

## Research on the Problems and Countermeasures of the Training of the Aged Service Talents in Universities

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### Abstract

**The training quality of elderly service talents has a direct impact on the development of the elderly care industry. At present, there are many problems in the cultivation of senior service and management talents in China, such as unclear school running ideas, unreasonable curriculum contents, weak teachers and low quality of students. Only by improving the mode of talent cultivation, improving the ability of teaching teachers, attracting excellent students and increasing the government's support for the specialty of senior service can we promote the cultivation of senior service talents and improve the quality of senior service Quantity.**

### Keywords

**Pension service, Personnel training, Dilemma.**

### 1. Introduction

Under the increasingly severe social background of aging population, China's social economy is facing new challenges and opportunities. The huge demand of the elderly group has given birth to the rapid development of the elderly service industry, and the development of the elderly service industry needs the support and promotion of education. Service education for the elderly has been greatly developed in this social background. However, in the case of imperfect industry scale, talent demand, cooperative development and other aspects, elderly service education still faces many constraints, and the training of elderly service talents is still in the initial stage of exploration [1]. It is an important and urgent task for the construction of social pension service system in China to cultivate the talents with strong comprehensive quality, good service quality and high professional level.

### 2. An analysis of the problems in the training of senior service talents in Universities

#### 2.1 The idea of running a school is not clear

Since 1999, after Changsha civil affairs vocational and technical college, more than ten schools, such as Dalian Vocational and technical college, have successively opened the major of elderly service and management. The school level is mostly secondary school or junior college, and the school mode is mainly vocational education. After nearly 20 years of development, the major of elderly service has made great achievements. But because most colleges and universities have just started this major, it is still unclear in the aspect of running ideas. First, the career orientation is not clear. There is no unified understanding of the elderly service talents, and the elderly care institutions do not know how to set up relevant posts. There is no unified talent training goal and outline in the country, so that all colleges and universities go their own way and run schools as a matter of course. Secondly, there is a lack of unified and effective teaching materials. Lack of perfect school running conditions, especially practical teaching conditions can not meet the needs. Finally, there is a lack of high-quality professional teachers, especially practice guidance teachers. At present, the teaching level of pension service related majors in China is low, which directly results in the extremely difficult enrollment of majors and the low quality of talent training.

## 2.2 Unreasonable curriculum structure and content

The teaching materials used in Higher Vocational and secondary vocational colleges for setting up the pension service specialty are not unified and the compilation is not standardized. The proportion of pension service related courses in higher institutions is small, and the mode of combining medical basic courses, nursing professional courses and practical guidance is mostly used. The standardized teaching materials for training medical and nursing professionals in Colleges and universities across the country are far from the theory and skills required by the pension service specialty. The content of the course attaches importance to the theoretical knowledge of medicine, neglects the cultivation of students' and trainees' professional ethics, communication and other humanistic qualities. Most medical colleges and universities have opened courses such as geriatric nursing, nursing ethics, nursing aesthetics, etc., but only as an elective course, which is not conducive to the cultivation of composite talents for the aged. According to the survey, all kinds of organizations related to the elderly urgently need management team with top-level design ability and nursing team with strong practical operation ability. However, there are some deviations between the elderly service and management professionals trained in Colleges and universities in these two aspects. In addition, according to the diversified characteristics of the current pension mode, the demand for talents of various old-age institutions is also different, but the talent cultivation of colleges and universities is more aimed at the talent demand of old-age institutions, while the demand for home-based pension projects that are currently focused on the development of old enterprises is not enough [2].

## 2.3 Weak division capacity

Most of the senior service teachers in Vocational and technical colleges have bachelor degree or below, and most of the postgraduate courses or above are completed by teachers of other disciplines, lacking professional knowledge and practical work experience. Colleges and universities provide few internship units, short internship time, few times, low education level of practical teachers, and one-sided teaching content. Taking the practice of nursing home as an example, students only visit the facilities and environment of nursing home under the guidance of nurses or management staff, far from meeting the practical requirements. To further promote the development of the elderly care industry, talents are the key; high-quality and professional elderly care service personnel are the important guarantee of high-quality elderly care services. To speed up the development of the elderly care service industry, talents are an important support. Both the professional and technical talents in the elderly care service industry and the new type of working talents and professional social working talents facing the psychological comfort and social function restoration of the elderly need to be greatly developed.

## 2.4 Poor quality of students

The elderly industry is known as the "sunrise industry on the sunset". The supply of elderly service management graduates is in short supply, but the reality is that the elderly service and management majors are "good or not good". Each school is faced with the difficulty of enrollment, especially in the developed areas, the situation of students' enrollment is poor, and some colleges and universities only recruit single digit students. Even if the nursing major has recruited students, the loss rate is very high. Some students change their majors in school, and some leave the nursing post within a few years after graduation. Therefore, the main enrollment places of the school are rural students in remote areas, but the enrollment situation is still not ideal. Although there are some reasons for the short time of professional establishment and insufficient publicity, it is generally believed that the elderly service industry is the work of "serving people", and the social status is low, which directly leads to people's unwillingness to engage in the elderly care industry. But the reality is not so. The students who have been trained are mainly engaged in medical service and organization management. The misunderstanding of the elderly service is the important reason for the difficulty of enrollment.

### **3. An analysis of the development of senior service talents in Universities**

#### **3.1 Improving personnel training mode**

First of all, because the choice of major is closely related to the employment prospect, we should carry out "order type" and "Commission type" cooperative school running plans. Colleges and universities sign employment agreements and internship guidance agreements with health and pension service institutions. As teaching practice bases, health and pension institutions promote students to be familiar with the working environment and adapt to their roles as soon as possible, provide professional counterpart jobs, and ensure the employment rate of graduates.

Secondly, for the elderly service talents, the cultivation of practical ability and operation skills is very important. In the process of training, we can establish a series of practical teaching links, such as course experimental training, professional internship, social practice during holidays, vocational skill training and appraisal, graduation practice, etc., to explore a practical teaching system with ability training as the main body and focusing on the ability to solve practical problems.

Finally, organize relevant experts to compile applicable series of teaching materials for elderly service and management, such as introduction to gerontology, management practice of elderly institutions, nursing management of elderly institutions, health care for the elderly, rehabilitation and health care of traditional Chinese medicine, social work for the elderly, rehabilitation of common diseases for the elderly, psychological care for the elderly, sports and health care for the elderly, sports activities and planning for the elderly, etc. To improve the professional confidence and competitiveness of the elderly service and management students by compiling textbooks that meet the requirements of students' basic learning and professional ability.

#### **3.2 Improving the ability of teaching teachers**

Teachers influence the quality of professional personnel training. At present, there is an urgent need to cultivate a large number of elderly service and management professional teachers with strong professional ability and wide professional vision in order to truly improve the quality of elderly service professional personnel training in China [3].

First, select and send qualified excellent teachers and graduate students of health and pension service related majors of institutions of higher learning to study abroad in famous universities with leading pension service majors in the form of NSFC and financial support from the University, so as to cultivate a group of top talents of pension service specialty for Chinese institutions of higher learning, so as to promote the development of disciplines. Regularly invite foreign health and pension service experts to give lectures, and employ part-time professional teachers from relevant foreign institutions. Through these ways, we can maximize the use of teacher resources and improve the "soft power" of teachers. Secondly, we should strengthen the training of young and middle-aged teachers, encourage them to take part in the training and examination of vocational qualification in the pension institutions, improve their professional practice ability, and become "double teacher" teachers.

#### **3.3 Attracting excellent students**

We will formulate encouraging policies to expand the enrollment of elderly service talents and improve the quality of students. The huge gap in the number of talents first needs to expand the enrollment scale and improve the quality of students on the basis of the existing college enrollment, and at the same time encourage the graduates of relevant majors to engage in the pension service industry. To correct the misunderstanding of the elderly service profession in the society, the service industry is not the "end excrement and urine" work, but the work content is relatively cumbersome, harder than other work, which requires a strong sense of love and responsibility. To change the concept of nursing for the aged, nursing for the aged has become an important part of the health work for the aged in China. It is a sacred and great work to help the aged prevent diseases, reduce pain and enjoy their old age.

The change of concept needs to establish advanced typical characters to carry out propaganda and positive guidance. At the same time, the school should introduce the students' professional learning

and employment prospects in detail when recruiting students. The elderly service personnel are in short supply in China and should be encouraged in policy. First of all, colleges and universities at all levels set up professional points to offer incentive policies such as tuition reduction, living allowance and employment arrangement to the students who apply for the pension service major; Secondly, we should improve the wages and welfare benefits of the health and old-age service employees, pay social welfare insurance, strengthen occupational protection and labor security, increase the sense of professional achievement and belonging of the health and old-age service employees, and improve the attractiveness of the old-age service industry; Thirdly, the government uses the effect of public media to publicize the prospect of health and pension service industry, establish a good image of employees, gradually change the traditional concept of "pension service is serving people" with the power of public opinion, attract talent flow, and expand the scale of professional talent training [4].

### **3.4 Social policies vigorously support the cultivation of elderly talents**

As a cause to improve the aging trend of the population in China, the pension industry plays an important role. In view of the current situation that China's pension service system is not perfect and the number of pension service personnel is insufficient, it is necessary for the government to strengthen the support for social pension service. First of all, we need to improve and implement the laws and preferential policies for the elderly. It is necessary to carry out the system of working with certificates, improve the laws and regulations of pension service, implement preferential policies, and fully protect the rights of the elderly service staff and the elderly. Secondly, the government should increase the financial investment in the elderly care service, with policy subsidies as the main focus to increase the investment in private and social forces run elderly care service institutions, and improve the salary and welfare level of elderly care service personnel through policy subsidies. Finally, the government should also study the development direction of the elderly care service industry, plan the career blueprint of the elderly care service personnel, so that they have a greater space for job growth.

## **4. Conclusion**

The professional and moral quality of the elderly service personnel is the guarantee for the long-term vitality of the elderly service industry. It is necessary for the state and the elderly service institutions to strengthen the training of the elderly service personnel, improve their professional skills and work attitude at the same time. For this reason, China should learn from the advanced western elderly care personnel training program, carry out multi-level and multi-channel training of elderly care personnel, encourage schools to establish the elderly care specialty, standardize its professional education, and formulate a unified syllabus, so as to make the elderly care professional education standardized, standardized and scientific. At the same time, we should actively carry out social training, so that the elderly service and management professionals can enter the social practice, and strengthen the on-the-job training of the existing elderly service personnel, and use modern multimedia teaching methods to expand the professional knowledge and skills of the elderly service personnel, so that their cultural level and moral cultivation can be rapidly improved.

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