乡村振兴战略下农村养老产业研究—以烟台海阳市为例

摘要

农村养老产业是随着中国老龄化程度日趋加重，城市环境尚不能满足老年人对舒适老年生活的需要而出现的新兴产业。在乡村振兴战略的背景下，发展农村养老产业，形成农村养老产业链，有利于带动农村地区经济发展，加快实现农村现代化，促进城乡一体化建设。在对养老产业、农村养老产业、养老产业链等相关概念进行界定的基础上，立足于马斯洛需求理论和马克思社会保障理论，重点针对海阳市农村养老产业发展的社会经济环境、发展历程、发展现状以及存在的问题，并以日本及南京江宁古里镇为案例分析了国内外农村养老产业发展模式，得到相应经验借鉴，最后提炼出海阳市农村养老产业的发展思路及相关对策建议。

关键词 乡村振兴 农村养老产业 海阳市

Abstract

The rural old-age care industry is an emerging industry with the increasingly serious aging in China and the inability of the urban environment to meet the needs of the elderly for a comfortable old life. In the context of the rural-revitalization strategy, developing the rural old-age care industry and forming the rural old-age care industry chain can promote economic development in rural areas, accelerate rural modernization and promote urban-rural integration.On the basis of the concepts of old-age care industry,rural old-age care industry and industrial chain of the old-age care industry and under the guidance of Maslow's demand theory and Marx's social security theory, this paper analyzing the external environment,development process,development states and related issues of the rural old-age care industry in Haiyang.Finally,this paper summarizes the development experience of the rural old-age care industry at home and abroad and puts forward some ideas and measures for the development of the rural old-age care industry in Haiyang.

Key Words rural-revitalization village-pension-industry Haiyang

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