

Table of Contents

The Trend and Countermeasures of Deep Integration of Artificial Intelligence and Higher Education	1
<i>Ren Guangxin</i>	
Analysis of Marketing Strategy Innovation in Hotel Management under the Digital Background	5
<i>Liu Linshu</i>	
Research on the Reform of Accounting Teaching in Universities under the Guidance of Big Data	9
<i>Yang Daojing</i>	
Research on the Measures to Improve the Effectiveness of Ideological and Political Work of College Counselors	14
<i>Feng Taoran</i>	
Modern Environmental Landscape Design Based on Aesthetic Implication	18
<i>Yin Shengnan</i>	
Innovation and Practical on the Implementation Path of “Curriculum Ideology and Politics” for Logistics Management Majors in Higher Vocational Colleges under the “1+X” Certificate System	22
<i>Cui Yuan</i>	
A Study of the Differences between English and Chinese Compliments in the Same Context	27
<i>Zheng Meixia</i>	
Study on Ideological and Political Education of Physical Education Courses in Colleges from the Perspective of “Fostering Virtue through Education”	31
<i>He Tianhao</i>	
Discussion on Cultivating the Innovation and Entrepreneurship Ability of Medical Students in Medical Universities	35
<i>Liu Songqi</i>	
Innovative and Development Path of Mental Health Education in Universities from the Perspective of Psychological Education	40
<i>Zhao Shengyu</i>	
Analysis on the Development of Characteristic Sports Towns from the Perspective of Industry-city Integration	44
<i>Li Sheng, Feng Lei</i>	

Research on the Artistic Emotion and Expression of Clarinet Performance	49
<i>Yan Fei</i>	
Discussion on the Integration and Development Trend of 5G Communication Technology and Artificial Intelligence in Smart City	53
<i>Hu Yabo</i>	
Effective Methods of Basketball Training in Vocational College Physical Education through Internet	58
<i>Zhang Yijun, Fan Yongbao</i>	
Research on Strategic Performance Management and Employee Performance Incentive	62
<i>Gao Bo</i>	
The Teaching Innovation Paths of Higher Vocational English Education in the New Media Era	67
<i>Wang Biao</i>	
Actively Explore Course Assessment Methods to Promote the Steady Development of Higher Vocational Education—Taking the Service Etiquette Course as an Example	71
<i>Chunyan Li</i>	
Reform and Research on Teaching Evaluation Methods in Higher Vocational Education—Taking the Service English Course as an Example	75
<i>Chunyan Li</i>	
The Realistic Dilemma and Countermeasures in the Development of Rural Integration of Three Industries under the Rural Revitalization Strategy	79
<i>Cai Yingni</i>	
Research on Teaching Reform of “Higher Mathematics” under the Background of Big Data	84
<i>Xia Lan</i>	
A Study on the Expressive Techniques of National Styles in the Performance of Chinese Piano Works	88
<i>Danxia Huang</i>	
The Importance and Methods of Emotional Expression in Vocal Music Performance	92
<i>Yuyang Wu</i>	
The Multidisciplinary Linkage Training Mode for Innovative Talents in Logistics Packaging in Higher Vocational Colleges	96
<i>Mingyue Xiang</i>	
The Path of Sustainable Development of Shared Packaging in the Context of “Internet+”	101
<i>Mingyue Xiang</i>	

The Practice of Ideological and Political Teaching in Journalism Major Curriculum in Higher Vocational Education	106
<i>Zheng Xiongfei</i>	
Research on the Application of Traditional Culture in Modern Commercial Advertising	111
<i>Liu Pingping</i>	
The Influence of Network Language on the Development of Chinese Language and Literature from the Perspective of New Media	115
<i>Wang Lan</i>	
The Innovation and Entrepreneurship of College Students and the Talent Cultivation Model under the New Situation	119
<i>Xia Cheng</i>	
Exploration of Accounting Information Quality Control from the Perspective of Internal Control	124
<i>Wang Liqun, Xu Zhaojun</i>	
Teaching Reform Practice of the Course "Airport Operation and Management" for Civil Aviation Service	129
<i>Chen Xiaowen</i>	
Effective Strategies for Cultivating Children's Creativity in Kindergarten Dance Teaching	133
<i>Xu Wen</i>	
Research on Innovation and Entrepreneurship and Talent Training Mode of College Students under New Situation	137
<i>Xingwei Qu, Xiaoli Ren, Shaopeng Wu, Lijuan Huang</i>	
The Construction and Practice of College Students' Innovation and Entrepreneurship Quality Cultivation Model under the Background of the New Era	142
<i>Zhao Wei, Qiu Liguo</i>	
Construction and Application of Scenario-based Intelligent Teaching System	147
<i>Wenjin Tian</i>	
The Effective Path of Curriculum Ideological and Political Education in College English Classrooms	152
<i>Mo Xiaoyan</i>	
The Overseas Promotion Path of Jingchu Intangible Cultural Heritage Products	156
<i>Li Zhilan, Wang Jiaqing</i>	
The Construction of High-Quality Applied Undergraduate Online Courses Based on the SMCR Model	161
<i>Yuanting Yang</i>	

The Impact of Accounting Intelligence on Traditional Accounting Functions	166
<i>Xu Zhaojun, Wang Liqun</i>	
The Development and Importance of Social Networks to Sales Force Performance in Sales Organizations	170
<i>Junjie Liu</i>	
The Cultivation of Children’s Painting Creativity through Simple Line-drawing	174
<i>Yu Tian</i>	
The Necessity and Strategy Exploration of Optimizing Kindergarten Care Services	178
<i>Wang Chenxi</i>	
Research on the development of intelligent physical education in colleges and universities	183
<i>Weixing Zhang</i>	
Discussion on the Intelligent and Informationalized Construction of Stadiums	188
<i>Xiangrong Dong</i>	
Research on the Application of Artificial Intelligence Sports Goods and the Improvement of Market Competitiveness	194
<i>Zhixiang Li</i>	
Research on the Integrated Development of Intelligent Sports and Traditional Sports from the Perspective of National Fitness	200
<i>Zhixiang Li</i>	
Application of Sports App in Physical Education Teaching in Colleges and Universities	206
<i>Dewei Jiang, Dongmei Li</i>	
Research on the teaching reform of financial higher education with the cultivation of applied talents as the core	212
<i>Jiani Wang</i>	
A Study on the Realistic Dilemmas and Breakthrough Paths of the Professional Ethics Development of Kindergarten teachers	219
<i>Jie Yang</i>	