through continuous technological innovation and brand building, the company has achieved diversification and high added value of pressed flower products, setting a benchmark for the industry. Meanwhile, some health preservation tourism projects have also keenly captured the unique charm of pressed flower art. By introducing the concept of pressed flower-themed homestays and resorts, they have greatly enhanced the cultural connotation and artistic taste of the projects, attracting numerous tourists to come and experience. These successful cases fully demonstrate the great potential and market value brought by the organic integration of pressed flower art with agriculture and the health preservation industry. They not only enrich the forms of tourism products but also provide tourists with unique and profound health preservation experiences, driving the sustainable development and innovation of related industries [9].

5.2 Effect Evaluation

The effect of pressed flower art in the synergistic development of agriculture and health preservation is evaluated from both economic and social benefits. In terms of

economic benefits, the output value of the pressed flower processing industry has increased significantly, and farmers' incomes have improved. The number of tourists and consumption in health preservation tourism projects also show a growth trend [10]. In terms of social benefits, the rural environment has been improved, and the quality of villagers' lives has been enhanced. At the same time, the inheritance and development of traditional culture have also been promoted. The comprehensive evaluation results show that the application of pressed flower art in the synergistic development of agriculture and health preservation has achieved remarkable results and has broad prospects for promotion.

6. Conclusion and Prospect

6.1 Conclusion

This paper delves into the innovative application paths and practical effects of pressed flower art in the synergistic development of agriculture and health preservation. The research results indicate that pressed flower art, as an emerging element, plays a significant role in promoting the diversified utilization of agricultural resources and enriching the cultural connotation of health preservation tourism. Through the implementation of measures such as the integration of flower cultivation with pressed flower processing, the combination of specialty agricultural products with pressed flowers, and the development of pressed flower-themed homestays and resorts, not only has the overall competitiveness of the rural economy been enhanced, but it has also satisfied the demands of urban residents for leisure, vacation, and health preservation.

6.2 Prospect

In the future, with the continuous deepening of the rural revitalization strategy and the expanding health preservation tourism market, the application prospects of pressed flower art in the synergistic development of agriculture and health preservation will be even broader. It is recommended to further strengthen the technical research and development of pressed flower art and cultivate innovative design capabilities; increase policy support to promote the rapid development of the pressed flower processing industry and health

preservation tourism projects; and simultaneously enhance exchanges and cooperation with advanced international countries and regions to jointly promote the popularization and development of pressed flower art globally. Additionally, attention should be paid to the protection of the ecological environment and the implementation of sustainable development concepts in the application of pressed flower art, ensuring that it plays a more active role in driving the transformation and upgrading of the rural economy.

Funded Projects

University Student Innovation and Entrepreneurship Training Program (2024XSJ229T); "Xichu Shehuichuang" Female College Student Entrepreneurship and Innovation Kick-start Program sponsored by the Suqian Municipal Women's Federation (Horizontal Project 2023141).

References

- [1] Zhou Gongmei, Song Rui. Review and Prospect of Research on Health Preservation Tourism at Home and Abroad. *Culture and Tourism*, 2021(1): 119-128.
- [2] Zeng Wenjuan, Xu Xuotong, Tang Shi, et al. The Origin, Development, Promotion, and Inheritance of Pressed Flower Art in China and Abroad. *Modern Horticulture*, 2021, 44(15): 57-60+94.
- [3] Li Yingying. Current Status and Prospect of Pressed Flower Art Development in China. *Chinese Horticulture Abstracts*, 2016, 32(11): 63-65.
- [4] Jin Yuanyuan, Wang Shufang. Research on the Integrated Development of Eco-tourism Industry and Health Industry under the Background of Rural Revitalization Strategy. *Ecological Economy*, 2020(1): 138-143.
- [5] Wang Feng, Lin Guohua, Yang Xiaoyu. Health Preservation Cultural Tourism Boosting the Development of Leisure Agriculture in Fujian. *Agricultural Engineering Technology*, 2023(13).
- [6] Chen Yuanhua, Du Huan, Hou Miaomiao. Research on the Design and Application of Pressed Flower Art Products. *Modern Horticulture*, 2019(03): 42-44.
- [7] Huang Cheng, Yang Lihua, Huang Minchun. Practice and Experience in Inheriting and Promoting Pressed Flower Art. 2023(02), 34-35.
- [8] Zou Jie, Sun Lijuan. Research on the Integrated Development of "Characteristic Agriculture + Health Preservation Tourism". *Cooperative Economy and Science & Technology*, 2024(15): 29-31.
- [9] Xie Xiaohong, Guo Qian, Wu Yuming. Exploration of Regional Characteristic Town Health Preservation Tourism Models in China. *Ecological Economy*, 2020, 34(9): 150-154.
- [10] Wang Liqin, Hu Yongfei. Research on the High-Quality Development of Leisure Agriculture and Rural Tourism under the Rural Revitalization Strategy. *Agricultural Economy*, 2020(4): 2.