

Research on the Current Situation and Countermeasures of Leisure Tourism Pension Service Industry

Zhimin Xie*, Mingzhong Fu

Xichang University, Xichang, Sichuan, 615000, China

*Corresponding Author

Keywords: Service for the Aged, Current Situation of Service Industry, Countermeasures

Abstract: At Present, China Has Entered a New Era of Socialism with Chinese Characteristics, and Economic and Social Development Has Entered a New Era. on the One Hand, China is Facing New Challenges of Supply side Structural Reform, and At the Same Time, It is Facing Double Pressures of Promoting Economic Development and Protecting People's Lives. At Present, with the Rapid Aging of China's Population and the Rapid Expansion of the Scale of the Elderly, the Aging Security System is Facing Great Challenges. the Economic Basis, Policy System and Equipment of the Elderly Are Not Perfect. with the Aging of the Population, the Aging of the Family Structure, the Elderly, the Negative Factors in the Air and the Aging of the Disabled, the Vigorous Development of the Elderly Care Service Industry is Imminent. in 2016, Our State Issued the Plan Outline of Healthy China 2030 and Proposed the Plan of Action for Healthy China, Aiming to Improve the Health of the National Population and Promote the Health of the National Population to the Level of National Strategy. the Health of the Elderly is an Important Part of Healthy China. It is an Important Plan to Actively Develop the Elderly Care Service Industry in Response to the Aging Population. the Goal of Providing Health Services for the Elderly is to Implement the Specific Actions of "Healthy China 2030". Based on the Detailed Analysis of the Development Characteristics and Trends of China's Aging Population, This Paper Summarizes the Current Situation and Existing Problems of China's Pension Service Industry, and Studies the New Trend of the Development of Pension Service Industry. Put Forward the Policy Suggestions to Promote the Development of Elderly Care Service Industry.

1. Introduction

An Analysis of the Current Situation of China's Pension Service Industry. At Present, the Pension Service Industry is Still a New Industry in China, Which is in a New Stage of Development and Exploration. This Paper First Describes the History, Current Situation and Existing Problems of the Development of the Pension Service Industry[1]. At the Same Time, It Analyzes the Emerging Mode of the Development of the Pension Service Industry in China, and Carries out a Prospective Study Around the Mode of Medical Support and Pension, the Mode of Migratory Bird Care, the Internet Plus Pension Mode, and the Real Estate Endowment Mode.

2. The Current Situation of Pension Service Industry

2.1 Development History of Old Service Industry

The problem of providing for the aged has always been a major concern of the society, the government and the masses, which is related to all aspects of China's economic and social development. The development process of China's pension service industry is mainly divided into three stages, namely, welfare oriented stage, social service stage and industrial starting stage.

The first stage is the 30 years from 1949 to the early days of the founding of the people's Republic of China. In the era of planned economy, the main mode of production in China is the unified distribution of the state, which is a kind of relief welfare[2]. The pension service mode is mainly the family pension mode, and the control and control of all welfare resources are in the

hands of the state. The main objects are “three no” personnel and “difficult households”. Among them, “three no” refers to those who have no ability to work, no source of income and no fixed support. The State adopts the way of centralized support, such as children's welfare homes, nursing homes, etc[3]. but this part of assistance is mainly aimed at urban residents. For the elderly in rural areas, the way of providing for the aged mainly depends on the self support of the family; for the elderly who are lonely and widowed in rural areas and the disabled in rural areas, five guarantees are provided, namely, clothing, food, housing, transportation and funeral [4]. However, affected by the economic level, the number of the elderly who can enter the welfare homes is very small. The old people in cities mainly rely on retirement system, but for the old people in rural areas, they can only provide for the aged through weak family income, let alone the spiritual level of the old people[5].

Table 1 Self Health Perception of the Elderly

Degree	Number	Proportion
Excellent	120	1.32
Very good	878	9.63
Good	126	13.88
Commonly	4987	49.31
Not good.	2360	25.87
Total	9122	100

The second stage is the community service stage from 1980 to 2010. With the coming of reform and opening up, China began to transform from planned economy to market economy. Under the market economy system, after the transition of the enterprise in which the employees work, the loss of unit welfare of the employees becomes “social person”[6]. Because of the increasing competitiveness, relying on government welfare life has become market competition, the pressure of young people's competition has become greater, going out to work has led to the miniaturization of family structure, the increase of the empty nest elderly and the elderly living alone, and the family pension model is difficult to meet the elderly pension needs. In 1985, the state carried out reform and carried out pilot projects in the form of community services. Two years later, through the strategy of “facing the society and developing community service”, we have achieved certain results. In 1997, the concept of “aging industry” was first proposed at the aging industry seminar. As a new industry, it includes the first, second and third industries involved in meeting the needs of the elderly. Since then, China's pension service industry has opened a new chapter.

2.2 Supply Status of Pension Service Industry

At present, the development of China's pension service is in a rapid development stage. By the end of 2016, China has 140000 various pension service institutions and facilities. According to China Civil Affairs statistical yearbook 2017, the number of registered pension institutions that can provide accommodation in 2016 was 31912, an increase of 6.2% compared with last 2015[7]. The total number of elderly care beds was 7.302 million, an increase of 575000 over the previous year. The number of old-age beds per 1000 elderly people also increased by 4.29 ‰. There are 8891 urban pension institutions, an increase of 16.1% over the previous year, with an obvious increase rate. The level of pension supply in China is gradually rising. However, the situation of rural elderly care institutions is not very optimistic. In 2016, there were 15398 rural elderly care institutions, down 1.2% over the previous year. The decline of rural pension institutions is related to the characteristics of large investment, long return period and low profit of pension service industry. For many small-scale rural pension institutions with relatively lack of capital reserves, once the empty bed time is long, it will form a loss of growth time. This situation tends to drag it down directly.

It is worth noting that the social services that provide accommodation include services for the elderly and the disabled, services for the mentally disabled and the mentally disabled, services for the adoption of children and other services that provide accommodation services[8]. Here, mainly urban elderly care services, rural elderly care services, social welfare facilities, honorary military

hospitals, rehabilitation hospitals, military mobilization sanatoriums, and all the needs, including the concern for elderly and disabled service institutions. Please consider more general urban and rural pension services.

Table 2 Proportion of The Main Sources of Living of the Population Aged 60 and over in Cities and Towns by Gender

	Labor income	Old-age pension	Minimum living security	Property income	Family support	Other
City	6.61	66.30	4.25	0.68	22.43	1.64
Town	22.27	26.29	3.18	0.50	44.52	2.18
Male	17.66	59.35	2.33	0.68	18.89	1.72
Female	8.55	45.26	3.48	0.54	45.37	1.99
Total	12.95	50.12	3.11	0.61	31.39	1.86

According to the statistical results of the 2017 China Civil Affairs statistical yearbook, by the end of 2016, there were 386186 urban and rural community service institutions and facilities, an increase of 25230 over the previous year[9]. Community guidance center, community service center, community service station, community pension institutions and facilities as well as mutual pension facilities all showed a certain growth. Under the condition of the macro policy that the state strongly supports the development of community pension service, the development of pension service industry in China has achieved initial results.

There are 423348 social pension institutions and facilities in China; the number of employees at the end of the year of the institution is 1856741; the most educated employees are college students, the number of employees is 379398; the most age structure is the age group of 36-45 years old, the number of employees is 707152; according to the professional level, the number of assistant social workers is large; the number of volunteer service people is 7150531, and the volunteer service time is long 19411634.7 hours, the main service objects of these social work are the elderly.

By the end of 2016, the number of elderly care institutions providing accommodation in China was 31912; according to the type of registration, the total number of registration was at most 18261, and the proportion of civil registration was also large, 12341; according to the number of beds, the majority of elderly care institutions with 0-99 beds and 300-499 beds were classified, which was related to the fact that the size of elderly care institutions was too large for management, but there were still 949 500 Pension institutions with the above beds By the end of 2016, the supply of elderly medical care was 3004, an increase of 428 over 2576 in the previous year; the number of beds in elderly hospitals was 138374; the number of hospice hospitals was 1660; the number of hospice beds was 31939. There are 1274 foundations for the elderly, with an investment of 281.9 million yuan. There are 53913 schools for the elderly, an increase of 1289 compared with the previous year, and 7102437 schools for the elderly, an increase of 225706 compared with the previous year. The population of the elderly in China is increasing, and the number of the elderly who enjoy the old age subsidy is 23533913, and the number of the elderly who enjoy the subsidy is also increasing gradually.

At present, on the whole, there is a large gap in the supply level of pension services in China. The development of China's pension service is in its infancy, with a large number of various types of institutions emerging, but there is a certain gap between cities and regions.

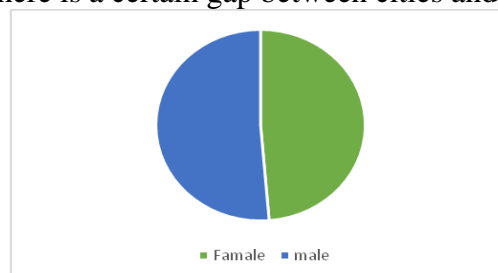


Fig.1 Proportion of Elderly Care for Men and Women

3. Countermeasure Research

First, at present, China's total dependency ratio and the elderly dependency ratio are on the rise, and the aging population is becoming more and more serious, showing the characteristics of large-scale aging, rapid aging, unbalanced development of aging among regions, differences between urban and rural aging, and mismatch between population aging and economic development. By combing the health status of the elderly in China, it is found that the elderly generally think their health status is general or bad, and the probability of the elderly suffering from chronic diseases is increasing year by year, while the number of the elderly population is increasing, which together leads to the expansion of the demand for elderly care services in China.

Second, the development of aging population in China has led to an increase in the demand for elderly care services, especially the demand for daily care, medical care, spiritual comfort and social participation. The daily care needs of the elderly mainly depend on the family status and self-care ability; the self-care elderly are more inclined to provide clothes and cleaning services in the daily care needs; with the acceleration of the aging process and the extension of the life span of the elderly, the daily care needs of the elderly are increasing and the proportion of female elderly needs care is higher than that of male.

Third, there are many independent variables that affect the demand for pension services, among which the health level and economic status have the greatest impact on the choice of pension needs; the older the demand is, the more obvious the demand is for daily care and medical care; the education level mainly affects the choice of pension model for the elderly; on gender, the demand for pension services for the female elderly is It is higher than the elderly service demand of men of the same age. The irreversible changes of physiological factors increase the demands of daily care, medical care and spiritual comfort for the elderly. According to the test results, with the increase of age and the deterioration of health status, the demands of the elderly for daily care are also greater, and the demands of the urban elderly for daily care are greater than those of the rural elderly.

4. Conclusion

The integration development of home and community is the general trend of the development of China's elderly care service industry. The elderly care service industry is developing in the direction of diversification and refinement in the service mode; in the elderly care mode, it is developing in the direction of community home integration; in the development of emerging elderly care service industry, it is developing in the direction of integration with other industries, and it is more integrated with the big health industry Close together.

Acknowledgement

The study was supported by “ Xichang University “Two High” Talent Research Support Program (Grant No.LGLS201813)”.

References

- [1] CHEN Zhi. (2018). Research on the Current Situation and Countermeasures of Ideological and Political Teachers' Continuing Education in Colleges and Universities in the New Era. *Adult Education*.
- [2] X.-B. Zhang, L.-J. Huang. (2017). Study on the Basic Situation and Development Countermeasures of Paper Making Industry in China. *Chung-kuo Tsao Chih/China Pulp and Paper*, vol. 36, no. 6, pp. 74-76.
- [3] QIU Li-yang, LEI Yong-liang, CHEN Xiao-lei,. (2017). Monitoring and analysis of 5 kind of sexually transmitted diseases in Lishui from 2008 to 2015. *Chinese Journal of Health Laboratory Technology*, vol. 50, pp. 473-487.

- [4] Siobhán O'Connor, Peta L Hitchens, Lauren V Fortington. (2018). Hospital-treated injuries from horse riding in Victoria, Australia: Time to refocus on injury prevention?. *Bmj Open Sport - Exercise Medicine*, vol. 4, no. 1, pp. e000321.
- [5] Zhang S Q, Wang G J, Song X Y, et al. (2018). Advantages and Countermeasures of the Development of Hemp Industry in Heilongjiang Province.
- [6] XU Jing, YANG Xiu-jun,. (2018). Counseling Center, Situation and Countermeasures of College Students' Learning Adaptation:A Case Study of Shanghai University. *Journal of Higher Education Research*.
- [7] Q. Huang, F. Wang, Z. Huang,. (2018). Key Issues and Countermeasures on Environmental Risk Prevention and Control of Hazardous Wastes. *Research of Environmental Sciences*, vol. 31, no. 5, pp. 789-795.
- [8] QIAO Xiao-yong, LI Ze-yi. (2017). The Research on the Situation and Countermeasures of the Countervailing Accusation against China Implemented by Major Countries and Regions. *International Business Research*.
- [9] ZHENG Bin, BI Tianshu, XIANG Zutao,. (2017). Zero-crossing Delay Characteristics of Short Circuit Current Passing Through Circuit Breakers of UHV Series Compensated Lines and Countermeasures. *Proceedings of the Csee*, vol. 37, no. 1, pp. 323-333.