



Research on the Career Development of Elderly Care Service Personnel

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Abstract. China is not only one of the countries with the largest elderly population in the world, but also a country with a rapid aging process. The large base of elderly population, the high number of elderly people, and the high number of disabled elderly people have led to a severe situation in elderly care. Effective supply of elderly care service personnel and good career development prospects will meet the needs of elderly care, tap into the potential of the "silver haired" economy, and bring significant economic and social benefits. This article analyzes the issues related to the career development of personnel in the elderly care service industry in terms of education and training, personnel supply, and industry awareness. It proposes a systematic planning of the professional personnel training system for elderly care services, multi-party collaboration to promote personnel career development, and enhance the attractiveness of the elderly care service profession to provide support for the development of China's elderly care service industry.

Keywords: Elderly Care Services, Personnel Cultivation, Career Development

1 Introduction

With the acceleration of population aging, China's elderly care service industry has shown strong potential, and skilled personnel in elderly care services are the key to promoting high-quality development of the industry. Accelerating the cultivation of personnel teams and enhancing career development potential have become the focus of social attention. Gu Zhongheng (2020) believes that the reasons for the dilemma of career development of nursing staff include social prejudice which constitutes great pressure, and their own concept of nursing which has great deviation[1]. He Li (2021) believes that occupational prejudice is an important reason for the above phenomenon[2]. Xu Yuan et al. (2023) believe that the construction of skilled personnel for elderly care services should be strengthened, with the goal of professional ability planning and construction, driven by the market demand for elderly care services, and with the deep integration of production and education as the main line[3]. Meng Yanling et al. (2023) proposed that the difficulties faced by elderly care service personnel should be solved through the collaborative efforts of multiple subjects to address the practical dilemma of career development for elderly care service personnel[4]. Huang

Feng et al. (2023) believed that the working environment of nursing services should be improved, the nursing staff should be optimized, professional identity should be strengthened, and professional satisfaction should be enhanced[5].Chen Na et al. (2024) proposed that the training objectives and main disciplines of personnel should be optimized, and the training program for professional personnel in the field of elderly care service management should be improved[6].Wang Xiaoyu (2024) believes that vocational schools should establish vocational training programs suitable for middle-aged and elderly people in China, extending the working hours of the labor force, emphasize the cultivation of unconventional skills in the field of elderly care services, and enhance the employment competitiveness of graduates in related majors[7].

2 Problems in the Career Development of Elderly Care Service Personnel

2.1 Weak Training System for Elderly Care Personnel

The cultivation of elderly care service personnel in our country faces problems such as weak teaching staff, insufficient training bases, lack of experts and professional leaders, and a shortage of professional teaching. In addition, the training plan is not clear, the personnel training objectives and curriculum settings are not unified among colleges and universities at the same level, and there is a lack of national standards. The curriculum is poorly connected with the industry demand, the teaching content is disconnected from the actual work, and the teaching mode and method are lack of progressiveness, resulting in a single level of personnel training, weak training skills, low training quality, and small training scale. The training targets are limited to basic nursing staff, lacking in the cultivation of management and research-oriented personnel. The current training time is short and the effect is not significant, which cannot meet the job requirements under the new situation.

2.2 Low Treatment for Elderly Care Personnel

The current elderly care service nursing staff generally have a high age, low educational level, insufficient professional nursing knowledge and skills, and low income and benefits, and urgently need young high skilled personnel. There is a serious shortage of certified elderly care workers, and the growth rate of the elderly population far exceeds that of professional nursing personnel. In addition, the labor hours and intensity in the elderly care service industry are long, but the salary and benefits are low.

2.3 The Image of the Work in the Elderly Care Industry Is Poor

Most people believe that the elderly care industry has a low status, lacks technological content and social status, has high mobility and high labor intensity, resulting in a low social image and attractiveness of the industry. The social recognition of this industry is

not high, and there are misunderstandings that it lacks development prospects and personal growth space. This cognitive bias makes it difficult for the industry to attract and retain outstanding personnel, resulting in a lack of responsibility, low satisfaction, and a lack of team belonging among employees. They are dissatisfied with their job and seek other positions, causing the entire industry's personnel pool to remain in an unstable state for a long time.

2.4 Shortage of Professional Personnel in Elderly Care Services

The shortage of professional personnel in China's elderly care service industry is not only reflected in the fields of nursing, mental health, nutrition, etc., but also in the shortage of information technology personnel, which cannot fully meet the elderly's needs in five aspects: "elderly care, medical care, work, education, and happiness". In addition, there is a lack of personnel reserves for professional management and planning of elderly care services.

3 Strategies for Improving the Career Development of Elderly Care Service personnel

3.1 Building a Systematic Personnel Cultivation and Development System for Elderly Care Professionals

A systematic plan for the training of elderly care professionals should be developed, with clear training objectives and paths, improved education, training, and evaluation mechanisms, to prevent policy fragmentation. Closely connect with actual needs to ensure that personnel cultivation is closely linked to the actual needs of elderly care services. Establish a market demand information platform, timely grasp changes in personnel demand and future development trends, and closely link personnel training with market demand. Establish a unified national standard for the training of elderly care staff to ensure their professionalism and teaching quality.

Develop a multi-level education model, including vocational schools, higher vocational schools, undergraduate, master's, doctoral and other multi-level education systems, to meet the personnel needs of different levels. Standardized management of personnel training for elderly institutions to ensure training effectiveness and quality. Expand professional schools and programs, increase the number of specialized schools and programs related to elderly care, and meet the industry's demand for professional personnel.

Provide policy support in terms of faculty, teaching, admission and employment, tuition fees, and scholarships to attract more outstanding personnel to enter the elderly care industry. Comprehensively enhance the comprehensive quality of practitioners, with a focus on cultivating professional personnel such as geriatric medicine personnel, elderly care personnel, rehabilitation medicine personnel, medical information personnel, traditional Chinese medicine elderly care personnel, psychological counseling personnel, etc.

3.2 Multi Party Collaboration Promotes the Career Development of Personnel

Clear policies and organizational coordination mechanisms should be established to promote the cultivation of professional personnel in elderly care and enhance their practical abilities. A collaborative training mechanism involving the government, schools, hospitals, enterprises, communities, and elderly care institutions should be established, and incentive policies such as financial support and innovation rewards should be introduced to encourage all parties to actively participate in elderly care service personnel training projects. Clarify the division of responsibilities, jointly develop educational plans and training programs, and ensure that teaching content matches actual needs. All parties should share educational resources and industry information to promote the close integration of teaching content with industry needs, jointly undertake the construction of practical bases, and provide opportunities for students and professional technicians to practice and exchange. Offer specialized training courses, develop a professional elderly care curriculum system that meets practical needs, compile training syllabuses and textbooks in the field of elderly care services, focus on practical education, cultivate students' ability to apply professional knowledge and skills, and improve their application and problem-solving abilities in elderly care services. Encourage practicing doctors to work in elderly care institutions, establish an apprenticeship system for elderly care services, and develop a mentoring learning model. Jointly publish research topics, which are completed by student and teacher teams and serve as bonus projects for teachers' professional title promotion. For students with excellent performance, actively recruit them and encourage more students to join the elderly care service industry. Establish practical training bases for elderly care services at the provincial, municipal, and county levels, support key areas to apply for national high-skilled personnel training bases. Provide continuous education and training opportunities, encourage practitioners to participate in professional seminars, training courses, and industry exchange activities. Establish an evaluation mechanism to ensure the quality and effectiveness of cooperation projects, improve the employment competitiveness and adaptability of graduates. Set up a practical platform for elderly care services to promote the participation of professionals and volunteers in elderly care services, and quantitatively evaluate their work performance.

Inspire individuals without stable employment to re-enter the labor market and join the elderly care service team. Effectively integrate community hospitals with community elderly care resources to enhance service levels. Establish diversified funding methods, expanding training funding sources through corporate fundraising, social donations, and government subsidies. Draw on international experience to broaden the international perspective of full-time teachers and cultivate interdisciplinary professionals in elderly care services.

3.3 Constructing a Sustainable Personnel Career Development Incentive System

Improve the compensation system, and establish reasonable salary standards based on the characteristics of the elderly care industry and the value of skilled personnel, and

enhance wages and welfare benefits. This includes not only increasing basic salaries but also adding various allowances, such as skill allowances and performance bonuses, to motivate the work enthusiasm of practitioners. For employees who have obtained qualification certifications and have reached a certain level of work experience, corresponding rewards and subsidies should be provided to encourage them to continue to enhance their abilities and remain in the industry for a long time. Implement vocational skill level certification for elderly care practitioners and grant priority in professional title evaluation. Through this approach, we can enhance the professional literacy and industry status of practitioners. Provide good career development channels, establish systematic career planning guidance, help practitioners plan career paths, and promote their skills improvement and further education. Through academic education and continuing education opportunities, enhance their professional capabilities. Sign labor contracts with practitioners in accordance with the law, clarify the rights and obligations of both parties, ensure the legal rights and interests of practitioners are protected, and enhance their job stability. Hold national and regional professional skill competitions in elderly care services, utilize media publicity activities to showcase the professional level and industry achievements of elderly care personnel, and enhance the overall image of the industry. Increase social publicity efforts to enhance the social reputation and industry attractiveness of elderly care personnel. Through education and publicity, increase public recognition of the elderly care service industry and encourage more personnel to devote themselves to this meaningful industry.

3.4 Ensure Equal Emphasis on the Quality and Ethical Standards of Practitioners

Provide specialized professional ethics training for practitioners, covering industry standards and codes of conduct, and cultivate their care and respect for the elderly. Integrate humanistic qualities into the daily work of elderly care workers, so that they can show more care and patience in the service process. Gradually establish assessment standards for in-service elderly care workers to ensure that their work quality meets high standards and strict requirements. Continue to explore a certification and assessment system for elderly care workers that is in line with national conditions, ensuring their professional level and service quality. Specialized institutions or organizations should conduct performance evaluations and supervisory inspections of practitioners to ensure that their work meets requirements and promptly correct any misconduct. Open up complaint channels and establish a complaint handling mechanism to ensure that complaints from the elderly and their families can be handled promptly and effectively.

4 Conclusion

This article analyzes the issues related to the career development of personnel in the elderly care service industry, including the elderly care personnel training system, the supply and remuneration of elderly care nursing personnel, and the social recognition

of the elderly care nursing industry. It proposes countermeasures such as constructing a systematic elderly care professional personnel training and development system, promoting personnel career development through multi-party collaboration, establishing a sustainable personnel career development incentive system, and ensuring equal emphasis on the quality and ethical standards of practitioners, to provide support for the development of China's elderly care service industry.

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