

Study on the Diversified and Integrated Development of China's Elderly Care Industry under the Background of Population Aging

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Abstract: *With the rapid development of economy, China's elderly care problems are facing new challenges and development. The population aging has become an increasingly prominent problem, and Chinese society has been influenced to some extent. At present, China's aging problem mainly relies on the government to solve, starting from the problem of elderly care, to help the elderly carry out elderly life, so as to meet the needs of social development. However, with the deepening of the population aging degree, the elderly need to be burdened by the society increase sharply. Based on the current situation and faced problems of elderly care, this paper analyzes the needs of the elderly, further promotes the development of the elderly care industry, and puts forward practical and effective suggestions on the elderly care industry model, so as to promote the harmony of family relations, create peaceful community atmosphere, and build a harmonious society.*

Keywords: *Aging; Elderly care industry; Integrated development; Study*

1. Introduction

In recent years, with the increasingly prominent problem of aging population in China, the problems facing aging are becoming more and more prominent. This social reality promotes the rapid development of elderly care industry. However, at present, with the increasing social demand for elderly care, the socialized supply of elderly care is difficult to meet the demand. In particular, China's elderly care service industry still has huge shortcomings, which also restricts the improvement of the quality of life of the elderly to some extent. Therefore, promoting the integration and development of the elderly care industry and other related industries has become one of the focuses of attention from all walks of life.

2. Definition and characteristics of elderly care industry

The elderly care industry refers to the industry aimed at meeting the needs of the elderly and improving the quality of life of the elderly, including medical and health care, social welfare, rehabilitation nursing, leisure and entertainment, spiritual care and other aspects. With the deepening of China's aging population, the elderly care industry has become a very important industry type.

The elderly care industry is an industry with rich connotations, and the characteristics of the elderly care industry mainly include the following points: responding to the diversified needs of the elderly. First of all, the life needs of the elderly are diversified, and the elderly care industry should take into account the differences in needs of different elderly people and provide diversified services. The content of elderly care services is diversified. Compared with traditional elderly care institutions, the service content of modern elderly care industry is more and more comprehensive, including rehabilitation nursing, spiritual care, social entertainment and other aspects [1], with large investment. The elderly care industry needs to invest a lot of money in infrastructure construction and personnel training. At the same time, its large scale requires a high level of management and capital investment. Secondly, the elderly care industry has room for later development. With the aggravation of the aging trend of the population, the elderly care industry also has a large space for later development and can become an industry type with broad market prospects. Third, the elderly care industry has a strong sense of social responsibility. The goal of enterprises is not simply to produce commodities and obtain profits, but also to meet the needs of human beings. Enterprise operators are also linked with various

responsibilities. Therefore, in the operation of the elderly care industry, we should pay attention to the care and love of the elderly, improve the quality of service, so that the elderly can get better services.

At present, the development of China's elderly care industry exists the following problems: scattered resources and elderly care service resources are difficult to form a large-scale and professional service system; The elderly have high expectation for old-age care services, but the existing elderly care services cannot make it; The quality is uneven, and there are huge differences in the management concept, management level and service quality of the elderly service enterprises; The market competition is fierce, and the competition in the elderly care service market is intensified, and some enterprises take improper means in order to pursue profits, affecting the healthy development of the market.

3. Policy analysis of elderly care industry

China is facing the realistic social background of increasing aging, which brings with it the demand for an advanced and comprehensive pension system. In recent decades, the Chinese government has made significant progress in ensuring that the elderly are adequately cared for, issuing a series of security policies around the development of the elderly care industry.

3.1 The "Home care Service" plan will be fully implemented

The state has increased support for the "home care service" plan, encouraged governments at all levels and social forces to strengthen the construction of the home care service system, and improved the quality of home care services for the elderly. The overall goal of the Chinese government in its elderly care policy is to enable China's elderly residents to have access to safe, secure and supportive services and quality care throughout their lives. These objectives are effectively articulated in the National Framework for Care and Social Services for Older People, which was formally adopted in 2015 and Outlines key strategies, standards and procedures for the delivery of aged care. The main strategies outlined in the national framework are self-reliance and community support. The framework aims to encourage senior citizens to live as independently as possible and rely on family and community support to ensure their overall well-being. This goal is further promoted by encouraging the full participation of older persons in social, economic and cultural activities within the community.

3.2 Establish a social old-age management and security system

China's elderly care industry policy mainly includes the following aspects: The "home-based care for the aged" plan^[2]. The State increases support for the "home-based care for the aged" plan, encourages governments at all levels and social forces to strengthen the construction of home-based care service system, and improve the quality of home-based care service for the elderly. Establishing a social endowment insurance system. The State implements a basic endowment insurance system for urban and rural residents, encourages enterprises to establish an endowment insurance system for their employees, and gradually introduces the universal insurance system. Strengthening health management of the elderly. The State strengthens health management of the elderly and improves the services in diseases, rehabilitation and nursing for the elderly. Encouraging social capital to participate in the elderly care service industry. The State encourages social capital to participate in the elderly care service industry and supports the development of various elderly care service institutions. Establishment of the standards for elderly care services. The State has formulated a series of standards for elderly care services, including service standards for elderly care institutions and professional standards for elderly care attendants. Implementing assistance and nursing services for the elderly with special difficulties. The State has intensified its assistance and nursing services for the elderly with special difficulties, and supports governments at all levels and social forces in setting up relief and nursing institutions to provide services of high quality.

4. Diversified and integrated development mode of the elderly care industry

The integrated development mode of elderly care services refers to the process of using technology, capital and other means to realize the sharing, complementarity and optimal allocation of elderly care service resources. The integration of the elderly care industry with other industries can provide more comprehensive, more convenient and better services for the elderly. At the same time, it is also an

opportunity for various industries to develop themselves, which can realize resource sharing and improve market competitiveness.

4.1 Development mode of elderly care services

The integrated development mode of elderly care services refers to the process of using technology, capital and other means to realize the sharing, complementarity and optimal allocation of elderly care service resources. The integration of the elderly care industry with other industries can provide more comprehensive, more convenient and better services for the elderly. At the same time, it is also an opportunity for the development of various industries, which can realize resource sharing and improve market competitiveness. From a macro perspective, the integrated development of elderly care services includes service chain integration, platform integration, and capital integration. Service chain integration, a variety of pension service providers through the integration of their own resources to form a complete pension service chain; Platform integration, to create a unified elderly care service platform, attract all kinds of elderly care service providers to enter, to achieve resource integration; Capital integration means that capital achieves resource sharing and cooperation among different elderly care service enterprises through investment, mergers and acquisitions [3].

4.2 Diversified and integrated development path of the elderly care industry

Elderly care + health industry, with the gradual decline of the physical function of the elderly, they pay more attention to health. Therefore, the elderly care industry can cooperate with the health industry to provide more comprehensive health management services.

Elderly care + tourism industry, many elderly people hope to have more time to travel and enjoy life after retirement. Therefore, the elderly care industry can cooperate with the tourism industry to launch products or services with both elderly care and tourism functions.

Elderly care + Internet industry, with the continuous progress of information technology, the Internet industry has become an indispensable industry. Through Internet technology, the elderly care industry can better connect with the elderly and provide better services.

Elderly care + education industry, many elderly people hope to continue learning and increase their knowledge after retirement. Therefore, the elderly care industry can cooperate with the education industry to provide more training and education opportunities.

5. Integrated development strategy of China's elderly care industry

The government should introduce policies to encourage the integrated development of the elderly care industry and promote the sharing and collaborative operation of elderly care resources^[4]. At the same time, the government can also increase support for elderly care service enterprises to promote their large-scale and professional development.

5.1 Government subsidies and financial support policies

The government's subsidies and financial support policies for the elderly care industry are very crucial. By providing financial subsidies or preferential policies to elderly care institutions and service enterprises, the government can promote the development and standardization of the elderly care service market, improve the quality of service, and enable the elderly to get better elderly care services. The government can also encourage social forces to participate in the development of the elderly care industry by setting up special funds and supporting funds.

5.2 Elderly care service standards and management policies

It is very important to formulate unified service standards and management policies for the healthy development of the elderly care industry. The establishment of a scientific, reasonable and transparent evaluation and supervision system can effectively improve the quality and safety of elderly care services. At the same time, it can also protect the legitimate rights and interests of the elderly and reduce the emergence of bad phenomena such as false propaganda and market chaos.

5.3 Layout policy of elderly care service institutions

The government should formulate reasonable layout policies of elderly care service institutions, encourage and support social forces to establish diversified and multi-level elderly care service institutions, and meet the diversified needs of the elderly for services. In addition, it is also necessary to encourage enterprises and social capital to participate in the investment and operation management of the elderly care industry, and improve the marketization level of elderly care services.

5.4 Individual pension system and subsidy policy

The government should also strengthen the planning and construction of the personal elderly care system. By improvement of the national elderly care security system and establishment of individual elderly care accounts, the elderly is provided with more secure and reliable support. In addition, the government can consider providing elderly care subsidies to low-income elderly people to ease their economic pressure and improve their quality of life.

5.5 Promote technological innovation and strengthen industry supervision

In elderly care services, the application of technology is very important. The government can guide enterprises to carry out technological innovation, promote smart elderly care, intelligent robots and other technologies, and improve the efficiency and quality of services. The government should strengthen the supervision and management of the elderly care service market, crack down on unfair competition and maintain market order. At the same time, the government can also establish a sound evaluation standard system to promote the improvement of the quality of elderly care services.

6. Conclusions

The aging of Chinese population is increasing, and the development of elderly care industry has attracted more and more attention from the society. Under the current background, the integrated development of the elderly care industry is an important way to improve the level of elderly care services. The government and enterprises should work together to promote long-term development of the whole industry, meet the needs of the elderly for elderly care services, and improve the quality of life of the elderly.

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