

Identification and realization path of demand for sojourn-living elderly care service in Shaanxi Province from the perspective of precise supply

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Abstract: Under the background of the deepening of the aging degree in Shaanxi Province, strengthening the precise supply of sojourn-living elderly care services is an inevitable requirement to actively cope with the aging of the population, and a realistic need to improve the government's governance capacity in the new era, as well as a positive response to the Healthy China strategy. Based on the difficulties of the development of sojourn-living elderly care services in Shaanxi Province, such as the lack of relevant systems and measures, the demands of demand subjects, the deviation of feedback and identification mechanism, the imbalance of supply and demand of sojourn-living elderly care services and the low level of supply, and the low ability and quality of precision providers, The optimization path was proposed from the aspects of strengthening the service concept, improving the supply policy, innovating the identification mechanism and strengthening the construction of talent team, so as to promote the accurate supply of sojourn-living elderly care service in Shaanxi Province to carry out effectively.

Keywords: Sojourn elderly care service; Precise supply; Need to identify

1. Introduction

It is not only an important part of actively coping with the aging of population and implementing the healthy China strategy, but also an effective way to realize the elderly's "old-age care and enjoyment". In the Implementation Plan on Promoting the High-quality Development of Pension Service in Shaanxi Province (2019-2020) issued by the Shaanxi Provincial Civil Affairs Department in 2019, it is clearly pointed out that the pension service mode should be innovated: to build guanzhong Comprehensive pension service area, develop southern Shaanxi Recreation and leisure area and develop northern Shaanxi Red Travel and Living pension area^[1]. In July 2019, the Ministry of Finance launched a pilot program in various cities (districts), and governments at all levels have attached great importance to the elderly care service for sojourn-living. But the practice of supply also shows that supply is difficult to meet the real demand. It is mainly reflected in the quantity and quality of the supply, which exposes the problems of low precision, such as unclear target objects, backward service supporting facilities, poor coordination of multi-subjects, low degree of specialization of personnel team, and dislocation of service supply and demand. Therefore, in the new era, it is necessary to accurately identify the target group, demand content and facility construction of sojourn and residence elderly care services, so as to improve the accurate supply of sojourn and residence elderly care services and meet the real needs of the elderly. Based on this, this paper discusses the realistic motivation, development dilemma and implementation path of accurate supply of demand for sojourn-living and old-age care in Shaanxi Province, in order to provide useful reference for promoting high-quality sojourn-living and old-age care in Shaanxi Province.

2. Realistic motivation of accurate supply of sojourn and residential elderly care services in Shaanxi Province

2.1 Accurate supply of sojourn-living elderly care services is an inevitable requirement for the innovative development of the elderly care service industry

The precise supply of sojourn-living elderly care service refers to the demand-oriented,

emphasizing accurate identification and fine-tuning the target of demand identification to each sojourn-living elderly person. In infrastructure construction, comprehensive measures should be taken according to regional conditions and elderly demand factors, and overall planning; In terms of service content and form, factors such as health status, interests and interests of elderly people living in different areas should be considered, so as to provide targeted services and improve the pertinence and effectiveness of services. Therefore, focusing on the reform and optimization of sojourn and residence elderly care service from the level of precision supply can promote the innovative development of the elderly care service industry.

2.2 Accurate supply of sojourn-living elderly care services is a positive response to diversified demands for sojourn and retirement

Sojourning for the aged is a new model of pension service in the new era, and a modern, healthy and leisure lifestyle in line with the values of the elderly in the new era. It provides the elderly with peace of mind, meditation and comfortable life in their later years by integrating tourism, vacation, leisure and health preservation, and pension resources. This will greatly improve the quality and accessibility of elderly care services, so as to respond positively to the diversified demands of elderly care.

2.3 Accurate supply of sojourn-living elderly care services is a realistic need to improve the efficiency of elderly care management in the new era

The fifth Plenary Session of the 19th Central Committee of the Communist Party of China pointed out the implementation of the Healthy China strategy, and raised the active response to the aging of the population to the level of national strategy, advocating the active development of human resources for the aging, the development of the silver economy, and the cultivation of new forms of business for the elderly, putting forward new requirements for the development of the aging cause in China [2]. In view of the elderly care service for sojourn-living elderly care services in Shaanxi Province, the current focus should be on the demand subject, demand content, demand quality and quantity of "precise supply". Therefore, based on the aging status of shaanxi province to definite systematic governance perspectives in pension service demand, accurate identification, accurate response, accurate service, innovation " sojourn-living elderly care services supply content and methods, effectively improve sojourn-living elderly care services satisfaction, not only is the realistic need improve pension management, but also a positive response to an ageing population the overall requirements of national strategy.

3. The realistic dilemma of precise supply of sojourn-living elderly care services in Shaanxi Province

3.1 Lack of relevant systems and measures for the concept of accurate supply, resulting in frequent supply misses

At present, the practice of sojourn-living elderly care services in Shaanxi province has not thoroughly implemented the concept of "precise supply", resulting in many problems in the supply. First, the sojourn-living elderly care services supply mainly focuses on leisure and entertainment, and lacks comprehensive functions such as old-age care, medical treatment, spiritual comfort and psychological consultation [3]. Moreover, residential areas suitable for the elderly are seldom highlighted in the spatial layout, and the concept of precise supply is not combined with infrastructure construction. Second, in the supply process, there is a lack of support from relevant policies and institutions, and the dynamic change of service demand from the elderly in sojourn is rarely considered, which makes it difficult for the supplier to timely and effectively meet the demand of the elderly. Third, there is a mismatch between service supply and demand of the elderly, and the corresponding system and mechanism has not been improved and guaranteed.

3.2 The demand subject's appeal, feedback and recognition mechanism deviation, resulting in the failure of the supply

One is the gap between supply and demand. The elderly in Shaanxi province have a strong demand for sojourn and retirement, but in practice, the interaction between the government of sojourn place,

base and the elderly with potential demand is low, which easily leads to the phenomenon of difficult to tap potential demand, difficult to connect effective demand and seasonal idle sojourn base. Second, the effect of demand feedback mechanism is low. The elderly living in sojourn failed to get timely, effective and accurate feedback after their demand information expression. Due to the lag of sojourn service supply, sojourn elderly people can not respond to the demand for old-age care services, resulting in the deviation between service demand and supply. Third, the recognition mechanism needs to be improved. Shaanxi province has not established a standardized demand identification mechanism. The lack of demand identification mechanism for sojourn and nursing services leads to the low sense of belonging and happiness of the elderly in the process of nursing, which is easy to cause the contradiction and conflict between the supply and demand.

3.3 The imbalance between supply and demand of sojourn and residential elderly care services and the low efficiency of the supply level result in the supply not required or the demand not provided

On the one hand, the government-led supply main body has not yet played a strong synergistic role. The cooperative governance system and multi-department cooperation mechanism of sojourn-living elderly care service in Shaanxi have not yet been formed, and the coexistence of policy fragmentation and management departmentalization leads to frequent occurrence of ineffective supply and waste of service resources. On the other hand, due to the differences in health degree, knowledge literacy and economic level of the elderly, their needs for sojourn and retirement are diversified and differentiated, and the sojourn and retirement service providers provide services without effectively identifying the actual needs of the elderly, which will lead to the occurrence of supply-demand dislocation. This results in inefficient allocation of resource supply and actual demand of the elderly in sojourn-living care services^[4].

3.4 The ability and quality of precision supply personnel are not high, resulting in an imperfect precision identification team

First, there is a shortage of professional and compound talents in the supply of sojourn-living elderly care services. The main manifestations are lack of nursing experience, unreasonable knowledge structure and so on. Second, the quality level of service personnel does not match the development needs of the sojourn and residence pension industry, and some service personnel need to strengthen their sense of responsibility for fine service. Third, the lack of professional nursing personnel, management personnel caused by the precision identification team is not sound, sojourn-living elderly care services cause lack of momentum.

4. Realization path of accurate supply of sojourn and residential elderly care service

4.1 Optimize the supply service concept to provide ideological impetus for accurate supply

First of all, the provincial government should start from the overall perspective to do a good top-level design. The concept of accurate supply of sojourn-living elderly care services should be integrated and strengthened to realize the standardization and standardization of inter-regional and inter-departmental cooperation. Second, in the process of integrating regional endowment service resources, the local government should deepen and implement the concept of precise supply, adhere to the identification concept of "supply based on demand", and reasonably and effectively allocate endowment, medical and other service resources to improve the current situation of insufficient and misaligned supply [5]. Third, we should correctly handle the relationship between the government, the market, society and local residents, form a linkage model of "government + enterprises + social organizations + residents", and implement and implement the concept of accurate supply on the basis of joint cooperation.

4.2 The realization path of precise supply of sojourn elderly care service in Shaanxi Province

First, we should focus on the formulation of open and transparent market access standards for sojourn and elderly care, and establish standards and specifications applicable to sojourn and elderly care institutions of different nature and scales. Second, the credit elimination mechanism of sojourn and retirement enterprises should be implemented; Thirdly, sojourn and residence service agencies should be included in the unified supervision system, and supervision coordination mechanism should be

strengthened, such as police cooperation mechanism and market supervision cooperation mechanism.

4.3 Innovate demand identification mechanisms to chart the course for precise supply

On the one hand, the identification mechanism of sojourn and nursing needs should be based on the needs of the elderly, which requires precise research and professional statistical analysis, so as to gradually improve the decision-making ability of supply and the service level of sojourn and nursing with the demand of data analysis. On the other hand, it analyzes the elderly's preference for sojourn nursing service demand and timely adjusts the content and way of supply, so as to improve the elderly's satisfaction with sojourn nursing service.

4.4 Optimize the development of talent teams to provide talent support for targeted supply

By strengthening the talent support system, improving the education and training system, introducing professional management personnel, and improving the performance assessment mechanism, the scale of service personnel and the level of professional operation can be expanded to provide talent support for the accurate supply of sojourn-living elderly care and guarantee the real needs of the sojourn-living elderly.

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