

The Investigation and Analysis about the Problem of the House for the Elderly

—Taking the Evergreen Apartment in Kunming for Example

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Abstract. This paper selects the Evergreen apartment located in Kunming city of Yunnan province as the object of the research, dissecting its management system. The author makes an empirical analysis of the existing problems of the Evergreen apartment both from the inner and external management. Meanwhile, the author gives the reform conception and plans as well as some feasible suggestions about how to solve these problems in a new period, and tries to drop a hint about the problems of management and fund raising of the Homes for the elderly of our country.

Introduction

According to the international criterion, when the proportion of elder people over 60 years old in a country or a region exceeds 10 percent and 7 percent in the total population, the country or the region will reach the ageing of population [1-2]. According to the Kunming's 6th census data, the proportion of people over 60 years old in Kunming has accounted for 12.09 %, and the population over 65 years old has exceeded 1.37 percentage of the international criterion [3]. Over the past 10 years, the elder population in Kunming increased 1 percentage in an average of 3 years, while the western countries only increase 1 percentage every 7-10 years. According to the statistics, it needs about 18 years that the transformation of the population to the elderly, but it only takes less than two thirds of the time in Kunming [4]. As the closing of the December 31, 2012, there are more than 84, 000 people over 60 years old in Kunming, which obviously, Kunming has entered the ranks of the aging cities ahead of the national standard [5]. And the aging is rising at more than 5 % a year, which will become more and more serious in the future. So, can the elderly apartments, as one of the Kunming pension service institutions, meet the needs of the growing elderly population? In order to solve this problem, We selected the Evergreen Apartment belonged to the "Old People's Home" geracomium in Yunnan province in recent years to study and analyze, and then, we put forward to the solutions to solve the problems of the Evergreen Apartment in Kunming, which are important to improve the quality of life of the elderly and the older age apartments.

Subject and Method

Subjects in the Study. We will investigate the Evergreen apartment, the occupancy rate of the apartment, the characteristics of the elderly in the apartment, the expenses of the apartment and so on. A total of 230 elderly people were investigated, aged between 58 and 105.

The Research Method. We used the method of inquiry to investigate the elderly apartment, and the basic situation of 230 elderly people living in apartments by questionnaire. By the method of comparison, we will find the price of apartments and the similarities and differences of other elder people apartments etc.

The Results and Analysis

The Problem and the Situation of the Evergreen Apartment in Kunming. The Evergreen Apartment. The Evergreen Apartment² located on the west side of XiHua Park, Kunming, Yunnan province, is a pension institution under the leadership of the "Old-Age Carrer Development Foundation" in Yunnan province, which is built in 1995 and put into use in January 1997.

Apartment covers an area of 16 acres, construction area of 11,200 square meters, which contains 400 beds, 150 standard rooms, 52 high-grade standard room [2]. The service of apartment is complete, radiating wide, collecting medical, nursing, health care, eating, living and entertainment, which is the first choice for many elder people in Kunming to spend their old age.

Low Occupancy Rate of Apartment. There are a total of 400 beds in the Evergreen Apartment, but the number of elderly people is 230, in other words, the occupancy rate is 57.5 %, not less than 60 %. So much bed vacancy brings ineffectoncy to the capital utilize of the Evergreen Apartment. According to the Kunming Elderly Service Industry Association³, there are 84, 000 people aged 60 to 109 in Kunming, accounting for 13.5 % of the city's population, 40 % of whom say they are willing to stay in a elder people's homes, in other words, 33.6 million people willing to go to the pension agency, but less than 1 % of the elderly can actually live in geracomiums. Obviously, there is the problem of low occupancy from both the Evergreen and other old apartments.

The Characteristics of Elderly People Living in Apartments. The characteristics of the elderly in the apartment which can be seen from table 1 is the majority have superior family conditions and the job is the cadre; the majority is the advanced age, the female elderly, spouse died and being healthy, with the child care, and the good guardian's relationship; most of them are for the purpose of old-age care and to alleviate the pressure of children [6-7].

The Cheap Price of Living not Attracting Elderly People to Stay. The services of the Evergreen apartment is thoughtful, which can be seen from table 2. a lot of beds are relative top grade, and the price is considerably lower than the hotel housing outside the apartments. For example, a standard room in the apartments is 40 yuan a day, but outside the apartments, the same standard rooms are generally more than 60 yuan. However, such low prices do not attract too many elder people to come to the apartments for living a retired life.

An Empirical Analysis to the Existing Problems of the Geracomiums in Kunming. The survey shows that there are still some hidden problems in elderly apartments in Kunming.

The Nursing Homes Have not Yet Formed a Virtuous Circle of Economy. Many elderly apartments in Kunming are still at the beginning of their own business, therefore the operating losses has caused great economic pressure to the operators. The main reason for the economic pressure is that the economy has not yet formed a virtuous circle and the revenues cannot offset expenditure. On the one hand, high rent affects the cost of bed, on the other hand, the geracomiums are far away from the urban areas and the traffic is inconvenience. Although the hardware, the environment and others are better, it is difficult to attract the elderly to stay. For example, now the Evergreen Apartment is located in the Kunming DaGuan Park (the Southland), which is near the Xihua Park. Although the scenery is very beautiful, it is far from the urban areas. There are no direct buses for many elderly people to arrive. It is inconvenient to whom want to live, and children visiting parents will become very trouble. All of the reasons cause to elder people don't want to live in the apartment. if the apartment transfer, the short of money is a serious problem.

In fact, these problems are happened in many elderly apartments. Due to funding problems, geracomiums can only be built in the suburbs which are away from the urban areas. Therefore, the elderly apartments always exist empty bed and cannot be lived in enough people, so that it is even more shortage for the funding of the elderly apartment. As time passes, it will form a vicious circle: a lack of funds, facilities not being updated, elder people pefering to their home, children being anxious for elder people living, then very low occupancy rate will lead to funding becoming more difficult to support, even no wages for workers, so workers will not take their job seriously, resulting in the services of apartments worse etc, which form the Matthew effect. The reason of these is that the funding for elderly apartments is not put in place, and raising funds even become more difficult, which unable to fill the losses.

Table 1 The Investigation of the Evergreen Apartment Belonged to the “Old People’s Home” geracomium in Yunnan province

The number of living people		230			
Gender	Male:88	Ratio of Male to Female	1:2	Peoples	Han: 229; Others:1
	Female:142				
Age		Under 60 years old:6; 60-70years old:20; 70-80 years old:80; 80-900years old:109;			
		90 years old and above:10; 100 years old and above:1			
Education Degree		Junior school:44; Junior middle school:55; High School:67; University:40, Illiteracy:24			
Post and Title		The Rank of director general:0; The Rank of regimental commander:0; The Rank of Section Chief:0; retired cadre:126; Workers:89;			
		Farmer:9; HouseWife:8; Senior professional title:0, Medium grade professional title:0; Primary technical job title:0;			
Retire		Retire:208	Party		Members of the CCP:28 Others:3
Spouse		Alive:51 Death:179	Good relationship:144 Bad relationship:4		Empty nest :3 Unmarried:4
Offspring		Male:237 Female:258	The family relationship		Good:214; Bad:16
Religion		Buddhism:44; Christianity:14; Islam:0	The View of the Religion		Positive:57Negative:0
The purpose of living		Providing for the aged:151; Alleviatting the pressure of children:58; Noplace to go:15; Willingly:3; No dependence:3, Others:0			
The Relationship of guardian		Yes:230; No:0	The Relationship of the guardian and the elder people		Offspring:200 Friend:6 Relatives:23 Unit:1
		Good:230; Bad:0			
Current health		Self-care:153; Nurse:77; Long-term bed :0			
Anamnesis		Hypertension:51; Coronary disease: 27; Arhythmia: 7; Apoplexia: 0; Chronic brain syndrome: 11; elancholia:4;Diabetes: 22; Agrypnia: 5; Peptic ulcer: 4; Pulmonary heart disease:5;Pneumonectasis: 0; Humid arthritis: 9; Rheumatic heart disease: 0			
Anamnesis and Taking medicine		Systematic treatment or not before living Yes: 151; NO: 79 A series of illnesses: Delay the treatment Because of ignoring illness 157 Don't have enough treatment because of price range:4			
Having enough treatment or not after living		Yes:213; NO:17			
Learning the health care or not		Taking part in exercises:59 Yes:165; NO: 6			
Mentality Now		Postive to survive or prolong life:130;Negative to wait death:1; Indifference: 89			
the changes of health after living the apartments		Improving:114,Worsen:10; No significant change (stability): 106			
Having medical insurance or not		Yes:173; NO:57			
Eating habits		Light:155; Animal food:50; Both:25			
Satisfaction to the apartments		Satisfy:110; Relatively Satisfied:118; No satisfy:2			
Time of living the apartments		Less than 1 years:30; 1-2 years:70; 2-5 years 0			
The proposal of management		Improving hardware facilities; Improving meals; Medical insurance being acceptable			
Remarks					

Time:7/31/2013 Organized by: Manager Chen zhi

From the Yunnan “Old People’s Home” geracomium (Evergreen apartment) website: <http://www.for99.com.cn/>

From Kunming Elderly Service Industry Association website:<http://www.11467.com/kun-ming/co/11564.htm>

Table 2 Expenses of The Evergreen Apartment Belonged to the “Old People’s Home” geracomium

Number	Bed fee	Table money	Nursing fee
1	Slightly higher grade: About every bed 750 yuan per mounth; Being discounting in some period	Table d'hote: Dinner is one Meat dish, one Ve getable dish and One Soup , 200 yuan every mounth,sent to the room by the empolyees in the canteen	Acorrding to everyone's living ability, health to determine the grades of nursing, 250-650 yuan every mounth
2	The second grade: About every bed 280-310 yuan per mounth		
3	The small separate room: every bed 310-360 yuan per mounth		
4	Elder people's ID and the physical examination certificate is needed for the procedures of living the apartments ;3000 yuan medical deposit is needed by the 70 years old above;2000 yuan is needed by the less than 70 years old ;The money will be cashed in bank by the apartment for the emergency treatment of medical referral. When you leaving the apartment, the money will be returned by both principal and interest.		

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The Arrival of High-End Elderly Services Resulting in the Nursing Facilities for Services Backward. People who are born in the 1950s and 1940s are at the beginning of the retirement. Some of them are high net worth individuals [4]. Even if they are not, their children are high net worth individuals. This group of people care more about whether they can enjoy the dignity, and quality of the elderly services. However, most of the current nursing homes are still in the middle and low level, which lower prices because of only paying attention to the psychological prices of the elderly , but they do not know that the elderly really don’t care about there is a low price or not. No wonder the price of the Evergreen Apartment is cheap, but it can not attract to elderly people to stay. Picture1 is a survey of the elderly in the Evergreen Apartment, from which it can be seen that the middle and high income elderly people in the Evergreen Apartment are less satisfied with living conditions.

High net worth individuals generally refer to individuals with net assets more than six million yuan (\$ 1m), who are also social groups with higher investment assets such as financial assets and real estate [4].

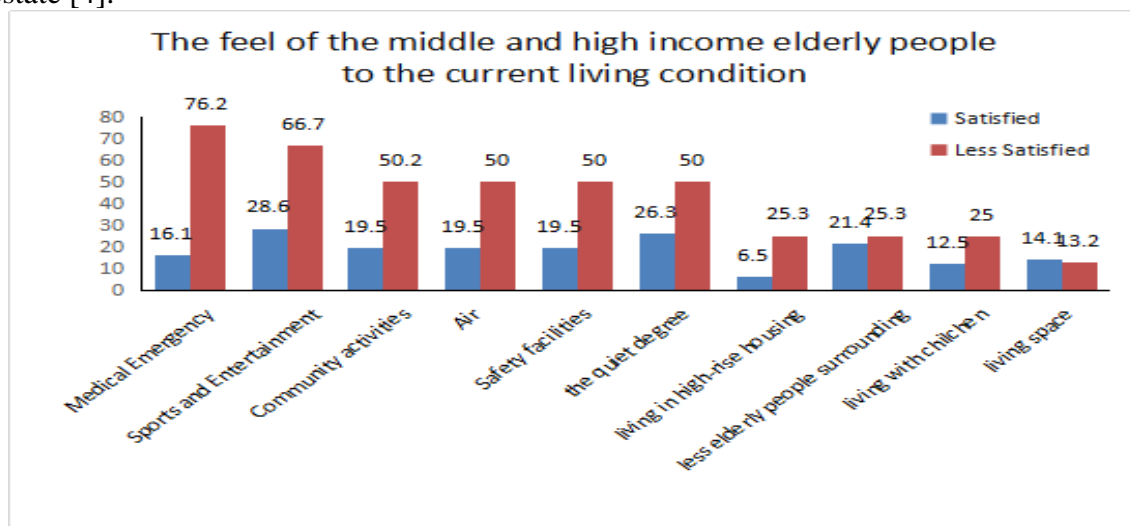


Fig. 1 The feel of the elderly who are high net worth individuals

Currently, there are more than 70 % of Chinese high net worth individuals in the age range of 40-60 years old [8]. Kunming, the city that the astogeny is in the top of the country gathers a large number of high net worth individuals. The demand for high-end services from these elite classes is expected to increase to an explosive growth inflection point over the next decade. According to the statistical results of “The Report of China's Fortune 2012” , the ratio of the high net worth individuals over 40 years old is 74 %. in the report, the CCB pointed out that high-end elderly services has become the highest concern of these high net worth individuals. These fully explain that China's high-end elderly services has come, so the hardware and service level of the elderly apartment must keep up with the needs of the high-end net elderly population, and can not only

meet the needs of basic survival security of the elderly.

The Quality of the Elderly Care Professionals Needs to Be Improved. Now, most of the people offering the ageing services who work hard have only with humanitarian and experience, and they are not trained with professional education or the knowledge of elder services, especially about high-end care services. This not only affects the quality of the elderly care services, but also restricts the development of the elderly care carrer. For example, the nursing staff of Evergreen Apartment are part of the labor from other places and the retirees from this city , some of the managers are laid-off workers, some are from other industries, which are a lack of necessary training, and it need to be improved by their business quality and management ability.

The Idea of the Elderly Care Have not Been Put in Place Yet. In the face of the challenge to the population aging in China, some functional departments ignore the importance and urgency of carrying out the elderly services, and their concept also falls behind. For example, in the 1950s and 1960s, China faced class struggle, and people who were born in these time were brainwashed to accept the education of "Class struggle as the key link" " Anti standards of filial piety", and soon after, they are suffered from the erosion of " money worship" culture. At From Merchants Bank of China and the world's leading management consulting firm----Bain co issued " Chinese Private Fortune Report 2015"

the same time, the basic national policy of family planning completely cleared up the concept of "Rasing children can prevent one from lonesness in old age" ,"More children more happy ", and other traditional concepts. When people accepting the education of " Anti standards of filial piety" who are born with 1950s---1960s become parents, the new generations are born with family planning." little emperors" (the only child of a family who is spoiled by his parents and grandparents) are the label of this new generations, and they undergo goods economy spring tide, then "You can't lose at the starting line" becomes family's main stream educational concept in city, and the traditional education of "being thankful, filial piety" is ignored. Therefore, even if the elderly, disabled elderly, elderly of chronic diseases , empty nest elderly, childless elderly and losing only child elderly continue to increase, there is a considerable idea of the elderly care have not been put in place yet. Therefore, in Kunming Evergreen Apartment, no wonder some part of the elder families of low income, low educational background, think it is disgrace to go to geracomiums.

Elderly Care Policies and Regulations Are Still Defective. China has entered the aging society under the condition of less developed economy, and age before it gets rich becomes very obvious. Because the material foundation is instability, in many places, it needs to undertake the dual tasks of " poverty alleviation" and " caring for the aged ", so that the legitimate rights and interests of the elderly are not guaranteed. Besides that, some people have low moral standards, and the elderly care consciousness is desalination. The phenomenon such as nonsupport , maltreatment , insult and even abuse, abandonment, cruelly injure or kill ...is always happened. These problems need to be solved vigorously by developing the elderly care services, using law to adjust social relations, and some moral norms need to be raise to legal norms. However, the old-age security system in China is still in " fragmented" , and over-reliance on social insurance and neglect of commercial pension insurance is a common phenomenon in Kunming, that elder population is very great.

Conclusion and Suggestion

Therefore, Kunming with the " most happy city "," United Nations humanistic livable city ", " longevity of the city" and other glory, still have many problems for caring the elderly , especially under the pressure that the elderly population in the city is more than 84 million. Therefore, it will be a long way to go to solve the problem of elderly apartments . Based on the above analysis, the author puts forward the following suggestions:

Raising Funds in Many Ways, to Guarantee the Elder-Care Institutions to Enter a Virtuous Circle. The primary problem of the elderly apartments in Kunming is that " the elder-care institutions have not formed a virtuous circle economically ", so expanding the financing channels and increasing the source of financing is the first choice to solve the problems of the elderly apartment .There are two ways to inject some energy into the funding source of the elderly

apartment.

Public Propaganda. Through the public propaganda, we can promote the awareness of the elderly apartment in public. For example, you can arrange local, elementary school to cooperate with the elderly apartment to carry out the patriotic spiritual civilization activities, and invite the elders as a revolutionary veteran in the elderly apartment to make a speech. At the same time, we can also organize the middle school students to the elderly apartments, and participate in the various activities of the apartments. These activities can be involved by the enterprise, such as the media, publishing enterprises, to arrange, or keep the old people's experience in the apartments who has outstanding contributions, and conduct propaganda. Through these public welfare activities, the elderly can volunteer to participate in it, and can be paid for by enterprises according to the legal procedures. The elderly apartment can also obtain a certain source of money.

Developing Elder Services Industry Positively and Obtaining Revenues. The elder services industry is a special comprehensive industry, which is derived from the first, second and traditional tertiary industry. Its industrial chain is long, correlation is high, and involving a wide range of fields, which covers six major plates as elder-care housing, medical care, daily consumption, cultural entertainment, elder-care finance. Kunming has entered the rapid developing period of the elder-care industry. Because demand has far outstripped supply of the elder-care resources in Kunming, and the demand and the government finance are facing double pressure, the elder-care industry must be market oriented. Home care service in Japan, community service in Britain, and private model in the United States has proved that relying on the government system is difficult to meet the social needs. Market-oriented can screen out the most appropriate model, and at the same time create some efficient elder-care service institutions.

Specifically, elder apartments can be opened to society, allowing some people who are not old man to live in apartments. This will inevitably improve the living environment of the apartment, increasing the living area and conditions, improving food standards, and increase the income of the apartment. Secondly, we can develop and operate the neighborhood of the elderly apartment. For example, you can build some simple decoration store between the apartments near the neighborhood and stations, and then we can execute rent contract to the elderly family, unemployed workers in the area, as the individual department store. Third, you can also make use of the apartment's unused equipment and ideal personnel to carry out a variety of business. For example, washing equipment and idle personnel can be required to wash bedding or clothing from users living in residential areas; It can also increase the working time of caterers to supply boxed lunch for residential area or nearby units; Also, the idle service staff can be asked for providing the fixed time housekeeping service for the resident area's inhabitant etc.

Obviously, with the arrival of high-end elder services industry, the elderly apartments can use resources to carry out high-end service management. Thus, after meeting the needs of normal operation of the elderly apartments, on the one hand, it can increase the extra income of the apartment, on the other hand, it can supplement the income of the apartment staff.

Improving the Hardware and Software of the Apartment by High-end Standard. As mentioned above, the high-end elder services has come. From the picture 1 above: high net worth elderly in the Evergreen Apartment evaluate the living conditions, medical first aid, community activities, air, elderly safety facilities, residential buildings, and children living less than 20 points. therefore, Kunming elderly apartment must improve infrastructure, provide dignity, quality elderly equipment and service for the high net worth elderly in future.

For example: the apartment can invite experienced doctors and experts to come to the apartment to cure every week. This can give the elderly the sense of security, and children also rest assured that if the elderly sick, the apartments will care. Secondly, beautiful and comfortable environment should be built. The elderly apartments should plant many plants in garden, full of red flowers and green leaves, which will become a place that old people can walk and chat. According to the characteristics of high net worth elderly, the apartment can hold the various community activities for the elderly, namely, improving the cultural and recreational facilities, to encourage the elderly to participate in various training lessons, and provide more opportunities for tourism and social contact.

And even we can provide agricultural land to allow the elderly to grow some vegetables, fruits, to have more happiness.

Elderly-Care Services Must be More Specialized. To the problems of the lack of professional staff in the apartment, Kunming elderly care service must be more specialized. For example, we can select college and technical secondary school graduate from the relative professionals (such as community service and management, elderly-care services, community rehabilitation technology, homemaking and community service, etc.) from professional institutions (such as the vocational colleges specializing in social work), and enrich the elderly care service staff. The employees should also be selected in batches to universities or training institutions to learn the knowledge and skills of the elderly care. The functional departments of the state shall formulate the occupational qualification standards for the elderly, implement the labor admittance system, and improve the quality of the professional workers. Through the above professional measures, it will be guaranteed basically to provide the talent for the development of community elder care. In foreign countries, the elder-care industry is a very large industrial chain, involving the elderly care and facilities industry, elderly education, elderly tourism, elderly finance, and other areas. Only training professional elderly-care talent can create a large number of job opportunities.

Improving the Ideological Work of the Elder Care. For the problem of "A lack of awareness of the elderly care", the elderly-care apartments should do the ideological work to the public opinion in society which is against to social elderly care to explain, broadcast the establishment of the apartment is the social welfare for the public. It can relieve the loneliness and sense of loss for the elderly, and it enables the elderly to participate in group life, also it can reduce diseases of the old people living in the apartment, so that children can reduce the burden, can do career without fear of an attack from the rear. We should not only change the traditional Chinese concept for thousands of years-----"Raising children can prevent one from loneliness in old age", but also indoctrinate parents who accept the "anti-filial piety" in the 1950s and 1970s and "little emperors" who are born in the era of "the family planning" with the concept of "self - elder care". "self - elder care" has been a firm, rooted and all abiding cultural concept of the west long. This concept required the elderly first can be self - help, self - supporting, and have responsibility to reduce the dependence on the family in their mind, so as to promote the occupancy rate of the elder-care apartments, which can solve the problems of the family's elder care weakening.

The Construction of the Elder-Care Laws Positively. For the problem of "the elder-care laws inadequately", the state should strengthen the construction of the laws. Since 2000, the nation has issued a number of policies for the elder-care industry. And Kunming is one of the most positive cities to implement these national laws. Despite the intensive introduction of the elder-care policies and regulations in recent years in China, most of them are programmatic and principle. It need to be further improved to make the policy fulfilled and feasible.

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