

## Study on the Development of "Migratory birds" tourism ecological pension in Heilongjiang Province

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**Abstract.** In recent years, "migratory birds" tourism pension industry has developed rapidly in Heilongjiang Province. Forest landscape, ice and snow culture and European style create a new development trend for the "migratory birds" industry and derive from new tourism pension Hot spots. On the basis of "migratory birds" tourism pension development such as "migratory birds" moving in Heilongjiang Province, this paper expounds the difficulties in returning north and south, weakness in pension management, transmutation between South and North policy and the others. Alongside with, we put forward building through train, strengthening the pension supervision, the national network policy and other countermeasures.

At present, millions of elderly people are involved in the "migratory birds" pension model because of climate, environment, air and other factors in China. For the local government, although the sharp increase in the "migratory birds" brought about the rise in consumption and employment, it also result in a significant "semi-annual economy". Reasonable planning of "migratory birds" tourism pension industry can not only alleviate the pressure on local pension, also can promote the development of regional economy, accelerate the integration of human resources in the north and south. Based on the experience of domestic and foreign, combined with the facts of Heilongjiang Province, the development research of Heilongjiang Province "migratory birds" tourism ecological pension industry has a certain practical value.

### The development status of Heilongjiang "migratory birds" tourism ecological pension

#### The migrant old men go to the south

Heilongjiang "migratory birds" are opening the journey of living in different places. The phenomenon that "Migratory birds" go to the south for pension is gradually active in Heilongjiang Province. Eleven long vacation every year, the elderly always travel to the south for the winter pension. According to the relevant departments statistics, nearly 10% of the ice city elderly choose Sanya for the winter pension in the spring of 2016. Winter is the first cause that 90.3% of the "migratory birds" went to Hainan. Many elderly in Heilongjiang Province was tortured by "winter disease", however, the warm environment of the South can help the elderly to reduce the pain. From the flow point of view, the "migratory army" mainstream is occupied by South flying "migratory birds" in the first few years. The June 2016 Harbin City CPPCC research data show that more than 10% of the elderly population in Harbin south fly in the winter of 2015.

#### The migrant old men come to the north

In recent years, a large number of southern people who go to the north to prevent sunstroke are attracted by Heilongjiang Province's unique climate and natural environment advantages. The elderly are increasingly inclined to "come out after retirement". In the Fifth China International Pension Service Expo, Harbin Blue Sun Travel Agency and a number of developed cities signed a "migratory birds" travel contract, agreed to share resources between the two and created exclusive routes for "migratory birds". According to the contract, the arrival of the "migratory old man" will stay large-scale pension agencies with complete medical conditions and balanced diet in the prosperous

urban areas, rather than living in chain hotels or guesthouse, to ensure that "migratory birds" can fully enjoy the integral pension infrastructure and human services. The establishment of the "Swan support league" is a combination of the provincial pension agencies, which can provide a lot of convenience for the "migratory birds" team action.

## **Heilongjiang "migratory birds" eco-tourism pension development problems**

### **North-south round-trip ticketing is difficult, don't adapt to different places of life**

1. North-south round-trip ticketing is difficult. If "migratory birds" travel in the transport off-season, it not only can increase transport income for the aviation and railways, enhance consumer income for the "migratory birds" reception areas, but also can strengthen their health protection. However, whether it is summer elderly or the aged who want to enjoy the ice and snow culture, whether it is winter heating elderly or the old who want to feel the European style, their actions are often at the peak of tourism and even in the large-scale migration Spring Festival. The travel time is concentrated in the annual May to September or November to the following year March. For the relatively weak physique, the crowded crowd has more accidents and dangers. The physical safety of elderly can't be guaranteed, psychological security is also very easy to lose.

2. Not suited to life in different places. "Migratory birds" to Heilongjiang Province keep away from their loved ones and familiar environment, and even no friends, colleagues and other acquaintances. They only gradually adapt to different places of life by themselves. The law and order situation of strange city is very easy to make them feel dissatisfied and lack security. And then, "migratory birds" tourism pension initiative is easy to hit so "migratory birds" will lose activities of confidence to participate in "migratory birds" tourism pension. Furthermore, the north and south regions vary widely. Especially when Heilongjiang Province is full with ice and snow, the advantages of green food will lose. Most of the elderly in Heilongjiang Province can only eat a small variety of fruits and vegetables, and even some anti-season. It is extremely difficult to adapt for the South aged.

### **Pension management is not in place, it is difficult to defend their rights in different places**

1. Pension management is not in place. "Migratory birds" who come to the pension of old-age care in Heilongjiang will be confronted with phenomena that pension management isn't perfect and pension services isn't in place. "Migratory birds" who live out their own life in retirement in Heilongjiang Province often encounter the situations like robbery, theft, consumer fraud and other circumstances. Even if there is "Swan Support League" for the elderly to provide services, its scope of help is limited. It is difficult to include all the "migratory birds" into the management system. Because the elderly can't find the organization, subjected to social restrictions, they often take part in Heilongjiang Province "Migratory birds" tourism pension by themselves. They don't have relatives and friends around, which is difficult to find a solution to the problem. "Migratory birds" can only gradually adapt to unfamiliar environment, which is very easy to make a lot of them lack security.

2. Difficulty in the field of foreigners. As the alien old man in Heilongjiang Province gradually increased, the various disadvantages of "migratory birds" rights are gradually exposed. Because the South elderly are unfamiliar with the local policy, traffic and other local rights, it is difficult to defend their rights in different places. For example, if there is no understanding of Heilongjiang Province, "migratory birds pension" base in the elderly account location is also not signed "migratory birds" contract with Heilongjiang Province, "migratory old people" who go alone for tourism pension activities, due to lack of the guide from local relatives and friends, may encounter housing rental fraud, "slaughtered" consumption and others. However, because of the lack of professional knowledge, coupled with the unfamiliarity to local, the phenomenon of human rights is not uncommon.

### **The north and south policy has changed, pension off-site housing is difficult**

1. The north and south policy has changed. The change of the system between the north and the south can't be ignored. The differences of policies formulated to adapt to different regions will inevitably exist. "Migratory birds" is often difficult to understand the different policies, such as off-site pension is difficult to take, foreign health insurance is difficult to reimbursement and other

issues. Though the paper- "Notice on Doing a Good Job of Basic Medical Insurance for Foreign Medical Insurance" represent that the Heilongjiang Province has gradually embarked on a journey to implement the direct settlement of interdisciplinary medical treatment, these questions such as off-site pension collection, drug reimbursement and other issues still need to be resolved.

2.It is difficult to support housing in different places. Living in old age for "migratory birds" often is too expensive to afford. Off-site buyers or rental housing prices are often higher than the economic load. Now Heilongjiang Province promotes the "migratory birds" tourism pension. With the mutual assistance and cooperation in two sides of the city's pension agencies and the establishment of "migratory birds" tourism pension base, the economic embarrassment about purchasing rental or hotel is alleviated for "migratory birds ". The elderly stay in the local pension agencies, enjoy the local pension preferential policies and acquire a lot of convenience. However, with the development of the economy and the propaganda of the policy, the number of "migrant birds" has risen sharply. A large number of population movements have made the beds and service personnel of the pension institutions unable to meet the needs of the "migratory birds" in time.

### **Heilongjiang "migratory birds" tourism pension development countermeasures**

#### **Open through train, create management association**

1.Turn on the train. In order to solve the status that the "migratory birds" are not easy to buy sticks, the two sides of the city with a large number of "migratory birds" should negotiate and sign a standardized contract, and gradually open the "migratory birds" through train that can make "migratory birds" easy to travel. To provide a safe, healthy and fun journey time for the "migratory birds" trip, the train should be equipped with the appropriate elderly dedicated fitness, entertainment and other facilities and the corresponding professional medical service personnel. It can enhance the enthusiasm of the elderly out, reduce the province's pension pressure, save social service resources, provide conditions to meet the "migratory birds", promote consumption and achieve win-win situation between the two sides.

2.Create a management association. In order to make the "migratory birds" enjoy the convenient off-site old-age service, the relevant organizations should create innovative "migratory birds" management association to help "migratory birds" to solve problems. Association should implement membership management that have the elderly unity and mutual support and supplemented volunteer service. The association should have nine departments, namely, a dozen services provided in daily life such as rental, shopping, tourism, rights and others for "migratory birds". The government should take effective measures to coordinate the "migratory birds" to adapt rural customs, so that the elderly can expand the circle of friends, broaden the opportunity to contact new things in society, achieve their own value and achieve positive pension.

#### **Strengthen pension supervision, publicize rights channels**

1.Strengthen the pension supervision. Strengthen the supervision of old - age care, optimize the environment for tourism pension. Heilongjiang Province civil affairs departments with the relevant departments should jointly carry out regulatory inspection to tourism markets and pension agencies and other relevant organizations. Around the market order and the issues was reflected strongly by "migratory birds", they need to focus on governing that the appearing inflating price, false advertising, bully off cheating, forced consumption, illegal business and other illegal acts in "migratory birds" industry and tourism market. Relevant departments should carry out the "health pension, civilized tourism" activities for the "migratory birds" to provide a perfect service, orderly, comfortable and happy tourism pension environment. To enhance the level of service industry, the government should expressly stipulate that the organizations involved in the "migratory pension" industry should adopt the enterprise as the main body, formulate and implement the strict industry standard and carry out strict management training to improve the professionalism and patience for the elderly, so the elderly, traveling abroad, can enter the protection of "migratory birds " industry system and the measures of off-site pension management protection can be enhanced.

2. Promote rights channels. The government should use the mass media on the "migratory birds" popular local rights channels, to provide information on the contact agencies, geographical location and other information. If the government funds are sufficient to support it, the government should set up an advisory body for the "migrant elderly" service, for the "migratory elderly" Q & A. At the same time, in order to allow more "migratory birds" to participate in more healthy and safe tourism pension, government should make them put into the "tourism pension" base or organization as much as possible so that the elderly can have collective action, can be protected as much as possible, can solve the elderly loneliness by the operation of base or organization and other relevant agencies.

### **The national networking policy, the use of inventory housing**

1. The national networking policy. In order to relieve the "migratory birds" problems, off-site medical treatment of direct settlement, off-site pension collection, off-site drug purchase reimbursement, "migratory birds" off-site transfer cancellation fee and so on should implement the national networking policy as soon as possible. Not only in this way, should government also timely spread the national science policy to the broad masses of the "migratory birds" groups. Off-site pension collection methods, off-site drug purchase reimbursement and other procedures should be publicized in a timely manner so that the "migratory old man" in the tourism pension is still able to maximize the enjoyment of the preferential policies of account location to encourage the elderly choose "migratory birds" tourism pension actively.

2. The use of inventory housing. Absorbing the construction experience of the "Swan Union" base, there are a large number of idle housing in Heilongjiang Province, such as the government office after the relocation, excessive construction of many real estate stocks are not easy to sell the corresponding number of idle houses in the region which government should update and others. Through the donation of idle government offices, giving the real estate agents or individuals who can actively cooperate with the pension agencies and provide free or low-cost inventory of housing tax incentives and etc, we can use the real estate inventory effectively, allocate resources rationally, provide support for the "migratory birds" and promote economic development.

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