

# Table of Contents

<b>Tourism Economy and Tourism Ecological Environment</b>	<b>1</b>
<i>Tingting Shi</i>	
<b>Assessment Research on the Economic Impact of Xi 'an Rural Tourism</b>	<b>5</b>
<i>Xiaoli Liu</i>	
<b>Research on the Development Advantage of Ice and Snow Sports Industry Cluster in Heilongjiang Province</b>	<b>9</b>
<i>Zhao Weiming</i>	
<b>Host-guest Interaction: A Study Based on Cognitions and Attitudes of Residents in Ethnic Tourism Regions on Tourism Impacts</b>	<b>15</b>
<i>Yan Zeng</i>	
<b>The Enlightenment of Israeli Innovation-driven Experience to the Economic Development of Suzhou</b>	<b>20</b>
<i>Bin Chen</i>	
<b>Investigation on Natural and Social Economic Situations and Pollution Status of Dianchi Lake Basin</b>	<b>25</b>
<i>Tiyuan Xia, Song Jin, Zuoxin Tang, Yuan Su, Zebin Chen</i>	
<b>Study on EVA Evaluation and Enterprise Over-Investment Behavior</b>	<b>33</b>
<i>Xue Dong, Jipeng Qi</i>	
<b>Study on the New Urbanization Evaluation Index System—Taking 21 Cities (States) of Sichuan as the Example</b>	<b>39</b>
<i>Yun Liu</i>	
<b>The Impact of the USD M2/GDP on Large-scale International Short-term Capital Outflow of NIEs Based on Logit Model</b>	<b>46</b>
<i>Yi Sun</i>	
<b>The Major Distinctions of Economic Outlook between China and the West under an Ancient Context</b>	<b>50</b>
<i>Guoqiang Cui</i>	

<b>A Study on Business Model Innovation of Foreign Trade Service Enterprises</b>	<b>54</b>
<i>Yucong You</i>	
<b>Research on the Relevance of Agricultural Informatization, Support Funds for Agriculture, and Economic Development in Agricultural Regions</b>	<b>59</b>
<i>Zhang Li</i>	
<b>Research on the Main Mode of Rural Industrial Convergence and Impacts on Farmers' Income Increase</b>	<b>64</b>
<i>Jinjin Qin</i>	
<b>The Strategy of Economic Development in Agricultural Regions in China</b>	<b>68</b>
<i>Zhao Jie</i>	
<b>Research on the Value Orientation of Economic Law under Market Economy System</b>	<b>73</b>
<i>Xie Sijie</i>	
<b>Research on Regional Economic Innovation Capability Based on Industrial Clusters</b>	<b>77</b>
<i>Li Jing</i>	
<b>Study on the Problems of Regional Economical Innovation and Development under the "Belt and Road" Strategy</b>	<b>81</b>
<i>Li Jing</i>	
<b>Study on the Structure of Ice and Snow Sports Industry Chain in Heilongjiang Province</b>	<b>85</b>
<i>Zhao Weiming</i>	
<b>Study on the Optimization Strategy of Ice and Snow Sports Industry in Heilongjiang Province from the Sustainable Development</b>	<b>90</b>
<i>Zhao Weiming</i>	
<b>Research on Creditor Protection Situation and Its Necessity of Corporate Division</b>	<b>94</b>
<i>Nannan Chen</i>	
<b>Research on the Experienced Commercial Space Design Based on Service Design Theory</b>	<b>98</b>
<i>Yongxin Wu</i>	
<b>Development and Application Research on the Internet of Vehicles</b>	<b>103</b>
<i>Zunyi Shang, Yanbo Liang, Hang Su</i>	

<b>Analysis on the Combination of Ecological Tourism and Cultural Industry in Baicheng Wetland</b>	<b>107</b>
<i>Chunlei Zhang</i>	
<b>Study on the Relationship between Sino-British Trade and China's Economic Development</b>	<b>110</b>
<i>Yi Jin</i>	
<b>Research on Prevention Mechanism of Internet Financial Risk</b>	<b>114</b>
<i>Shali Zhou</i>	
<b>Establishment of a Social Governance Model Based on Collaboration, Participation, and Common Interests</b>	<b>118</b>
<i>Yanwen Shi</i>	
<b>Analysis of Earnings Management and Accounting Standards in Listed Company</b>	<b>122</b>
<i>Hua Qing</i>	
<b>Study on the Influence of Pig Farmers on the Optimization of the Distribution Structure of Pig Industry: A Survey and Analysis in Dujiangyan City</b>	<b>126</b>
<i>Wen Mao, Xiumin Wu, Zhijing Zhao, Jiahao Zhu</i>	
<b>Study on the Brand Construction of Regional Agricultural Products</b>	<b>130</b>
<i>Guanzhu Wang</i>	
<b>Case Study on Qantas of ITS Strategic Management: The High Flyer of the Airline Industry</b>	<b>134</b>
<i>Wang Xian</i>	
<b>Study on Behavioral Decision-making Based on Sunk Costs in Travel</b>	<b>139</b>
<i>Wang Li, Xu Mengdie, Liu Cheng</i>	
<b>Study on the Role of Township Associations in the Reform of the Household Registration System</b>	<b>143</b>
<i>Minya Pu</i>	
<b>Research on New Three Board Transfer Board</b>	<b>148</b>
<i>Jieqiong Wang</i>	
<b>Brief Analysis on the Application of Big Data in Internet Financial Risk Control</b>	<b>154</b>
<i>Hu Jiabin</i>	

<b>Innovation Research on the Development Path of Smart Tourism in Liaoning Province</b>	<b>160</b>
<i>Jianzhu Sun, Lan Zhao</i>	
<b>Research on Models, Innovation and Development Paths of Liaoning Tourism Group</b>	<b>164</b>
<i>Jinghui Qu</i>	
<b>Analysis of the United States' Response to NATO's Leadership in the Mediterranean Fleet in the 20th Century</b>	<b>169</b>
<i>Zhenni Zou</i>	
<b>Study on the Countermeasures of Chinese Real Estate Economy under the Background of New Status</b>	<b>173</b>
<i>Juanjuan Wen</i>	
<b>Analysis on the Impact of "Business Tax Reforms to VAT" on Business Accounting</b>	<b>177</b>
<i>Hua Qing</i>	
<b>Research on Turner's "Frontier Thesis" and the Enlightenment to Frontier Development of China</b>	<b>181</b>
<i>Ziyu Dang</i>	
<b>Discussion on Operation Mode of Regional Cross-border E-commerce Industrial Park</b>	<b>185</b>
<i>Chen Guixiang, Liu Qingzheng</i>	
<b>The Enlightenment of Japanese Bubble Economy Breaking on Chinese Economic Development</b>	<b>189</b>
<i>Yan Jun Zhou</i>	
<b>China's Next Big Challenge: Big Data</b>	<b>194</b>
<i>Yue Zhu</i>	
<b>Research on Problems and Countermeasures of P2P Campus Network Lending Platform from the Perspective of Game</b>	<b>199</b>
<i>Zhang Yujuan, Yuan Fang, Wu Huaqiong, Xu Xia</i>	
<b>Common Problems and Countermeasures for Pre-settlement of Construction Projects</b>	<b>206</b>
<i>Liu Xinyue</i>	
<b>Research on New Rural Construction Based on Financial Reform</b>	<b>211</b>
<i>Ting Pan</i>	

<b>The Influence of 4G Network Technology on the Development of Broadcast TV and Its Optimization Strategy</b>	<b>216</b>
<i>Chuping Wu</i>	
<b>Research on Shaanxi Finance Industry Targeted Poverty Alleviation Innovation from the Perspective of Information Sharing</b>	<b>220</b>
<i>Ximei Li</i>	
<b>Research on Tourism Product Design Based on Tourist Experience</b>	<b>224</b>
<i>Zheng Yao</i>	
<b>International Trade Dispute Resolution Strategy Based on the "Belt and Road"</b>	<b>227</b>
<i>Ning Chen</i>	
<b>Research on SME Financing and Its Development</b>	<b>231</b>
<i>Yuanjian Jiao</i>	
<b>Analysis of the Coordinated Development Mechanism of Regional Economy</b>	<b>235</b>
<i>Quan Xu</i>	
<b>Research on Internet Financial Development</b>	<b>239</b>
<i>Hejiang Bian</i>	
<b>Research on the Transformation and Innovation of Government Economic Management Functions</b>	<b>243</b>
<i>Lei Wang</i>	
<b>Study on the Development of Rural Finance in China</b>	<b>247</b>
<i>Xiaoguo Li</i>	
<b>State Management of Unemployment Insurance: The Case of Vietnam</b>	<b>251</b>
<i>Luong Minh Viet, Truong Thi Thu Hien</i>	
<b>Study on Videogame Industry and Its General Developing Trend</b>	<b>255</b>
<i>Jingjing Che</i>	
<b>Environmental Regulation, Technological Innovation and Sustainable Growth</b>	<b>261</b>
<i>Hongqiao Zhang, Xuedong Li , Ziguofeng</i>	
<b>Analysis on the Countermeasures for Improving the Competitiveness of Small and Medium-sized Customs Declaration Enterprises -- Taking MJK customs as an example</b>	<b>267</b>
<i>Yu Changjiang, Yang Hui</i>	

<b>Attempting Discussion on Reference and Realization Framework of Intelligent Service Type Digitized Campus Construction</b>	<b>271</b>
<i>Qin Gong, Zou Li, Li Jinfeng</i>	
<b>Study on the Evaluation of Integration of Foreign Social Entrepreneur Organizations and Its Enlightenment to China</b>	<b>275</b>
<i>Di Lv</i>	
<b>Study on the Role of Engineering Technicians in Coal Mine Safety Production Management</b>	<b>280</b>
<i>Xiaojiang Li</i>	
<b>Research on Sino-Thai Cultural Trade Market Development</b>	<b>285</b>
<i>Yishu Liu</i>	
<b>Quality Problems and Quality Control of the Protective Equipment in Air Defense Projects</b>	<b>289</b>
<i>Gao Qian</i>	
<b>Research on the Model of "Internet + Agricultural Regional Brand" under the Strategy of Revitalizing the Village</b>	<b>295</b>
<i>Haozhe Lv, Binxiang Liu, Yu He, Gaoqiong Fan</i>	
<b>Analysis on the Fine Management of Municipal Engineering Construction</b>	<b>301</b>
<i>Qin Guo</i>	
<b>An Analysis of the High-level Development Path of Agriculture under the Rural Revitalization Strategy</b>	<b>305</b>
<i>Qing Zheng</i>	
<b>The Study on the Determinants of International Tourism Demand: The Case of Chinese Outbound Tourism to Japan</b>	<b>311</b>
<i>Zhang Qiong, Deng Chen</i>	
<b>Reflections on the Financial Performance of Asset-Light Enterprises' Capital Operation</b>	<b>318</b>
<i>Yu Qiuli</i>	
<b>Collaborative Innovation Helps Accurate Innovate Gene Cultivation</b>	<b>321</b>
<i>Yang Yi</i>	
<b>Internet Financial Risk Analysis and Supervision Suggestions</b>	<b>324</b>
<i>Xi Sicheng</i>	

<b>A Rational Judge for Disruptive Technology</b>	<b>327</b>
<i>Cheng Baihua, GaoLiang</i>	
<b>Research on Innovation of Enterprise Management Mode in the Era of Big Data</b>	<b>330</b>
<i>Wu Jin</i>	
<b>Beyond Sanctions, the Impact of the Ukraine Crisis on Russia</b>	<b>333</b>
<i>Yichen Wang</i>	
<b>Research on the Opportunities and Challenges of Rural Revitalization to Grass Industry</b>	<b>337</b>
<i>Qian Huang, Xinquan Zhang</i>	
<b>Study on Job Burnout of Administrative Staff in Colleges and Its Countermeasures</b>	<b>343</b>
<i>Yunfeng Shen</i>	
<b>A New Analysis on the Quality of Accounting Information under "Internet +"</b>	<b>347</b>
<i>Zhifeng Jie, Deng yan</i>	
<b>Research on WeChat Marketing Strategy on the New Media Age</b>	<b>350</b>
<i>Chen Qi</i>	
<b>Guidance Research on Public Security Community under the Guidance of Xi Jinping's Thought of Social Governance in the New Era</b>	<b>354</b>
<i>Baoguang Liao</i>	
<b>The Reorganization of Baosteel and Wuhan Iron &amp; Steel Co., LTD</b>	<b>359</b>
<i>Deng yan, Zhifeng Jie</i>	
<b>Study on British Creative Industry and Its Effects</b>	<b>362</b>
<i>Wang Hui</i>	
<b>Opportunities and Challenges of Rural E-commerce Development under the Background of "Internet +"</b>	<b>370</b>
<i>Wenbo Niu</i>	
<b>Research on Marketing Strategy of WeChat in The New Media Era</b>	<b>375</b>
<i>Xu Zhu</i>	
<b>Study on Customer Perception Value of Rural Tourism</b>	<b>379</b>
<i>Jie Zhang</i>	

<b>Discussion on Construction Technology of Supporting Frame Pedestal Base Steel Structure of High-rise Building</b>	<b>383</b>
<i>Lei Han, Heng Zheng, Chuanhong Li</i>	
<b>Analysis on the Innovation Path of Enterprise Business Model</b>	<b>388</b>
<i>Xiansheng Liu</i>	
<b>Agricultural and Rural Development under the Revitalization of Rural Areas: A Case Study of Meishan City</b>	<b>392</b>
<i>Chun Xiao</i>	
<b>Research on the Implementation Path of Mobile New Media Marketing Strategy for Small and Medium-sized Enterprises in the Internet era</b>	<b>397</b>
<i>Yazi Li</i>	
<b>Research on Decoupling Economic Growth from Pressure on Natural Resources and the Environment: A Case Study of Shanghai</b>	<b>401</b>
<i>Xiangyu Li</i>	
<b>The Status and Influence of Bi-lateral Exchanges between Xinjiang and Pakistan</b>	<b>408</b>
<i>Li Jingfeng</i>	
<b>Discussion on Optimization and Upgrading of Industrial Support in Hainan International Tourism Island</b>	<b>413</b>
<i>Li Tian</i>	
<b>Collaborative Development of Sports Industry and Cultural Industry in the New Period</b>	<b>418</b>
<i>Liang Chang</i>	
<b>Research on Electronic Information and Its Safeguard Measures</b>	<b>422</b>
<i>Qiang Ji</i>	
<b>Study on the Countermeasures of Introducing Talents in the Construction of Xi'an International Metropolis</b>	<b>427</b>
<i>Wanjin Zhang</i>	
<b>Research on Xi'an College Students' Innovation and Entrepreneurship Practice Platform in the "Internet+" Era</b>	<b>431</b>
<i>Dapeng Ren</i>	
<b>Research on the Application of Handicraft Technology in Mural Painting</b>	<b>436</b>
<i>Wenwen Xing</i>	



<b>Research on Enterprises Vertical Merger Based on Transaction Cost Theory</b>	<b>441</b>
<i>Yijun Zhao</i>	
<b>Enterprise Valuation of China Construction Bank Based on Discounted Cash Flow Model</b>	<b>446</b>
<i>Jiana Liu, Yuting Huang</i>	
<b>Research on the Industrial Integration of the Tourism Industry in Xi'an from the Panoramic View</b>	<b>452</b>
<i>Jian Xin</i>	
<b>Research on Macro Influencing Factors of Energy Intellectual Property in China: Analysis Based on Dynamic Panel Data Model</b>	<b>456</b>
<i>Lingyao Pan</i>	
<b>The Selection and Application of Ground Cover Plants in Garden</b>	<b>464</b>
<i>Cui Cao</i>	
<b>Research on E-commerce Response Characteristics of New Type of Agricultural Management Subjects</b>	<b>468</b>
<i>Xian Zhang, Jie Liu, Jiping Peng , Yanwei Wang, Minhui Liu</i>	
<b>The Application of EVA in Enterprise Value Evaluation --Take the Bao 'an Group for an Example</b>	<b>476</b>
<i>Yuting Huang</i>	
<b>Research on Advantage Evaluation and Development Strategies of Xi'an as the Energy Finance Centre in the Silk Belt Economic Belt</b>	<b>480</b>
<i>Pei Zhang, Xianmin Ji</i>	
<b>Research on Current Situation and Countermeasures of International Service Trade in Jilin Province</b>	<b>484</b>
<i>Yan Liu</i>	
<b>Analysis and Evaluation of the Coupling Development between Arterial Industry and Venous Industry in Liaoning Province</b>	<b>488</b>
<i>Jiana Liu, Yuting Huang</i>	
<b>Analysis of Rural Tourism Development Mode from the Perspective of Industrial Integration</b>	<b>494</b>
<i>Zhongtao Fan</i>	

<b>Research on the Design and Planning of Urban Tourism Image</b>	<b>498</b>
<i>Xin Wei</i>	
<b>Study on Influence of Emotional Marketing on Consumers' Purchase Intention</b>	<b>502</b>
<i>Zhengjie Zhang, Yukun Luo</i>	
<b>Research on Development Model of Sharing Economy under the Background of Internet+</b>	<b>507</b>
<i>Jiadong Cheng</i>	
<b>An Analysis of the Relationship between Ownership Structure and Corporate Value of Listed Companies in China</b>	<b>512</b>
<i>Bao Siyan</i>	
<b>Research on Evaluation Strategy of University Library Database</b>	<b>518</b>
<i>Zhaoyan Deng</i>	
<b>Present Situation and Development of Ecological Environment in Tarim Basin</b>	<b>522</b>
<i>Wang Yuyan</i>	
<b>Practical Application of Target Management in Performance Appraisal of Higher Vocational Colleges</b>	<b>527</b>
<i>Zaizheng Guo</i>	
<b>Cost Budget and Cost Control Analysis of New Green Building Projects</b>	<b>532</b>
<i>Keshu Wan</i>	
<b>Research on Innovation Practice of Family Enterprises under the Background of Internet Economy</b>	<b>538</b>
<i>Li Fan</i>	
<b>Research on Agricultural Production Changes in Dianchi Lake Basin under Abnormal State</b>	<b>543</b>
<i>Tiyuan Xia, Song Jin, Zuoxin Tang, Yuan Su, Zebin Chen</i>	
<b>Research of the spillover effect and cost control of industrial transfer</b>	<b>551</b>
<i>Dong Jianping</i>	
<b>Study on Optimization of Automatic Monitoring Station for Urban Environmental Air Quality Assessment: A Case Study of Pingshan District, Shenzhe</b>	<b>555</b>
<i>Zhao Kunrong, Wu Shuang, Xu Wenjun, Jia Yan</i>	