

The Impact of an Ageing Population on Domestic Tourism

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Abstract: China's population is ageing at an accelerated pace, and the changing demographic structure and declining working-age population are challenges that must be faced in the medium and long term. Whether population ageing has only a hindering effect on the economy, and how to effectively release the growth pressure embedded in economic transformation and upgrading in an ageing society have become questions worth exploring. This paper will take the elderly tourism industry as an entry point, and then explore the impact of the ageing population on the elderly service industry by analysing the consumption structure of the elderly, as well as providing suggestions on how to turn the latent economic demand of the silver-haired society into a growth driver.

Keyword: ageing; tourism; Hainan province; state policy

1. Research Background

At present, the ageing of China's population has a serious impact on the quantity and structure of the labour force supply, making the burden of old age on families and the government heavier and challenging the balanced development of the population; but on the other hand, the "leisure and wealthy" elderly group created by the silver-haired society will give rise to and promote the rapid growth of the elderly consumer market and social demand for elderly services [1,2]. Therefore, it is worth exploring whether the ageing population is only a hindrance to the economy and how to effectively release the growth pressure inherent in economic transformation and upgrading in an ageing society. The ageing population straddles late adulthood and old age. Late adulthood (50-75 years) is the beginning of the age of wisdom, a renewed inclination towards spiritual principles and a search for harmony in life, emotions and spirituality. Old age (75+) is a period of rejuvenation, reflection and growth, a period of reflecting on one's life and reappreciating and accepting oneself. Both of these stages of life and spirituality have aspects that are compatible with the role of tourism, and the demand for tourism among older people rises gradually during their leisure time. This paper will therefore use senior tourism as an entry point to explore the impact of population ageing on the senior services sector. On the one hand, it will help to provide suggestions for policy decisions and actively respond to the situation of an ageing population; on the other hand, it will help to explore the

potential value of the silver hair industry, cultivate tourism consumption among the elderly as a new economic growth point, alleviate the impact of an ageing population on the social economy, stimulate new market dynamics and promote "successful ageing". This will help to alleviate the impact of the ageing population on society and the economy, stimulate new market dynamics and promote successful ageing [3,4].

2. Consumption Characteristics of the Elderly

Some studies have shown that the consumption of the elderly has the following characteristics: first, the expenditure of the elderly on daily life will be reduced and the expenditure on medical care will be increased. 2. The elderly with more savings will have a more secure basic life and a higher consumption level in their old age. 3. The better the intergenerational relationship between families, the less they will spend on health care products and medical care. Will put more money into other types of consumption [5]. 4. The consumption level of the elderly with better social security will be higher.

The consumption of the elderly also has certain comparability and is easier to follow the crowd. The elderly have strong health anxiety and longevity motivation. They will pay more attention to the consumption of medical care. The social interaction represented by square dance has not only promoted the scale of life survival and enjoyment consumption of the elderly, but also significantly increased the proportion of enjoyment consumption and promoted the upgrading of consumption structure [6]. Health care and tourism are the main consumption forms of enjoyment.

The elderly are more sensitive to prices. Generally, they will choose to travel off peak.

Most elderly people choose not to travel with travel agencies. It can be seen from the table 1.

Table 1. Proportion of urban and rural residents over 65 who choose to travel [7]

Particular year	Over 65-year-old urban residents choose	Urban residents over 65-year-old do not choose	Over 65-year-old rural residents choose travel agency (%)	Rural residents over 65-year-old do not choose

	travel agency (%)	travel agencies (%)		travel agencies (%)
2011	11.2	88.8	11.2	88.8
2012	7.7	92.3	6.7	93.3
2013	8.4	91.6	6.8	93.2
2014	6.6	93.4	4.7	95.3
2015	8.6	91.4	5.5	94.5
2016	13.4	86.6	4.9	95.1
2017	16.2	83.8	5.3	94.7

3. Data Analysis

3.1. Scale of Tourism for the Elderly

Table 2. The number of aging population and the changing trend of tourism consumption [8]

Index	Permanent resident population aged 65 and above (ten thousand people)	Proportion of permanent residents aged 65 and above in the total permanent population (%)	Domestic tourism revenue (100 million yuan)	Number of domestic residents traveling (million person times)
2012	12777	9.4	22706.22	2957
2013	13262	9.7	26276.12	3262
2014	13902	10.1	30311.86	3611
2015	14524	10.47	34195.05	3990
2016	15037	10.8	39389.82	4435
2017	15961	11.4	45660.77	5001
2018	16724	11.9	51278.29	5539
2019	17767	12.6	57250.92	6006
2020	19063.53	13.5	22286.3	2879
2021	20056	14.2	29191	3250
2012	12777	9.4	22706.22	2957
2013	13262	9.7	26276.12	3262
2014	13902	10.1	30311.86	3611
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2017	15961	11.4	45660.77	5001
2018	16724	11.9	51278.29	5539
2019	17767	12.6	57250.92	6006
2020	19063.53	13.5	22286.3	2879
2021	20056	14.2	29191	3250

It can be seen from the table 2. From 2011 to 2017, the per capita tourism consumption of urban and rural residents over 65 years old for domestic tourism in China generally showed an increasing trend. In 2017, the per capita tourism consumption of rural residents over 65 years old even exceeded that of urban residents over 65 years old. At present, the number of elderly tourists in China has accounted for more than 20% of the total number of tourists in China every year.

Table 3. Per capita tourism consumption of urban and rural residents over 65 years old [9]

Particular year	Per capita consumption of urban residents over 65 years old (yuan / person / time)	Per capita consumption of rural residents over 65 years old (yuan / person / time)
2011	706.09	469.42
2012	636.7	485.4
2013	608.5	382.6
2014	543.6	408.9
2015	641	524.4
2016	843.5	400.2
2017	963.3	997

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It can be seen from the table 3. According to the per capita tourism consumption of urban and rural residents over 65 years old. From 2011 to 2017, the per capita tourism consumption of urban and rural residents over 65 years old for domestic tourism of Chinese residents generally showed the same growth trend. In 2017, the per capita tourism consumption of rural residents over 65 years old even exceeded that of urban residents over 65 years old.

According to the data on the number of elderly people aged 65 and above and the changes of tourism consumption from 2012 to 2021, the number of permanent residents aged 65 and above in China has increased year by year in the past decade, accounting for an increasing proportion of the total permanent population; Domestic tourism revenue and domestic tourist arrivals increased over the past 2012-2019 years. In 2020, COVID-19 was subject to a decline in the number of faults. In 2021, the domestic epidemic was under control, which rose somewhat compared with 2020, but the recovery rate was small. It still takes a while to recover to the level before the epidemic.

3.2. Conclusion Summary

In recent years, the development trend of China's elderly tourism is good. As a social system engineering, the industry has formed a relatively perfect industrial chain under the guidance of the government. The large elderly population, the improvement of consumption level, the renewal of ideas and the support of family society reflect the huge market potential. The enthusiasm of the elderly to participate in tourism is high, tourism pension groups are gradually formed, and there is a strong filial piety culture atmosphere in society. The elderly have become an important "pole" in China's tourism market. The increase of the elderly population is positively correlated with the growth of tourism consumption. In addition, the consumption of urban and rural elderly in tourism still has great room for rise, and the tourism market for the elderly has great development potential.

4. The Current Problems of the Elderly Tourism

The development of tourism for the elderly in China has experienced three stages: the embryonic stage (1978-1998), the exploratory stage (1999-2008) and the current development stage (2009-present). The elderly market has begun to attract attention, and then the tourism products for the elderly gradually become richer and more distinctive. Moreover, the enactment and implementation of numerous laws have provided legal protection for the protection of consumers' legitimate rights and interests. The standardization of products has been improved, related brands and tourist visits have increased, and tourism for the elderly has gradually developed. However,

it still faces several major problems and challenges. First, it is affected by the epidemic. The impact of the epidemic will bring losses to the tourism industry, the tourist reception rate of scenic spots is lower than the usual 50%, the overall income is greatly reduced, the travel cost of consumers increases, the risk increases, operators may also raise prices or directly give up due to the increase of unit cost. Second, cultural connotation and folk culture homogenization. Under the industrialization of tourism, the tourism operation mode and hardware facilities in many places are highly similar, while the soft facilities are not perfect and lack of characteristics. Third, most of the travel products launched by travel agencies are not suitable for the elderly. Fourth, the relevant government departments lack supervision. Fifth, the elderly's physical condition is unstable and the supporting medical facilities are not perfect.

5. Case Analysis – a Case Study of Hainan Province and the Special Tourism Train for the Elderly Market

5.1. Hainan Province

One of the biggest characteristics of consumers in Hainan tourism is "migratory bird" tourism. The so-called "migratory bird" tourism refers to the travel and sightseeing activities of the elderly to a place more suitable for their own survival and life in order to avoid the adverse climate environment of their original place of residence for their own health. This kind of tourism is like migratory birds very much, which need to migrate according to the change of seasons, so it is also called "migratory bird" pension. "Migratory bird" tourism is a way of combining tourism activities and elderly care services. The reason why Hainan's migratory bird tourism is so prosperous is mainly due to two factors: one is the natural landscape factor and the other is the policy promotion factor.

In terms of natural resources, Hainan Island has a relatively complete range of resources except ice, snow and desert. Hainan Province has a tropical marine monsoon climate. There is basically no winter all year round, and the annual average temperature is 25.7 °C. For the elderly, it is a good place to travel; In addition, its air quality is excellent, ranking first in the country for many years; Sanya is endowed with unique hot spring resources. The spring water is rich in minerals, which has significant curative effects on cardiovascular diseases and obesity. In addition, Sanya has a natural and beautiful marine landscape, continuous mountains, vast sea and spectacular scenery. At the same time, the inland culture, marine culture and overseas culture in Hainan Province collide and integrate with the local Li Miao culture in Hainan, forming a multicultural system.

In terms of cultural homogeneity, as Hainan has always been a hot travel destination, enterprises have transitioned from vicious bidding to pursuing their own unique cultural connotation and brand uniqueness. Not only that, the local government actively guides the local industry to excavate the nationality, folk custom and culture, and actively protects and inherits them. For example, a number of Li traditional skills, music, dance, folk customs and literature have been listed as world cultural heritage, Chinese

intangible cultural heritage and Hainan provincial intangible cultural heritage respectively. These cultural essence have clear protection and publicity units.

In terms of medical security, the number of medical and health institutions in Hainan Province rose from 2265 in 2010 to 5435 in 2019, and the number of medical and health institutions in Haikou, the provincial capital, rose from 485 in 2010 to 1081 in 2019. The number of medical and health institutions in Baoting County, which has the slowest development progress, also increased from 49 in 2010 to 104 in 2019. Community and regional medical institutions are also increasing year by year, and the health of the elderly can also be guaranteed in the travel place.

In terms of complete infrastructure, first of all, promote the development of Hainan. It has a relatively perfect internal transportation system and policy support. For example, in order to increase passenger flow, Hainan province gives preferential policies such as reducing fees to newly opened routes, builds cruise aircraft carriers in maritime transportation, and builds a regional cruise center in Southeast Asia. In addition, many auxiliary industries, such as catering, accommodation and entertainment, will be developed to further improve the attraction of the scenic spot.

5.2. Elderly Market Tourist-Dedicated Train

With the arrival of the aging society, the Shandong Normal University in view of the development of the railway tourist-dedicated trains, putting forward the development strategy of the tourism special trains, analyzing the travel characteristics of the elderly who like travelling off-peak and partnering with others, the consumption characteristic such as interactivity and participation. It is proposed to plan routes and activities in advance according to the characteristics of the elderly, select refined tourist attractions and make reasonable pricing. Propagandized by new media and traditional media. Sharing personal gain and experiences with others during the trip and selecting the award. It is not only a journey of nature, but also a journey of the soul, which encourages the elderly to make friends while traveling.

The tourist-dedicated train is supported to equip with medical equipment and healthcare workers, sticking more patient, enthusiastic and meticulous in its service. Beds are arranged according to the age and physical condition of the tourists to solve the problem of the elderly uncomfortable and health is difficult to be guaranteed in traveling. Reserving more tour time in the scenic spot, increasing the interest by using the prop and the game to solve the problem that most of the travel products launched by travel agencies are not suitable for the elderly [10].

6. Policy Recommendations

First, give full play to the role of the market and develop tourism products with the characteristics of the elderly. The elderly tourism is different from traditional tourism, which determines that the development of the elderly tourism products should be based on the experience of traditional tourism products, combined with market and elderly suitability demand, created high-quality products

that meet the needs of the market and advanced innovation in products such as the elderly market tourist-dedicated train model [11]. In response to the impact of the COVID-19 pandemic on tourism [4], the Internet Plus tourism model is developed, consumers through the Internet to make the best choice. 5G combines with new industries to make digital application scenarios, VR breaks the spatio-temporal limits [13], explore tourist attractions, tell stories, radio and so on [12,13].

Second, give full play to the role of fiscal policy in stabilizing the economy. Above all, the government promulgates relevant fiscal policy measures, combining fiscal policy with monetary policy, defining the amount of financial support allocated to tourism and its derivative industries, at the same time, tourism products with greater potential will be included in the support projects at the provincial and national levels; besides, social funds will be widely absorbed to guide state-owned enterprises, private enterprises and other diversified market entities to invest in the development of tourism products, the planning of tourism routes, the construction of infrastructure and so on. Through the establishment of the special tourism fund for the elderly to provide financial support for the tourism industry. What's more, we need to strengthen the supervision of the tourism industry, open channels for the elderly to comment, investigate the enterprises which have problems and solve them timely [14,15].

Third, increase promotion of the elderly tourism industry. The development of the elderly tourism can not be separated from the propaganda of the media. In this process, the target audience should be distinguished and the publicity should be conducted in a way acceptable and understandable to people of different ages. For the elderly, we can use the form of television, radio, newspapers and periodicals. In the mean time, we can rely on the oral communication between the Village Neighborhood Committee and the neighbors, set up the propaganda column and the Bulletin Board about the elderly travel to achieve the goal of propagating and changing their traditional idea about traveling.

Fourthly, encouraging the development of Tourism Services and management training. Actively carrying out knowledge popularization activities to fill the gaps in the first aid knowledge of relevant practitioners, setting up and improving the emergency medical stations in tourist attractions to provide protection for the health of the elderly [16].

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