

# Research on the Sharing Model of Urban and Rural Elderly Care under the Background of Rural Revitalization

-- Taking the Central Region in China as an Example

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**Abstract:** In order to bring people's wellbeing to a new level, China's 14th Five Year Plan proposes to comprehensively promote rural revitalization and improve the new urbanization strategy. Among them, optimizing the supply of urban and rural elderly care services has become a hot topic in today's society. How to optimize rural elderly care services? How can urban and rural elderly care be shared? Which paths can play a role in rural revitalization? These problems need to be sorted out and solved. Based on this, this topic will explore the sharing and realization path of urban and rural elderly care models under the background of rural revitalization, and put forward effective policy recommendations according to the research results.

**Keywords:** Rural revitalization, Urban and rural sharing, Elderly care, Central region.

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## 1. Introduction

The 2022 Government Work Report proposed to "actively respond to the aging of the population and optimize the supply of urban and rural elderly care services", making plans for future elderly care. The sharing of urban and rural elderly care can not only promote the complementary advantages of urban and rural resources, but also provide reference for the solution of urban and rural elderly care. China's urban and rural development is unbalanced, and the surplus resources of urban and rural elderly care are not effectively used. The rural areas in the central region are mostly "atomized villages" with scattered internal connections, and there are a series of problems in providing for the elderly [1]. The traditional urban and rural old-age security model has a narrow perspective, focusing only on the narrow sense of financial security. Actively exploring the sharing mode of urban and rural elderly care is an important way to solve the unbalanced utilization of urban and rural elderly care resources.

The results of the seventh national population census show that the proportion of the elderly over 65 years old in China is 13.5%, and China is moving towards a deeply aging society. To actively respond to the aging population, it is necessary to build a sustainable pension system. The input mechanism and participation mechanism of the urban and rural old-age sharing model are highly effective and sustainable, which can promote the urban and rural sharing of old-age services; We can use the interactive form of urban and rural multi factor connectivity to promote the high-quality development of urban and rural aging undertakings and industries; It can promote the construction of an inclusive and diversified elderly care service system to meet the needs of urban and rural elderly for healthy elderly care; It can actively solve the problem of insufficient supply of HP high-quality elderly care services in the central region, and build a reasonable elderly care service system. Therefore, how to develop the urban and rural old-age sharing model has important practical

significance.

## 2. Literature Review

(1) Research on the current situation of rural development in the context of rural revitalization. China is a large agricultural country with a large rural population. In recent years, the rapid development of cities in our country has made more and more rural people pour into cities, and a large number of people plan to take root in cities. As a result, more and more urban labor force and less and less rural labor force appear. The outflow of young people from rural areas to cities leads to the growing number of children and elderly left behind. In the 19th National Congress of the Communist Party of China, the strategy of rural revitalization was put forward, and the literature on rural revitalization in China is increasingly rich. For example, Meng Lingguo and others believed that all aspects of rural revitalization cannot be separated from financial support, and through the study of building a spatial econometric model, they concluded that economically developed regions can better support rural revitalization, and should use the spatial spillover effect of financial development to improve the implementation effect of rural revitalization in surrounding areas [2]. Feng Zhaohui said that the fundamental focus of the rural revitalization of the legal system is the development and prosperity of the rural population. It is necessary to consolidate the experience and typical practices of rural development that have been explored for many years in accordance with the law, regulate various rights and obligations of rural revitalization in accordance with the law, promote the implementation of major decisions and important policies of rural revitalization in accordance with the law, stimulate rural resource elements, activate rural development functions, and build a new urban-rural relationship [3]. Wang Yijun and others advocated that rural revitalization is first and foremost an industrial revitalization, aiming to promote the integrated development of primary,

secondary and tertiary industries, ensure the effective supply of high-quality and large quantities of agricultural products, and promote the development of the secondary and tertiary industries [4]. Xu Hanze and others pointed out that some scholars believe that under the background of rural revitalization, the existing poverty alleviation policies need to be debugged, and a poverty reduction policy framework integrated with the rural revitalization strategy should be built to form an institutional mechanism for giving priority to the development of agriculture and rural areas, and continue to promote the overall revitalization of the countryside [5]. Scholars have interpreted the rural revitalization strategy and put forward corresponding suggestions, but it should be pointed out that there is no research on specific rural groups.

(2) Research on the current situation of urban-rural integration development. Zheng Yonglan believed that the urban-rural integration mechanism will help to solve the problem of urban-rural pattern mismatch. On the one hand, the idea of rural urbanization can be used to tilt the resources brought by industry and cities to the countryside and stimulate the intrinsic value of the countryside. On the other hand, we can use the idea of urban-rural integrated development to build urban-rural integration and realize the complementary development between urban and rural areas, so as to achieve sustainable urban and rural development and rural revitalization [6]. Xie Tiancheng and others conducted a quantitative study on the coordinated development of rural revitalization and urbanization based on the provincial scale, indicating that there is a positive spatial correlation between rural revitalization and the coordinated development of new urbanization, showing a spatial distribution pattern of "high in the east and low in the west", and the linkage effect between provinces should not be strong, and put forward relevant suggestions on the integrated development of urban and rural industries [7].

(3) Research on the urban and rural elderly care model. With regard to the elderly care problem, the academic

community has provided a variety of solutions, such as the concept of "rural happy homes, group pension, time bank" (Wei Xin, 2022) [8]. Based on the SWOT-CLPV model, explore the rural shared elderly care model under the new background (Liu Weiyi, 2022) [9]. On the issue of urban elderly care, the research significance of the embedded elderly care model of medical care and elderly care in Shanghai (Feng Yuying, 2022) [10]. The elderly in urban communities still lack satisfaction of the overall demand for food management and medical care (Xiao Yinfen et al., 2021) [11]. It shows the significance, basic principles, main tasks and security system of integrated development of urban and rural elderly care service system (Bi Tianyun, 2019) [12]. Apply the concept of sharing economy to the elderly care industry (Sui Dangchen, Cao Yingqi, 2019) [13]. It can be seen that the academia has proposed many new pension models for the traditional pension model, but the existing research on urban and rural mutual aid for the elderly is less, and most of them are theoretical and not tested by practice. The existing examples of urban and rural sharing have many problems and regional limitations. Therefore, this paper puts forward the concept of urban and rural old-age model sharing, and takes the central region as an example to explore how the rural and urban areas can achieve the integrated development of urban and rural areas through resource sharing, which has become an urgent problem to be solved.

### 3. Development of Pension System

In recent years, the state has been paying attention to the problem of providing for the elderly. Paying attention to the mental health and physical health of the elderly is a small thing that every one of us needs to do, and it is also a big thing that the country needs to do for its continuous development. The State has formulated the following policies in order to effectively guarantee the living standard of the elderly and meet their spiritual and material needs.

**Table 1.** Changes in China's pension system

Year	Policy document	Main contents
1948—1984	Regulations of the People's Republic of China on Labor Insurance	The scope of the insured is urban enterprise employees, and the pension is borne by the state.
1984	Decision of the Third Plenary Session of the Eleventh Central Committee on Several Issues Concerning Economic Restructuring	The pension insurance has gradually changed from a unilateral employer burden to a shared burden by the state, enterprises and individuals, and the social pooling system of pension insurance has been re implemented throughout the country.
1986	Interim Provisions on Trial Implementation of Labor Contract System in State owned Enterprises	Social coordination of pension and medical care.
1991	Decision on the Reform of the Endowment Insurance System for Enterprise Employees	Clarify that the basic endowment insurance premiums shall be shared by the state, enterprises and individuals.
1995	Decision on Several Issues Concerning the Establishment of the Socialist Market Economic System	We will deepen the reform of the old-age insurance system for enterprise employees.
2000	Decision of the CPC Central Committee and the State Council on Strengthening the Work on Aging	Gradually make the personal account real.
2005	Decision of the State Council on Improving the Basic Endowment Insurance System for Enterprise Employees	Enterprises are encouraged to pay enterprise annuities for employees to supplement social security pensions.
2012	Outline of the Twelfth Five Year Plan for Social Security	To study the policy of elastically delaying the pension age.
2021	Suggestions of the Central Committee of the Communist Party of China on Formulating the Fourteenth Five Year Plan for National Economic and Social Development and the Vision for the Year 2035	Gradually postpone the statutory retirement age.

The promulgation of the above policies, to a certain extent, has given greater help to the elderly, but also many problems

have arisen, such as the uncoordinated distribution of elderly care resources between urban and rural areas. After the

promulgation of the policies, cities first pilot implementation, and then slowly develop to county-level cities and villages, which is a long process. It can be seen from this that urban pension measures are implemented quickly and efficiently, while rural ones are implemented slowly and inefficiently. How to promote the development of rural elderly care and how to share urban and rural elderly care resources need further exploration.

## **4. Current Situation of Urban and Rural Elderly Care**

At present, the problem of providing for the aged has attracted the attention of the state and the masses of the people. Among them, two issues have become the focus of this issue. One is that China's population is aging seriously. According to the current trend of aging, the elderly will become more and more, and the youth will become less and less. The country will face a heavy burden of providing for the elderly. Second, at present, a large number of rural labors are flowing out to cities to work and settle down. The rural elderly lack the company and care of their families, which will affect their mental health to a certain extent. The elderly need to be accompanied and cared for. The elderly care environment in rural areas and cities is very different. The entertainment life of the elderly in urban areas is rich, while the life of the elderly in rural areas is dull and single. In general, the gap between urban and rural elderly care is too large, and the material and spiritual satisfaction of urban elderly is far greater than that of rural elderly, which is due to the uneven distribution of resources. After an in-depth study of the lives of the elderly in urban and rural areas in some central regions, the author found that if the elderly in urban and rural areas are combined to achieve urban and rural sharing, on the one hand, it can enable rural revitalization and make the construction of beautiful villages more and more perfect, on the other hand, it can meet the different needs of urban and rural elderly, and better improve people's happiness.

### **4.1. Case Analysis of Developed Regions**

The first home-based elderly care shared kitchen in Dongcheng, Beijing, is an elderly care post station integrating central kitchen, intelligent vending machine and other elderly care services. Through the AI assembly line, elderly care meals are made in a unified way, as well as mini KTV, self-service physical examination machine and elderly classes and other services to scientifically diversify, standardize and industrialize the elderly food menu. The opinions of the elderly are widely solicited, and a series of elderly care services are provided for the elderly from the perspective of health.

### **4.2. Case Analysis of Central China**

Hefei, Anhui, is a city located in the central region. Since 2013, the city has adopted a market-oriented approach to establish a system of government purchase of home-based elderly care services. In 2021, the city has achieved remarkable results in supporting the elderly, developing inclusive elderly care services, and improving the community home-based elderly care service network. In terms of the system, it actively responds to national policies. The Municipal Civil Affairs Bureau and the Municipal Finance Bureau jointly issued the Implementation Plan of Hefei for the Elderly Care and Smart Elderly Care. The plan mentioned

that the elderly who are 60 and a half years old and who are disabled should be provided with free government purchase services, and implemented the nursing security system for those who are in dire need of support and the old-age allowance system, so that the elderly in urban areas and counties can enjoy certain subsidies every month. In terms of elderly care services, we established community canteens to provide affordable meals for the elderly. Tables and chairs are designed to maximize the comfort of the elderly based on their mobility inconvenience. Various measures have played a positive role in the issue of elderly care. It can be seen that the elderly care service supply in the urban area of Hefei is becoming more and more perfect.

The author found in the survey of Hezhuang Village that 62.5% of the elderly in rural areas are mainly engaged in farming, and most of the elderly are relatively backward in culture. The source of funding for the elderly is relatively single, with the economic support provided by children as the main, followed by pension insurance. The fees charged by the elderly care institutions are too high for them. In addition, the pressure of their children's life is high. Many elderly people are unwilling to go to the elderly care institutions to provide for the elderly. At the same time, there are many difficulties in the development of elderly care institutions, such as high costs, low profits and lack of social support. In general, the elderly care facilities are not perfect.

In the analysis of urban and rural elderly care service measures, the author found that at present, cities have successively carried out corresponding new elderly care services, and the construction of rural elderly care services is still in the initial stage. If urban and rural elderly care services are shared, it can improve the happiness of more rural elderly people, help alleviate the problem of elderly care, and achieve common prosperity.

## **5. Current Challenges of Rural Elderly Care**

### **5.1. Uneven Distribution of Elderly Care Resources in Urban and Rural Areas**

Under the combined effect of various factors, the distribution of elderly care resources in urban and rural areas in China is uneven. Among them, the speed of urban development in central China is far faster than that in rural areas. In terms of system, the pilot implementation is carried out in cities first than in rural areas. In the economic development, the action, organization and coordination of cities are far higher than those of rural areas. The uneven distribution of elderly care resources in the central region is an important manifestation of the uneven distribution of urban and rural resources in China.

(1) Medical conditions. The gap between urban and rural infrastructure is significant, and medical conditions are the most important factor. In the central region, high-quality medical resources are mostly concentrated in big cities, more high-quality resources are concentrated in Beijing, Shanghai and other regions, and rural medical resources in the central region are even more scarce, resulting in problems such as medical difficulties for the elderly in the central region. Difficulty in seeing a doctor, registering and being in poor health, all these factors highlight the large gap between urban and rural medical conditions in China.

(2) Entertainment. Under the organization and arrangement of the government, the urban entertainment facilities are

complete, widely distributed and dense, which can meet the needs of the elderly for entertainment life. The rural development is slow, the construction of entertainment facilities is few and the distribution is sparse, the elderly have no suitable places to engage in entertainment activities, and the knowledge and cultural level of the rural elderly is lower than that of the urban elderly, and their cultural life is lower than that of the urban elderly.

(3) Substance. The entertainment level of the rural elderly is low, but their knowledge of agriculture is relatively high. For example, in vegetable planting, they have fertile soil, free time, and a love of hands. Therefore, most of the rural elderly can be self-sufficient in vegetables. Because of the towering buildings in the city, there is not enough land resources to farm, so vegetables need to be purchased. However, the income gap between urban and rural areas is large, and the urban elderly are well informed. In general, the rural elderly can achieve self-sufficiency in vegetables, but in terms of material life, the urban elderly are not rich.

## 5.2. Weak Rural Industrial Foundation

With China's comprehensive implementation of the rural revitalization strategy, the rural industry has begun to develop. Because the industrial base of the rural areas in the central region is weak, and most of them are agriculture based, the development of the rural economy needs to be integrated with the secondary and tertiary industries. Although there is a large gap compared with the industrial development of cities, under the background of rural revitalization, the first thing is to get rid of the weak foundation, and then the industrial integration is developing continuously.

## 5.3. Weak Interaction Between Urban and Rural Areas

According to the analysis of the data of the fifth population census in 2000 and the sixth population census in 2010, the total size of China's floating population has surged from 79.08 million to 170.561 million in 10 years, an increase of 2.16 times [14]. In the cross regional migration of population, the central and western regions have become the main population outflow places, while the eastern coastal regions have become the receiving places of the floating population [15]. It can be seen that population outflow is an important reason for slow rural development. A large number of rural labors are flowing out to cities in order to seek employment opportunities and high-quality education and medical resources. Since 2010, there has been a new trend of population mobility, that is, the increase of floating population in China has slowed down, and the total population has shown a significant downward trend. Luo Xiaolong and others found that migrant workers will return when they reach a certain age stage, that is, they choose to settle in cities and towns [16]. To some extent, this shows that the interaction between urban and rural areas is weak, and rural areas have not become the first choice for migrant workers to settle down.

# 6. Suggestions

## 6.1. Vigorously Develop Rural Revitalization

Developing the industrial chain in line with local conditions is an important measure to implement rural revitalization. We will vigorously promote the process of new urbanization, make efficient use of the advantageous resources of each county, form an industrial pattern with

reasonable division of labor, centralize industries and markets, promote the transfer of production factors, and boost the process of rural industrial integration [17]. Formulate relevant strategies reasonably, introduce talents, encourage migrant workers to return home and start businesses, and inject new strength into the countryside. The countryside can appropriately develop culture and entertainment life, and make use of characteristic culture to create scenic spots with rural characteristics to attract more people to visit. Guide farmers to participate in industrial integration and drive economic development.

## 6.2. Promoting the Sharing of Urban and Rural Elderly Care Resources

(1) Optimize rural elderly care services (medical care, entertainment). Medical care is the top priority in the construction of rural elderly care services. To optimize rural elderly care services, first of all, we should optimize medical conditions. For example, we should establish large hospitals in the countryside and introduce more high-quality urban medical resources. On the one hand, high-quality medical resources can drive the economic development of a village, on the other hand, it can facilitate the elderly, increase employment rates, and promote the sharing of urban and rural elderly care medical resources, so as to improve the living standard in the countryside. The construction of entertainment facilities is also essential. Learn from urban strategies, widely solicit the opinions and needs of the rural elderly, provide entertainment places for the rural elderly, and enrich the spiritual world of the elderly.

(2) The surrounding cities drive rural development. At present, many migrant workers return to cities and towns, that is, they return to the surrounding towns of their hometown to settle down. The development of surrounding cities can be used to drive the development of rural industries, such as living in surrounding towns, working or starting businesses in surrounding villages. Expand the contact space between urban and rural areas, encourage urban and rural interaction, and share resources.

(3) Urban and rural cultural sharing. Build a cultural place with rural characteristics and an exchange place for urban and rural elderly people, attract more urban elderly people to visit and exchange, and realize cultural sharing. Use the Internet to let more urban and rural elderly see a different world and enrich their cultural life.

## Acknowledgment

This work is supported by 2022 Anhui University of Finance and Economics Undergraduate Scientific Research Innovation Fund Project (No. XSKY22080).

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