

Study on the Integrated Development of Rural Sojourn and Health Care in Hainan from the Perspective of Rural Revitalization

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Keywords: Hainan, Rural living, Health care, Rural revitalization

Abstract: Rural sojourn and health care is a cross integration industry between rural old-age care and rural tourism. With the implementation of China's rural revitalization strategy, Hainan countryside has entered a new period of construction and development. The rapid development of rural economy has attracted a group of retired elderly people, mainly from the northern area of our country, to stay in Hainan rural areas. With the gradual development of the supporting service industry, rural Hainan as a hostel and health resort reputation. However, there are some problems in the rural hostel health care industry in Hainan, such as lack of policy support, lack of professionals, and lack of consideration of the needs of the hostel groups in rural construction. Rural Hainan has inherent advantages in the development of rural hostel and health care, so it is necessary to do a good job in industrial planning, policy support and industry association to lead the industrial development, scientifically plan the location of hostel and health care community, carry out cross-border cooperation and good service supply. At the same time, the integrated development of industry, education and research should be done to improve the service level of rural hostel and health care in Hainan, meet the needs of people living in health care, bring more job opportunities for the hostel, promote the development of tourism in Hainan villages, and help the revitalization of rural Hainan.

1. Introduction

According to the results of China's seventh national census in 2020, the population aged 60 or above was 264.02 million, accounting for 18.70% (among which, 19.064 million were aged 65 or above, accounting for 13.50%); Compared with 2010, it increased by 5.44 percentage points, with the population aging further. 901.99 million people lived in cities and towns, accounting for 63.89%; Compared with 2010, the proportion of urban population increased by 14.21 percentage points, indicating steady progress in the urbanization process and historic achievements in urbanization construction.^[1] The acceleration of the urbanization process and the deepening of the aging of the elderly population bring greater challenges to the old-age care problem of the elderly group. At present, according to the current retirement age of 55 for women and 60 for men, most of these low-living elderly groups are in good health, full of physical strength and certain economic foundation. After years of hard work, they are eager to have a full and pleasant life after retirement. They can travel and see the great rivers and mountains of the motherland.

However, the elderly are different from ordinary tourists. They prefer slow pace tourism and deep leisure tourism, hoping to have a deep experience of local customs and practices. They have some restraint in tourism consumption and pay attention to the cost performance of tourism consumption. And for the purpose of health, there is a need to stay in the tourist destination for a long time or even a medium - and long-term stay.

With its unique geographical location and climatic advantages, Hainan enjoys a long summer and no winter all the year round, so it has a unique advantage to develop the tourism industry. Hainan's tourism industry has been developing for many years, with convenient transportation and greatly improved infrastructure construction, attracting a relatively stable group of elderly people

from the mainland to travel, recuperate and stay in Hainan. Hainan has become a winter resort in the eyes of elderly people from the mainland.

2. Present Situation of Rural Sojourn and Health Care Development in Hainan

Hainan countryside is quiet and quiet, rich tropical customs, strong local characteristics of folk culture, with the basic conditions for the development of rural tourism. Since the beginning of the new century, Hainan has greatly improved its rural landscape thanks to the policies of building a new socialist countryside, building a beautiful countryside and developing all-area tourism. Especially since the country began to implement the rural revitalization strategy, Hainan countryside has entered a new round of construction and development period, and the rural economy has developed rapidly, attracting the local population to go back to their hometown to start businesses and employment, and the beautiful countryside also attracts people from other places to live and stay in good health.

2.1 Rural Sojourn and Health Care in Hainan Gradually Become Famous

In October every year, most parts of China enter the late autumn season, the temperature drops sharply, and the air quality is poor due to climate and heating reasons. At this time, Hainan has faded from the summer heat and entered the warm and humid season, which is very suitable for the elderly, especially the elderly with basic diseases and respiratory diseases to live. Some elderly people with better economic conditions began to buy houses in Hainan, and began to live as “migratory birds”. In the past two decades, the real estate industry in Hainan has also been developing rapidly. Before the implementation of the real estate purchase restriction policy, the housing price in Hainan was relatively low compared with the economically developed cities in the mainland. Some developers also carried out targeted marketing in the mainland to attract the elderly people to buy houses, which helped to promote the increase of “migratory birds”.

These “migratory birds” usually spend the winter in Hainan from late October to March and April of the next year, and they often take short trips in their spare time. With the increase of their residence time, the tourist destination has gradually expanded from well-known tourist attractions to rural areas without traditional scenic spots, and developed from a quick tour to a deep experience tour to experience local customs and practices. Due to their good living experience and good physical and mental well-being, these elderly migrant birds became the “volunteer propagandisers” of Hainan residence after returning home, leading relatives, colleagues and neighbors to come in groups. Their residence in Hainan gradually formed a sojourn community.

2.2 The Source of Sojourning and Maintaining Tourists Mainly Originates from the North of Our Country

Our country is vast in territory, north and south, east and west climate difference is very big. The Yangtze River Basin and South China have a relatively humid climate and are not too cold in winter. These areas are also the most economically developed areas in China. With good infrastructure construction in urban and rural areas, the attraction of Hainan living and health care to residents in these areas is much lower than that of residents in northeast, northwest and North China.

Most areas in northeast China are in winter for almost half a year. The climate is unusually cold. As the old industrial base, the developed heavy industry has a great influence on the air quality, in addition to the air pollution caused by winter heating, the proportion of the elderly suffering from respiratory diseases, cardiovascular and cerebrovascular diseases is higher. Up to now, Hainan has the highest proportion of migratory birds in Northeast China, and Heilongjiang Province has the highest proportion among the three provinces in Northeast China. Followed by people in northwest and North China; The climate difference between other regions and Hainan is not as obvious as that in northern regions, and fewer people come to Hainan for winter, especially in southern China represented by Guangxi, Guangdong and Fujian.

2.3 Colonies of Migratory Birds Are Gradually Forming

There is a positive correlation between the migratory bird population and the tourism development in Hainan. The vast majority of people who have lived in Hainan have been to Hainan for tourism. At the beginning of the development of tourism in Hainan, it is mainly the eastern route from Haikou to Sanya, and gradually expands from the two tourism distribution centers of Haikou and Sanya to the surrounding towns. These routes are convenient with regional transportation, good infrastructure construction, good economic development, and large real estate development scale. It provides convenient conditions for the healthy living of migratory birds, gradually forming a word-of-mouth effect in the tourist area, and the residents gradually gather.

The area south of latitude 18 degrees north is the most typical, which takes Sanya as the center and extends to Lingshui, Baoting and Ledong. On the eastern line, the living and health centers mainly concentrated in Wanning and Qionghai. Haikou and its surrounding towns are 3-5°C lower in winter than those south of the 18C northern latitude, making them less attractive.

However, due to the sharp rise of housing price and property cost in Sanya as the center in recent years, part of the sojourner population with limited budget gradually began to migrate to the north of Hainan Island. Chengmai, Wenchang and other places have become new gathering places. Haikou, as the political, economic and cultural center of Hainan, mainly plays the role of tourism distribution center in tourism development. In winter, the extreme low temperature can reach 13-15°C, so fewer people choose Haikou as a place to stay.

2.4 Supporting Services for Sojourn and Health Care Have Been Developed

At present, with climate as the core attraction, Hainan's residence and health center has gradually formed under the marketing promotion of real estate industry and the promotion of tourism. There are very few local residents in these areas. In order to facilitate the life of migratory birds, a series of convenient services have been created around house purchase, such as decoration, property rental, house maintenance, furniture and daily necessities purchase, shuttle service and other services. Residents' canteens and convenient markets have been set up in the sojourn and health centers.

In order to enrich the life of migratory birds, local cultural and tourism departments regularly hold cultural and sports activities, open classes for the elderly, organize short trips, etc. To meet the health needs of the elderly, community outpatient clinics and TCM physiotherapy clinics have been set up to provide massage and acupuncture and other health care services. Hainan Province has actively cooperated with other provinces in the mainland, and opened the reimbursement and settlement of medical insurance in different places between some provinces and cities, which greatly facilitates the life of migratory birds in the mainland and makes them have no worries during their stay in Hainan.

3. Problems Existing in the Development of Rural Sojourn and Health Care in Hainan

In the tourism industry, Hainan is called “the back garden of the whole country”, which shows the status of Hainan in the eyes of the whole country. Hainan's tropical coastal scenery is the main attraction for tourists, who are mainly short-term holidaymakers. Rural tourism in Hainan occupies a small proportion in the tourism industry of Hainan, while rural sojourn started later and has not been paid attention to in the development of rural tourism, which is still in the early stage of development.

3.1 The Development of Sojourn and Health Care Industry is Lack of Policy Support

The development of rural hostel and health care industry in Hainan is spontaneously generated by the needs of the masses. The elderly people in mainland China who have the needs of health care and old-age care come to Hainan to live in the short and medium term through purchasing or renting real estate to recuperate. Subsequently, a series of related service projects were derived around the residence of the sojourn and health care people, and the industry gradually developed. However, the scale of this industry is very small, and no scale effect has been formed. Most of the enterprises in this industry have other main businesses, and the services provided for the people living in health care only account for a small part of the total business volume. Due to its small

scale and lack of attention, there is no relevant policy to support the development of rural sojourn and health care industry so far, which restricts the development of the industry to a certain extent.

In the absence of policy and financial support, it is difficult to attract large professional enterprises to enter the industry. The supply enterprises in the industry are mostly small and medium-sized enterprises, which are characterized by flexible operation and low cost of entering or exiting the industry, which also makes the supply side of the hospitality industry in Hainan unstable factors. From the demand side, the majority of the customers are the retired. This group is relatively thrifty, and the overall consumption power is not strong. The profits of the industry are meager. Different from ordinary rural tourists, long-term stay has certain requirements on the economic ability, physical condition and concept of the source group, and this part of the source group is difficult to increase significantly in a short time, which also restricts the entry of supply enterprises to a certain extent. If the local government can provide policy support and guidance in the development of the industry, it is possible to make the tourism industry in Hainan get support and vitality.

3.2 Rural Construction Does Not Consider the Needs of Sojourners

The needs of healthy sojourn people are between daily home and tourism, and their stay in the sojourn is usually between a few months and a year. Their needs for living place are not only different from those of short-term tourism, where they mainly live comfortably at night in hotels, but also different from those of daily home, where they need to meet the needs of living, catering, social entertainment and other aspects. At present, the living places of the rural sojourners in Hainan are mainly purchased and supplemented by leasing. Those who have bought their own homes are decorated according to their daily homes. However, the room decoration of the rented houses is simple because they do not live all the year round, and the sojourners are not willing to invest too much cost and energy in the decoration, which makes the living conditions during their sojourns not comfortable. It is difficult to meet individual needs.

The majority of the people living in comfort are the retired elderly, who live alone apart from their children during the sojourn. Due to the growth of age, they have different demands on living facilities and equipment from ordinary residents, and the unique needs of the elderly people are not taken into account no matter whether they own the house or rent the facilities in the house. With the increasing number of people who need to stay in health care, more and more people are willing to rent houses in the hostel. The lessee and the hostel should consider the needs of the hostel people. On the premise that the price can be accepted by the hostel people, the house decoration should be suitable for aging, so that the tenants can live in convenience and comfort during the hostel.

3.3 There is a Shortage of Rural Sojourn and Health Care Industry

China has entered the aging society, the demand for pension grows rapidly, but the matching of pension service can't keep up quickly. Sojourn health care is an industry between daily care and short-term tourism. Although the people who can do sojourn are mainly the young people, they are different from ordinary young people. Practitioners should have professional knowledge of pension services, from life services to psychological services, to consider the needs of the elderly. At the same time, these elderly people are different from the local resident population. They also need to travel and take care of themselves. Such cross-border and multi-skilled groups are in short supply at present.

At present, among the groups providing services for rural sojourners and nurseries in Hainan, there is not only a shortage of such cross-border talents, but also a shortage of people with basic knowledge of elderly care services. This is related to the rapid development of the elderly care industry and the failure of professional personnel training. It is also related to the region where rural living and health care are located. The elderly care service talents in Hainan are mainly concentrated in large-scale urban elderly care institutions, and few are willing to work in rural areas. At present, rural hostel health care in Hainan is still in its infancy. The industry scale is small, and the community, B&B and other institutions in the hostel are unable to hire professionals. Although tourism service organizations provide tourism services for elderly migratory birds in part of their

daily business, they only provide tourism services during the tourism period, and the life services of these elderly people in their spare time are not involved.

4. Suggestions on Promoting the Development of Rural Sojourn and Health Care Industry in Hainan

As an emerging industry that combines old-age care and tourism, rural residence and health care can not only expand the development scale of rural tourism in Hainan, but also enrich the development connotation of tourism industry in Hainan. To meet the needs of people living in health care, so that the young retired people with convenient mobility can visit the motherland, physical and mental pleasure, which not only reflects the social care for their lifetime of hard work, but also a vivid practice of core socialist values. Rural Hainan has the innate advantages of developing rural residence and health care, so it is necessary to do a good job in industrial planning and provide good services.

4.1 Policy Support and Industry Associations Lead the Industry Development

The development of an industry generally goes through the process of “spontaneous formation - government planning and management - full competition in the industry”. The rural hostel and health care industry in Hainan is in the spontaneous formation stage at present, and there are many non-standard factors in the development of the industry. If not regulated management, it will not only damage the interests of the hostel and health care people, but also go against the long-term development of the industry.

Therefore, relevant government departments should carry out policy research and make overall planning for the industry development; Supporting policies have been introduced to encourage relevant enterprises to enter the industry of residence and health care, and certain preferential policies have been given to reduce the entry cost of enterprises and lower the entry threshold.

Under the support of the government's preferential policies, enterprises in the industry should be able to regulate themselves. Especially in the early stage of the industry development, due to the small number of enterprises entering the industry and insufficient market competition, there may be non-standard operation behaviors of enterprises. Therefore, it is necessary to set up an industry association, formulate basic norms for industry development, advocate industry self-discipline, evaluate the operation behaviors of enterprises, and select and publish the grades to the society. For the choice of services for people living in health care.

4.2 Scientifically Planning the Site Selection of Sojourn and Health Care Community

After all, only a small number of people have the ability to buy real estate for the purpose of living in Hainan, and Hainan is not the only place for retirees to choose to live in China. After purchasing real estate in one place, their choice of diversified living places is limited, which is also one of the reasons why more and more retirees choose to rent houses in Hainan instead of buying real estate. Hainan should plan to establish rural living and health care communities. The construction of such communities is not only to meet the needs of non-local retirees, but also local residents' needs for rural retirement. The local residents of Hainan have the traditional idea of settling down and moving again. Among the current urban residents, in addition to those who have moved from outside the province in recent years, most of them are from the local countryside. These people are gradually retiring, and on the premise of maintaining the urban living conditions, they have a strong desire to return to their hometown and live in the long term.

However, the traditional rural villages in Hainan are small, the population is small, and the living facilities are much different from those in cities and towns, so it is difficult to attract urban residents to come back to live. The establishment of rural sojourn retirement community can not only meet the living needs of the retired people outside the island, but also provide local residents with a choice to arrange retirement life.

It is advisable to build a new community or rebuild an old village in an area close to the city, which is convenient in transportation and can be affected by the radiation effect of urban functions

to share the medical and social services of the city. In terms of community construction, the characteristics of the elderly should be targeted. In terms of public areas and interior design, the elderly should be considered for their mobility difficulties and need some auxiliary facilities. At the same time, the public areas should consider the needs of the elderly for social interaction, entertainment and recreation, and add enough public space to reserve the space for various activities after the community operation.

4.3 Carrying out Cross-Border Cooperation and Improve Service Supply

The main service contents of rural sojourn and health care industry are living, health care and tourism. In traditional urban communities, these three services are provided by different departments, and community residents can obtain relevant services through various channels such as online and offline according to their personal needs. However, the retired elderly are capable of seeking offline services, while they are unable to cope with the constantly updated and changing online services. Moreover, the leisure and tourism services in the society are aimed at the general population, without special consideration of the needs of the elderly group. Therefore, it is necessary for enterprises to provide comprehensive services for the needs of the people living in and nursing.

Therefore, it is suggested that after the establishment of Hainan rural hostel health care community, qualified elderly care service enterprises should be selected to conduct community management. The services of enterprises should cover community property management, primary medical services, community recreational and sports activities organization, community residents tourism services and other projects. Elderly care service enterprises manage communities mainly because they can provide more specialized life services for the elderly. However, living and nursing communities need diversified comprehensive services. Therefore, enterprises need to carry out cross-border cooperation with organizations such as medical treatment, tourism, social science, culture and health to develop service projects, improve service content and improve service level.

In view of the diversified demands within the staying and health care groups, enterprises should provide diversified service menus for customers to choose after integrating resources, which are suggested to be divided into two categories: package price and single service. The package service is mainly aimed at the short-term overseas residents who do not own real estate in the community, including accommodation, meals, sightseeing, health care, recreational activities and other items. Based on the time (month or quarter), customers can choose the products for 1-12 months. In addition to the basic living services, extended health care, recreational services, Arrange different sightseeing activities according to the season, climate and other factors every month. The single service is mainly aimed at the retired people outside the island or the local rural residents who purchase real estate in the community. These customers have lived in the community for a relatively long time and are relatively stable. The contents of the package service mentioned above are listed separately, and optional menus are provided for customers. With the gradual enrichment of service content and the enhancement of popularity, the relevant services of sojourn health care community can be extended to the elderly living in the city in the future, to expand the customer base and improve the revenue.

4.4 Integrated Development of Industry, University and Research

With the aging society deepening in our country, relying only on the public pension organizations can't solve the problem of the increasing elderly groups. However, the social pension service is a new problem in our country. Even in developed countries, which were the aging society earlier than our country, the social pension is also being explored.

As a new industry between socialized old-age care and health tourism, rural sojourn and health care need to be studied in theory and tested in practice. This requires the participation of various forces such as living and nursing communities, elderly care institutions, scientific research institutes, tourism enterprises and medical institutions.

It is suggested to take pension institutions as the main body to lead other enterprises and cooperate with universities and research institutes to carry out industry-university-research

cooperation. As the main service enterprises in the soon-living and health care community, pension institutions can directly obtain the service demand information of customers, which makes up for the weakness of universities and research institutes with strong theoretical research ability but insufficient practical ability. Research institutes study the development strategies of the industry and make suggestions for the development of enterprises; Colleges and universities adjust the training direction of professional talents according to the needs of the industry. Through cooperation, college students can also use the resident elderly care community as a professional practice base, improve students' practical ability and supplement professional talents for enterprises.

5. Conclusion

Rural hostel health care is a new industry, as the aging of the population is gradually deepening, this industry has extensive social demand. The rural residential health care industry in Hainan is in the early stage of development, and the service enterprises are small in scale and low in specialization, which is difficult to meet the needs of many mainland retired elderly groups who are longing for the rural environment in Hainan.

In recent years, due to the impact of COVID-19, the development of Hainan's tourism industry has been limited, and the overall revenue of the industry has been significantly reduced. However, the demand of the residents and residents is relatively stable and rigid. Hainan vigorously develops the rural sojourn health care industry, which can not only enrich the life of the elderly, but also bring more job opportunities to the places where they live, attract young and middle-aged people to return home to work and live, and contribute to the revitalization of rural Hainan.

Acknowledgement

Hainan Philosophy and Social Science Planning Project"Study on the Development of Hainan Rural Sojourn Industry from the perspective of Rural Revitalization"(Grant:HNSK(JD)21-37);

Key project of Haikou College of Economics"Study on the Development of Hainan Rural Sojourn Industry from the perspective of Rural Revitalization"(Grant:HJKY(ZD)21-05)

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