



Comparison of the Advantages and Disadvantages Between Cultural-Tourism-Wellness-Projects-based Elderly Care and Community-based Elderly Care

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Abstract. The Cultural-Tourism-Wellness-Projects-based Elderly Care and community-based elderly care present differentiated development paths. The former relies on the integration of natural and cultural resources to create a high-end health care service system, meeting the needs of active elderly groups for a quality life. However, it faces the challenges of high costs and resource mismatch. The latter takes localized services as the core and provides flexible and inclusive elderly care support through the community network. Nevertheless, it is restricted by the imbalance of urban and rural resources and the lack of professionalism. Both have their own characteristics in terms of social integration, policy support, and applicable scenarios. The optimization direction lies in complementarity and collaboration, exploring the interconnection of resources and model innovation.

Keywords: Cultural-tourism Wellness; Community-based Elderly Care; Service Model; Social Integration; Policy Support

1 Introduction

The aging society has given rise to diverse elderly care needs, the Cultural-tourism-Wellness-based elderly care and community-based elderly care have respectively reconstructed the service system from different dimensions. Cultural-tourism-Wellness-based elderly care, relying on ecological resources, promotes the transformation of elderly care from a subsistence-oriented model to a development-oriented one. Community-based elderly care strengthens the local support network to consolidate the core position of home-based elderly care. There are structural differences between the two in terms of service logic, resource allocation, and social value, and a systematic comparison is urgently needed to clarify the development boundaries. Through characteristic analysis and comparison of advantages and disadvantages, this paper reveals the suitable scenarios and integration potential of the two models, providing a theoretical reference for constructing a flexible elderly care supply system.

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X. Deng et al. (eds.), *Proceedings of the 2025 Seminar on Modern Property Management Talent Training Enabling New Productive Forces (MPMTT 2025)*, Advances in Economics, Business and Management Research 337, https://doi.org/10.2991/978-94-6463-778-6_47

2 Characteristic Analysis of Cultural-Tourism-Wellness-Projects-based Elderly Care and Community-based Elderly Care

2.1 Characteristics of Cultural-Tourism-Wellness-Projects-based Elderly Care

Cultural tourism wellness projects are usually located in areas with beautiful scenery and pleasant climate. They make full use of the local natural landscapes, cultural resources and ecological advantages to provide the elderly with a living environment that integrates leisure, health preservation and cultural experience. Such projects not only focus on the high-end of hardware facilities, such as being equipped with advanced medical equipment, comfortable living conditions and rich entertainment facilities, but also emphasize the individuality and professionalism of software services, such as customized health management plans, cultural and entertainment activities and psychological counseling services.

The core of this new model of elderly care is "sojourning life, health management and cultural experience". Relying on real estate projects, it constructs a comprehensive service system covering accommodation, health care and leisure by integrating natural ecology, medical resources and cultural heritage. Its core characteristics are manifested in three aspects: resource integration, service professionalism and policy-driven characteristic.

First of all, resource integration emphasizes the systematic integration of natural and cultural elements. Typical cases include the Hai huagou project in Liangshan, Sichuan. Relying on the sunny climate with more than 2,356 hours of sunshine throughout the year and an average annual temperature of 18.1°C, which is like spring all year round, and the rich Yi cultural resources in Liangshan Prefecture, this project constructs a health care scene that combines traditional Chinese medicine physiotherapy and intangible cultural heritage experience, forming a large-scale health care complex with an area of more than 70,000 square meters. Yong ren County in Yunnan Province makes use of its climatic advantages to build a four- season health care community, and is equipped with a traditional Chinese medicine planting base, realizing the coordination of ecological healing and health management, and shaping the rural revitalization brand of sojourning in Yong ren. (see Fig. 1)

Secondly, Service professionalism is reflected in the full-chain aging transformation of elderly care projects in aspects such as civil engineering design, interior decoration, installation of building equipment and facilities, landscape creation, sign guidance system, management mode, human resources allocation, etc. For example, the Health Care Community by Qiong hai Lake in Xi chang is equipped with intelligent care facilities and interdisciplinary medical teams, providing low-salt catering, rehabilitation training and off- site medical insurance services, promoting the transformation of elderly care projects from "elderly care" to "enjoying old age", and giving full play to the advantages of health care projects in elderly care.



Fig. 1. Cultural tourism wellness projects in Yongren, Yunnan
(<https://www.yr.gov.cn/info/1040/65285.htm>)

Finally, policy-driven characteristic is manifested in the fact that the government accelerates the upgrading of business forms through an industrial coordination mechanism. For example, Liangshan Prefecture incorporates cultural tourism and health care into the key industrial chain of the silver economy, and attracts investment through policies such as land preferences and financial subsidies, driving the development of the upstream and downstream of the relevant industrial chain with policies, and finally forming an integrated development model of "cultural tourism + health care".^[1]

2.2 Characteristics of Community-based Elderly Care

Community-based elderly care is a model of elderly care that is based on the family and supported by the community. It provides in-home support services for the elderly by integrating community resources. Its core characteristics are reflected in three aspects: home adaptability, service flexibility, and policy fundamentality.

First of all, home adaptability emphasizes that the elderly do not leave their homes and still center around the living environment they are familiar with, retaining the family life bond and social relationship network. For example, the "Time Bank" mutual assistance mechanism implemented in Beijing, in which younger elderly people exchange care rights in the future by serving older elderly people. This model not only enhances the endogenous care ability of the community but also maintains the emotional connection between generations.

Secondly, service flexibility is manifested in the customized multi-level service content according to needs to meet the personalized needs of different elderly people. Communities can provide a wide range of services, from basic daily care to spiritual comfort and cultural and entertainment activities, according to factors such as the physical condition, hobbies, and economic capabilities of the elderly.^[2] For example, the community day care center in Chengdu provides a universal service package at 800 yuan per month, covering basic needs such as meal assistance and health monitoring, and at the same time extending to spiritual care such as cultural and entertainment activities and psychological counseling, forming a graded service system. This service flexibility not only improves the quality of life of the elderly but also enhances the community's elderly care service capabilities.

Finally, policy fundamentality clarifies the supporting role of community-based elderly care through the national "9073" elderly care system (that is, about 90% of the elderly are cared for at home by their families, 7% enjoy community-based elderly care services, and 3% live in institutions for elderly care), providing a clear positioning and broad development space for community-based elderly care.^[3] The government promotes the standardization and professionalization of community-based elderly care services by formulating relevant policies. Places such as Nanjing have launched the "respite care" project in the form of government-purchased services, providing 48 hours of free nursing support per week for families with disabled elderly members, effectively relieving the long-term care pressure. In this way, the elderly can feel the care and support of the government while enjoying the services. The Motor Area in Jiangchuan Road Subdistrict, Shanghai, is a large residential community predominantly inhabited by elderly individuals from the working class. It faces issues such as the abandonment of some public service facilities, insufficient age-friendly amenities, and unresolved dining problems for the elderly. After extensively gathering opinions from surrounding residents and neighborhood committee management, it was decided to establish a "community canteen," (see Fig. 2) a highly demanded facility for the elderly in the area. To avoid spatial waste caused by a single dining function, the project was designed to provide a multi-purpose space that intertwines various activities, aiming to meet the spiritual needs of the elderly on multiple levels.



Fig. 2. Community canteen

(<https://www.gooood.cn/no-502-binchuan-road-yuexiang-senile-canteen-china-by-oumoumou.htm>)

3 Comparison of the Advantages and Disadvantages between Cultural-Tourism- Wellness-Projects-based Elderly Care and Community-based Elderly Care

3.1 Service Model and Resource Allocation

Cultural- tourism- wellness- projects- based elderly care takes resource integration as its core competitiveness, and forms an "one-stop" service chain by integrating natural landscapes, medical health care and cultural experiences. Its advantage lies in the ability to concentrate high-end resources. For example, a certain health care community in Sanya, Hainan has introduced an international medical team and a resort-style living

environment, and provides characteristic services such as traditional Chinese medicine physiotherapy and hot spring healing. At the same time, it also incorporates a variety of rich cultural experience activities, such as calligraphy, painting, tea art, etc., so that the elderly can also obtain spiritual satisfaction and pleasure. This service model of resource integration fully meets the pursuit of high-net-worth elderly groups for a high-quality life, reflecting the advantages of this elderly care model in terms of resource allocation.

However, this model is highly dependent on regional resource endowments. The operation cost remains high, with the average monthly consumption generally exceeding 10,000 yuan. Moreover, it is vulnerable to the impact of seasonal supply-demand imbalance. For example, the beds in health care facilities in Hainan are in short supply in winter, but the occupancy rate drops sharply in summer due to the high temperature, and the problem of resource misallocation is significant. These unfavorable factors have greatly reduced the audience of this elderly care model, and its development has also been greatly affected.

Community-based elderly care is based on localized services and relies on community public facilities and neighborhood networks to build a low-cost elderly care system. For example, a certain community day care center in Chengdu controls the average monthly cost within 1,000 yuan through government subsidies, covering basic needs such as meal assistance and health monitoring. Compared with the high consumption of cultural- tourism- wellness- projects- based elderly care, the advantage of the strong cost control ability of the community-based elderly care model is particularly obvious. Its flexibility is reflected in the fact that services can be dynamically adjusted according to the needs of residents, such as adding family doctor rounds or purchasing and agency services.

However, the shortcomings caused by the low cost are also quite prominent. The uneven distribution of urban and rural resources has led to a shortage of professional nursing staff in some areas, especially in rural areas. Some remote communities can only provide the most basic daily care, and the long-term shortage of medical resources makes it difficult to meet the in-depth needs of the elderly with chronic diseases, such as disease management

3.2 Social Integration and Sense of Belonging

As social animals, human beings' attention to social psychology is also an important factor to be considered in the elderly care model, which is reflected in the psychological feelings at the two levels of a sense of integration and a sense of belonging. In short, it is about how to help the elderly relieve their loneliness.

Cultural-tourism-wellness-projects-based elderly care strengthen the social connections of participants through diversified community activities. For example, the Jingde Elderly Care Apartment in Yutian County offers intangible cultural heritage handicraft courses and organizes calligraphy and painting clubs and horticulture groups, enabling the elderly to establish new social circles through interest interactions and alleviating the loneliness of living in a foreign place. However, this social ecology has the characteristics of temporariness. Most of the residents stay for a short time due

to the health care cycle or climate preferences, and the interpersonal relationships are highly fluid. According to the survey, in a certain sojourning community in Sanya, more than 60% of the elderly live there for less than 3 months each year. The frequently changing neighborhood relationships make it difficult to form a stable sense of belonging, and some elderly people even develop a "passer-by mentality".

The core advantage of community-based elderly care lies in maintaining the original social relationship network unchanged. Taking an old community in Shanghai as an example, by transforming the public space, an elderly university is established, and square dance teams and chess and card clubs are formed, allowing the elderly to continue their neighborhood interactions in a familiar environment. Through these activities, the social circles of the elderly are enriched, taking into account the psychological needs of both a sense of stability and a sense of freshness.^[4] Intergenerational integration projects such as the "Classroom for the Young and the Old to Learn Together" further promote interactions among different age groups and enhance community cohesion. However, there are still deficiencies in the family-community coordination mechanism. In dual-income families in big cities, there is a contradiction between the work pressure of the children and the elderly care needs of the parents. Although the day care services provided by the community can partially relieve the pressure, they cannot replace in-depth services such as nighttime companionship, resulting in some empty-nest elderly people falling into the predicament of "being lively during the day but lonely at night".

3.3 Policy Support and Sustainability

Cultural-tourism Wellness projects benefit from policy preferences. Many places attract investment through measures such as preferential land transfer and tax relief. For example, a health care town in Yunnan has obtained a 30% land use quota for supporting medical facilities and enjoys the preferential policy of "three-year exemption and three-year half reduction" of enterprise income tax. However, the phenomenon of commercial development spawned by policy dividends deserves vigilance: Some projects simplify cultural experiences into sightseeing and photo-taking, and health management stays at the basic physical examination level, lacking personalized intervention plans. A research institution shows that in the Yangtze River Delta region, more than 40% of the health care real estate projects have a supporting facility vacancy rate of over 50%, and resource waste and homogeneous competition coexist.^[5]

The policy support system for community-based elderly care is more systematic, and the "9073" elderly care pattern clarifies its fundamental position. Nanjing has built more than 100 community elderly care complexes through the "financial subsidy + social operation" model and introduced Internet of Things devices to realize intelligent services such as fall alarms and medication reminders. However, the implementation of technology-enabled services still faces difficulties: There is a large gap in funds for aging-friendly transformation of old residential areas, and the usage rate of devices such as smart bracelets in rural areas is less than 20%, and remote consultation platforms have become useless due to the difficulty of operation for the elderly. In addition, the unclear career development path of caregivers leads to talent loss. The average

annual turnover rate of community elderly care institutions in a second-tier city is as high as 35%, restricting the sustainability of services.

3.4 Target Population and Applicable Scenarios

Cultural-tourism-wellness-projects-based elderly care mainly targets active elderly people with strong economic strength and a pursuit of quality of life. This group usually has a high educational background and health awareness and can adapt to changes in the environment in a foreign place. Typical application scenarios include the "migratory bird-style elderly care": Retired teachers from Northeast China choose to live in a sojourn community in Beihai, Guangxi in winter, enjoying the warm climate and chronic disease conditioning services; in summer, they move to the Chengde Mountain Resort, taking into account both summer vacation and forest health care. However, this model has relatively high requirements for the physical adaptability of the elderly, and patients with cardiovascular and cerebrovascular diseases need to choose high-altitude or areas with large temperature differences carefully.

Community-based elderly care covers a wider range of people with rigid needs, especially suitable for empty-nest elderly people, semi-disabled elderly people, and groups with scarce family care resources. A community in Beijing has achieved precise services such as home bathing car and home bed rounds through the construction of a "15-minute service circle", meeting the core demands of home-based elderly care. In rural areas, the mutual assistance elderly care model shows special value: A village in Yunnan has renovated an idle school building into a mutual assistance happiness home, where younger elderly people take care of older elderly people and exchange for points, solving the problem of the lack of professional services. However, the risk of "one-size-fits-all" promotion needs to be vigilant: Hollow villages with serious population loss are difficult to maintain sustainable operation and need to cooperate with township health centers to establish an emergency support mechanism.¹

4 Conclusion

The comparison of the advantages and disadvantages between cultural-tourism-wellness-projects-based elderly care and community-based elderly care reveals the complexity and diversity of the elderly care service system. The former, with its resource integration advantage, can meet high-end demands, yet it needs to break through the dilemma of commercialization and sustainability. The latter, based on the community ecology, provides inclusive services, and urgently needs to break through the bottlenecks of technological empowerment and balanced resource allocation.

In the future, the development direction lies in promoting the synergy of these two models. The government should play a leading role in policy-making and encourage the reasonable intervention of social capital. The government should increase its investment in elderly care services, optimize the policy environment, and encourage public-private cooperation to promote the integrated development of cultural-tourism-

wellness- projects- based elderly care and community- based elderly care. Ultimately, the goal is to achieve the accurate supply and full - scale coverage of elderly care services.

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