

# Promoting the Deep Integration of Internet + and Tourism Products for the Elderly

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## Abstract

The report of the 20th National Congress of the Communist Party of China pointed out that the aging population is an important national condition in the journey to achieve the second centenary goal, and actively improving the well-being of the elderly people is an important measure to maintain national security and social harmony and stability, and an effective guarantee for the realization of Chinese-style modernization. It can be seen that the development of tourism services for the elderly has become the meaning of meeting the spiritual entertainment needs of the elderly, improving the happiness of life of the elderly, and actively responding to the problem of population aging. The intelligence of senior tourism market products is a new issue in the "Internet +" era. The State Council issued the Outline of the Strategic Plan for Expanding Domestic Demand (2022-2035), pointing out that "developing the silver economy, promoting the aging transformation of public facilities, and developing aging technologies and products". Therefore, it is our due sense to explore how to adapt to the development orientation of smart tourism. This paper mainly explores the establishment of a smart and age-appropriate APP on the basis of "Internet +" and silver tourism, so as to promote the development of silver tourism in the direction of intelligence and digitalization.

## Keywords

Aging Population; Internet +; Smart Tourism.

## 1. Overview of Economic Development of Silver Hair

In recent years, policies on the development of the silver economy have been frequently issued, which fully reflects the importance the Party and the state attach to the development of the market and business forms in the field of aging, and the increasingly mature conditions for the development of China's silver economy.

### 1.1. The Introduction of Policies to Help the Development of Silver Economy

On March 12, 2021, the 14th Five-Year Plan and the Outline of the 2035 Vision Goals clearly state that "we will develop the silver economy, develop age-appropriate technologies and products, and cultivate new business forms such as smart elderly care." On January 20, 2022, The State Council issued the "14th Five-Year Plan for Tourism Development" for the first time pointed out that tourism consumption has become a necessity for people's lives, like food, housing, use and transportation, and has become an important matter related to the national economy and people's lives. In view of the improvement of national strength, the tourism industry will get more attention and further development. On February 22, 2022, The State Council issued the "Fourteenth Five-Year Plan" for the Development of the National Cause for the Elderly and the Plan for the Elderly Service System. Among the key tasks, a special chapter proposes "vigorously developing the silver economy". On December 14, 2022, The State Council issued the Outline of the Strategic Plan for Expanding Domestic Demand (2022-2035), proposing to "develop the silver economy, promote the renovation of public facilities suitable for aging, and develop age-appropriate technologies and products". The 14th Five-Year Plan for

Tourism Development also emphasizes the development orientation of smart travel, calling for promoting the transformation of resource-oriented tourism to innovation-oriented tourism, applying new technologies to tourism, creating "Internet + tourism", making the tourism industry more intelligent and digital, and strengthening the application and innovation of emerging technologies. Therefore, creating smart travel products will be the future trend of the tourism industry.

### **1.2. The Aging Population is Increasing, and the Silver Market has Great Potential**

The China Development Report 2020: Trends and Policies for China's Aging Population released by the China Development Foundation predicts that by 2030, China will have the world's oldest population; By 2050, China will enter a stage of deep aging, with more than 30 percent of the population over 60 years old. With the increase of the elderly population in China, the elderly market shows great potential for development. [1]The China Senior Care Industry Development Report 2022 predicts that the next 50 years will be the golden age for the development of China's senior care industry, and the trade winds in the industry will be stable and strong. At the same time, the vigorous development of digitalization in recent years will accelerate the integration of new technologies such as 5G, artificial intelligence (AI), the Internet of Things, and blockchain with tourism services. For example, Baidu Maps online "AI cloud tourism, see the world without leaving home" experience, AI tour guide service users reached 100 million, covering more than 2,000 scenic spots. Dunhuang Academy launched the "Cloud tour Dunhuang" series exhibition, through the screen all-round, multi-angle to enjoy the beauty of the Mogao Grottoes throughout the year, panoramic view of the interior of 30 Dunhuang grottoes. In addition, the National Museum and regional museums also use AR/VR and AI technologies to virtual explain cultural relics, "resurrect" exhibition objects and interact with them, and display collections that are temporarily unavailable for display.[2] As the new generation of network information technology continues to update and its application prospects in the tourism industry continue to optimize, the integration of culture and tourism will usher in new opportunities for development. The integration process of online virtual tourism experience and offline immersive experience has been significantly accelerated, and the tourism industry in the post-epidemic era will show a new smart pension outlet in the acceleration of digitalization and intelligence.

### **1.3. The Upgrading of Medical Security and Consumption Concepts of the Elderly People's Livelihood, Helping the New Wave of Silver Tourism**

The elderly tourism market in our country is huge and developing fast. In October 2022, Ctrip released the "2022 New Generation of Silver Generation Travel Trend Insight", which recorded that as of September 2022, the per capita travel consumption of tourists aged 60 and above increased by 23% year on year, of which the 60-65 year old group saw the largest increase, more than 30%.[3] In recent years, the demand of the elderly tourism market is strong, and the market scale shows a rapid growth trend year by year, which is closely related to the support of people's livelihood policies, pension concepts, tourism market and other aspects.

The elderly can have enough leisure time and discretionary pension to travel without worrying about their livelihood, which is inseparable from the continuous improvement and continuous protection of national livelihood policies. The framework of China's old-age service system has been continuously improved, and the basic old-age service system has been improved. Over the past ten years, China has continuously strengthened the backstop guarantee for the elderly in need, and timely and effectively included eligible elderly people in rural areas with disabilities and other difficulties into the scope of minimum living security. [4]The systems of old age allowance for the elderly, old-age service subsidy for the economically disadvantaged elderly, and nursing subsidy for the disabled elderly have achieved full coverage at the provincial level.

The supply and quality of elderly care services have been continuously improved. A multi-level and diversified supply pattern for elderly care services is gradually taking shape. Home-based community services for the elderly are developing rapidly in China. So far, there are 360,000 community service institutions and facilities for the elderly in China. Home and community services for the elderly, such as age-appropriate renovation, family nursing beds, care visits, time banks, and tables for the elderly, are constantly being developed. China's medical insurance system is operating steadily on the whole, and progress has been made in the settlement of long-distance medical treatment across provinces.

According to the survey, contemporary elderly people pay more attention to entertainment life and spiritual consumption, and their consumption concept has changed from the previous "heavy savings" to "re-enjoy the old", which has led to the continuous upgrading of the concept of old-age care. Under the guidance of this concept, the way of providing for the elderly has also undergone great changes. In terms of travel, the specific embodiment is that they tend to go out to travel and experience life instead of staying indoors or just walking around the neighborhood.

#### **1.4. In the Post-epidemic Period, the Tourism Model has been Actively Transformed and Upgraded, Providing New Possibilities for Silver-haired Tourism**

On December 7, 2022, The State Council issued the Notice on Further Optimizing and Implementing COVID-19 Prevention and Control Measures, marking China's full liberalization of epidemic prevention and control. At this stage, it is necessary to accelerate the "digital" transformation of tourism, take high-quality development as the theme, deepen supply-side structural reform as the main line, take reform and innovation as the fundamental driving force, advance the industrial foundation, modernize the industrial chain, and improve the quality and efficiency of the economy and core competitiveness. [5]We should develop strategic emerging industries and speed up the development of modern service industries. We will improve mobile payment solutions, develop tourism products tailored to tourists' preferences, foster new forms of business such as health tourism and eco-tourism that meet new consumption concepts, and tap the potential of tourism resources. [6]Establish a traffic platform for new forms of tourism by using short video live broadcasting, provide online virtual scenic spot sightseeing services for domestic and foreign tourists, and do a good job in the new media operation in the 5G era. Accelerate the implementation of "cultural tourism Plus", promote integrated development with industries such as industry, manufacturing, construction, agriculture, health care and elderly care, further optimize product mix, and enrich cultural tourism business forms. We will accelerate the integration of the tourism industry with emerging information technologies, pay attention to the development of cloud products, move tourism data and products to cloud platforms, and provide digital services such as online cloud tourism products to domestic and foreign tourists. "Contactless" tourism, such as cloud tourism, is a new form of tourism that ADAPTS to the current COVID-19 epidemic and the development of tourism after it. It effectively meets the needs of tourists, maintains the necessary "presence" rate of enterprises in front of tourists, and saves energy for the recovery of tourism in the post-COVID-19 era. Compared with traditional tourism activities, "cloud tourism" elevates tourism activities from on-the-spot experience to an experience "in the cloud", breaking through the geographical and time constraints, and adopting cloud computing functions, allowing tourists to enjoy the fun of traveling anytime and anywhere through one or more terminal devices. The cloud tourism model developed by digital technology builds a platform for consumers to realize the pursuit of beauty, and sets up a bridge to "poetry" and the distance. In the post-epidemic era, cloud tourism has gradually matured after three years of concentrated development technology, which will highlight its vitality with its unique advantages and become an important starting point to stimulate the recovery of China's tourism industry.

## **2. The Development Opportunities of Smart Banking in the "Internet +" Model**

### **2.1. Focusing on the New Era, Policy Guidance Helps the Development of Silver Economy**

During the 14th Five-Year Plan period, China's population aged 60 and above will account for more than 20 percent of the total population. "Expanding Inside".

The Outline of the Strategic Plan (2022-2035) clearly states that "developing the silver economy, promoting the aging transformation of public facilities, and developing aging technologies and products" and "Opinions of the CPC Central Committee and The State Council on Strengthening the Work of Aging in the New Era" propose to actively cultivate the silver economy. The silver economy welcomes favorable policies, and the combination of policies in the new era will make the silver economy enter a new stage.

### **2.2. Focusing on Information Technology, Giant Enterprises are Deeply Cultivating Wisdom and Old Products to Drive Technological Upgrading**

In recent years, with the improvement of living standards and the change of consumption concepts, the consumption structure of the elderly has taken place Changes, consumer demand is growing, the silver economy market is broad. More and more enterprises participate in it, and speed up New models and forms of business are emerging in related industries. We are addressing the growing needs of the elderly population Diversified status quo, giant enterprises have a target, actively explore ideas, continue to innovate products and services, effective .The use of a variety of resources to improve the sense of gain, happiness and security of the elderly.

### **2.3. Focus on the Post-epidemic Situation, Strengthen the Health Concept and Promote the Upgrading of Tourism Products and Services**

In the post-epidemic era, people's general health concept has been further strengthened, and the demand for health tourism products and services has been strengthened More urgently, health tourism for the elderly will enter a period of rapid development, and the demand of silver-haired consumer groups will promote tourism The industry is moving toward "industry characteristics, product quality, travel facilitation, aging services, and tourism wisdom" Develop towards.

### **2.4. Focusing on Happiness, the Willingness of the Elderly to Travel Promotes the Broad Market Prospect of Tourism Consumption**

Compared with the young, the elderly have more time and economic conditions to travel, and are more willing to spend their time Spend their income on travel. Silver hair travel is beneficial to the physical and mental health of the elderly and improves their happiness Sense, to achieve the goal of "old people have fun". Silver-haired group has a strong willingness to travel, and silver-haired tourism is regarded as a tourism industry In recent years, the "blue ocean" has shown a vigorous development trend.

## **3. Explore the Establishment of China's First Whole-process Smart Tourism Products for the Elderly**

### **3.1. Design Concept**

In November 2020, The General Office of the State Council issued the "On Effectively Solving the Difficulties of using Smart Technology for the elderly".

The Implementation Plan of The State Council (2020) No. 45) further promotes the solution of the difficulties encountered by the elderly in the use of smart technology, adheres to the parallel

innovation of traditional services and intelligent services, and makes arrangements for providing more comprehensive, more intimate and more direct facilitation services for the elderly. Based on this, we can explore an APP with the elderly group as the main target audience, which is committed to building an intelligent platform for the elderly and helping the elderly to cross the digital divide. Adhering to the value concepts of "people-oriented" and "humanistic care", focusing on "happy elderly care" and creating "smart game for the elderly", the module interface and function Settings of the APP are designed for aging from the aspects of APP interface vision and interface interaction functions. To provide the silver group with the opportunity to travel the world intelligently, and practice the value concept of tourism for the elderly. The interface of the APP is designed with H5 size. H5 size adaptation to 2 times the size as the standard, points.

With a resolution of 750 x 1334 pixels, the H5 image will be clearer and the page will load faster, whether it is applied to IOS, Android or HarmonyOS phones. In view of the visual characteristics of elderly users, the APP design is based on Android application, and the font is selected as Siyuan boldface font. In the visual design scheme of the interface, the visual layer of the font is divided into grades, and the text information is mainly enlarged on the basis of the existing text size. The font size is even, in 2 or 4 times increments. In order to avoid using too many colors to cause clutter on the page and affect the reading of elderly users, the APP only uses dark black, dark gray and white as the standard font colors. The font of the prompt class enhances the contrast with the background to facilitate the identification of elderly users. From the perspective of color emotion, the elderly are more inclined to soft and fresh blue, and blue also has the effect of relieving tension. The APP chooses soft blue as the main color, and orange as the auxiliary color. To the elderly users to create a comfortable visual atmosphere, soothing mood, more effectively improve the user experience. Orange and blue interwoven, make the interface contrast strong, convenient for elderly users to distinguish between different content. Through the adjustment of colors, the interface can achieve the best visual effect and make the interface contrast strong.

### **3.2. Product Focus Exploration**

Development of large-character APP.

In view of the deteriorating eyesight of the elderly, a large-character version of the "smart Silver Game" APP can be developed. Users can download it directly and add some functions specially designed for the silver-haired group to the APP. Function module adopts bright large color block and large font design, simple and clear, easy to master. Add some features such as voice search, reduce the possibility of typing for the elderly. Listen to the radio to reduce eye use. At the same time, increase the recommendation of targeted tools for the elderly, such as taking children, square dancing and other activities.

### **3.3. Share Travel Accounts**

Develop and put forward the "sharing" function, which integrates security, emotional exchange and memory carrying. Based on the premise of mutual consent, users can carry out "account sharing". Different from the concept of "sharing" in general applications, the platform's "account sharing" simply includes real-time sharing of trips and personalized trip memory design, storage and sharing.

### **3.4. Real-time Sharing of Itinerary**

With the support of 5G technology, the APP developed needs to be able to record the travel process of the elderly. in Can be set as "shared contact" with their consent and that of their children. It is convenient for children to check the travel location of the elderly in real time. Set a chat box in the map interface. Children can talk with the elderly on the map interface Word



dialogue. This not only provides a security for the elderly, but also can reduce the worry of children, fully reflected.

The concept of people-oriented; On the other hand, after understanding which scenic spot the elderly are in at that time, the children have real-time interaction with the elderly to upgrade the elderly travel experience.

### **3.5. The Journey Memory is Set up for Storage and Sharing**

Through the order information, the platform detects that several people join the same travel team and are mutual "sharing contacts", and automatically creates a sharing group. By clicking on the sharing group, users can upload photos taken during their travels, travel experiences written and audio recordings. A "sharing group" is a private space that can only be seen by members of the group. (Since the audience of the platform is mainly the elderly, the group is usually made up of elderly people or family members.) The platform regularly personalized designs the information uploaded by users through intelligent identification and cloud technology, and feedbacks to users in the form of travel videos or posters. In this way, the travel of the elderly on the smart Silver Tour platform is more memorable. In the process of recalling and sharing this experience after the trip, the elderly will improve their life happiness and satisfaction.

Do a good job of product front and rear security procedures, and do a good job of "peace of mind tour" service.

The elderly in the face of the mixed tourism market, because of the narrow way of information intake, physical function decline.

And many other factors, they are often deceived by bad merchants, resulting in damage to their interests. In recent years, with the silver travel.

With the rise of tourism, cases of elderly people being defrauded by tourism have occurred from time to time, and the amount involved is large and the number of victims is large.

The social harm is great. On June 6, 2022, Fenghuangshan Police Station of Chengxiang Branch of Putian Public Security Bureau seized a fraud case under the guise of "tourism health". In this case alone, more than 200 elderly people suffered property damage. It has become a social phenomenon for the elderly to be cheated for traveling, and it has become one of the important factors that seriously affect the travel experience of the elderly.

In order to avoid the elderly because of tourism cheated, let the elderly travel at ease, play comfortable. The smart tourism platform can actively launch the "peace of mind tour" service to provide elderly users with certain qualifications and can continue to provide high-quality clothing.

The travel agency of the Ministry. At the same time to establish a compensation mechanism. The legitimate rights and interests of the elderly during travel will be fully protected. In terms of pre-guarantee, check the qualification information in the platform entry procedure, set a high entry threshold for the merchants and establish a sound exit mechanism to provide protection for the realization of this service. In terms of post-payment, elderly users who communicate with travel agencies with the green logo of "Peace of Mind Tour" through the smart banking Tour platform, purchase travel services, and suffer damage to their interests due to fraud during the tour, and have a direct causal relationship with the platform or the travel agency settled on the platform, have the right to apply for "peace of mind tour" compensation procedures. After the investigation and appraisal of professional organizations, the platform shall bear all reasonable losses of the users. For example, the infringing party and the platform shall establish an effective compensation mechanism to safeguard the rights and interests of the elderly.

Contemporary elderly people pay more attention to entertainment life, spiritual consumption input, consumption concept from the previous "restorage.

The transformation from "restocking" to "reenjoying the old" has led to the continuous upgrading of the concept of old-age care. [7]Under the guidance of this concept, the way of providing for the elderly has also undergone great changes. In terms of travel, the specific embodiment is that they tend to go out to travel and experience life instead of staying indoors or just walking around the neighborhood. Today, with the continuous development of 5G technology and cloud computing technology, we should also actively promote the deep integration of silver hair tourism products with the Internet + to enhance the happiness of silver hair groups.

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