

Analysis of the development of cultural pension in Shandong from the perspective of active aging

Lixia Ma^{1,*}, Peng Zhang²

¹ School of Business, Qingdao Binhai University, Qingdao, Shandong, 266555, China

² Qingdao West Coast New Area Development and Reform Bureau, Qingdao, Shandong, 266555, China

* Corresponding author: Lixia Ma (Email: 445287525@qq.com)

Abstract: Cultural pension is a high-level pension method based on the intrinsic spiritual and cultural needs of the elderly group, with the increasing aging and the rapid development of social culture, cultural pension is highly valued by the party and the state. However, the concept of cultural pension is not deep enough, and the cultural pension resources and carriers are not rich. In order to make up for the shortcomings and enable the elderly group to receive sufficient cultural care and humanistic care, we should pay attention to the current problems, innovate the content of cultural pension on the basis of the popularization and in-depth of the concept, create a diversified cultural supply model, and improve the development level of cultural pension.

Keywords: Active aging; Traditional culture; Cultural pension; Inheriting culture; Traditional festivals.

1. Introduction

Cultural pension is a kind of pension that can reflect traditional culture and contemporary humanistic care, and is a positive concept of old-age care, which is based on the premise that the material needs of the elderly are basically guaranteed, and pays more attention to the mental health and spiritual needs of the elderly. The needs of the elderly for their later life have not only included the most basic material needs such as food, clothing, housing, transportation, and medicine, but also the higher level of demand for cultivating spirit, improving personality, and enriching life, and the traditional concept of "material pension" is gradually being replaced by the concept of elegant and high-grade "cultural pension".

2. Review of research

2.1. Research on the function and importance of cultural old-age care

With the continuous deepening of aging, the emergence of cultural old-age care reflects the yearning of the elderly for a happy life in old age and leads the development of the old-age service industry. Culture plays a positive role in the process of old ageing, and culture is to some extent the result of the development of human society that older people should enjoy in their later years (Andersen, 2011). The old-age security system should include the important aspect of culture, and rich cultural activities for the elderly can make the elderly physically and mentally happy and enhance their physical and mental health (Qiu Liping, 2022). Through cultural old-age care, the elderly can be promoted to form a positive, optimistic and healthy concept of elderly life, give them psychological comfort, and enrich their spiritual world (Chen Youhua, 2022). Older adults who actively participate in socio-cultural recreational activities are generally more confident in later life, have better interpersonal relationships with other members of society, and have a higher index of happiness in later life (Penna, 2014) [Penna]. The Effect of Age And Socio-Cultural Factors on Self-Rated Well-Being and Meta cognitive and Mnestic Efficiency Among Healthy Elderly People[J]. *Applied Research in Quality of Life*, 2014 (10):141-

164.]. While helping the elderly to establish a positive outlook on life, world view and values, cultural elderly care services also improve their cognitive ability, they will better understand the lifestyle of young people, and have a positive effect on family harmony (Guo Ruliang, 2021). From a psychological point of view, cultural and recreational activities in later life can alleviate the loneliness of the elderly, so that they can find emotional sustenance and increase their sense of belonging (Backos, 2016). From a sociological point of view, cultural old-age care enables the elderly to enjoy the benefits brought by social progress, resolve intergenerational conflicts, and enhance social harmony (Shan Zhongxian, 2018).

2.2. Research on the dilemma of the development of cultural old-age care

At present, cultural pension is in the initial stage of development, and there are still many difficulties in the implementation process. The first is the backwardness of the concept of cultural pension. Old-age care is a social welfare undertaking, and at this stage, the departmental government does not play a leading role in the promotion of cultural old-age services (Xing Zhanjun, 2021). And under the influence of traditional old-age awareness, members of society generally do not have enough understanding of cultural old-age care, pay more attention to the material life security of the elderly, and ignore the spiritual needs (Peng Guifang, 2017). The second is the mismatch between supply and demand. The government's planning work lacks integrity, resulting in the difficulty of forming a scale for cultural old-age care, the resources supplied cannot meet the rapid growth needs of the elderly, and there are also problems such as lack of funds and limited platforms (Fang Yajun, 2022). The cultural learning venues for the elderly are insufficient, and the service content and form of cultural pension are single, mainly based on cultural and sports entertainment activities. Lack of human resources and lack of service capacity to meet the high-level spiritual and cultural needs of the elderly (Gao, 2018). Third, development is uneven. The unbalanced development of cultural elderly care in Shandong Province is mainly due to the obvious economic development gap between urban and

rural areas and regions, and the uneven allocation of public resources, resulting in an unsound elderly care service system in some regions (Miao Hui, 2022). Education resources for the elderly are scarce, and it is difficult for the elderly to enjoy cultural elderly care services, which restricts the further development of cultural elderly care (Zhao Erying, 2021).

2.3. Research on countermeasures for the development of cultural old-age care

The emergence of cultural pension is a social development trend, and its development is a systematic project, including multiple fields, which requires the joint efforts of the whole society. In the process of cultural pension development, it is necessary to emphasize the role of multiple subjects, give play to the leading force of the government, increase policy support, and improve and regulate the cultural pension market (Zhang Ke, 2020). At the same time, market mechanisms are introduced to play the complementary role of NGOs (Fang Wei, 2014). Building a "spiritual paradise" for the elderly requires the collaborative efforts of the government, society and families (Shen Qin, 2019). First of all, we must vigorously publicize the concept of cultural pension, with the help of newspapers, advertisements, online media and other media, carry forward the traditional filial piety culture and cultural pension, so that the concept is deeply rooted in the hearts of the people and form a good social atmosphere. The second is to develop and improve the education system for the elderly. Increase investment in ageing education to solve problems such as funding, venues, and teachers (Chen Hongai, 2022). While running a university for the elderly, improve community classrooms and online schools, give play to its function as a cultural pension position, pay attention to strengthening the construction of teachers and characteristic courses, and enrich teaching content (Liu Jingyuan, 2021). In addition, public libraries can also help cultural elderly, create a relaxed and quiet reading environment for elderly readers, and provide humanized hardware facilities and management services (Hu Xiao, 2018). The third is to promote the cultural pension of the elderly in rural areas. For the elderly in rural areas, it is necessary to strengthen policy and financial support to improve their living environment and improve life satisfaction (Qianjiang, 2021). Under the premise of institutional guarantee, explore and promote cultural old-age services suitable for the rural elderly (Kim Young-ae, 2017).

2.4. Research reviews

Through combing the literature, at present, the research field of cultural pension in domestic and foreign academia is relatively extensive, and different scholars have studied cultural pension from different angles, mainly focusing on the basic connotation, functional role, existing problems and countermeasures and suggestions for cultural pension. Regarding the research on the basic connotation of cultural pension, most scholars have reached a consensus, believing that it is to first ensure the survival needs of the elderly group, and then meet their spiritual comfort and emotional needs through recreational activities, cultural education for the elderly, mental health consultation and other related forms. Regarding the research on the functional role of cultural old-age care, scholars' views can be synthesized as cultural old-age care has a certain positive effect on the physical and mental health and interpersonal relationships of the elderly, family harmony and social harmony. Regarding the dilemma of the development of cultural old-age care, it is found that

there are problems of backward concepts, mismatch between supply and demand, and unbalanced development of cultural old-age care, and the overall level needs to be improved. Regarding the research on countermeasures for the development of cultural old-age care, most scholars believe that cultural old-age care is the responsibility of the whole society, and it is necessary to strengthen publicity, increase capital investment, develop and improve the education system for the elderly, and promote the cultural old-age care of the elderly in rural areas to meet the spiritual and cultural needs of the elderly.

Scholars at home and abroad have certain research results on cultural elderly care services, but under the current new situation, the existing research still has shortcomings. First, the focus of domestic scholars is mostly on the connotation, significance and development status of cultural old-age care, and the experience of the development of cultural old-age services is rarely mentioned, and most of the promotion suggestions put forward involve the traditional old-age perspective, which is not pertinent. Second, foreign countries mainly focus on the theory of active aging and population countermeasures, few domestic scholars from the perspective of active aging to study cultural pension, and the existing research results on the systematic use of the connotation of active aging is also insufficient, most of the research stays at the level of explaining the interaction between the elderly participating in cultural and sports entertainment activities and active aging.

The existing research results have laid the foundation for subsequent research, and also left a large space for further research, and the research related to cultural elderly care services is one of the hot spots in the future academic circles. Taking the theory of active aging as the research perspective, this paper analyzes the current status and effectiveness of cultural pension in Shandong Province, deeply explores the problems existing in the development process, and puts forward targeted suggestions to promote the healthy, stable and sustainable development of the aging cause.

3. The background analysis of the development of cultural pension in Shandong Province

3.1. The situation of population aging is grim

According to the data of the seventh population census, the number of elderly people aged 60 and above in Shandong Province in 2020 was 21.221 million, accounting for 20.90% of the total population; The population aged 65 and above was 15.364 million, accounting for 15.13% of the total population. Compared with the sixth population census in 2010, the number of people aged 60 and above in Shandong Province increased by 7.090 million, and the number of people aged 65 and above increased by 5.934 million. In the past decade, the proportion of the total population has increased by 6.15 percentage points and 5.29 percentage points, respectively. Compared with the previous decade, the increase was 3.00 percentage points and 3.57 percentage points, respectively, both higher than the national average. In the next few years, the aging of Shandong Province will show a trend of further deepening.

3.2. Government policies and systems are environment-oriented

With the increasingly severe aging situation in China, cultural pension is more and more concerned by the society, General Secretary Xi Jinping emphasized when presiding over the collective study of the Political Bureau of the Central Committee, we must strive to tap the vitality and opportunities brought by the aging population to national development, strive to meet the growing material and cultural needs of the elderly, and promote the comprehensive, coordinated and sustainable development of the cause of aging. Cultural pension is an important measure to strengthen the construction of elderly culture, embodies the people-oriented governing philosophy of the party and government, and is a key part of actively coping with the aging of the population.

The Shandong provincial government attaches great importance to the issue of aging, responds scientifically and takes the initiative, and writes the active response to population aging into the 14th Five-Year Plan of Shandong Province and the long-term goal of 2035. The "14th Five-Year Plan for the Elderly Care Service System of Shandong Province" released by the General Office of the Shandong Provincial Government proposes to use rich public cultural resources to improve the care and service system for the elderly, and continue to enhance the sense of gain, happiness and security of the elderly; Innovate and enrich new models and formats of the elderly care service industry, and expand new consumption fields such as travel and elderly care, cultural elderly care, and healthy elderly care. Local governments are also actively formulating various policies to promote the development of cultural old-age care. Jinan's "14th Five-Year Plan" old-age service system plan mentions to achieve full coverage of districts and county universities for the elderly and expand the supply of educational resources for the elderly. Accelerate the development of education for the elderly in urban and rural communities, encourage public cultural and sports activity venues, etc. to provide cultural and educational services adapted to the characteristics of the elderly, so as to facilitate the elderly to study nearby. Qingdao's "14th Five-Year Plan" for elderly care services and the outline of the long-term goals for 2035 pointed out that it is necessary to enrich the spiritual and cultural life of the elderly, develop education for the elderly, and build a new university for the elderly. In recent years, Shandong Province has adhered to the general policy of "Party committee leadership, government leadership, social participation, and national care", and successively issued regulations, policies and measures on the elderly, such as the Regulations on Elderly Care Services in Shandong Province, the Notice of the People's Government of Shandong Province on Further Optimizing the Preferential Treatment Policy for the Elderly, and the Implementation Opinions on Actively Responding to the Aging of the Population, and carried out filial piety and respect for the elderly service activities in the province. It has made the atmosphere of "cultural pension" more and more strong, and also provided a good social foundation for the implementation of the "cultural pension" strategy in Shandong Province, and the sense of happiness and gain of the elderly has been continuously enhanced. At present, under the guidance of basic principles and specific requirements, Shandong Province has enriched the construction of the elderly education system, the combination of cultural pension

and pension industry, and the development of cultural and sports activities for the elderly, but from the nature of the current policies issued by Shandong Province, most of them are policy planning documents, lack of authoritative laws and regulations with legal effect, especially for rural areas where cultural pension is still relatively weak, there is no legal guarantee and no special government document norms, which can be described as a double lack. In terms of policy content, it mostly includes the establishment of universities for the elderly and the enrichment of new models and formats of elderly care services. With the continuous improvement of material life, the spiritual needs of the elderly group are also increasing, and the needs of the elderly for a better life in their old age have not only included the most basic material needs such as food, accommodation, and medical treatment, but also the spiritual pursuit of spirituality, sports, culture, leisure, entertainment and other aspects. Only the two-way guarantee of policies and economy can promote the vigorous development of regional cultural and elderly care undertakings. In the process of combining traditional culture and cultural pension, it is necessary to build a place for the elderly and match traditional cultural elements, but due to problems such as funding, most of the places only build basic facilities for the elderly, and do not arrange the traditional cultural elements in the place. At present, the local governments and departments of Shandong Province have insufficient understanding of the importance and necessity of cultural old-age care, and the ideological attention is not enough, and the top-level design lacks clear, systematic and special provisions on the capital investment, professional talent training and guarantee mechanism for cultural old-age care.

3.3. The long historical and cultural environment of respecting the elderly

Shandong's scenic spot, the state of Qilu, where Confucius wrote the "Book of Filial Piety", which has been praised for thousands of years and endured; Mencius's advocacy of "the old man and the old man" went to the world from here. The spirit of "benevolence and love for others" of Kong Meng's Confucianism has shaped the fine tradition of the Chinese nation of respecting the old and loving the young. As the birthplace of Confucian culture, filial piety culture has a strong accumulation, which provides a good social foundation for promoting the idea of "cultural pension".

4. The analysis of the development status of cultural pension in Shandong Province

4.1. Analysis of the development path of cultural old-age care

The Shandong provincial government attaches great importance to cultural elderly care work, actively responds to the national strategy of population aging, explores new measures for the development of cultural elderly care, and meets the diversified and multi-level service needs of the elderly; Strengthen policy guidance and accelerate the development of education for the elderly in urban and rural communities; Support the integrated development of elderly care services with culture, tourism and other industries, innovate and enrich new models and formats of the elderly care service industry, and expand new consumption fields

such as travel and elderly care, cultural elderly care, and healthy elderly care. At present, the development path of cultural pension in Shandong Province includes the following.

4.1.1. University for the Elderly

The University for the Elderly is the main position for disseminating culture to the elderly and a key platform for improving the cultural literacy of the elderly. The construction of educational institutions for the elderly in Shandong Province has developed rapidly, and the number of universities for the elderly has increased significantly, and the county-level coverage rate of universities for the elderly has reached 98% by 2020; The quality of the University for the Elderly has been significantly improved, and it can provide rich and diverse course content; The main body of the university for the elderly is diversified, and the form of cooperative school-running is adopted to guide social forces to participate in the education of the elderly.

4.1.2. Community

The community is an important place for the elderly to realize "cultural pension", and it is the last mile of cultural pension for the elderly. At present, 60% of townships (streets) have community education center schools, and 40% of villages (residences) have community education schools that mainly carry out education for the elderly. Actively build community libraries, cultural activity centers and other cultural fronts, and on the basis of achieving full coverage of village (community) comprehensive cultural service centers, actively organize and carry out mass cultural activities such as "three trips to the countryside". Send business backbones to grassroots communities to provide free rehearsal guidance for the elderly in opera, dance, music, etc., and organize cultural activities in various forms, colorful and self-entertaining; Hold cultural festivals for the elderly, opera exhibitions, Peking Opera ticket contests and other activities, and organize the elderly to participate in cultural activities.

4.1.3. Old-age care institutions

By the end of 2020, 2,373 old-age institutions and 392,000 old-age beds will be built in the province. Governments at all levels in Shandong Province actively organize all kinds of cultural and artistic teams to send performances to nursing institutions, so that the elderly can enjoy a rich cultural feast; On the basis of doing a good job in the care of the elderly, all old-age institutions build activity rooms for the elderly around the spiritual comfort and learning needs of the elderly, and provide learning and entertainment facilities such as newspapers, books and periodicals for the elderly; Carry out interest activities such as calligraphy and painting, fitness, chess, playing cards, mahjong, handicrafts, literary and artistic programs, etc., to learn skills and enjoy according to the different interests and hobbies of the elderly.

4.1.4. Organization of cultural associations for the elderly

As an autonomous organization with social participation, the organization of cultural associations for the elderly is an important way to solve the socialization problems of education and culture for the elderly. With the activities of cultural associations for the elderly as the carrier, fully meet the cultural needs of the elderly, so that more elderly people can change from social members to "community members". This gives the retired elderly a sense of belonging, thereby improving the spiritual and cultural life of the elderly. Governments at all levels in Shandong Province actively support cultural associations and organizations for the elderly:

introduce various policies and give policy support in formalities, financial support, and site use; Provide assistance in clothing, equipment, and the hiring of tutors; Build an activity platform and organize performances by cultural clubs for the elderly.

4.2. Carry out effectiveness analysis of cultural old-age care

4.2.1. The number of places for the elderly is increasing

Shandong Province attaches great importance to the development of cultural and sports activities for the elderly, and allocates special funds through provincial finance every year to support elderly care service activities, whether it is the infrastructure construction of cultural venues or the supply of cultural resources, etc. Through the reconstruction and expansion of various activity centers for the elderly, public and private sports venues are open to the elderly free of charge, fitness and sports areas are established in township street cultural communities, and corresponding equipment is provided for the elderly to provide convenient places for the elderly to carry out cultural and sports activities.

According to the data of the "Notice of the 14th Five-Year Plan for the Elderly Service System of Shandong Province", Shandong Province has actively guided the elderly to participate in the creation of age-friendly communities in recent years, expanded the elderly activity centers according to the lifestyle and life characteristics of the elderly, and established 147 cultural centers and cultural stations at all levels in the province to continuously meet the growing needs of the elderly for cultural activities. The Notice also emphasizes that by the end of 2025, Shandong will build about 300 national exemplary age-friendly communities in the province to provide sufficient places for daily entertainment activities for the elderly. Taking Qufu City as an example, with the theme of promoting Confucian culture and the concept of "cultural pension", the city has set up cultural publicity activity stations in cities, towns and villages, and publicized filial piety and civilization in a way that is popular with the elderly, attracting local elderly people to participate and enrich their daily lives.

4.2.2. The education of the elderly has been fully developed

Shandong Province regards the education service of the elderly as an important task, implements the education service for the elderly in accordance with a series of policies and measures, actively carries out "cultural old-age care", and plans a three-level linkage education system for the elderly at the provincial, municipal and county levels. In order to meet the educational needs of the elderly in their later years, we carry out university education and teaching for the elderly, and inherit the cultural concept of "living to the old and learning to the old".

According to the data of the "Notice of the "Thirteenth Five-Year Plan" of Shandong Province for the Elderly Service System", during the 13th Five-Year Plan period, the target value of the proportion of townships (streets) with schools for the elderly in the province should reach 50%, and the proportion of the elderly population who regularly participate in educational activities should reach more than 20%. Shandong Province actively implements the concept of "cultural old-age care", strives to build an all-round, wide-coverage and standardized urban and rural education network system for the elderly, and expands the scale of universities for the elderly in accordance with the requirements, and

encourages colleges and vocational colleges to carry out education and teaching for the elderly.

Under the influence of the strong atmosphere of "cultural pension", the education of the elderly in Shandong Province has achieved sufficient development, and the "Notice of the 14th Five-Year Plan for the Elderly Service System Planning of Shandong Province", "Notice of the People's Government of Shandong Province on Further Optimizing the Preferential Treatment Policy for the Elderly", "Implementation Opinions on Actively Responding to the Aging of the Population" and other policy documents have provided a solid foundation for the development of "cultural pension". At the end of 2020, the county-level coverage rate of Shandong University for the Elderly reached 98%, basically completing the full coverage of the University for the Elderly in the whole province.

In addition, according to the statistics of the Shandong Office on Aging, Shandong University for the Elderly only had 4 campuses, 3 branches, more than 60 majors, more than 600 teaching classes, and 18,000 registered students in the early days of its establishment. Now it has developed into 6 campuses, 8 branches, more than 100 courses, 857 teaching classes, and more than 24,000 registered students. Shandong University for the Elderly has become an important carrier of cultural pension, the education and teaching needs of the elderly have been met, the spiritual and cultural living standards have been significantly improved, and the cause of aging education has flourished.

4.2.3. The cultural and sports interaction of the elderly is colorful and rich

The Holy Land of Kongmeng, the country of Confucianism, and Shandong have rich Confucian filial piety culture, which provides convenient conditions for the implementation and development of a series of cultural and sports activities of "cultural pension". Shandong Province regards cultural immersion as an important symbol of elderly care services, and carries out cultural and sports activities such as "Aging Industry Expo", "Shandong Elderly Culture and Art Festival" and "Sunset Red Fitness Games" to create a cultural pension brand with Shandong characteristics and promote the development and progress of the elderly care industry and the elderly care industry.

Shandong Committee on Aging and relevant departments carry out a series of activities of "cultural pension", Shandong literary and art troupes at all levels will repeatedly rehearse the classic drama and music art loved by the elderly, and carry out condolence performances in community elderly service centers, nursing homes and other places to promote "cultural pension" and let the elderly have fun. At the same time, according to the physical health and interests of the elderly, sports activities such as "Sunset Red Fitness Games" and "Shandong Province Elderly Games" are carried out to enrich the daily life of the elderly and make the physical and mental health of the elderly more pleasant. According to the data disclosure of the Shandong Provincial Office on Aging, the number of elderly literary and art groups at or above the county level in Shandong Province exceeds 1,400, and the backbone of various elderly literature and art exceeds 210,000. The cultural and sports activities of the elderly are rich and colorful, the spiritual and cultural life of the elderly is increasingly enriched, and the cultural pension method is deeply loved by the elderly.

Shandong Province actively creates a new trend of cultural old-age care, carries out selection activities such as filial piety and respect for the elderly, filial piety model individuals, filial

piety and love for the elderly, commends units and individuals who actively participate in respecting relatives and the elderly, and publicizes and promotes in the province, carries forward the traditional virtues of loving the elderly and helping the elderly, and comprehensively promotes cultural old-age care with old-age selection activities.

In addition, Shandong Province attaches importance to strengthening the construction of "filial piety" and "respect" culture, inherits the Confucian culture of "filial piety and respect for the elderly", incorporates the promotion of filial piety and respect for the elderly into the publicity and education of the province's cultural values, regards respecting the elderly, loving the elderly, and helping the elderly as an evaluation factor in civilized cities and civilized villages, and promotes the culture of filial piety and respect for the elderly in the province. Actively carry out volunteer service activities such as "love warm sunset cultural pension", make volunteer service activities for the elderly an integral part of extracurricular social practice in colleges and universities, and make loving the elderly, helping the elderly, and respecting the elderly become a social consensus. With the help of Internet platforms and mass media, excellent stories of filial piety and respect for the elderly will be displayed and broadcast in the province, highlighting the connotation of elderly care services with cultural stories, inheriting the profound heritage of respecting and loving the elderly, and promoting traditional Chinese virtues, so that the social atmosphere of cultural pension is stronger.

In summary, according to the provincial conditions, Shandong Province actively carries out cultural elderly care services for the elderly, enriches the spiritual and cultural life of the elderly by expanding the places for elderly activities, carrying out cultural and sports activities for the elderly, developing the education of the elderly, and promoting the culture of filial piety and respect for the elderly, and integrating cultural pension into the activities, education, self-realization and other fields of the elderly, so that the elderly can live many colorful lives in their later years and their physical and mental health has been fully improved.

5. the problems in the development of cultural old-age care

5.1. (1) Insufficient attention to cultural old-age care

Cultural pension is still in its infancy, under the guidance of the government and the joint efforts of society, to a certain extent, the development of cultural pension has been promoted, but the concept of cultural pension is not deep enough. There are great differences in the understanding of cultural pension among the elderly, a large group of elderly people lack understanding of cultural pension, the understanding is not deep enough, the awareness of active participation is weak, they put more time and energy on sharing the burden of their children, taking care of grandchildren, and ignoring the pursuit of their own spiritual world; Most elderly people participate in activities just to kill time, and do not understand the deep value behind cultural pension; Children's attention to the elderly is more focused on material aspects, and insufficient attention is paid to the needs of the spiritual level of the elderly.

5.2. The supply of cultural pension resources is insufficient

With the aging of the population, the elderly population is expanding rapidly, and the supply of cultural pension resources cannot meet the needs of the elderly. The most important form of cultural pension University for the elderly has a serious problem of more monks and less porridge, the students of the University for the Elderly study for a long time, will occupy the quota for a long time, coupled with insufficient investment, a difficult to find, a considerable number of elderly people because of the quota restrictions cannot access the opportunity of education. Cultural elderly care requires practice venues, and many communities do not build cultural activity centers for the elderly alone.

5.3. The carriers of cultural old-age activities are not rich enough

The carrier of cultural activities is an important foundation for cultural old-age care, and is a key factor in attracting the elderly to participate in it and enhance the pleasant experience. From the current specific realization of cultural pension in most areas, the space of community activity centers is insufficient, the cultural service content is even less innovative, and the service content is extremely single, which is not enough to meet the cultural pension needs of the elderly; As the main position of cultural pension, the University for the Elderly, the types of courses offered are small, most of them are entertainment, leisure cultural and sports activities, and do not assume due responsibility, its function is more like an elderly activity center, the courses offered are mostly traditional calligraphy, painting, dance, etc., cannot keep up with the pace of the times, lack of regional characteristics, cannot meet the diversified needs of the elderly group.

6. Analysis of the development of cultural old-age care

6.1. Create a strong atmosphere and advocate a positive concept of cultural pension

The government should do a good job in guiding public opinion, carry forward the culture of filial piety, create a social atmosphere of respect for the elderly, increase publicity on cultural old-age care through various channels, and let the whole society pay attention to cultural old-age care work; Guide the elderly to establish a positive concept of old-age care, live a wonderful life, and enjoy their old age; Guide the elderly to actively integrate into society, improve their awareness of "learning and doing something for the elderly", mobilize their enthusiasm and initiative to participate in social activities, and integrate learning fashion into the life of the elderly; In addition to giving the necessary material life security to the elderly, children should pay attention to the spiritual and cultural needs of the elderly, encourage and support the elderly to participate in cultural pension activities, and let the elderly truly "enjoy the elderly".

6.2. Create a diversified cultural pension supply model

Under the premise that the government is the responsible subject, introduce market mechanisms, encourage and attract social organizations to participate in the establishment of elderly causes, make full use of the resource advantages of all levels of society, improve the vitality of the elderly causes,

and greatly increase the supply of cultural old-age care, so as to realize the equalization of opportunities for the elderly.

6.2.1. Make good use of community resources and explore the nearby model of cultural pension

At present, the elderly are mainly home care, their main activity space is the community, can be "cultural pension" with "community care", "home care" organic combination, relying on the community to build a cultural elderly care service system, to achieve nearby cultural entertainment, learning and training, etc., to provide convenient and humanized services for the elderly, so that the elderly can realize the cultural pension needs at their doorstep, which not only builds a new platform for the elderly to be nearby activities, but also adds a cultural pension atmosphere to the community.

(1) The University for the Elderly unites with the community

Relying on the community education system to run schools can expand the coverage of traditional culture. Extend the education of the elderly to the community, the community provides teaching venues, the university for the elderly provides teachers, and organizes full-time and part-time teachers or outstanding students of the university for the elderly to enter the community cultural activity center to carry out cultural education for the elderly. This method can give full play to the resource advantages of both sides, improve the efficiency of resource allocation, and make the community activity center become the sub-carrier of the university for the elderly, which can solve the problem of insufficient supply of the university for the elderly and the long distance to the university for the elderly, help improve the coverage and radiation scope of education for the elderly, and increase the opportunities for the elderly to obtain education.

(2) Actively cultivate community social organizations

Community neighborhood committees and social workers should carry out extensive investigations, with communities actively taking the lead in nurturing social organizations. Organize elderly people with the same interests and hobbies in the community, set up various cultural activity groups, and conduct study exercises on weekdays and organize exhibitions and performances on holidays.

6.2.2. Make full use of the teaching resources of colleges and universities to develop universities for the elderly

Colleges and universities to open universities for the elderly, with unique advantages in teachers, venues, management, etc., colleges and universities to run universities for the elderly teaching is more systematic, learning atmosphere is stronger, can become an important supplement for the government to open education for the elderly. Set up universities for the elderly in colleges and universities, and professional teachers teach students for the elderly, which can improve the efficiency of the use of university teacher resources; At the same time, you can also learn the management methods and experience of colleges and universities to improve the quality of universities for the elderly. The government can encourage universities to actively develop universities for the elderly by using existing resources.

6.2.3. Promote the construction of digital resources for elderly education

In order to alleviate the problem of "difficulty in admission" in the University for the Elderly and meet the

aspirations of the elderly to study, the University for the Elderly can rely on "Internet +" to carry out distance education. Through the establishment of online schools for the elderly, recording teaching videos and other forms, with the help of TV, mobile phones, computers and other platforms for the elderly who are remote in remote locations, inconvenient transportation, and unable to enter the school to study due to factors such as taking care of children, online courses are provided to provide opportunities for independent learning, and the development of education for the elderly from closed to open is realized.

6.2.4. Introduce market mechanisms to develop cultural elderly care services

The government formulates tax incentives, discounted loans, land use and other policies, encourages and guides private capital to invest in the construction of the cultural pension industry, stimulates market vitality, expands a new path of elderly education, and meets the diversified and personalized needs of the elderly cultural pension.

6.3. Innovate and enrich the content of cultural old-age care

6.3.1. Build multiple carriers and carry out multi-level cultural pension activities

Make full use of community activity centers for the elderly, museums, cultural centers, art galleries and other public welfare cultural venues to carry out cultural visits and exchanges for the elderly, so that the elderly can be happy and happy in the process of aging; With the help of the University for the Elderly, carry out cultural and elderly care activities for the elderly, and carry out various forms of geriatric education in combination with the development characteristics of the times and the needs of the elderly themselves, so that the elderly can develop their strengths and cultivate their emotions; Through holding various cultural performances for the elderly, calligraphy and painting photography exhibitions, cultural and art festivals for the elderly and other activities, it shows the uplifting spiritual outlook of the elderly and the spiritual style of having fun, learning and doing something for the elderly; Build a government-led service organization for the elderly with volunteers from major universities as the main force, excavate traditional culture, record traditional culture, photograph traditional culture, and let traditional culture enter schools and communities; Strive to explore new forms of "active ageing": organizing the elderly to participate in various festivals, allowing the elderly to display their talents, show their style, but also enrich the content of festivals, especially traditional cultural activities combined with regional culture will help create differentiated festivals and enhance the attractiveness of festivals.

6.3.2. Build a cultural health town and strengthen the cultural experience with local characteristics

"Culture + health care" can cultivate a positive and optimistic attitude of the elderly, improve their taste of life and spiritual realm, and realize the learning and enjoyment of the elderly. Shandong Province has rich humanities, history and culture resources, and all localities can rely on these advantageous resources to create cultural health towns with theme characteristics, and develop health care and elderly care and healthy vacation and elderly care industries. Create a health paradise of "comfortable living", "active retirement" and "cultural nourishment", and attract elderly consumer

groups with money and leisure from all over the country to live in various parts of Shandong. In order to enhance the satisfaction of living in the elderly, the health care town needs to make supporting arrangements, create a beautiful environment, convenient transportation, comprehensive service supporting accommodation base, to provide the elderly with diversified and convenient health care services, so that they can achieve eye care, heart and body in slow travel life.

6.3.3. Develop cultural tourism products and create a "slow" cultural brand

The elderly group with pension has a stable income, money and leisure, and has a soft spot for traditional culture, and can develop cultural tourism products for the elderly. Culture is the soul of the sustainable development of a project, when creating health tourism products, we must deeply explore culture, inherit and carry forward local characteristic culture, and expand its brand influence. Inject culture into products, turn fiction into reality, integrate health culture concepts, connotations, stories, etc. into product formats such as health care, food, accommodation, travel, shopping and entertainment, and deepen the cultural and health experience of elderly tourists. Older people are not fit to rush to tourist attractions, and they have plenty of time to enjoy the tour slowly. Therefore, leisurely cultural tourism projects can be designed to attract elderly tourists to participate; Combined with cultural health resources, various experiential activities are designed to allow the elderly to experience unique local customs, folk culture and other activities. While developing tourism products, we should do a good job in traffic guarantees, open up transportation hubs, form a link between regional tourist attractions, and facilitate the elderly to travel at different peaks. Many high-quality tourism resources due to the surrounding traffic is not developed, limiting the travel of the elderly, most of the elderly cannot travel by car, can only wait for weekends to travel with their children, but weekends attractions are overcrowded, will greatly reduce the experience, so in the process of developing health tourism, to be linked with urban transportation construction planning, expand the function of urban transportation tourism, can rely on community home-based elderly care service centers, universities for the elderly, nursing homes, health towns and other social groups and institutions, open cultural health and wellness city tourism special lines, Organize the elderly to carry out cultural and health tourism. Through the perfect transportation network structure, it is convenient for the elderly to transfer between different attractions at any time, reducing the time cost and economic cost in the process of traveling.

6.3.4. Relying on the Internet, create an online cultural pension platform

The government guides, introduces market entities, and builds an online cultural pension platform that is community-led, college volunteers are the main force, inheriting traditional culture as the main purpose, meeting the spiritual needs of the elderly, and communicating emotions, exchanging ideas, and having a healthy body and mind as the basic content. The talent activities of the elderly with traditional cultural talents can be made into videos and uploaded to the platform platform, and excellent traditional culture can be disseminated with the help of the Internet; For the elderly with material needs, talent works can be sold on the platform, such as the sale of some intangible cultural heritage products, so that the audience can buy their favorite

cultural products while broadening their horizons and understanding Chinese traditional culture; Carry out the teaching of traditional culture courses, for the elderly with unique skills, online courses of traditional culture can be opened, and the instructor chooses whether to charge according to his own personal needs.

6.4. Rely on traditional culture to promote the development of the cultural elderly care industry

6.4.1. Explore regional cultural resources and carry out cultural pension

Yantai paper-cutting, Zhucheng school guqin, Tai'an shadow puppet, Weifang kite, Yangjiabu woodblock print, Sun Bin boxing and other cultural traditions are cultural brands throughout Shandong Province, but also the local elderly group likes to see the cultural existence, with the elderly in these areas for decades, can be recognized and accepted by the elderly. To develop cultural old-age care, we should give full play to the advantages of regional traditional culture and promote the development of cultural old-age care with traditional culture as the starting point. We can rely on different regional cultures to create a cultural pension industry model of "one district and one brand, one township and one characteristic", create the competitive advantage of local brands, and make a variety of ways to build popularity, and gradually shape the brand through theme image advertising, holding old expos, forums, promotion activities, etc. In the cultural old-age care, it is necessary to protect the essence of traditional culture, while relying on traditional culture to enrich the content of cultural old-age care and promote the development of cultural old-age care, it will also help to inherit and protect the culture full of regional characteristics through the elderly group.

6.4.2. Establish a guarantee mechanism that combines cultural pension with traditional culture

The government should actively build a guarantee mechanism for the coordinated development of traditional culture and cultural pension, formulate plans and introduce policies from the top, and regulate and encourage the coordinated development of the two. Under the leadership of the Party committee and government, the education department, cultural department, publicity department, the Office for the Aging and other departments cooperate to actively develop education courses for the elderly that rely on local traditional culture, and promote the development of education for the elderly according to local conditions and characteristics with the help of local history, humanistic resources and folk customs; Establish a cultural old-age operation service mechanism, increase talent support and capital guarantee. Discover traditional cultural artists to form a team of cultural pension art trainers who combine full-time and part-time work, and increase financial support for traditional cultural skills learning, exchange and performance.

6.5. Relying on cultural old-age care to promote the inheritance and development of traditional culture in Shandong Province

6.5.1. Ageing and doing something, inheriting intangible cultural heritage

Intangible cultural heritage is the "living soul" of human beings and the precious memory of traditional culture. Many

elderly people are themselves intangible cultural heritage inheritors, such as Wang Yanjun, the inheritor of Langya paper-cutting of intangible cultural heritage in Linyi City, in order to spread intangible cultural heritage, often go into the campus to teach students to design paper-cutting works with their hands and brains, so that more people can understand and understand this folk skill, feel the unique charm of Langya paper-cutting, let Langya paper-cutting continue to innovate and develop in inheritance, and also let the Yimeng spirit and Yimeng culture be promoted. The non-genetic inheritors of the older generation use their own actions to carry forward and contribute their own light and heat to the inheritance of traditional culture. The aging trend of intangible genetic inheritors is serious, and we can use the power of the elderly to carry out salvage protection and inheritance of intangible cultural regrets to avoid the loss of people's lives. The elderly carry the changes in China, they can pass on traditional culture to the younger generation, and let the Chinese civilization show the world more vigorously.

6.5.2. Enrich the traditional festival culture

Traditional festivals have rich historical and cultural accumulation and are an important part of China's excellent traditional culture, and promoting traditional festival culture is conducive to enhancing the cohesion and affinity of the Chinese nation. However, the development of cultural diversification has made the taste of traditional festivals in China weaker and weaker, but the inheritance in our Chinese bones still exists, and it is the unshrinkable obligation and responsibility of every descendant of Yanhuang to carry forward traditional culture and inherit Chinese civilization. With the implementation of the traditional festival revitalization project, the elderly can give play to their own advantages, inherit and carry forward the festival customs, customs and traditional skills that are on the verge of being lost, and take the Spring Festival, Lantern Festival, Qingming Festival, Dragon Boat Festival, Qixi Festival, Mid-Autumn Festival, Chongyang Festival and other traditional festivals as an opportunity to hold down-to-earth and vigorous activities, so that these traditional festivals come alive and move, renew the style of the times, and deeply embed them in the lives of the people, especially the world of young people. Young people have to work for the life of the family, and do not have enough time and energy to participate in traditional festivals, we can organize the elderly and use their residual heat to inherit the traditional festivals of our country and nation.

6.5.3. Be active and carry forward the red culture

Shandong is an old revolutionary area and a red hot land, with a glorious revolutionary history and a long revolutionary cultural tradition, rich in red resources, and a large number of revolutionary sites, memorial halls and museums; It also formed the Yimeng spirit of "blending water and milk, and sharing life and death", which enriched the spiritual genealogy of the Chinese communists. In this red land, we must not only inherit the red gene, but also pass on the revolutionary spirit and red story from generation to generation. As the natives of the old revolutionary areas, they are the living history of the red culture, they have witnessed the changes of the times and the development of history, they have a strong patriotic spirit, and they can infect the young people to understand the feelings of home and country by telling red stories and personal experiences. We can set up a red culture inheritance association, organize old party member volunteers to go into communities, schools, and red revolution education bases to tell everyone red stories, spread

red culture, and transmit red energy in the form of personal experience.

7. Conclusion

The needs of the elderly for a better life in their later years have not only included the most basic material needs such as food, clothing, housing, transportation, and medicine, but also the pursuit of high-level spirituality. By creating a strong atmosphere, advocating a positive cultural pension concept, creating a diversified cultural pension supply model, and innovating and enriching the content of cultural pension, on the basis of realizing the elderly to provide for and rely on the elderly, we will enrich the retirement life of the elderly with colorful spiritual and cultural life, and realize the happiness and activity of the elderly. Shandong Province has a rich traditional culture, and combining cultural pension with traditional culture will be a "win-win" choice, which is conducive to promoting the development of cultural pension on the one hand, and can also make excellent traditional culture better inheritance and promotion on the other hand.

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