

Based on the Success of Hogeweyk, Dutch "Amnesia town", Which Can Be Used for Reference in China's Retirement Town Industry

-- A Case Study of Wuzhen Yayuan

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Abstract: Under the background of rural revitalization strategy, small towns featuring "old-age care" have emerged. However, the development of retirement towns in our country, China, started late, and the current situation of assimilation is more serious. It is a very important issue to solve. Through comparative analysis of the characteristics of Wuzhen Yayuan and Hogeweyk Town in the Netherlands, the paper explains the feasibility of the pilot of the Dutch Hogeweyk model in Wuzhen Yayuan, discusses the reference significance brought by the successful experience of Hogeweyk town to Wuzhen Yayuan, and provides the world view and methodology for the development of domestic elderly care town industry. With the high-quality development of China's economy, the circular development model of Hogeweyk should be the development trend of the domestic elderly care town industry.

Keywords: Rural revitalization, Characteristic town, Aging population

1. Introduction

According to the World Health Organization, if the population over 60 years old is greater than 10% of the total population, or the population over 65 years old is greater than 7% of the total population, and any of the above conditions are met, the country is considered to be aging. In 1999, the population over 60 years old accounted for 10%, and the population over 65 years old accounted for 7.3%, indicating that China has entered the aging country. In the past 20 years, China's elderly population has been increasing, and the pension industry has become increasingly important. At the same time, China is paying more attention to the development of rural revitalization projects. Our research is based on a survey of rural revitalization and the development of the elderly care industry.

1.1. Social background

1.1.1. Population aging

The World Health Organization defines a country or region as an aging society when the proportion of people aged 60 and above in the total population reaches 10%, or when the proportion of people aged 65 and above in the total population reaches 7%. China has the largest elderly population in the world, with 264 million people aged 60 or above, accounting for 18.7% of the total population. The elderly population aged 65 and above reached 191 million, accounting for 13.5% of the total population, which is the largest elderly group in the world. Population aging. The World Health Organization defines a country or region as an aging society when the proportion of people aged 60 and above in the total population reaches 10%, or when the proportion of people aged 65 and above in the total population reaches 7%. China has the largest elderly population in the world, with 264 million people aged 60 or above, accounting for 18.7% of the total population. The elderly population aged 65 and above reached 191 million, accounting for 13.5% of the total population, which is the largest elderly group in the world.

1.1.2. Incorrect positioning

At present, the development of China's elderly care service industry lacks overall understanding, and there are some problems such as inaccurate target positioning and unreasonable industrial layout. At present, the development of the elderly service industry is relatively low-end, mainly focusing on long-term daily life care services for the elderly, while the development of the elderly fitness culture and entertainment, the development of elderly products, elderly tourism, elderly real estate and other elderly care industries is relatively slow, and the elderly care industry chain has not yet formed.

1.1.3. Policy guiding

The Party and the state attach great importance to the development of the cause of aging and the elderly service system. The "14th Five-Year Plan" National Plan for the Development of Aging undertakings and elderly care Service System points out that in order to implement the national strategy of actively responding to the aging population, promote the coordinated development of aging undertakings and industries, build and improve a comprehensive, inclusive and diversified elderly care service system, and constantly meet the growing needs of multi-level, high-quality and healthy elderly care.

1.2. Industry background

With the increase of the elderly population, the market size of the pension town continues to expand, and more and more small towns join the pension industry. At present, the competition pattern of the elderly care town industry is as follows: 1. Brand competition: The well-known brand town often has strong competitiveness due to its brand effect and reputation. 2. Service quality: Towns that provide high-quality medical and life services are more popular with consumers. 3. Geographical advantages: Small towns with beautiful natural environment or close to big cities have greater market advantages. The elderly care town industry has not yet formed an obvious monopoly pattern, and there are a large number of enterprises in the industry, but most enterprises are small in scale, service quality is uneven, publicity is lacking, publicity is homogenized, and reputation and platform publicity are not in place. Large real estate enterprises and professional pension service institutions are the two main competitive forces in the industry, at the same time, some emerging pension service institutions are gradually emerging.

Retirement towns play an important role in rural revitalization. First of all, the construction of retirement towns can promote the development of rural economy. Secondly, the construction of retirement towns can improve the ecological environment of the countryside and enhance the living quality of the countryside. In addition, the construction of retirement towns can enhance the cultural connotation of the countryside. However, in the actual development process, most of the elderly care towns are eager for quick success and instant benefits, lack long-term plans, rely heavily on scenic spots, have a single industry chain, focus on entertainment consumption, only consider the satisfaction of external conditions, and do not go deep into the elderly group to understand their real needs, and the psychological satisfaction of the elderly is low.

1.3. Raising questions

The development of characteristic towns can help rural revitalization. However, many pension towns are seriously homogenized, eager for quick success, lack of planning concepts, and imperfect capital chain. Promoting the healthy and orderly development of small towns for the aged and ensuring the balance between the demand and supply for the aged has become an important issue facing our country at this stage. In the Netherlands, the elderly care industry was developed earlier, and the average satisfaction of residents to Hogeweyk nursing town was 8.9 points, which is a successful case in the nursing industry. Therefore, this paper takes Yayuan as an example to study the successful experience of Hogeweyk Town for reference for domestic elderly care towns.

The author uses the "China National Knowledge Network database" to search the topic of "How to develop elderly care towns" and finds that: Wei Shuling [1] believes that the development of elderly care towns needs to be optimized from multiple dimensions such as infrastructure, policy support and talent training, so as to achieve a win-win situation of economy, environment and society; Xiao Hui[2] advocated the establishment of a comprehensive coordination mechanism to ensure the organic combination of intellectual property protection and the protection of the rights and interests of the elderly, so as to better serve the intellectual property protection of the elderly town; Zhang Jian[3]'s team proposed the "three core, one circle, two lines and more points" model for the sojourn pension town. By studying the financing scheme of Kangyang Town, He Fang[4] points out that the financing mode of real estate investment trust fund REITs should be adopted; From the perspective of joint governance, Yin Xing[5]'s team believes that the construction of China's old-age characteristic towns needs coordination and coordination among various ministries and commissions to jointly support the development of old-age characteristic towns; Li Changmei believes that the coordinated development of urban and rural smart elderly care and characteristic town complexes should be promoted, and the cultivation of composite talents in the smart elderly care industry..... Previous studies on the development planning of elderly care towns were mostly carried out from the perspectives of politics, economy and technology. Based on Hogeweyk Dementia Town in the Netherlands, this paper takes Wuzhen Yayuan as an example to study the reference significance of Hogeweyk model for the development of domestic characteristic elderly care towns.

2. Research Significance

2.1. Theoretical significance

With the continuous optimization of rural revitalization policies, elderly care towns, as an emerging industry, have huge market potential and development space. By introducing the successful Hogeweyk model of the Netherlands and making it Chinese, we can optimize and upgrade the elderly care town industry, cultivate new economic growth points, promote economic transformation and upgrading, guide elements such as social capital and talents to gather in the health care industry, and promote the development and growth of related industries. Moreover, by drawing on the green

development, circular development and low-carbon development in the Hogeweyk model, we will explore the path of sustainable development and build a beautiful China.

2.2. Practical significance

With the increasing aging of the population, the "silver economy" has strong development potential. Hogeweyk's sustainable development model, which coordinates the development of economy, society and environment, will not only help to improve the professional level of elderly care services and meet diverse needs, but also drive the upgrading and development of related industries such as healthcare, tourism and real estate, enhance the competitiveness of the entire industry, feed the economic development of the town and create employment opportunities. The construction of retirement towns can improve the ecological environment and quality of life of the city, promote social harmony, promote the social trend of respecting the old and caring for the young, enhance the city's visibility and livability, help realize the people's yearning for a better life, and help rural revitalization.

3. Research methods

3.1. Literature research method

This method is based on a certain research purpose, to collect, identify, sort out the literature, through the literature research, to form a scientific understanding of the facts of the method. In this paper, through systematic review and summary of existing literature, relevant materials on the development of Hogeweyk Town and Wuzhen Yayuan Town at home and abroad are obtained, the focus and limitations of current research are summarized, and the focus and boundaries of this research are gradually determined.

3.2. Typical investigation method

According to the purpose and requirements of the investigation and research, on the basis of the preliminary analysis of domestic retirement towns, a few representative typical cases are consciously selected for in-depth study. Since China's overall elderly care industry and service system are not perfect, this paper chooses Wuzhen Yayuan as a typical study to analyze the applicability of Hogeweyk model in Wuzhen Yayuan and provide reasonable guidance for the future development model of elderly care towns.

3.3. In-depth interview method

The cases selected in this study belong to Greentown, which is the earliest enterprise to enter the pension industry. This study conducted in-depth interviews with the project directors and principals to understand the idea of adopting Hogeweyk pension model in Wuzhen Yayuan, and analyzed the interview data to obtain the key points.

3.4. Comparative case analysis

Comparative case analysis is to compare and contrast different cases to find their similarities and differences and regularities, so as to reveal the internal laws of things or phenomena. This paper uses comparative case analysis to explore the differences and commonalities between the health care models of Hogeweyk town and Wuzhen Yayuan, so as to better apply the Hogeweyk model to Wuzhen Yayuan.

4. The characteristics of Hogeweyk town model in the Netherlands

4.1. Suitable environment

4.1.1. Mild climate

The town of Hogeweyk is located in Amsterdam, the Netherlands. Amsterdam is located in the western part of the Netherlands. Under the influence of warm ocean currents, the climate is relatively mild. Spring and autumn are the most pleasant seasons, with moderate temperatures and relatively little rain. Due to the influence of maritime climate, the summer in Amsterdam is not too hot. In general, Amsterdam has a mild climate.

4.1.2. Perfect infrastructure

In terms of overall planning, Hogeweyk has all the functional elements of a conventional small town, such as residential, commercial, office and public Spaces, integrating the town square, supermarket, hair salon, theater, bar, cafe and restaurant and other property forms, the main department is a two-storey masonry building. The architecture, landscape and interior design are also completely reminiscent of a regular Dutch town. As a result, all the things that the elderly can do before can continue in the familiar spatial environment after the stay, and their daily life will not be interrupted by the stay in the nursing facility.

4.1.3. Establish cognitive orientation

In institutional nursing homes, long corridors are easy to make the elderly lose their grasp of time and understanding of space, and every design in Hogeweyk town is unique - the theater square has a circular fountain and a bright yellow newspaper kiosk; In one corner of the square is a cafe; The background building of the square is the theatre... In this way, the special residents of the town can identify their orientation through a carefully designed "landmark", understand their current time period through the change of natural light, have a clear identification of the spatial environment and time environment of the town, and more easily establish the relationship between themselves and the environment.

4.2. Strong humanistic care

Extend the previous lifestyle. Social relations and lifestyle in real life - Provide a community environment with a variety of choices, organize rich forms of activities, encourage stable social relationships, so that the elderly with dementia can live a quality life and feel the meaning of life. In addition to creating a familiar physical environment, Hogeweyk also hopes that the elderly will continue their lifestyle in the town for decades. Hogeweyk's team analyzed contemporary Dutch culture, religion, ethnicity and class from a sociological perspective, grouping people according to their interests and lifestyles. There are seven styles: working-class community, Puritan community, art enthusiast community, aristocratic community, stay-at-home community, Indonesian community and urban community. In Hogeweyk's diverse community environment, almost all Dutch seniors can find a lifestyle that suits them.

4.3. Professional and personalized nursing model

Hogeweyk's model of care is family-centred, with 23 homes cared for and operated independently, each with a nursing team consisting of two care nurses, a care nurse plus and a home supporter. Nursing staff in the Netherlands are divided into four different levels according to the degree of

expertise: 2 to 5. Nursing nurses belong to level 2 and are mainly responsible for the daily care of the elderly; Senior nursing nurses belong to the third level, responsible for developing nursing plans for each elderly person in the family, and timely feedback to the family members about the changes in the elderly's physical condition; Domestic staff do not have nursing expertise and are mainly responsible for housework and cooking. The team is also responsible for taking care of all aspects of the elderly's life, from bathing, washing clothes, making lunch and manicuring nails.

The Hogeweyk mode of nursing is active nursing, because the nursing staff also plays the role of NPC in the town, and will observe the health status of the elderly at any time during daily activities.

4.4. Sustainable operational management solutions

In terms of operating expenses, Hogeweyk has full and equal financial support from the government. And opening restaurants and cafes to the public to generate tourism revenue; We also rent theaters for performances, set up choirs for performances, recreate values through the expertise of town "residents", promote the combination of economic inner and outer circulation, achieve capital flow, and obtain income.

4.5. Accurate positioning

The cost is about 7,000 euros a month, but the government provides a stipend and the actual monthly expenses for each family are usually less than 3,200 euros, depending on the household income. This cost covers everything from living in the town, water and electricity, medical care, food and shelter, and recreational activities, but it is still difficult to find a bed. Therefore, H town is only for Dutch high-end consumers of Alzheimer's disease, and the customer group is fixed and clear.

5. Analysis of characteristics of Wuzhen Yayuan based on Hogweyk town

5.1. Also has a suitable environment

5.1.1. The climate

Wuzhen is located in the southeast coast, with a typical subtropical monsoon climate. Warm and humid, abundant rain, abundant sunshine, cold winter and hot summer, warm spring and cool autumn, four distinct characteristics. Wuzhen Yayuan inner green area reached about 30 percent.

5.1.2. Perfect infrastructure

Perfect infrastructure. The project is supported by the Yile College with a construction area of more than 20,000 square meters. The Yile College mimics the layout of the ancient academy and has a community business district, a catering service area, a university teaching area for the elderly, and a sports, leisure and entertainment area.

5.2. Also has a strong humanistic feelings

Wuzhen Yayuan's original academy-style elderly care covers four dimensions, namely, enjoyment, learning, and spiritual service for the elderly as a focus and feature. And pay attention to the details of the actual life needs of the elderly, the entrance door in the room is wide, there is no height difference design at the connection between each room, and each room has an emergency alarm button, which fully takes care of the actual life of the elderly.

5.3. Yayuan has a specialized nursing model but has not yet been personalized

With the introduction of internationally renowned nursing service brands, Yayuan will be built into a semi-nursing and full-nursing nursing center, which adopts advanced nursing care models and provides order-type services to meet the nursing needs of the elderly in the health care residential area. Relying on the Yada International Rehabilitation Hospital and the International Pension Center, Grace Garden can enable the elderly population to achieve "medical care for the elderly": healthy elderly people can arrange their own life in the community, semi-independent elderly people can get some medical assistance, and full-care elderly people can get all-round care in the pension center. However, nursing is still passive nursing, that is, the elderly go to the hospital for one-way nursing, and the nursing staff has not yet jumped out of the framework of the hospital.

5.4. Lack of sustainability of Yayuan's operation plan

The operating model of Wuzhen Yayuan is "property rights sale + service provision". Property rights sale property is a 70-year property rights of residential property, services include basic property services, health management services (including annual physical examination, daily blood pressure detection, etc.), Yile College course fees and the use of related internal facilities. The residents inside Yayuan conduct economic activities with Yayuan properties, and there are few economic participants, so it is difficult for funds to flow and create value, and the economic sustainability is poor.

5.5. The positioning of Yayuan is fuzzy

Although the target customer group of Yayuan is high-end consumer group, the actual operation is for all consumer groups. Economic strength is the only factor to measure whether Yayuan can deliver apartments. There is no age limit and the target customer group is insufficient. The supporting scale is too large to bring operational risks and financial pressure, and the actual income of Yayuan is not high.

6. The reference significance of Hogeweyk model to Wuzhen Yayuan

6.1. Building a personalized medical care model

Establish health records for Yayuan residents and conduct customized health care programs. The core of personalized nursing model is to deeply understand the specific needs of patients, including patients' physiological needs, psychological needs, social support needs and cultural customs needs. Through detailed inquiry, observation and assessment, nursing staff can collect patients' personal information, health status, living habits, family background, cultural background and other information, according to the specific needs of patients to develop nursing programs, nursing staff should develop personalized nursing programs, including life nursing, medical nursing, rehabilitation nursing and other aspects. Nursing plan should be clear nursing goals, nursing measures, active regular inquiry, from passive nursing to active nursing.

6.2. Enhance the sustainability of the development of elderly care towns

Open some entertainment venues, increase publicity, and vigorously develop tourism. Effective publicity and promotion is the key to enhance the popularity and attraction of characteristic towns. Traditional media and new media channels, such as television, newspapers and the Internet, can be used to publicize the health characteristics of Yayuan. At the same time, it can also improve the popularity of Yayuan by cooperating with travel agencies and holding tourism promotion meetings. Through tourism, the capital flow of Yayuan is promoted, so that the inner economic cycle of Yayuan

is combined with the external social and economic cycle, and the sustainable economic development is promoted. In the operation process, a series of measures should be taken, such as garbage classification, energy conservation and emission reduction, to achieve sustainable development of the ecological environment.

6.3. Clear positioning of customer groups

The target customers of Yayuan should focus on expanding high-end consumer customers in the elderly group, mainly those who have a sense of consumption and perceptual consumption. People with sensory consumption concepts due to the improvement and improvement of living standards, pay attention to the difference in quality of similar health care services and are more interested in innovation, heavy brand, heavy appearance, heavy experience, the "like" as the main selection criteria. People with perceptual consumption concepts attach importance to the enrichment of the soul, and are very picky when consuming. The requirements for health care services are no longer quality, price, brand, but whether they can achieve inner satisfaction in the process of consumption, and "whether they are satisfied" is their choice standard. The brand label of Yayuan is high quality, high quality, which is more in line with the consumption concept of these two types of consumers. Secondly, to give up the under-age consumer groups, one is to prevent the waste of resources, and the other is to reduce the instability of customer sources.

7. Conclusion

The retirement town has made a positive contribution to the rural revitalization, promoting the development of rural economy, the improvement of ecological environment and the enhancement of cultural connotation, but the development of the retirement town industry still has problems such as serious homogeneity and difficult community management. The town of Hogeweyk has not only created a place to live, but also an innovative concept of old age. It emphasizes that caring is not only about providing well-being, but also about creating a social, dynamic, and meaningful living environment. Its successful experience can not only bring reference significance to Wuzhen Yayuan, but also provide guidance for domestic health care towns, and promote the transformation of domestic health care industry from homogeneity to individuation and human culture around sustainable development, and help rural revitalization.

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