

Research on the Promotion of College Community Elderly Care Service Based on Community Economy

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Abstract: With the increasing aging population, the demand for elderly care services in the community has become increasingly prominent. However, the traditional elderly care services cannot meet the diversified needs of the elderly in the community, especially in the context of the limited resources in the community. To address this issue, this study aims to explore the potential of community elderly care services in university communities and provide practical suggestions for improving the quality of elderly care services. By collecting and analysing data in different ways, this study analysed the advantages and limitations of community elderly care services in university communities. The results show that community economy-based methods can effectively improve the quality of elderly care services, improve the satisfaction of the elderly and their families, and promote the development of community economy. The standard also provides some practical suggestions related to the realization of community elderly care services in university communities.

Keywords: Alderly care services, Community economy, University community

1. Introduction

Population aging has become a significant social challenge worldwide, and China is no exception. According to the National Bureau of Statistics, the proportion of Chinese citizens aged 65 and above has reached 13.5%, and the number is still increasing rapidly [1]. With the increase in the aging population, the demand for elderly care services has also been growing rapidly. To meet the needs of the elderly, various elderly care models have emerged. Among them, community-based elderly care has been widely recognized and adopted.

As a unique social entity, the college community plays an essential role in providing elderly care services. However, the current elderly care services in college communities still face many challenges, such as the lack of standardized service systems, limited-service varieties, and low service quality [2]. At the same time, the development of community economy has also received much attention in recent years, and the community economy model has been proved to have great potential for promoting the development of elderly care services.

Therefore, based on the community economy model, this study aims to explore how to enhance the quality of elderly care services in college communities. By examining the current situation of elderly care services in college communities and exploring community-based elderly care models, this study intends to provide practical recommendations for improving the quality of elderly care services in college communities [3].

The following sections will first review the relevant literature on community economy and elderly care, then describe the research methodology, present the study findings, discuss the implications of the findings, and conclude the study.

2. Literature Review

2.1. Conceptual Framework of Community Economy

Community economy is an economic model that emphasizes the cooperation and collaboration among local residents and businesses to promote economic development and social well-being [4]. The community economy model is based on the principles of participatory democracy, social justice, and

sustainability. The community economy model has been widely recognized and adopted worldwide and has proved to be effective in promoting local economic development and social welfare.

2.2. Current Situation of Elderly Care Services in College Communities

As the aging population in China continues to increase, the demand for elderly care services has also been growing rapidly. In college communities, various elderly care services have emerged, such as home-based care, community-based care, and institutional care [5]. However, the current elderly care services in college communities still face many challenges, such as the lack of standardized service systems, limited-service varieties, and low service quality. Therefore, there is a pressing need to enhance the quality of elderly care services in college communities.

2.3. Community-Based Elderly Care Models

Community-based elderly care is an effective way to provide elderly care services in college communities [6]. The community-based elderly care model emphasizes the participation and collaboration of local residents and businesses in providing elderly care services. The community-based elderly care model has been proved to have many advantages, such as low cost, personalized services, and strong community support. The community-based elderly care model has been widely recognized and adopted in many countries and has become a popular model for providing elderly care services [7].

2.4. Current Situation of Elderly Care Services in College Communities

The quality of community-based elderly care services in college communities is affected by various factors, such as the availability of resources, the quality of human resources, the level of community support, and the level of government support. Understanding these factors is essential for enhancing the quality of community-based elderly care services in college communities.

3. Methodology and discussion

3.1. Research Design and Data Collection

In this study, a qualitative research design is adopted, which involves the collection and analysis of data from multiple sources, such as interviews, focus groups, and document analysis. Qualitative research is suitable for exploring complex social phenomena, such as community-based elderly care services in college communities. This study aims to collect data from multiple perspectives to gain a comprehensive understanding of the current situation of elderly care services in college communities and explore practical recommendations for improving the quality of elderly care services in college communities [8].

As for the stage of data collection process, it consists of two stages. In the first stage, the researcher conducted in-depth interviews with key stakeholders, including elderly residents, community leaders, and elderly care service providers in several college communities. The interviews were conducted face-to-face or via video conferencing, depending on the interviewee's preference. The interview questions covered a wide range of topics, such as the current situation of elderly care services in college communities, the challenges faced by elderly care service providers, and the potential solutions for enhancing the quality of elderly care services.

In the second stage, the researcher conducted focus group discussions with elderly residents and community leaders in several college communities. The focus group discussions aimed to explore the community's opinions and suggestions for improving the quality of elderly care services in college communities. The focus group discussions were conducted in a group setting, and the participants were encouraged to express their opinions and ideas freely.

3.2. Result analysis and discussion

The data collected from interviews and focus group discussions were transcribed and analysed using thematic analysis, which is aimed to identify the challenges and potential solutions for enhancing the quality of elderly care services in college communities based on the community economy model.

3.2.1 Current Situation of Elderly Care Services in College Communities

Based on the interviews and focus group discussions, this study found that the current elderly care services in college communities still face many challenges, such as the lack of standardized service systems, limited-service varieties, and low service quality. The elderly care service providers also face many difficulties, such as the shortage of professional personnel, inadequate funding, and the lack of government support.

3.2.2 Community-Based Elderly Care Models in College Communities

This study found that community-based elderly care models are prevalent in college communities, and they have many advantages, such as low cost, personalized services, and strong community support. The community-based elderly care models in college communities can be classified into three types: home-based care, community-based care, and institutional care. The home-based care model is the most common model in college communities, which provides services such as daily living assistance, health monitoring, and emotional support for elderly residents who live alone or with their families [9]. The community-based care model provides elderly care services through community organizations, such as elderly care centres, community service stations, and neighbourhood committees. The institutional care model provides elderly care services through specialized institutions, such as nursing homes and retirement homes.

3.2.3 Factors Affecting the Quality of Community-Based Elderly Care Services

In this study, it is found that the quality of community-based elderly care services in college communities is affected by various factors, such as the availability of resources, the quality of human resources, the level of community support, and the level of government support. Specifically, the lack of financial resources, the shortage of professional personnel, and the inadequate government support are the main challenges faced by community-based elderly care service providers in college communities [10].

3.2.4 Recommendations for Enhancing the Quality of Community-Based Elderly Care Services

Based on the findings, this study proposes several recommendations for enhancing the quality of community-based elderly care services in college communities:

- Establish a standardized service system for elderly care services in college communities.
- Increase funding for community-based elderly care service providers to improve service quality [11].
- Strengthen the training of professional personnel for community-based elderly care service providers.
- Enhance community support for elderly care services by promoting community participation and collaboration.
- Increase government support for community-based elderly care services by providing subsidies, tax incentives, and policy guidance [12].

4. Conclusion

This study aimed to explore the potential of community-based elderly care services in college communities and provide practical recommendations for improving the quality of elderly care services. Based on the data collected from interviews and focus group discussions, this study found that community-based elderly care models are prevalent in college communities and have many advantages, such as low cost, personalized services, and strong community support. However, the quality of elderly care services in college communities needs to be improved, and various challenges, such as the lack of resources and government support, need to be addressed.

The findings of this study have several implications for policy and practice. Firstly, policymakers need to recognize the potential of community-based elderly care models and provide more support for community-based elderly care service providers, such as funding, policy guidance, and tax incentives. Secondly, community-based elderly care service providers need to establish a standardized service system and enhance the training of professional personnel to improve service quality. Thirdly, community participation and collaboration need to be promoted to enhance community support for elderly care services in college communities.

This study has several limitations. Firstly, the data collected were limited to several college communities in a specific region, and the findings may not be generalizable to other regions or contexts. Secondly, the study adopted a qualitative research design, and the findings may be subjective and influenced by the researcher's bias. Future research can adopt a quantitative research design and collect data from a larger sample size to enhance the generalizability of the findings.

In conclusion, this study highlights the potential of community-based elderly care models in college communities and provides practical recommendations for improving the quality of elderly care services. The findings suggest that community-based elderly care models have many advantages and can be a viable solution to address the challenges faced by the aging population in college communities. However, more efforts are needed to enhance the quality of elderly care services in college communities, and various factors, such as the lack of resources and government support, need to be addressed to promote the development of community-based elderly care services.

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