

Research on the Development Countermeasures of Elderly Tourism in Liaoning Province under the Background of Aging

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Abstract. With China gradually step into the aging society, to promote the development of the elderly industry. The elderly tourism market, which plays an important role in the market segmentation of the elderly industry, also increasingly shows its vitality and vitality under the sustainable development and drive of China's tourism industry. Under the background of its high degree of population aging, the development of its elderly tourism market is also faced with opportunities and challenges. By analyzing the problems existing in the development of the elderly tourism market in Liaoning province, this paper puts forward the countermeasures and suggestions with strong application value and reference significance.

Keywords: Ageing of Population; Senior Tourism; Tourism Market Development; Liaoning Province.

1. Introduction

With the acceleration of China's aging society, the sunset industry, like the aging problem, attracts attention to the elderly, improves the quality of life of the elderly, and brings it into the social vision. 2014 "Several Opinions on Promoting the Reform and Development of Tourism" clearly proposed to vigorously develop tourism for the elderly, and combined with the development of elderly care service industry, health service industry, actively carry out multi-level, diversified leisure, health and vacation products for the elderly. The 2020 China Tourism Development Report points out that the development environment of China's tourism market has changed greatly. From the perspective of tourism demand, China's three major tourism markets have changed significantly. Nearby short tour will become the mainstream, "maintenance, leisure, love, strange" is more favored, under the support of information technology, smart tourism will boost the high-quality development of tourism. This policy direction shows that China's elderly tourism is about to usher in a new development situation.

The elderly tourism market in Liaoning Province has great potential, but the current development is insufficient, which seriously lags behind the consumption demand of the elderly tourism. How to develop the elderly tourism market and revitalize the sunset industry has become the focus of all sectors of society and become an indispensable part of the social and economic development. Therefore, it is necessary to analyze and sort out the current situation of the elderly tourism market and the motivation of the elderly tourism needs in Liaoning Province, so as to expand the tourism products that meet the tourism needs of the elderly, and better serve the elderly and the society.

2. Characteristics of Elderly Tourism

Elderly tourism is divided according to the age level of consumers, which is different from the traditional tourism division standard, and naturally has its unique characteristics, which are mainly reflected in the particularity of the group, the comprehensiveness of products and the small profit of the industry.

2.1. The Particularity of the Elderly Group Itself

The elderly tourism has the particularity of the group, which is mainly reflected in the special service object of the elderly tourism, namely the elderly. Elderly tourism involves the quality of life of the elderly and the consumption ability. Elderly tourism market demand also has particularity, has the



characteristics of the elderly tourism products and services must be very different and young products, the elderly tourism service object mainly aged 60 and above, need to study the actual characteristics of the elderly, according to the elderly physical and the characteristics of the product design, at the same time the elderly are easy to accept marketing, to meet the material and cultural needs of the elderly as the first priority. At the same time, although the service target of the elderly tourism is for the elderly, it is not limited to the elderly, but also includes the young people who are willing to accompany the elderly. The development goal of tourism for the elderly is to achieve "the old support, the old learn, enjoy".

2.2. The Product is Collective

Collection is an obvious feature of the elderly tourism products, which is concentrated in the fact that it is not an independent product in the traditional sense, but a combination of many products. Elderly tourism products has rich connotation and denotation, a wide range of areas, including almost all specialized for the elderly production, service, sales of enterprise products, including the elderly food for the elderly, the tourism equipment for the elderly, the elderly manufacturing such as elderly action auxiliary equipment, including the need to be equipped with health care personnel on the journey. Elderly tourism is a comprehensive big market, the elderly tourism market covers the elderly daily necessities market, elderly food market, elderly travel market and elderly medical care.

2.3. Product Profit is Relatively Low

The small profit of the industry is mainly because the average profit of the elderly tourism industry is relatively low, and the profit margin of the products and services for the elderly tourism is relatively low compared with that of the tourism enterprises of other age groups. This is because the elderly are affected by historical reasons, low, the ability to create wealth is declining, the psychological insecurity is enhanced, the consumption is in line with the Times. All of the above make the profit margin of the enterprises operating the elderly tourism market is relatively low. However, because of the annual increase of the elderly population in China and the huge total number of the elderly population, the overall profit of the enterprises engaged in the elderly tourism is still very considerable. This just shows that the elderly tourism constitutes a very important part of the whole tourism market.

3. The Development Status of Elderly Tourism in Liaoning Province

3.1. Rapid Growing Demand for Tourism for the Elderly

According to the international evaluation standards, Liaoning province has entered an aging society. With the increase of the size of the aging population, the proportion of the aging population in the total population increases. At the same time, the tentacles of capital also touch the elderly tourism market, and the consumption of the elderly population and the investment brought by the aging economy to economic growth will be more obvious. With the increase of the elderly population, the elderly population who finally have a lot of leisure time gradually change their consumption concept after retirement. They spend more on health care and health care, cultural entertainment, and meeting psychological needs, and are more willing to invest more funds in their own interests and hobbies. Many people have time, energy, family or work reasons when they are young, and have no time and energy to meet their consumption willingness. After retirement, they want to compensate for their consumption expenses by increasing their interests and hobbies. At the same time, with the progress of medical technology, enhance the physique of the elderly, prolong the life of the elderly, the number of the elderly population to maintain strong energy and physical strength is more and more, a survey found that a large number of elderly people in the tourism expenditure even more than the young people. The developing situation of China's elderly tourism industry is determined by the consumption ability of the elderly, but also determined by the change of the consumption concept of the elderly, of course, it is also the inevitable requirement to promote the development of China's national economy and social development. It can be seen that how to face the large scale and rapid

growth of quantity, the increasing demand for the quality of tourism products for the elderly tourism demand is our current tourism enterprises facing the most need to consider the problem.

3.2. The Elderly Tourists' Consumption Capacity is Insufficient

Although the elderly population base in Liaoning province is increasing year by year, bringing a broad potential market for the elderly tourism, the real situation is that the travel rate of the elderly in Liaoning province is not high, and the actual tourism consumption of the elderly is insufficient. On the one hand, the economic development level of Liaoning province has always been in the middle of the national development level, and the average income level of residents is also lower than that of the economically developed areas. In developed countries in the world, the general elderly tourism market accounts for more than 50%. Our country is not perfect social security system, the decline of ability to create wealth after retirement makes many people in the worry on the one hand for the future quality of life decline caused certain psychological burden, on the other hand, income reduced life burden also have to be taken into account by the elderly, lead to psychological dare to cast more money or no more money to support tourism consumption activities. Compared with the economic conditions have been greatly improved for the elderly friends, the elderly friends can completely afford or even enjoy the ideology of tourism consumption is not generally set up, frugal consumption habits and consumption level growth out of line, afraid of going out inconvenient and other factors also limit the travel of the elderly.

3.3. The Development of the Elderly Tourism Industry is Not Perfect

Our country can be called a tourism country, but not a tourism power. At present, tourism enterprises only see the small profit of the elderly tourism, but have not seen the huge benefits and sustainable development space behind them. Generally speaking, only small and medium-sized travel agencies operate tourism products for the elderly, and large travel agencies only regard elderly tourism products as a supplement to the whole operation. Professional tourism enterprises for the elderly are small in scale, few products and cannot meet the unique needs of the elderly population for tourism products. Elderly tourism products development requires many industry coordination, the small-scale tourism activities natural influence is weak, elderly tourism products require tourism industry, the elderly industry of tourism practitioners not only to master relevant tourism professional skills, but also have certain health care skills and health care knowledge, also need specialized configuration for the elderly professional facilities, there are a bottleneck on the linkage of these links. As a result, the overall competitiveness of such tourism products is not strong, the cooperation and competition state is unstable, and it is difficult to design and develop high-level tourism products for the elderly.

4. Development Strategy of Elderly Tourism Products in Liaoning Province

4.1. Develop Tourism Products that Meet the Special Needs of the Elderly

The elderly tourism products that meet the needs of the elderly population must be popular products for the elderly. So what are the special needs and characteristics of the elderly different from the young? The first is the products that meet the physical requirements of the elderly. For example, most of the elderly tourism in the market does not consider the physical strength of the elderly, blindly filling the trip of every day, but in fact, for most of the elderly, with the decline of physical strength, the degree of pleasure in the process of tourism will be greatly reduced, and then sprout a variety of dissatisfaction. Therefore, in the design of tourist routes, on the one hand, we should meet the psychology of the elderly who want to go more and see more, on the other hand, we should reasonably arrange the tourist routes of every day, so that the high physical strength link can appear in the beginning of the journey or the high and low physical strength in the day. Secondly, in line with the psychological needs of the elderly. The elderly are significantly less curious about novel things than the young people, so the design of tourism products should be combined with the understanding and acceptance of the elderly as much as possible, such as nostalgic tourism products, or health tourism

products, "slow" tourism products, etc. Liaoning province has a very rich health tourism resources, Anshan Tanggangzi Hot Spring sanatorium is a famous health resort, the existing products are limited to sightseeing. It is a new attempt to integrate the health tourism elements into people and integrate the simple sightseeing tourism into a tourism product integrating health care, summer vacation and sightseeing.

4.2. Excavating High-End Elderly Tourism Products

With the improvement of living standards, although the income of Liaoning province is at the middle level in the whole country, among which the income level of the elderly who have lost the ability to recreate their wealth is relatively low, there are also some of them with both advanced pension concepts and certain economic strength. In fact, the elderly are actually the main force of profit in the elderly tourism market. But at present, low-end elderly tourism products on the one hand are still redundant expenses for the elderly with low income, on the other hand, the elderly with high income can not meet their demand for the elderly tourism products, making most of the low-end elderly tourism products on the market in an embarrassing situation. Then deeply explore high-end tourism products, improve product quality, and can also improve the profit margin of products, so that more large-scale tourism enterprises can add people among them. Many famous health and wellness tourism attractions in Liaoning Province are currently in an awkward situation. Due to a lack of understanding of high-end tourism products in the past, health and wellness tourism has become low-end, with unsatisfactory living environments and no corresponding supporting infrastructure and medical facilities. Under the concept of developing high-end tourism products, the living environment around scenic spots can be improved according to local conditions. On the one hand, the living environment can be made more suitable, and on the other hand, facilities that meet the basic needs of the elderly can be renovated, such as gentle steps, necessary handrails, and anti fall floors. At the same time, it is necessary to equip corresponding professionals who understand emergency medical care, as well as psychological counseling professionals. Creating high-end tourism products and firmly grasping the high-end elderly consumer group can stabilize this portion of customer sources and reduce the cost of expanding customers; On the other hand, it can increase product profits and encourage more large-scale tourism enterprises to invest in the development of elderly tourism products.

4.3. Both the Public Welfare of the Elderly Tourism Products to Enhance the Enterprise Reputation

This paper has repeatedly mentioned that the profit of the elderly tourism is relatively low, so most tourism enterprises are not willing to carry out the elderly tourism, and large-scale travel agencies only take the elderly tourism as a supplement. However, the base of the elderly tourism population is large, and the total profit is still very considerable. At the same time, the development of elderly tourism not only has social and economic value, but also has social welfare value. Respect for the elderly is the traditional virtue of the Chinese nation, every family has the elderly, the reality that everyone will be old let us see how to treat the elderly is a microcosm of social civilization and progress. Let elderly tourism products with social welfare value, tourism enterprises should also from the perspective of giving back to society, improve enterprise reputation, in the face of elderly tourist population rising year by year, using part of profits to give back to society, in order to improve the social evaluation of the enterprise, intangible establish good corporate image, for the future development of the enterprise to lay a good social evaluation, and through good evaluation for long-term development space..

4.4. We will Strengthen the Supervision of the Elderly Tourism Market

As a region with serious aging in Liaoning Province, the government should play a greater role in regulating the tourism market, and truly protect the basic rights and interests of elderly tourists. It is the bounden responsibility of the government for the elderly tourism to improve the happiness index

of the elderly. Tourism is a service industry, and the details of the service determine the success or failure of the service. The cognitive level of the elderly is gradually declining compared with the young people, and some unscrupulous enterprises will use this to harm the interests of the elderly tourists when providing services. In developing, opening up and supporting the elderly tourism market at the same time, the government departments must especially strengthen the supervision of the elderly tourism enterprises. For example, regularly carry out the elderly tourism inspection of tourism enterprises. From the signing of the contract, to the service of the journey process, until the end of the journey to collect feedback information from the elderly tourists, so that the whole process of providing services for the elderly is under supervision. At the same time, in order to facilitate the elderly tourists to protect their rights and interests, they can directly complain to the relevant departments, rather than through travel agencies. In the relevant departments to set up a special organization to deal with the complaints of the elderly tourism groups, effectively safeguard the legitimate rights and interests of the elderly tourists, clear the elderly tourists travel obstacles.

5. Conclusion

With the improvement of medical level, the health status of the elderly has been greatly improved, coupled with the extension of average life expectancy, the establishment of leisure concept and other reasons, the rapid development of tourism for the elderly has been promoted. With the prosperity of tourism, the degree of social aging is deepening, the development of China's elderly tourism industry can not only reflect the social welfare value, but also bring considerable market economic value, which is a problem worthy of deep discussion.

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