Feasibility Analysis and Strategic Suggestions for the Development of Residential Pension in Weihai City

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Abstract. Population aging has become one of the serious problems facing our country, but with the increasing improvement of people's living standards, to meet the basic needs of the elderly pension business has been difficult to meet the needs of the elderly multi-level and personalized pension, tourism, vacation as the main form of hostel pension industry has gradually entered the field of vision of the elderly and has been a certain development. This paper starts from the swot analysis of Weihai City, Shandong Province, which develops hostel industry, and then puts forward the optimization suggestions for the development of hostel pension in order to promote the further development of the hostel pension industry in China.

Keywords: population aging, sojourn retirement, swot analysis.

1. Introduction

Population aging is the basic national condition of China for a long time to come, and with the deepening degree of aging, China's elderly care industry is facing serious challenges. From an overall point of view, the traditional old-age care business meets the basic requirements of old-age protection to a certain extent, but with the development of the economy and society, there is a lack of supply in its ability to meet the individualized as well as high-level needs of the elderly, coupled with the severe old-age pressure faced by the "4-2-1" family pension model, China's old-age care industry China's pension industry is in urgent need of new development. According to the "China Elderly Tourism Consumption Behavior Report", in recent years, 43% of elderly people over 60 years of age will choose to travel for more than 8~15 days every year[1]. This shows that the development prospect of China's residential care industry is good. Residential pension realizes the combination of tourism and pension industry, and is widely welcomed by the aging population in the form of vacation and tourism. By integrating the resources of the tourism market, it tries its best to satisfy the personalized and high-level pension needs of the elderly, and provides diversified pension services and products in the process of residence of the elderly in different regions, which has become an important direction for the development of China's pension industry. Thanks to the pleasant natural environment of the coastal area, Weihai's life expectancy has reached 81.56 years, ranking first in the province and forefront in the country, and can be regarded as the home of longevity[2], which is highly attractive to the elderly travelers, and therefore Weihai has the advantage of building itself into a destination for travelers to live in the city for their retirement.

2. swot analysis of the development of residential care in Weihai City

2.1. Internal Strengths Analysis (S)

2.1.1 With good policy support

As one of the earliest cities in the country to actively respond to aging, Weihai has vigorously developed its pension business and encouraged social capital to participate in pension services since the State Council issued Several Opinions on Accelerating the Development of Pension Service Industry in 2013[3]. In addition, Weihai City held the National Travel and Pension Cooperation Fair and the 4th G100 China Travel and Pension Cooperation Conference on October 16, 2019, which has moreover provided strong theoretical support for the development of the travel and pension industry

in Weihai City. In recent years, Weihai Municipal Party Committee and Municipal Government have taken accelerating the development of the pension service industry as an important initiative to safeguard and improve people's livelihood and promote economic transformation, strengthened policy support, guided social participation, and strengthened industrial integration, basically establishing a pension service system "based on the home, based on the community, supplemented by institutions, and combined with medical care", and moving towards It has been accelerated in the direction of industrialization, marketization and socialization. At present, 162 senior care institutions have been built in Weihai City, with a socialization rate of 95.7%, and the proportion of star-rated senior care institutions has reached 84%, including 5 five-star institutions[2]. Data from Weihai Civil Affairs Bureau shows that there are a total of 39,000 beds in the city's senior care institutions, of which 15,000 are geared towards the elderly traveling across the country, which are filled up year after year.

2.1.2 Good resource base

(1) Livable Ecological Environment

A livable ecological environment is an important prerequisite for the development of the residential care industry. As shown in Table 1, over the past five years, the PM2.5 concentration of Weihai City has decreased from 29μg/m3 in 2019 to 21μg/m^3 in 2023, ranking steadily at the top of the list among the 16 cities in Shandong Province; the annual number of good days is the longest within the province, and the proportion of heavily polluted days is the lowest. In addition, according to the data provided in the "Weihai City 2022 Ecological Environment Quality Bulletin", the city's water quality of the city's 13 key rivers meets 100% of the standards. The average daytime equivalent sound level of the city's regional acoustic environment ranged from 53.2 to 54.6 decibels, and the overall level of regional environmental noise in the city was "good". At the same time, influenced by the regulation of the ocean, the city is characterized by a maritime climate with cold spring, cool summer, warm autumn and warm winter, a small temperature difference between day and night, a long frost-free period, high winds and high humidity[4]. The above indicators prove that the ecological environment of Weihai City is suitable for long-term human habitation, which lays a good foundation for the development of the residential pension industry in Weihai City.

Table 1 Ambient Air Indicators of Weihai City, Shandong Province and Ranking within Shandong Province, 2019-2023

particular year	PM2.5 concentration(μg/m^3)	Percentage of good days(%)	Proportion of heavily polluted days(%)
2019	29	83.3	0.5
2020	24	92.3	0.0
2021	24	90.1	0.3
2022	21	91.2	0.0
2023	21	86.2	0.0

Note: Data from public data of the Department of Ecology and Environment of Shandong Province, 2019-2023

(2) Abundant tourism resources

Residential pension is mainly in the form of vacation and tourism, and its development is inevitably supported by tourism resources. Weihai City is an important coastal tourism city approved by the State Council. As of the end of 2022, Weihai City has 49 scenic spots of A-level or above, of which 2 are 5A-level, 14 are 4A-level, and 31 are 3A-level; there are 162 travel agencies, of which 56 are A-level travel agencies; and there are 37 star-rated hotels, of which 3 are five-star hotels and 14 are four-star hotels. Most of the scenic spots in Weihai are set up along the kilometer coastline, which is conducive to playing a clustering effect, while the "six districts" consisting of "central city,

seaside ecology, fishermen's style, hot springs and recuperation, traditional culture, leisure and vacation" provide great convenience for tourists' sightseeing and tourism.

2.2. Internal disadvantage analysis (W)

2.2.1 Lack of medical resources

(1) Lack of medical resources

The "Statistical Bulletin of National Economic and Social Development of Weihai City in 2022" issued by the Statistics Bureau of Weihai City and the "Statistical Bulletin of Health Care Development of Shandong Province in 2022" issued by the Statistics Bureau of Shandong Province show that at the end of 2022, Weihai City had a total of 2,671 healthcare institutions, accounting for 3% of the total number of healthcare institutions in Shandong Province; the number of beds in all kinds of healthcare institutions was 18,616, accounting for 3% of the province There will be 25,632 health technicians, including 10,424 practicing (assistant) physicians and 11,454 registered nurses[5]. It can be seen that there is a shortage of medical resources in Weihai City in terms of quantity, which is to a large extent difficult to meet the healthcare needs of the elderly population in the process of sojourn, and it is an obstacle to the development of sojourn retirement in Weihai City.

(2) Lower quality of medical resources

Document No. 84 of the State Council [2015] proposes to "encourage medical and nursing personnel to practice in medical and nursing institutions", "strengthen professional skills training", and "support institutions of higher education and secondary vocational schools to set up additional relevant professional courses ". However, in terms of concrete practice, Weihai City still has the phenomenon of insufficient implementation. Firstly, medical and nursing staff practicing in nursing institutions have narrowed their scope of business, their salary income is not considerable, and the lack of development prospects and post attraction has resulted in a low willingness of medical and nursing staff to find employment in nursing institutions. Secondly, at present, many existing nursing staff in nursing institutions are of higher age and lower quality, and lack systematic and professional training, making it difficult to provide high-quality and professional medical and nursing services for the elderly. Finally, there is a professional prejudice against nursing caregivers in society, and many young people are unwilling to apply for and engage in nursing care work, which makes the age structure of the nursing care industry unreasonable and lacks the effective articulation of talents, and affects the construction of the talent team.

2.2.2 Slow economic development speed

The total GDP of Weihai City in 2022 will be 346.4 billion yuan, with an increment of -5.575 billion yuan compared with 2021, and the nominal growth rate of GDP will be -1.6%, with an average value of 4.8%. Weihai's nominal GDP growth rate is negative, the only negative growth city in Shandong cities, mainly due to Weihai's real estate downturn and the tourism industry being more affected by the epidemic. As a result of the poor economic development trend, the local consumption view of the elderly in Weihai is bound to be restricted, and the lack of sufficient financial support makes the market for the travel and retirement industry less dynamic and difficult to expand.

2.3. Analysis of external opportunities (O)

2.3.1 Elderly Population Rising Year by Year, High Demand for Elderly Care

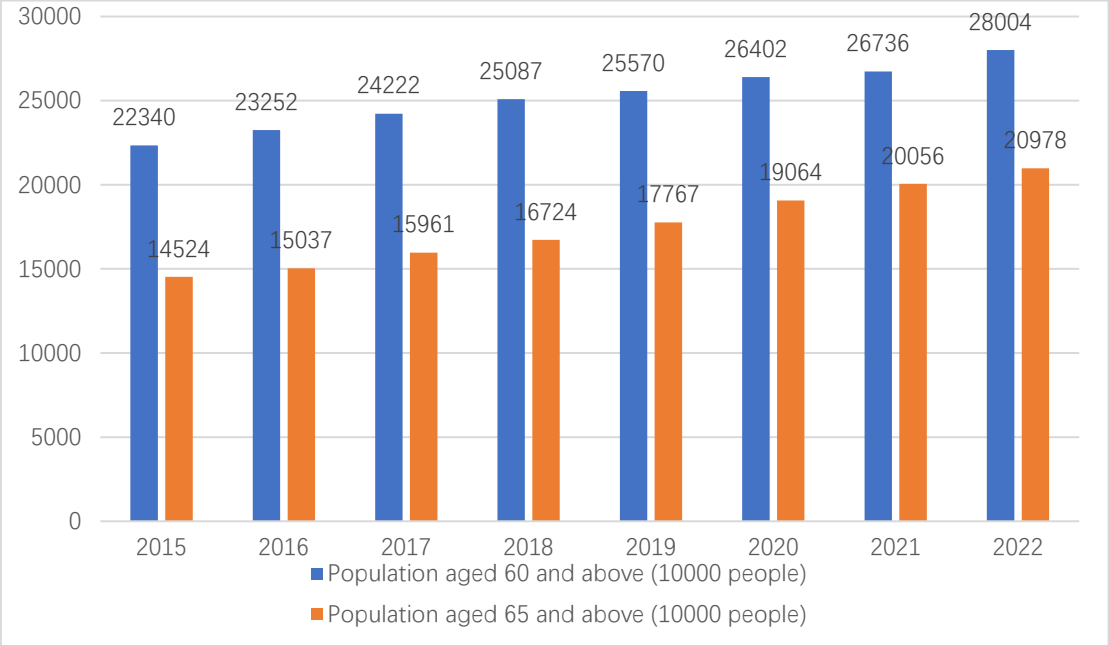


Figure 1 Number of people aged 60, 65 and over in China, 2015-2022

Note: Data from the National Bureau of Statistics

As can be seen from Figure 1, the number of aged population in China has been climbing year by year since the last seven years, and it has already entered a moderately aging society in 2022. The World Population Prospects 2022 issued by the United Nations predicts that China's population of people aged 65 years and above will reach 477 million, and the proportion of the total population will reach 34.9%, and it will enter a heavily aging society, so that China will face even more severe challenges of aging in the future. The large number of aging population provides great development potential for the development of residential pension business in Weihai City. And China's pension to achieve 17 consecutive years of growth, urban workers pension per capita of 3,577 yuan, the growth of income of the elderly population to stimulate the demand for senior care services, and further stimulate the development of residential pension industry.

2.3.2 Epidemic under good control, tourism warms up

At the beginning of 2023, China's epidemic was well controlled, epidemic prevention and control measures slowed down, and many places ushered in a new wave of tourism, with summer study as well as vacation spending picking up. As measured by the data center of the Ministry of Culture and Tourism, during the three days of the New Year's Day holiday in 2024, the country's domestic tourism made 135 million trips, a year-on-year increase of 155.3%, an increase of 9.4% over the same period of 2019 on a comparable caliber; domestic tourism revenue of 79.73 billion yuan was achieved, an increase of 20.7% year-on-year, and an increase of 5.6% over the same period in 2019[6]. The positive development of China's tourism industry has laid a good foundation for the organic integration of the tourism industry and the pension industry, and at the same time, China is the only country with positive economic growth during the epidemic period, coupled with the savings of the economy in the past, the nationals have a better economic foundation, and the demand is gradually diversifying from the realization of subsistence to the direction of the development of elderly people using savings "active enjoyment The concept of "active enjoyment" of the elderly by utilizing their savings has increased, which has further promoted the development of the health industry, tourism, and the pension industry. As a tourist city, Weihai will also be affected by the rebound of tourism and stimulate the development of its own travel and pension industry.

2.4. External Threat Analysis (T)

2.4.1 Policy Threats

At present, the national unified social insurance public service platform has not yet been established. In the actual transfer and continuity process, there are big differences in the pension insurance policies and management methods of the coordinated regions, which cannot adapt to the needs of the mobility contribution and treatment payment of the traveling pensioners. The direct settlement of hospitalization expenses for cross-provincial and cross-location medical treatment has not yet been included for the travelling pensioners, which limits the payment of their medical insurance benefits to a certain extent. At the same time, the "14th Five-Year Plan for the Development of the National Elderly Career and Pension Service System" proposes to "support social forces to build travel and pension service facilities, combine the natural endowments of various regions, form a seasonal local promotion catalog, strengthen cross-regional docking and linkage, and create a travel and pension tourism market. "[7] However, from the point of view of specific practice, the specific policy about hostel pension still has not been widely threatened, so that Weihai City lacks the necessary policy guidance for the development of hostel pension industry.

2.4.2 Threats of "localization complex"

Generally speaking, residential care is an industrial model that integrates "tourism" and "pension", often using vacation and tourism to live in a tourist place for 10~15 days to achieve the purpose of health and broaden the horizon, which is an important mode of active pension. It is an important mode of active ageing. However, due to the differences in local conditions and customs as well as the conflicts and frictions that may arise with the locals (or other travelers) in the course of traveling, it is difficult for the elderly to live in the course of traveling without a sense of loneliness and separation, and a sense of nostalgia for their hometowns will arise. In China's general environment, the sentiment of attachment to the homeland is a deep-rooted idea of contemporary Chinese people, especially the elderly, and how to balance the differences between the place of residence and the hometown of the elderly is another major threat to the development of the traveler's pension industry.

3. Strategies for the development of the residential care industry in Weihai City

3.1. SO Strategy

Utilizing Weihai's existing pension policies and its rich tourism resources and livable ecological environment, promote the integration of internal advantages with the pension industry, form the brand advantage of Weihai's development of the residential pension industry, and develop the mode of cultural and art appreciation, convalescence and migratory bird pension. Making full use of Weihai's superior geographic advantages, attracting foreign capital and foreign population to travel to Weihai, accumulating vast funds for the development of the residential pension industry; seizing the external opportunity of the epidemic situation being effectively controlled and the tourism industry rapidly warming up, strengthening the publicity of the tourism industry, and increasing the preference of the elderly to travel to Weihai. At the same time recognize that the aging population is the basic national situation that China faces in the long term, the vast elderly population will also bring huge demand for old age, coupled with the rise in the amount of pensions in recent years as well as the increase in the savings of the elderly, improving the capital of the elderly population tourism, should seize the vast demand for old age in China.

3.2. ST Strategy

Social insurance departments should make full use of Internet technology, accelerate the construction of intelligent medical systems, build a national unified social security public service platform as soon as possible, eliminate the barriers to the transfer of social insurance relations of the elderly travelers and the query of information on medical treatment in other places, effectively protect

the medical needs of the elderly travelers in the process of travel, and provide the necessary recreational services; at the same time, the government and staff of the attractions should pay attention to the reasonable handling of the elderly travelers as well as the city of Weihai. At the same time, the government and the staff of the attractions should also pay attention to the relationship between the elderly residents and the residents of Weihai City. On the one hand, they should effectively protect the lives of the local residents from being troubled by the high flow of visitors, and eliminate the sense of rejection of the elderly residents by the local residents; on the other hand, they should call on the general public and the service staff of the attractions and hotels to appropriately improve the level of service and the attitude towards the elderly residents, so as to reduce the feeling of strangeness and divorcedness that arises from the elderly's stay in Weihai City, and to lower the This will reduce the sense of strangeness and alienation in the process of living in Weihai, and reduce the localization of the elderly so as to promote the development and expansion of Weihai's living and retirement industry. In addition, it should fully utilize the advantage of "longevity" of Weihai, and attract the majority of elderly groups with its livable ecological environment, promote the combination of Weihai's tourism brand and longevity brand with the pension industry, so as to fully release the potential of Weihai's development of the residential pension industry.

3.3. WO Strategy

First of all, we should increase the investment in medical resources and human resources. On the one hand, we should increase the investment and financial allocation to medical and health institutions, reasonably increase the number of medical and health institutions and the number of beds in medical and health institutions in Weihai City, and increase the proportion of medical and health institutions in Shandong Province and even in the country, and make full use of the "New Era Weihai Talents Project", implement the corresponding subsidy system, and increase the subsidies to health institutions and health care institutions. It should also make full use of the "New Era Weihai Talent Project", implement the corresponding subsidy system, increase the introduction of health technicians, give full play to the talent resource advantages of health technicians, and encourage them to participate in the provision of healthcare services for the elderly so as to meet the needs of the aging population for healthcare resources. Secondly, Weihai City should make reasonable use of the off-peak season of tourism, fully implement the difference in ticket prices of scenic spots and the difference in hotel prices between the off-peak and peak seasons, raise the prices in the peak season to fully absorb the funds, and appropriately reduce the prices in the off-peak season, as well as carry out diversified projects according to the own advantages of different attractions, improve the level of service, and revitalize the tourism facilities, so that the off-peak season will not be slow.

3.4. WT Strategy

With the improvement of technology, the network has been popularized to all aspects of life, and the acceptance ability of the aging population is also increasing. Relying on Internet technology, we can promote the development of "Internet + Pension", effectively realize the national popularization of pension products and the national interoperability of medical data, and reduce the cost of the residential pension industry. At the same time, attention should also be paid to improving the intelligence of medical and health institutions. By using intelligent equipment to monitor the physical condition of the elderly residents in real time, the city can compensate for the shortage of beds and medical technicians to a certain extent, and reduce the construction cost of medical and healthcare institutions and the cost of hiring human resources.

Secondly, Weihai City should pay attention to meeting the diversified needs of the elderly living abroad, and start from the supply side to meet the growing material and cultural needs of the elderly population. There are several ways to do this: (1) Within the scope of higher-level laws and regulations, the Weihai government and the People's Congress can formulate corresponding local government regulations and local laws and regulations to regulate the generation and development of the hostel-retirement industry in the region; (2) Fully mobilize and integrate the resources of the

neighboring regions. Weihai City cannot be complacent and focus only on its own internal resources, while neglecting the new development that friendly exchanges with other regions can bring to its own residential care industry. On the basis of Weihai's own tourism characteristics, it should incorporate the characteristics of different places, so as to alleviate the unfamiliarity of the elderly residents with Weihai.

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