

Focus on the Supply-Side Innovation of the Elderly Tourism Market

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Abstract— With the deepening of China's aging society, the elderly tourism industry has gradually become popular. However, the current elderly tourism market has problems such as prominent contradictions between supply and demand and lack of pertinence in tourism products. Therefore, we will thoroughly explore the current situation of the elderly tourism market in various parts of our country. Based on this, it is of great significance to propose corresponding supply-side innovation measures. This paper is mainly based on the characteristics of the elderly and their tourism motivations. After screening, 13 evaluation indicators are selected. After reverse standardization of the reverse indicators, they are entered into SPSS 20.0 together with the data of the remaining indicators. The 31 Evaluation of the supply capacity of the provinces, municipalities and autonomous regions in the elderly tourism market. The results found that the performance gaps in the three main factors of each region are large, and the clustering obtained based on the comprehensive factors also shows that the regional differences in supply capacity are obvious. Finally, from the perspective of three main factors, suggestions for the development of the elderly tourism market are proposed.

Keywords— Elderly tourism market; factor analysis; supply capacity; suggestions.

I. INTRODUCTION

According to the statistical year book data of the National Bureau of Statistics: at the end of 2017, the total population of China was 1,300,080,000, of which the proportion of the elderly over 60 years old accounted for 17.33%, which greatly exceeded the aging social standard. The problem of China's population aging continues to be prominent. While bringing tremendous pressure to China's economic development, it has also enabled China to gradually enter a new era of longevity. It is speculated that China's elderly market has a potential of 100 trillion Yuan in the future, which will be a powerful engine for China's economic development in the future. With the deepening of China's aging society, under the wave of China's tourism development, the "silver tourism" industry that serves the elderly has been greatly developed. The development of China's aging industry lacks experience, and there are still many shortcomings. This raises the need for innovation from the industry itself; the objective laws of an aging society cannot be changed. The 19th National Congress of the Communist Party of China also put forward the deployment and requirements for accelerating the development of the aging industry. Documents to improve the development of the tourism industry for the elderly also put forward innovative requirements from the national level to the tourism industry for the elderly, such as the concept of green tourism and leisure advocated by the "National Tourism and Leisure Outline (2013-2020)", Opinions on Consumption in Education and Training and Other Fields" accelerate the upgrade of tourism consumption requirements.

II. RELEVANT LITERATURE REVIEW

(1) Research on the Consumption Behavior of Elderly Tourism

At present, Chinese scholars' research on elderly tourism consumption behavior generally includes the following aspects: Liu Li (2016) used exploratory factor analysis to conclude that the main motivations for elderly travel are

enriching life, health, realizing dreams, nostalgia and making friends; The main constraints include negative perceptions, cost constraints, time constraints, family responsibilities and lack of peers. Hu Tian (2018) uses the motivation-opportunity-ability (MOA) research framework to prove that the self-consistency and functional consistency of the elderly are positively correlated with the willingness to travel. Mo Kun and Zheng Peng (2014) analyzed the willingness to participate in senior tourism based on push-pull theory, followed by willingness to participate, willingness to recommend, and willingness to follow. Zhou Qimei and Zhang Chaozhi (2018) constructed a tourism motivation model from the perspective of traveling in groups, and concluded that the parade is caused by the motivation of traveling and the motivation of traveling together, and that "self-improvement" and "abnormality" are caused by the motivation of traveling together. Deeper reasons.

(2) Research on the Elderly Tourism Market

Li Zhen and Li Xiang (2018) take the theory of compensatory consumption as the starting point and believe that the psychology of compensatory consumption affects the pre-, middle, and post-travel stages of the elderly. At the same time, since the elderly are more affected by secondary control, in the tourism consumption process Will prefer structure and order, and will be more inclined to choose a safe, reasonable and stable travel agency. Zhang Zhiliang (2016) pointed out that the elderly population has a high demand for publicity in the tourism industry. At this stage, the lack of publicity in the industry is serious, which adversely affects the travel of the elderly, and is also prone to discrimination in the travel process. Deng Xiaohua and Shi Yueheng (2016) concluded that elderly travel is more of nostalgia, and cultural sites such as historical sites are more likely to arouse the interest of the elderly; elderly travel and shopping behaviors are more rational and pay more attention to housing, eating, traveling and traveling. Huang Huang (2013) draws on the experience

of foreign senior tourism to analyze that the travel choices of the elderly are affected by economic motivation, livable environment, services for the elderly, and social relations.

The current domestic research on the tourism industry for the elderly is still relatively narrow, and most of them start from the elderly themselves and only study the purpose of travel and travel psychology. And this article mainly starts from the market point of view, combined with the travel needs of the elderly, and analyzes the Chinese elderly tourism market in order to truly solve the problem of the contradiction between supply and demand in the elderly tourism market from the supply level.

III. RESEARCH ON THE SUPPLY SITUATION IN VARIOUS REGIONS OF THE ELDERLY TOURISM MARKET

(1) Selection of Evaluation Indicators

In order to objectively and comprehensively evaluate the performance of the 31 provinces, municipalities and autonomous regions across the country in the elderly tourism market, this article comprehensively considers the characteristics of elderly consumer groups and the rationality and operability of the establishment of an evaluation index system on the basis of literature research. From the perspectives of the environment, purpose of travel, safety and convenience of the process, the main pollutant emissions (10,000 tons), the number of art performance venues (units), and the number of medical and health institutions (units) , Every 10,000 people own public transportation vehicles (standard stations) and other 22 indicators constitute the evaluation system. After many inspections and screenings, a total of 13 indicators, X1, X2,..., X13 were finally retained in the evaluation index system. Among them, X1: main pollutant gas emissions (10,000 tons), X2: passenger turnover (100 million person kilometers), X3: number of medical and health institutions (unit), X4: number of health personnel (person), X5: number of art performance venues Number (number), X6: number of screenings in art performance venues (10,000 times), X7: number of 4A-level and above scenic spots (units), X8: number of A-level and above scenic spots (units), X9: number of star-rated hotels (units) /Set), X10: railway network density (km/km²), X11: high-grade road network density (km/km²), X12: public transport vehicles per 10,000 people (standard platform), X13: travel agency Quantity (home).

Since there are many selected indicators, the information reflected by each indicator has a strong correlation, and factor analysis can not only fully and effectively reduce the dimensionality of variables, but also retain as much original information as possible. Therefore, this article adopts factor The analytical method condenses the 13 indicators used to evaluate the performance of the elderly tourism market into a few comprehensive indicators. These comprehensive indicators are the factors, and each factor is sorted according to the scores, so as to more profoundly reveal the development of the elderly tourism market in each region Happening. The original data involved in the indicator comes from the China Statistical Yearbook (2017) and China Tourism Statistical Yearbook (2017).

(2) Applicability Test and Factor Extraction

Among the 13 selected indicators, the main pollutant gas emissions and sewage emissions are reverse indicators. Therefore, in order to accurately obtain the final evaluation results, they need to be reverse-standardized before entering the data. The specific processing process is the index sequence The maximum value minus the index value and then divided by the range of the sequence, that is, $hnm = (X_{mmax} - X_{nm}) / (X_{mmax} - X_{mmin})$. Then input other index data into SPSS20.0, construct the factor model, and extract and analyze the common factors through principal component analysis.

1. Applicability test

Factor analysis mainly uses KMO and Bartlett's spherical test to judge the effect of the factor model. Bartlett's spherical test is used to judge whether the correlation matrix is the identity matrix. As shown in Table 1, Bartlett's observations and probabilities are 347.659 and 0.000, respectively. It indicates that the null hypothesis that each indicator variable is independent is rejected, that is, the variables have a strong correlation. A better correlation indicator is the KMO test statistic. When the KMO statistic is closer to 1, the partial correlation between the index variables is stronger, and the effect of factor analysis is better. Generally, when the KMO statistic is greater than 0.7, the factor the analysis effect is good. The KMO value in the table is 0.722, indicating that the data is suitable for factor analysis.

TABLE 1. KMO and Bartlett's sphere test

| | | |
|---|------------------------|---------|
| Kaiser-Meyer-Olkin measure of sampling adequacy | | .722 |
| Bartlett's sphere test | Approximate chi-square | 347.659 |
| | df | 78 |
| | Sig. | .000 |

2. Factor extraction

To some extent, the eigenvalue can be regarded as an indicator to measure the explanatory strength of the corresponding common factor. If the eigenvalue is less than 1, it indicates that the explanatory strength of the common factor is not as good as the average explanatory strength of an original variable. Therefore, whether the feature value is greater than 1 is used as the criterion for determining the number of common factors, combined with the gravel map of Figure 1, it can also be found that the first three components are located on the steep slope of the broken line. Based on this, the first, second, and third principal components are extracted as factors from table 2 we can see that the cumulative contribution rate of the characteristic values of the three factors is 76.606%, indicating that these three factors can basically reflect the development level of the elderly tourism market in 31 regions of my country.

(3) Naming of Factors

From the "% of variance" in table 2, it is known that the load size difference of the three factors extracted by principal component analysis is not very obvious. In order to make the coefficients in the factor loading matrix more significant, the maximum variance orthogonal rotation method is used to perform the initial factor loading matrix. Rotating, the results are shown in table 2. Under the condition that the cumulative

contribution rate remains unchanged, the load gap of each factor is reduced, which makes it easier to explain and name each factor.

TABLE 2. Total variance explained

| Element | Initial eigenvalue | | | Extract the sum of squares and load | | | Rotate the sum of squares loading | | |
|---------|--------------------|---------------|-------------|-------------------------------------|---------------|-------------|-----------------------------------|---------------|-------------|
| | Total | % Of variance | Cumulative% | Total | % Of variance | Cumulative% | Total | % Of variance | Cumulative% |
| 1 | 6.228 | 47.909 | 47.909 | 6.228 | 47.909 | 47.909 | 5.080 | 39.078 | 39.078 |
| 2 | 2.591 | 19.929 | 67.838 | 2.591 | 19.929 | 67.838 | 2.683 | 20.636 | 59.714 |
| 3 | 1.140 | 8.768 | 76.606 | 1.140 | 8.768 | 76.606 | 2.196 | 16.892 | 76.606 |
| 4 | .823 | 6.334 | 82.940 | | | | | | |
| 5 | .674 | 5.183 | 88.123 | | | | | | |
| 6 | .438 | 3.367 | 91.490 | | | | | | |
| 7 | .386 | 2.966 | 94.456 | | | | | | |
| 8 | .258 | 1.984 | 96.441 | | | | | | |
| 9 | .217 | 1.669 | 98.110 | | | | | | |
| 10 | .106 | .814 | 98.924 | | | | | | |
| 11 | .063 | .485 | 99.409 | | | | | | |
| 12 | .052 | .399 | 99.808 | | | | | | |
| 13 | .025 | .192 | 100.00 | | | | | | |

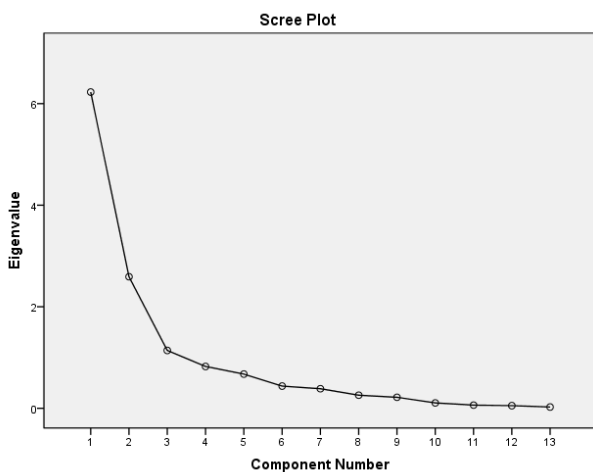


Fig. 1. Crushed stone diagram

Table 3 is the component matrix after rotation. The first main factor has a large load and explanatory power on X1, X2, X3, X4, X7, X8, and X13. The elderly tourist group is different from other tourist consumer groups. The demand for health preservation pays more attention to the medical, sanitary and environmental conditions of tourist destinations, while X3: the number of medical and health institutions (number) and X4: the number of health personnel (person) reflect whether the allocation of medical resources in a region is complete, X1: the main polluting gas Emissions (10,000 tons) reflect the quality of the air environment in the tourist area; due to the decline in physical functions of the elderly, the elderly are more dependent on transportation when playing, so they tend to consider the turnover capacity of tourists in tourist destinations and compare their consumption behaviors. Pragmatic, specifically manifested as being more price-sensitive, usually making detailed plans for travel itineraries before traveling, but as they grow older, their ability to accept new things and new knowledge declines, and it is difficult to keep up with the continuous innovations in the market. Therefore, they prefer to choose group tours organized by travel agencies, which is a convenient way of travel. X7: 4A-level and above scenic spots (home), X8: A-level and above

scenic spots (home), and X2: passenger turnover Quantity (100 million person-kilometers), X13: The number of travel agencies (houses) reflects the abundance of natural tourism resources in the region and tourism reception and guidance resources. In summary, the first main factor is the aspect that the elderly tourist groups pay more attention to before going out, so this factor is named the attractiveness factor.

The second main factor has a large load and interpretation ability on X9, X10, X11, X12, X9: number of star-rated hotels (rooms/sets) and X10: railway network density (km/km2), X11: high level Highway network density (km/km2), X12: Public transportation vehicles per 10,000 people (standard stations) never reflect the accommodation and traffic conditions of tourist destinations, so this factor is named as the accommodation factor.

TABLE 3. Rotation component matrix

| | element | | |
|---|---------|-------|-------|
| | 1 | 2 | 3 |
| Number of medical and health institutions | .931 | -.006 | -.120 |
| Number of health personnel | .925 | .157 | .211 |
| Passenger turnover | .852 | .054 | .227 |
| Number of scenic spots of 4A and above | .834 | .013 | .415 |
| Major polluting gas emissions | -.792 | -.019 | -.052 |
| Number of A-level and above scenic spots | .776 | .026 | .370 |
| Number of travel agencies | .602 | .391 | .577 |
| Railway network density | -.139 | .965 | -.014 |
| Number of star-rated hotels | .065 | .783 | .066 |
| High-grade highway network density | .307 | .757 | .183 |
| Public transport vehicles per 10,000 people | -.020 | .574 | .405 |
| Screenings in art performance venues | .106 | .109 | .878 |
| Number of art performance venues | .464 | .203 | .684 |

The third main factor has a larger load and explanatory ability on X5 and X6. X5: the number of art performance venues (number), X6: the number of art performance venues (10,000 times), which reflects the cultural and entertainment products that the tourist destination can provide Ability, this aspect caters to the entertainment needs and preferences of the elderly tourist groups. Obviously, the more art performance halls and areas with more performances are more likely to be loved by this group, so this factor is named the entertainment factor.

(4) Analysis of Each Factor and Comprehensive Factor Score

In order to further obtain the performance ability of 31 regions across the country on the three main factors, this paper uses the default regression method in factor analysis to find the scores of each factor. The score function is as follows

$$F1 = -0.205 \times Z_{X_1} + 0.182 \times Z_{X_2} + 0.281 \times Z_{X_3} + 0.207 \times Z_{X_4} - 0.024 \times Z_{X_5} - 0.165 \times Z_{X_6} + 0.136 \times Z_{X_7} + 0.130 \times Z_{X_8} + 0.006 \times Z_{X_9} - 0.031 \times Z_{X_{10}} + 0.047 \times Z_{X_{11}} - 0.092 \times Z_{X_{12}} + 0.038 \times Z_{X_{13}}$$

$$F2 = -0.002 \times Z_{X_1} - 0.016 \times Z_{X_2} + 0.024 \times Z_{X_3} + 0.033 \times Z_{X_4} - 0.038 \times Z_{X_5} - 0.118 \times Z_{X_6} - 0.069 \times Z_{X_7} -$$

$$0.055 \times Z_{X_8} + 0.330 \times Z_{X_9} + 0.424 \times Z_{X_{10}} + 0.298 \times Z_{X_{11}} + 0.174 \times Z_{X_{12}} + 0.065 \times Z_{X_{13}}$$

$$F3 = 0.141 \times Z_{X_1} - 0.036 \times Z_{X_2} - 0.291 \times Z_{X_3} -$$

$$0.084 \times Z_{X_4} + 0.346 \times Z_{X_5} + 0.582 \times Z_{X_6} + 0.109 \times Z_{X_7} + 0.088 \times Z_{X_8} - 0.115 \times Z_{X_9} - 0.162 \times Z_{X_{10}} - 0.081 \times Z_{X_{11}} + 0.185 \times Z_{X_{12}} + 0.205 \times Z_{X_{13}}$$

On this basis, use the variance contribution rate ratio of the main factors as the weight to obtain the comprehensive score and the ranking of each region. The score calculation formula is:

$$Z = 0.510116701 \times F1 + 0.269378378 \times F2 + 0.220504921 \times F3$$

The above results are shown in table 4.

TABLE 4. Score and ranking of each factor

| area | The first main factor F1 Attractive factor | | The second main factor F2 Housing factor | | The third main factor F3 Entertainment factor | | Comprehensive factor Z | |
|--------------|---|------|---|------|--|------|------------------------|------|
| | score | rank | score | rank | score | rank | score | rank |
| Beijing | -1.22351 | 26 | 2.62816 | 2 | .68957 | 3 | .24 | 12 |
| Tianjing | -1.40795 | 31 | 2.68109 | 1 | -.57312 | 25 | -.12 | 17 |
| Hebei | 1.51433 | 3 | .90557 | 4 | -.76108 | 30 | .85 | 3 |
| Shanxi | .03791 | 14 | .38686 | 6 | -.19007 | 15 | .08 | 13 |
| Neimenggu | -.02869 | 16 | -.40892 | 22 | -.32430 | 18 | -.20 | 20 |
| Liaoning | .33513 | 11 | .34477 | 7 | .00747 | 10 | .27 | 10 |
| Jilin | -.56387 | 24 | -.12560 | 18 | -.25822 | 16 | -.38 | 24 |
| Heilongjiang | -.16607 | 17 | -.40323 | 21 | -.12796 | 13 | -.22 | 21 |
| Shanghai | -1.01456 | 25 | 1.98473 | 3 | -.38791 | 22 | -.07 | 14 |
| Jiangsu | .37515 | 10 | -.10386 | 17 | 4.27919 | 1 | 1.11 | 2 |
| Zhejiang | .37990 | 9 | .05206 | 14 | 2.57781 | 2 | .78 | 4 |
| Anhui | .53255 | 7 | .21546 | 9 | .14698 | 6 | .36 | 7 |
| Fujian | -.46026 | 23 | .05789 | 13 | .23125 | 5 | -.17 | 19 |
| Jiangxi | .28781 | 12 | -.31133 | 19 | -.63666 | 28 | -0.48 | 15 |
| Shandong | 2.60126 | 1 | .72715 | 5 | -.35962 | 20 | 1.44 | 1 |
| Henan | 1.66436 | 2 | .28665 | 8 | -.76712 | 31 | .76 | 5 |
| Hubei | .45663 | 8 | .06852 | 12 | .02390 | 9 | .26 | 11 |
| Hunan | .76473 | 6 | .06977 | 11 | -.41582 | 23 | .32 | 8 |
| Guangdong | 1.40977 | 4 | .14590 | 10 | -.01204 | 11 | .76 | 5 |
| Guangxi | .18251 | 13 | -.65970 | 24 | -.35798 | 19 | -.16 | 18 |
| Hainan | -1.37477 | 29 | -.09197 | 16 | -.42289 | 24 | -.82 | 28 |
| Chongqing | -.40963 | 22 | -.00501 | 15 | -.58520 | 26 | -.34 | 22 |
| Sichuan | 1.30868 | 5 | -.83247 | 27 | -.59444 | 27 | .31 | 9 |
| Guizhou | -.18251 | 18 | -.48854 | 23 | -.75257 | 29 | -.39 | 25 |
| Yunnan | -.26717 | 19 | -.71586 | 26 | -.14961 | 14 | -.36 | 23 |
| Xizang | -1.28583 | 27 | -1.52547 | 31 | -.37082 | 21 | -1.15 | 31 |
| Shanxi | .00221 | 15 | -.36603 | 20 | .08674 | 8 | -.08 | 15 |
| Gansu | -.36574 | 20 | -1.35656 | 30 | -.08377 | 12 | -.57 | 27 |
| Qinghai | -1.39462 | 30 | -1.19829 | 28 | .12230 | 7 | -1.01 | 30 |
| Ningxia | -1.33272 | 28 | -.68079 | 25 | -.29483 | 17 | -.93 | 29 |
| Xinjiang | -.37504 | 21 | -1.28094 | 29 | .26082 | 4 | -.48.11907 | 26 |

The first main factor score according to the top six rankings is: Shandong, Henan, Hebei, Guangdong, Sichuan and Hunan. This factor is an attractiveness factor, indicating that the top-ranked regions are highly attractive to elderly tourist groups. This group will give priority to these regions after considering natural resources, medical and health, unimpeded travel, and air pollution. Among the tourist destinations, Sichuan and Hunan lag behind Shandong, Henan and Hebei. The reason is not only the relative scarcity of natural resources in their jurisdiction, but also the lack of investment in medical development, transportation construction, and pollution control.

The second main factor score according to the top six rankings is: Tianjin, Beijing, Shanghai, Hebei, Shandong and Shanxi. The accommodation factor mainly reflects the supply level of hotels and transportation services in the tourist destination. By comparing with the first main factor ranking, it

is found that the area with strong accommodation supply capacity has little relationship with whether the area is attractive to the elderly tourist group. However, since the housing and transportation factors are important influencing factors for all tourism consumer groups, boosting the development of regional star-rated hotels, railways and highway networks from extensive to intensive development is conducive to the improvement of housing supply capacity.

The third main factor score according to the top six rankings is: Jiangsu, Zhejiang, Beijing, Xinjiang, Fujian and Anhui. The areas with higher entertainment factor scores indicate that they attach importance to the development of the cultural industry, the market for theatrical performances is more prosperous, and the entertainment atmosphere is strong. These areas can combine their own characteristics to enrich the types of programs, improve the quality of performances, standardize the order of the industry, and optimize the layout

of venues. Let the cultural industry and tourism play a mutually stimulating role.

(5) Regional Classification and Result Evaluation

Due to the large number of evaluation areas involved, one-by-one evaluation of each area will not only make the evaluation process cumbersome, but also make the evaluation results disorderly and fuzzy. In response to this problem, the author uses cluster analysis to classify regions based on comprehensive factor scores, so as to facilitate The development status of the elderly tourism market is evaluated. Here, the Wald method is selected for optimal segmentation to make the samples of each category as similar as possible. The classification results are shown in table 5.

TABLE 5. Classification of the supply capacity of various regions in the elderly tourism market in my country

| | Provinces municipalities autonomous regions |
|---------------------|--|
| the first category | Shandong Jiangsu Hebei Zhejiang Henan Guangdong |
| the second category | Anhui Hunan Sichuan Liangning Hubei Beijing Shanxi |
| the third category | Shanghai Jiangxi Shanxi Tianjing Guangxi Fujian Neimenggu Heilongjiang Chongqing Yunnan Jilin Guizhou Xinjiang Gansu |
| the fourth category | Hainan Ningxia Qinghai Xizang |

From table 5, it can be seen that the cluster analysis divides all parts of the country into four categories according to the comprehensive factor score. The first category is Shandong, Jiangsu, Hebei, Zhejiang, Henan and Guangdong. Among them, Shandong ranks in the forefront of the country in the attractiveness factor and the housing factor, but the entertainment factor is ranked 20th, which is lower than the national average. It can be seen that there is still room for improvement in the tourism market for the elderly; Jiangsu is ranked No. 1 in entertainment factors due to its superior economic and living conditions, but its performance in attractiveness and housing factors is relatively ordinary and needs to be further strengthened; similarly, according to The ranking shows that Hebei, Zhejiang, Henan, and Guangdong are weak in their respective performance factors. For the first type of regions, they should be targeted to make up for their deficiencies while maintaining their original advantages. The second category is Anhui, Hunan, Sichuan, Liaoning, Hubei, Beijing and Shanxi. The ranking characteristics of the three main factors of this category are different, but there is at least one main factor whose performance is above the national average. The third category is Shanghai, Jiangxi, Shaanxi, Tianjin, Guangxi, Fujian, Inner Mongolia, Heilongjiang, Chongqing, Yunnan, Jilin, Guizhou, Xinjiang and Gansu. Although Shanghai has unique geographical advantages and economic conditions, it is similar to other cities in the top-tier cities. Compared with Beijing, the entertainment factor ranking gap is obvious. The rest of the regions are mostly concentrated in the central and western regions of my country, and their performance in the three main factors is not as good as the second category. The fourth category is Hainan, Ningxia, Qinghai and Tibet. Except for Qinghai's advantage

in entertainment factors, the rankings of the other regions on the three factors are not ideal. Such regions should focus on cultivating their own competitive advantages and adjust regional tourism Resource structure, optimize resource allocation, and enter the ranks of the third category as soon as possible.

IV. INNOVATIVE MEASURES ON THE SUPPLY SIDE OF THE ELDERLY TOURISM MARKET

(1) Angle of Base Attraction Factor

The particularity of the elderly tourism market determines the high requirements for medical and health in the tourism process. First of all, this requires the support of the government. The relevant tourism management departments increase their attention to the elderly tourism market and create a good development for the elderly tourism industry. In the large environment, increase capital investment in local medical and health construction, establish a special fund compensation mechanism, and give the greatest discounts to tourist attractions and tickets for the elderly; secondly, it is necessary to strengthen the construction of medical and health professionals and improve the standards of talent selection and appointment , Pay attention to regular training of medical staff, improve the ideological quality and technical ability of medical staff to be conscientious and contented; at the same time, it is necessary to make efforts to improve the environment, give enterprises more motivation and rewards for investment and development in technological innovation, Extend the sustainability of green resources as much as possible, innovate urban ecological governance methods, and fundamentally solve environmental problems; when companies develop the elderly tourism market, they can strengthen cooperation between travel agencies and local health care institutions to form a "safe "Travel, healthy travel" concept.

(2) The Perspective of Basic Entertainment Factors

Elderly people who have gone through most of their lives pay more attention to spiritual enjoyment, and pay more attention to the cultural sense of travel arrangements. The level of regional culture and entertainment is even more critical. It is necessary to increase support for regional private art performances, increase capital investment, set up special support funds, and government agencies will give a certain degree of tilt in the process of policy establishment and implementation; increase support for public welfare performances and supervise and guarantee performances. Public welfare, increase penalties to prevent the phenomenon of actually peddling products under the guise of public welfare and entrap the elderly; learn from foreign experience, market the city through the art festival, shape the regional brand image, spread the regional culture, and strengthen the region The social identity of the city, such as Edinburgh Art Festival, Adelaide Culture and Art Festival; build economies of scale in each region's culture, realize cultural industrialization, dig deeper into the region's historical culture and custom performances, carry out commercial packaging, and seek social capital Invest in growth.

(3) The Angle of the Basic Living Factor

First, reduce the "on-road rate" of motor vehicles. To increase the utilization rate of public transportation, it is necessary to increase environmental protection publicity, increase residents' awareness of environmental protection, make residents consciously take the responsibility for taking public transportation, and at the same time enhance the safety, comfort, economy, and convenience of public transportation; improve the city Road construction, reasonable planning of road distribution, strengthening of the traffic management of dedicated roads; increasing encouragement for the purchase of green energy vehicles, and implementing tax reduction and subsidy policies for the purchase of green vehicles. Second, to achieve the goal of "maximizing the regional traffic carrying capacity", coordinate the harmonious coexistence of people, vehicles, and roads, improve the overall efficiency of the regional transportation system, and implement real-time monitoring of traffic conditions. Third, use the era of high-speed rail to develop the tourism economy and build a networked spatial development pattern. Combining the elderly tourism resources in the areas along the high-speed rail, strengthen the cooperation of travel agencies in various regions, realize the complementary advantages of travel agencies, integrate the tourism chain, and achieve a win-win situation. Fourth, the relevant management departments should strengthen the supervision and improvement of the standardization and quality of hotels, and increase the number of star-rated hotels; each star-rated hotel should pay attention to the special consumption experience of elderly consumers, and grasp the "based on standardization and highlight individuality." The service features of "integration" provide high-quality services for the elderly, not only providing accommodation services, but also providing services in combination with regional characteristics in terms of theater, leisure and entertainment.

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