

Research on the Development of High-end Elderly Care Service Industry in Hainan under the Background of Free Trade Port (Area)

Jingnan Hu

Hainan Vocational University of Science and Technology, Haikou, Hainan, 571126, China

Abstract: *With the increase of the elderly population in my country year by year, my country entered an aging society in 1999. The aging society will increase the pressure on the elderly in our society, which will bring huge challenges to the medical services and other industries, and will also have a great impact on the development of my country's economy. The issue of old-age care for the elderly has aroused the attention of the society, and how to solve this problem is imminent. The development of the high-end elderly care service industry has become an inevitable trend. This paper will take Hainan Province as the main research object and put forward some suggestions for the development of the high-end elderly care service industry.*

Keywords: *Autonomous Port (District), High-end Elderly Care, Development Research*

1. Introduction

Since ancient times, my country has ruled the world with filial piety, and the issue of old-age care has always been one of the key tasks of our country. As my country has entered an aging society, it has increased the pressure on young people to care for the elderly, and has also brought a greater burden to the society. The development of high-end elderly care service industry can fundamentally solve the problem of elderly care in our society, and it is also the current development trend of elderly care services. High-end elderly care services can bring a better sense of life experience to the elderly, reduce the pressure of elderly care for young people, improve the quality of life of the elderly, and promote the development of my country's economy. The development of this industry is of great significance to the development of our country, and all levels of our society need to pay attention to the development of high-end elderly care services.

2. The development status of Hainan's high-end elderly care service industry

2.1. The current situation of the aging society in Hainan Province

According to my country's survey and research, Hainan Province began to enter an aging society in 2001. In the 2020 census, there were 1,476,599 people over the age of 60 in Hainan Province, accounting for 14.65% of the total population of Hainan Province, and the proportion of showing an upward trend. The average age of Hainan Province as a whole is also rising year by year, and 75% of the staff can reach the age of 75. The aging phenomenon in the whole province is serious, which has created huge pressure on the elderly care services in Hainan Province [1].

2.2. The status quo of elderly care services in Hainan Province

2.2.1. The pension system is not well established

In the 1980s, my country gradually began to establish my country's elderly care service system, which started relatively late, so there are certain loopholes in the system. With the deepening of my country's population aging, my country is also accelerating the construction of the elderly care service system. With the increasing pressure of parenting, the birth rate of newborns in my country is declining, and the marriage rate is also declining year by year. Late marriage and late childbearing have a greater impact on the aging society, therefore, it has also produced a certain pressure on the establishment of my country's pension policy. In the old-age care system, the current laws do not cover the old-age services completely,

which leads to frequent social-level old-age problems and has a great impact on the lives of the elderly in my country.

2.2.2. Personnel in the elderly care service industry are less professional and have an improper attitude

According to statistics, there are currently 248 nursing homes in Hainan Province, but many elderly people are unwilling to live there. A large part of the reason is that the infrastructure of nursing homes is not in place and cannot provide high-quality services to the elderly. Due to the decline of physical fitness, the elderly have higher requirements on daily life and other aspects than young people. This requires nursing homes to provide them with professional services to ensure a healthy life for the elderly. For example, the elderly have a bad stomach and need to pay special attention to their diet, so chefs need to conduct special research on the diet of the elderly, but the chefs in most nursing homes are not up to the standard. However, the service staff of many nursing homes are not professional and cannot truly understand the needs of the elderly and cannot provide the elderly with high-quality services. In addition, there are still many nursing home staff who have a bad attitude towards the elderly and behave harshly. Even some nursing homes have a dirty and chaotic environment, unable to provide the most basic guarantees for the elderly.

2.2.3. The elderly care service industry has high fees, which brings economic burden to young people

It costs about 20,000 to 30,000 yuan to live in a nursing home in Hainan Province for a year, but the average annual income in Hainan Province is about 40,000 yuan, and the price of a nursing home is high for the annual income of most families. The price of nursing homes does not match people's income, which makes the elderly care problem more prominent, and there are many empty nesters. With the increase in childcare prices year by year, most families choose to have only one child, which leads to many young people being the only child in the family. Most couples in families need to raise children and four elderly people, which puts a lot of pressure on old-age care. The high price will increase the economic pressure of young people, and the high price of nursing homes is also one of the reasons why most elderly people do not choose nursing homes.

3. The significance of developing high-end elderly care service industry

3.1. Relieve the social pension pressure in our country

The development of high-end elderly care service industry can effectively alleviate the elderly care problem at the social level in our country. Going out to work is the choice of many young people nowadays, so many elderly people are forced to stay at home alone and become empty nesters. The elderly are at home alone, their daily life cannot be guaranteed, and their bodies are more prone to problems, which in turn increases the pressure on local hospitals, and requires the government to increase the management of empty-nesters. The support for the elderly care industry is relatively large, and the basic life of the elderly is guaranteed as much as possible, which undoubtedly brings huge pressure to the Chinese government. The development of the elderly care service industry can centrally manage the elderly, save a lot of government work, and ease the pressure on the elderly at the social level. The development of elderly care services can enable young people to earn money and support their families with peace of mind outside the home, and the elderly can be properly managed, thereby solving the current elderly care problems in my country.

3.2. Promote the economic development of Hainan

The development of the aging population has an increasing demand for the elderly care service industry. Therefore, in the future, the elderly care industry will set off a huge consumer market, and the high-end elderly care service industry will inevitably drive economic development in the future. With the improvement of the quality of life, the elderly's requirements for their own life are gradually increasing, and the choice of elderly care services will inevitably increase.[2] However, the development of the elderly care industry in my country is relatively late, and there are shortcomings in many equipment, which makes many people unable to choose higher quality elderly care services. The high-end elderly care service industry can provide high-quality services for the elderly, and it will also become the choice of most elderly people, thereby driving the development of the elderly care market and accelerating the economic development of Hainan Province. The development of the high-end elderly care service industry will inevitably drive the economic development of Hainan Province. At the same time, the development of this industry can become a local feature, which in turn attracts a large number of

foreigners to visit and study, thereby driving the development of tourism in Hainan Province and bringing greater benefits to Hainan Province economic benefits. At the same time as the development of the high-end elderly care service industry, the demand for elderly care service products is also increasing, which promotes the sales of elderly care products. The demand for insurance, wealth management and other fields of the elderly is also further increasing, which can further promote the insurance and finance of Hainan Province. The development of the field will increase the economic income of Hainan Province.

3.3. Improve the quality of life of the elderly

The development of high-end elderly care service industry focuses on improving the quality of life of the elderly and providing high-quality life services for the elderly. The development of high-end elderly care service industry can set up living areas, entertainment areas, leisure areas and other places for the elderly. To provide entertainment places such as dancing and Tai Chi for the elderly, to provide opportunities for the elderly to make friends, to expand the scope of their social interaction, to avoid the phenomenon of loneliness in the elderly, to increase the joy of life for the elderly, and to improve the spiritual needs of the elderly. In addition, the high-end elderly care service industry has a professional management service team, and all kinds of service personnel related to the life of the elderly must receive the most professional training, so that they can bring high-quality services to the elderly in terms of diet and life. The development of the high-end elderly care service industry can ensure the food safety of the elderly. Special restaurants for the elderly are set up for them, and special food is set up for them according to the physical health of the elderly, so as to protect the most basic health problems of the elderly[3].

3.4. Expand employment fields and reduce employment pressure

The future development market of high-end elderly care service industry is huge, which can bring huge economic vitality to Hainan Province. With the increase in the demand for elderly care at the social level and the development of the high-end elderly care service industry, the demand for staff in the elderly care field will also increase. The field of high-end elderly care services can involve real estate development, medical care and other fields. From the beginning of the construction of the nursing home, a large number of workers are required to complete it, and a large number of personnel are required to participate in the subsequent operation. With the increase in the number of college students in our country, the social competition is becoming increasingly fierce, the supply of social jobs is in short supply, and a large number of college students are stranded at home after graduation and become unemployed. The further development of the elderly care industry can increase social jobs and provide young people with job opportunities, thereby reducing the pressure of young people's employment. The elderly care service industry needs professional management, chef, cleaning, medical, maintenance and other job positions. A complete elderly care service place can provide a large number of jobs for the society, thereby alleviating the employment pressure of young people.

4. Specific measures to develop high-end elderly care service industry in Hainan Province

4.1. Build a professional elderly care service team to improve the service quality

The development of elderly service industry cannot be separated from high-quality team. Therefore, the development of high-end elderly service industry needs to strengthen the construction of service team, so as to ensure the basic life of the elderly. The physical quality of the elderly declines, and the young people have certain differences. This requires taking different care from young people, and developing appropriate service methods according to the physical characteristics of the elderly. For example, many elderly people have different degrees of vision and hearing are reduced, requiring service personnel to appropriately improve their voice when communicating with the elderly. Moreover, many elderly people need special care, for example, such as some elderly people who cannot take care of themselves, and the service staff need to regularly clean up, feed and feed the elderly activities. All these need to be carried out by professional personnel. The heads of high-end pension service industry need to pay attention to the special needs of the elderly and meet their lives. To the team of people oriented training, cultivate the patience of service personnel and the ability to adapt to random changes, and provide a basic guarantee for the life of the elderly.

4.2. Make reasonable activities to increase the fun of the life of the elderly

Appropriate activities can enrich the life of the elderly's life and improve their spiritual needs. The elderly care service industry not only needs to protect the material needs of the elderly, but also needs to meet the spiritual needs of the elderly, otherwise it is easy to cause the elderly to have certain psychological diseases. The person in charge of the elderly service industry can investigate and study the previous life of the elderly, restore the daily life state of the elderly as far as possible, and avoid the psychological gap sense to the elderly brought by the different life as far as possible. For example, some people like to play Tai Chi, and they can choose one of the elderly to organize Tai Chi activities in the hospital, encourage the elderly to participate in physical exercise activities, and improve their physical quality. Managers can also arrange people with the same interests together to have a common topic. You can also establish a chessboard club, painting club, tea club and other associations of different activities, the elderly according to their own preferences, to meet the spiritual needs of the elderly. This process can help the elderly make more new friends and avoid feeling more loneliness.

5. Conclusion

The solution to the pension problem can save many young people's pension troubles, and has far-reaching implications for the relief of pressure on medical services in my country and the impact of an aging society on economic development. The development of high-end elderly care service industry is an inevitable trend of future development, but my country's elderly care service system was established relatively late, and there are many problems in both system and construction, which requires Chinese society to work together to solve the problems in elderly care services. Establish a good old-age service system, improve the quality of life for the elderly in my country, and further promote the development of my country's economy.

Acknowledgement

Project Funding: Hainan University of Science and Technology 2021 school-level scientific research project, project number: HKKY2021-15.

References

- [1] Yang B, Ding J. Government fiscal responsibility of China's endowment insurance system: Differences and reforms [J]. *Journal of Central University of Finance and Economics*, 2015, (02): 10-17.
- [2] Ni D, Zhang Y. Research on the policy of Chinese government purchasing elderly care services under the background of unbalanced supply and demand of elderly care services [J]. *Journal of Central University of Finance and Economics*, 2015, (11):3-13.
- [3] Zhang Y. Research on the Chinese government's policy of purchasing elderly care services to promote the balance of supply and demand of elderly care services [J]. *Northwest Population*, 2016, 37(01):87-93+98.