



On The Problems and Measures of Rizhao Rural Pension Under the Background of Rural Revitalization

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ABSTRACT

The aging population in Rizhao rural areas of China is becoming more and more serious, and the development of rural elderly care services is related to the smooth implementation of the Rural Revitalization Strategy. The Rural Revitalization Strategy puts forward the general requirements of "industrial prosperity, ecological livability, civilized rural style, effective governance and rich life", makes phased plans for the implementation of the Rural Revitalization Strategy, and clearly puts forward "improving the rural elderly care service capacity" to adapt to the aggravating situation of rural population aging. The Rural Revitalization Strategy and the development of rural elderly care services are complementary and inseparable. The development of rural elderly care services in Hebei Province should seize the opportunities brought by the Rural Revitalization Strategy and solve the problems faced at the same time, so as to achieve considerable development.

Keywords: *The Rural Revitalization Strategy Population Aging, Rural Elderly Care Services*

I. INTRODUCTION

The proposal of Rural Revitalization Strategy brings new opportunities for the development of rural elderly care services. Among them, the general requirements of "industrial prosperity, ecological livability, rural civilization, effective governance and rich life" not only make phased plans for the implementation of the Rural Revitalization Strategy, but also point out a new direction for the development of rural elderly care services. Its requirements of "improving the ability of rural elderly care services" also adapt to the situation of aggravating the aging of rural population. The rural areas of Rizhao City are mostly occupied by the left behind elderly, and the problem of providing for the aged has become increasingly prominent. The background of this paper.

II. RESEARCH METHOD

This is a qualitative study. Taking the implementation of the Rural Revitalization Strategy as the background, it is clear that the Rural Revitalization Strategy and the development of rural elderly care services are complementary and inseparable. Only by understanding the real needs of the rural elderly for elderly care services and gnawing down the "hard bone" of rural elderly care services, can we lay a solid foundation for the smooth implementation of the Rural Revitalization Strategy, so as to better realize "industrial prosperity, ecological livability, rural civilization, effective governance and prosperity". Therefore, the research on the development of rural elderly care services in Hebei Province is also to better promote the smooth implementation of the Rural Revitalization Strategy.

III. DISCUSSION

3.1 Problems faced by Rizhao rural elderly care service development

3.1.1 Rizhao's rural industrial integration level is low

Rural industrial integration refers to maintaining the most basic grain production function of rural agriculture, relying on advanced agricultural technology, developing the new value of agricultural products, creating a brand-new rural industry, further expanding the industrial chain of agricultural production, forming a fresh and dynamic industry, developing new industrial agriculture, and then integrating with the secondary industry and the tertiary industry, constitute a new industrial system that is innovative and keeps pace with the times.

The development level of Rizhao's rural economy lags behind, partly due to the shortage of rural resources and partly due to the backward industrial economy in rural areas. The primary and secondary industries in rural areas are integrated, and most of them are processed with agricultural products. The utilization degree of rural resources is relatively low, so it is unable to create high-value additional products, Rural agriculture has not introduced advanced

information technology, nor has it used biotechnology to improve and upgrade agricultural products. Promoting the development of rural industries with technology is still in its infancy, and the integration of shared technology among various industries is far from enough. At the same time, the primary industry and the tertiary industry in rural areas have not achieved a high degree of integration, and are only in the initial stage. The integration of agriculture and the tertiary industry is also limited to leisure agriculture, rural tourism and other industries. The modern service system and infrastructure supporting the integration of the primary industry and the tertiary industry in rural areas need to be further improved.

3.1.2 Rizhao rural elderly care service infrastructure construction is backward

The infrastructure of elderly care services in most rural areas in Rizhao is relatively lacking. In the construction of collective land, only a small amount of space is used, and a large amount of space is wasted and can not be used effectively, which can not meet the basic development conditions of rural elderly care services, and greatly reduce the comfort and convenience of rural elderly people's own life. The fundamental reason lies in the backward rural economy, Lack of funds for the construction of infrastructure and elderly care service facilities.

3.1.3 the government's positioning of basic elderly care services is not clear

Although the Rizhao government has issued many policies and regulations on the development of rural elderly care services, its definition of the connotation of basic elderly care services is not clear enough. China's basic elderly care service is a service of social welfare nature, and all the elderly should be the recipients of the services provided by the government. For the elderly who have no self-care ability and living ability, As well as families with financial difficulties in supporting the elderly, the government should increase capital investment, improve the construction of pension infrastructure, and carry out necessary supervision and management to ensure that the elderly and families in need really enjoy these basic pension social benefits.

At present, the Rizhao government is still in a state of unclear classification of the types of service items that should be provided by the basic elderly care services. The positioning is not clear enough and the content is mixed, so it is difficult to set clear elderly care service standards. For the elderly who have no self-care ability, the government should assume the responsibility of providing basic elderly care services. However, in the process of providing basic elderly care services, the implementation of government policies is not in place. At the same time, the responsibility classification of the market and the government is not clear, and the government and the market cannot accurately assume the responsibility for elderly care services, The elderly care service resources provided can not reach the hands of the elderly, which leads to the absence of the government's basic elderly care services.

3.1.4 Insufficient investments in rural pension services

In order to vigorously develop the economy, the state has always tended to pay attention to the development of all aspects of cities. The investment and construction level of urban industrial development, housing conditions, employment training, social security, education level, medical security, tax policy, financial support and financial policy take priority over rural areas. In the long run, it ignores the development of all aspects of rural areas. The development of rural areas lags far behind the development of cities. When the country vigorously develops urbanization, it ignores the common development of rural areas, which is the key to achieve comprehensive revitalization.

3.2 Countermeasures for the development of Rizhao rural elderly care service under the strategy of Rural Revitalization

3.2.1. Develop the collective economy and promote the integration of rural industries

The "industrial prosperity" clearly proposed in the Rural Revitalization Strategy provides economic support for the development of rural elderly care services. In rural revitalization, industrial prosperity is the key. This shows that the state attaches great importance to rural economic development. We should seize the rural resource advantages and unique rural customs, call on rural villagers to collectively invest, develop industries with local characteristics, vigorously develop the collective economy, and lead the whole village people out of poverty and become rich. The individual strength of villagers is small, but if they work together to contribute to economic development, they can bring good economic benefits and improve the economic level of rural areas.

To promote the integration of primary industry and secondary and tertiary industries, we can use rural tourism resources to develop characteristic tourism industries, so as to drive the development of local handicraft industry and processing and manufacturing industry; It can also develop ecological picking activities, such as picking vegetables and strawberries. At the same time, it can develop pastoral experience activities and carry out farmhouse fun, which can not only make use of the agricultural resources and environmental advantages of the village, but also bring economic benefits to the village; While developing the secondary industry and the tertiary industry, it can drive the cooperative development of the primary industry, which can well promote the mutual integration of the three rural industries and improve the level of rural economic development.

3.2.2. Promote the development of ecological pension industry

Ecological pension is a new pension model. At present, the pension needs of rural elderly are increasingly diversified and pursue higher-level pension methods. Therefore, vigorously develop the ecological pension model combining tourism vacation pension, health preservation and intelligent health preservation pension, which can meet the diversified pension service needs and is also a sustainable pension service model.

The ecological elderly care industry is a new type of industry that takes advantage of local resources and environment to meet the leisure elderly care service needs of the rural elderly. This coincides with the "ecological livable" proposed by the Rural Revitalization Strategy. The "ecological livable" is the key to rural revitalization. It focuses on improving the living environment of rural elderly care, increasing the construction area of rural green space

and controlling environmental pollution, Build a livable environment. The ecological pension industry can be developed synchronously, seize the policy advantages of the Rural Revitalization Strategy, and develop various forms of ecological pension methods such as tourism pension industry, health care industry and pastoral ecological pension, so as to meet the diversified pension needs of the rural elderly and promote the economic development of rural areas.

3.2.3. Strengthen the infrastructure construction of rural elderly care services

The infrastructure construction of elderly care services in Rizhao rural areas lags behind. Government departments at all levels should do a good job in division of labor and cooperation, seize the strategic development opportunity of rural revitalization, raise funds from various sources, and strengthen the construction of rural elderly care infrastructure. Improve road traffic facilities to facilitate the travel of the elderly in rural areas; Strengthen the capital investment in fitness facilities and repair them regularly to improve their utilization rate, so as to meet the fitness needs of the elderly in rural areas; Medical and health facilities are essential for the elderly care service infrastructure in rural areas. Efforts must be made to improve the level of rural medical and health care. The government should also increase financial investment, provide necessary preferential treatment and financial support for rural clinics, increase medical hardware facilities, and attract professional medical service talents to return to the village to make contributions, The government provides policy support and tax subsidies for professionals, and takes incentive measures to attract professionals to return home, so as to improve the professionalism of rural medical service personnel.

3.2.4. The government should increase financial support

The government should clarify its role in rural elderly care service, that is, the government has always played a leading and leading role in rural elderly care service. Only the government can play a leading role, increase financial investment in the construction and improvement of rural elderly care service system, and consciously tilt more financial funds to rural elderly care service, so as to support the construction and improvement of all aspects of rural elderly care.

The government should clearly plan the financial investment system for rural elderly care services, increase the financial budget expenditure for rural elderly care services, formulate a clear proportion of financial investment, increase financial support for the government's purchase of elderly care services and facilities in rural areas, increase the number of purchases, and establish and improve elderly care service institutions in rural areas, Increase the infrastructure of elderly care services, improve the service level of elderly care institutions, and upgrade the elderly care beds in their hospitals suitable for the elderly. The public financial investment should maintain a long-term dynamic state, optimize the government's investment structure for rural elderly care services, and increase the proportion of capital investment.

However, the government's financial support alone is far from enough. After all, the government's financial funds should support all aspects of national development, and the government's financial investment in rural elderly care services is still limited. Therefore, we should raise funds in various ways to ensure that there are multiple sources of investment funds for elderly care services, and actively encourage capital The government should provide necessary preferential tax policies for rural elderly care services built by social enterprises, promote the cooperation between medical and health service institutions and local rural elderly care institutions, and cultivate professional elderly care service talents, Provide more professional care for the elderly in rural elderly care institutions, ensure that they enjoy the most basic medical and health care services, and actively pay attention to the mental health level of the rural elderly living in elderly care institutions.

IV. CONCLUSION

Combined with the background of Rural Revitalization Strategy, this paper makes it clear that the relationship between Rural Revitalization and the development of rural elderly care services is complementary and inseparable. While putting forward relevant countermeasures, this paper analyzes the new opportunities brought by the Rural Revitalization Strategy to the development of China's rural elderly care services. Only by seizing the new opportunities can we better promote the development of Rizhao rural elderly care services. The Rural Revitalization Strategy is a national requirement. While implementing the Rural Revitalization Strategy, we should also pay attention to the development of rural elderly care services, so as to achieve the common realization of the two goals, meet the elderly care service needs of the rural elderly at a higher level, solve their worries about raising the elderly, and promote the harmonious development of the society.

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