

Countermeasures and Suggestions of the New Cultural Aging Model

Chen Yan¹, Zhu Hexiang², Cheng Mengting¹

1.School of Business Administration, Anhui University of Finance and Economics, Bengbu City, Anhui Province, 233000; 2.Anhui University of Finance and Economics Law School;

Abstract: With the increase of average life expectancy and aging of our population, the time period of loss of self-care ability of the elderly has been lengthened, thus the issue of elderly care once became a hot issue. Nowadays, the diversification of elderly care models not only meets the material needs of the elderly, but also satisfies the spiritual needs to a certain extent and enriches the life of the elderly. The purpose of this paper is to explore the existing cultural elderly care model, analyze it from four aspects: its research background and significance, concept, model and existing problems, and propose an innovative new elderly care model with feasible suggestions.

Key words: the elderly; Cultural aging; innovation

1. Research background and significance

1.1 Research Background

Nowadays, China has become a country with a large elderly population. The forecast data of China's elderly population from 2020 to 2050 is shown in Figure 1. The number of elderly people is climbing year by year, and the growth rate is large, and the elderly retirement problem is becoming more and more important.

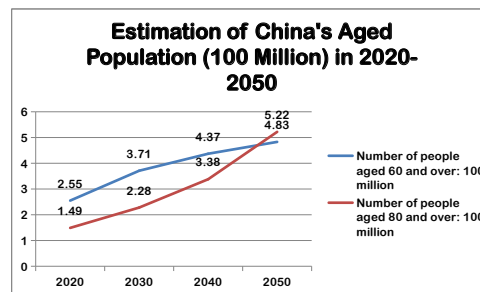


Figure 1

In people's traditional concept, filial piety comes first. Zeng Zi said, "There are three kinds of filial piety: the greatest filial piety and respect for relatives; the second, the greatest dishonor; and the second, the ability to sustain them."^[1] The lowest form of filial piety is material support. Elderly care is not only material supply, but also the spiritual level of demand.^[2] With the improvement of the social welfare system, the elderly's needs for survival and safety have been met, so they put forward higher requirements for spiritual needs.

Cultural aging is not a new concept, and its concept is proposed, explored and formed with the development and progress of modern society. In recent years, senior communities and senior universities have also become hot topics. Therefore, the exploration of cultural aging model has its objective conditions and realistic needs, and plays an important role in the development of the whole social humanistic concept.

1.2 Research Significance

Cultural aging is a modern extension of the traditional concept of aging, and is a more positive concept of aging

developed later compared to material support. In practice, the model of cultural aging may present many unexpected problems. Based on practice, this paper explores the emergent cultural aging problems in the literature, including data reports on this model, and offers reflections and suggestions.

1.3 Research status at home and abroad

1.3.1 Domestic research status

With the intensification of the aging problem in society, senior care has become a popular topic for all people to participate in. Domestic scholars have done a lot of research on this aspect of old age, ranging from the concept of old age, the path and development of old age models and the proposal of new old age models. Among the published books, "Talking about Cultural Aging", "Cultural Aging in China" and "Cultural Aging: Exploration and Practice in Tai Cang" mention cultural aging." Cultural Aging (Tai Cang's Exploration and Practice)" discusses the cultural aging that Tai Cang has vigorously promoted and organized and planned against the background of the macroscopic cultural history of aging, comprehensively summarizes a large number of valuable experiences of innovation and reform in the meantime, and explains the value of Tai Cang's cultural aging of the times. "Cultural Aging in China" published in April 2017 is considered to be the first monograph on cultural aging in China,^[3] which is different from the book is different from the traditional pension concept, not only lies in material pension, but more innovatively puts forward the concept of cultural pension, and tries to put forward the cultural pension model with Chinese characteristics by investigating and studying the situation at home and abroad.

A search on the topic of "cultural pension" in the database of Knowledge.com reveals that the research on cultural pension is relatively limited, and most of them take a certain region as an example to carry out specific research or explore the cultural pension model mainly by universities and enterprises and institutions. For example, Song Xing's "Intelligent Innovation of Cultural Aging Service in Smart Communities in the 5G Era" explores the use of 5G technology to provide technical support for smart aging in communities, integrate resources and meet the needs of modern aging in the background of the Internet era.

Nowadays, the concept of cultural aging is also reflected in practice, resulting in a variety of aging methods such as senior universities and "Wutong Family" in high-end care communities. One of them is the community activity room, which is very popular among the elderly, and the survey on the satisfaction of the elderly in the activity room is shown in Figure 2. By adhering to the concept of cultural aging, vigorous aging and happy aging, nearly 70 recreational activities are provided, covering art, fitness and handicraft, etc., aiming to meet the interests of each elderly person.

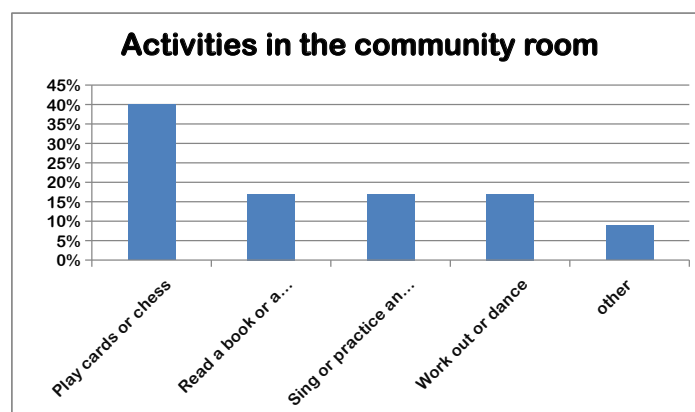


Figure 2

1.3.2 Foreign research status

There is no specific research on cultural aging in foreign countries. However, developed countries such as Europe and America have entered population aging earlier and their related systems and policies are more perfect. The senior care service industry is standardized and institutionalized. The concept of cultural aging permeates all aspects of society.

Among Asian countries, Japan has a relatively well-developed welfare pension system. The Japanese government enacted the Welfare Law for the Elderly in 1963, ^[4] which promoted social retirement. Subsequently, the Health Care for the Elderly Act was enacted to build old facilities to promote home care for the elderly. From national legislation, government-led participation to community-based elderly care, all fully reflect the maturity of its elderly care service system.

1.4 Research ideas and methods

1.4.1 Research ideas

In the first phase, we will use school and internet resources to refer to relevant literature and learn about relevant policies and service organizations to provide ideas and data to support the thesis writing. In the later stage, we will use literature research method to explore the advantages and disadvantages of the existing elderly care model based on the background of cultural elderly care.

1.4.2 Research Methods

Use the school library and electronic databases to browse and read a lot of relevant literature and learn the writing techniques, understand their writing ideas, and open up ideas and provide data as well as literature to support the thesis writing.

2. The definition of cultural pension related concepts

2.1 A Brief Analysis of the Concept of Cultural Aging

Cultural aging refers to the development of physical and mental health and the pursuit of spirituality on the basis of meeting the material needs of the elderly. With the development of the economy, it has become common knowledge that the material aspect of senior care is "to take care of the elderly", but with the idea of humanistic care and traditional culture, the spiritual aspect of senior care service needs are beginning to be recognized, and cultural senior care is a way to allow the elderly to relax and have fun in their free time, aiming to give equal importance and service to the material and spiritual aspects.

2.2 Theoretical basis

(1) Social embeddedness theory

The theory believes that all members of society are interconnected and cannot exist independently in society, and that all resources needed by each individual need to seek in certain social structures and networks, expressing the important role of society.

(2) The multiple theory of welfare

Social welfare includes not only welfare in the traditional sense, ^[5] but also fresh things that improve people's living standards. Welfare thinking emphasizes two aspects, one is the diversification of service supply, and the other is the quality of welfare services to maximize service satisfaction through standardized management.

(3) Maslow's Hierarchy of Needs Theory

The theory focuses on the different levels of human needs, which range from low to high, emphasizing that one level of need dominates each period. With the improvement of material level, the simple physiological needs of the elderly are basically satisfied. Therefore, the higher level of needs dominates, ^[6] and is the reason for the gradual rise of cultural aging.

3. Analysis of cultural aging model

3.1 Domestic cultural pension model

Objectively speaking, there is no complete model for the domestic cultural pension. Although more and more attention has been paid to the cultural pension in China, when it comes to the actual life, there is no effective service system for the daily spiritual needs of the elderly.

3.1.1 Implement policies

As for the cultural pension, the "Opinions on Further Strengthening the Construction of Rural Culture" in 2005 began to pay attention to the word "culture" in the pension system. At this time, governments at all levels realized the importance of building a "public cultural service system". In 2012, the law on the Protection of the Rights and Interests of the Chinese People's Elderly was amended to include policies on cultural services for the elderly, including cultural activities and related preferential policies. In addition, it is emphasized that the support of the elderly also includes the spiritual comfort of the elderly, and family members should care about the spiritual life of the elderly.^[7]

3.1.2 Analysis of advantages and disadvantages of domestic cultural pension

In China, there is no mature system for cultural aging, but there are already some senior groups, such as choirs and singing and dancing groups. Meanwhile, the spiritual satisfaction of the elderly in the community aging home model is higher because this model not only realizes aging at home, but also has the services of psychological, medical and professional talents from service centers, which provides a higher level of spiritual satisfaction compared with traditional aging at home and institutional aging. However, there are also shortcomings, such as: no top-level design and systematic arrangement, no specific resource allocation, serious shortage of professional talents and insufficient understanding and attention to cultural aging by working people at the bottom. These are the problems that need to be overcome for cultural pension in China.

3.1.3 Typical cases of cultural pension model

To be precise, there are no cases that focus solely on the development of cultural aging models, but there are many typical aging models that meet the daily spiritual needs of the elderly.

- (1) Changgeng Health Culture Village, Taiwan, China
- (2) Wuhan, Hubei Province, has built the Valley of Health in China and the City of Ecological Pension
- (3) Wuhan, Hubei Province, has built the Valley of Health in China and the City of Ecological Pension

These typical senior care models have achieved a certain level of construction at the level of the spiritual needs of the elderly, taking into account the spiritual life of the elderly while safeguarding the basic material life.

3.2 Foreign cultural pension

Under the home care model, Germany basically provides for "active aging" with a variety of activities for the elderly. Germany is a typical welfare-oriented country with a well-being and spiritual satisfaction model for the elderly. The United States has a well-developed senior care industry, and its self-management model is a way to meet the spiritual needs of the elderly, and under the assisted living model, senior care facilities provide spiritual services.

4. Analysis of cultural pension problems

- (1) The elderly population's expectations of cultural aging are far from reality

From the reform and opening up to now, the basic material life of our people has been guaranteed, but at the level of cultural and spiritual consciousness, most regions in China are still stuck at the level of the last century. Most of the regions do not invest enough in the financial aspects of cultural pensions, and some regions even have difficulty in securing daily expenses. In addition, the closed network and inconvenient transportation make it even more difficult to carry out cultural pensions.

- (2) Inadequate promotion of cultural aging

Cultural aging is a new demand of contemporary Chinese society at a certain stage of development, and it is a kind of inheritance and innovation of traditional aging model. In our country, the government is generally weak in consciousness, and the implementation method of the connotation of cultural aging is in the process of exploration, which often forms the phenomenon of attaching importance to material life and neglecting spiritual needs. In addition, the dissemination of the concept of cultural pension is not enough and the lack of awareness, leading to the elderly in life gradually formed the phenomenon of material wealth and spiritual poverty.

- (3) The current society has no clear norms for the regulations and organizations of cultural aging construction

Although some second-tier cities have gradually established a standardized system of cultural aging, they are attached to or rely on some government-affiliated functional departments, such as community and labor unions. In terms of activity organization, there is a lack of planning and arrangement of professional talents, and the tasks are completed as long as they are done regularly, which does not meet the actual needs of the current elderly groups.

5. Innovations and Suggestions

(1) Strengthening the system and optimizing the environment for the elderly

Rely on scientific and complete system construction to drive the long-term development of the whole social elderly service system. The state takes the lead in promoting the system construction from the macro level, and the local government should further enhance the environmental infrastructure construction, including the construction of senior activity centers and various facilities inside the centers. Encourage the introduction of private capital into the cultural senior care industry; vigorously support the senior care industry, so that cultural senior care can be standardized and institutionalized.

(2) Strengthen the construction of cultural aging talents

With the continuous improvement of China's elderly service system, the problem of the lack of high-quality elderly talents is also coming to the fore. Firstly, we need to cultivate a team of talents engaged in the cultural pension industry, who have a thorough understanding of the concept of cultural pension model and its overall view, and can combine it with the development of the times; secondly, we need to cultivate intermediate care professionals, whose spiritual needs are first and foremost the satisfaction of the material level, pay attention to the physiological and psychological aspects of the elderly, improve the quality of cultural pension, and promote the maximization of the benefits of cultural pension talents.

(3) Strengthen infrastructure construction and enrich senior activities

After entering old age, human senses are more sluggish in response to the outside world than when they were young, and organs inevitably decline, etc. Compared with online network learning, activities in fixed places are more popular among the elderly. Strengthen infrastructure construction, integrate existing resources, transform idle town land resources into senior activity centers and provide relevant senior care facilities in order to maximize the use of senior care resources.

(4) Multi-channel to enhance the level of cultural construction

Promote cultural innovation and enhance the vitality of cultural development. Carry out and participate in cross-regional and multi-level cultural exchange activities for the elderly, and broaden their horizons and improve their level by receiving visits, research and field study. We also need to make effective use of this cultural exchange platform for the elderly to organize regular study, organize life and increase communication, so as to understand the existing difficulties of the elderly and give care and help from the spiritual level and practical problems.

References:

- [1] Zhang Shiliang. Reflections on the Confucian Culture of Mercy and Filial Piety on the Modern Society, 2014.
- [2] Bao Xiaoyun, Miao Lujia, Tan Juanhui. The Positive Role of Humanity Care in the Social Elderly Service System, 2015.
- [3] Wei Haoben. Cultural pension is the right time. 2017.
- [4] Chen Yanbing. Under the background of population aging in our country endowment service system construction research, 2015.
- [5] Jing Tiankui. The Big Welfare Idea of Responding to Financial Crisis, 2010.
- [6] Books - 16010662- Introduction to Modern Commodity Science - Wan Rong, Zheng Yingliang, Zhang Wanfu, Jiang Rutao, China Finance and Economics Press, 2020.
- [7] Yang Hao. Research on Urban Community Culture for the Aged [D]. Anhui University, 2018.