

# Table of Contents

<b>College English Translation Teaching: Problem Review, Concept Innovation, and Method Exploration</b>	<b>1</b>
<i>Feng Shao, Junhu Lu</i>	
<b>Research on Composition and Improvement of Teachers' Comprehensive Competences in Tourism Management Major Based on the Integration of AI and Educational Scenarios</b>	<b>6</b>
<i>Lin Liu, Zhengjie Zhu</i>	
<b>From "Breaking Out of the Circle" to "Chain Effect": Discussing How the Debut Economy Unleashes New Momentum for the "Nezha" IP</b>	<b>11</b>
<i>Yuqin Yang, Yifei Xiu, Xinyi Yang, Jiqing Ma, Junhao Tian</i>	
<b>Living Inheritance and Contemporary Practice of Intangible Cultural Heritage —Take Intangible Cultural Heritage Flannel as an Example</b>	<b>20</b>
<i>Hanyue Liu, Siyu Qian, Wenting Pan, Yongyi Zhang, Jinge Wu, Yuxia Xi</i>	
<b>Research on Digital Empowerment of Integrated Development of Agriculture, Culture and Tourism</b>	<b>28</b>
<i>Wen Bao, Qian Zhou</i>	
<b>Research and Practice on the Innovation of E-commerce Course Teaching Empowered by AIGC: A Case Study of "Customer Service Management"</b>	<b>34</b>
<i>Tian Wang</i>	
<b>Study on the Evaluation of China's Fuel Cell Vehicle Commercialization Progress</b>	<b>39</b>
<i>Mingkui Niu, Bo Zhang, Hongjun Liu, Zheng Shen</i>	
<b>An Action Research on POA-based ESP Textbook Writing</b>	<b>47</b>
<i>Yuyan Du</i>	
<b>Inheritance and Innovation: The Paradigm Shift and Future Direction of Modern Moral Education Curriculum in China</b>	<b>53</b>
<i>Lijun Wang</i>	
<b>Research on Improving the Quality of Master of Tourism Administration under the Background of Culture and Tourism Integration</b>	<b>60</b>
<i>Wen Bao, Yuting Li</i>	
<b>Research on the Pathways for the Digital Economy to Drive High-Quality Development in Zhenjiang's Manufacturing Sector</b>	<b>66</b>
<i>Gen Li, Liwen Zhang, Tianle Diao, Weiwei Wang, Zheng Liu</i>	

<b>Dilemma Breakthrough and Path Optimization of Educational Internships for English-Major Normal Students under the Background of Teacher Education Accreditation</b>	<b>77</b>
<i>Yiduo Bian, Zhimin Yang</i>	
<b>Reconstructing the Ideal Relationship between Men and Women: Insights from Biblical and Taoist Teachings</b>	<b>83</b>
<i>Bingxin Zhao, Jun Wang</i>	
<b>Strategies for Promoting the Digital Transformation of the Cultural and Tourism Industry through Industry-Academia Integration</b>	<b>90</b>
<i>Tong Wu, Jiaxian Jin, Xinyi Zhang, Lujun Fu, Bin He, Maofeng Luan</i>	
<b>A Study on the Standardization of Action Training Implementation</b>	<b>98</b>
<i>Jianhui Wei, Xuefei Wang, Daliang Yang</i>	
<b>Innovation and Challenges in Carbon Accounting</b>	<b>104</b>
<i>Minghui Lu, Wen Bao</i>	
<b>Application of Reaction-Diffusion Mechanism in Parametric Design of Product Surface Textures</b>	<b>110</b>
<i>Jingxu Yao</i>	
<b>On “The Task of the Translator” —A Critical Interpretation of Walter Benjamin's Views on Translation</b>	<b>121</b>
<i>Zhikun Zhou, Jun Wang</i>	
<b>NFT-Based Ownership Models for Folk Art: Redefining Cultural Value in the Digital Age</b>	<b>127</b>
<i>Xiaohang Cheng, Mengxu Yang, Wei Cai</i>	
<b>Research on the Online and Offline Integrated Teaching Models of Marketing in Digital and Intelligent Era</b>	<b>138</b>
<i>Yuchi Zhou, Wen Bao</i>	
<b>Talent Training and Scientific Research: The Historical Mission that University Teachers Should Shoulder</b>	<b>143</b>
<i>Jiugen Xiao, Lingjun Xiong</i>	
<b>Dynamic Evaluation Model for Government Budget Performance Using DeepSeek Multimodal Analysis</b>	<b>149</b>
<i>Qingquan Huang</i>	
<b>Research on the Influencing Factors of Sports Tourism Consumers' Behavioral Intention: Based on the Theory of Planned Behavior</b>	<b>156</b>
<i>Liaokun Ye, Sha Zhang, Renchao Lv</i>	

<b>Research on the Path of Integration and Development of Science and Technology and Cultural Tourism Industry under the Background of “Internet ”</b>	<b>161</b>
<i>Jiaxian Jin, Xinyi Zhang, Maofeng Luan, Lujun Fu, Bin He</i>	
<b>A Study on the Construction of an Evaluation Indicator System for Action Training</b>	<b>165</b>
<i>Wei Bian, Weifeng Che, Qiuqi Guan</i>	
<b>Research on the Construction of the Full Industrial Chain for Ecological Agriculture in Sichuan Province</b>	<b>171</b>
<i>Wen Bao, Kaixuan Wang</i>	
<b>Research on the Integrated Development Model and Path of Yunnan’s Global Eco - sports Tourism from the Perspective of the “Two Mountains Theory”</b>	<b>177</b>
<i>Zitong Yang, Liaokun Ye</i>	
<b>Construction and Implementation Pathways of an AI-Empowered “Integrated Learning and Application” Teaching Model for College English</b>	<b>182</b>
<i>Jing Xu</i>	
<b>Data-driven Public Sports Service Supply: Theoretical Integration, Paradigm Shift and Future Directions</b>	<b>189</b>
<i>Chunyang Zhang, Wei Wang</i>	
<b>Research on Performance Evaluation of University Administrative Staff and Its Countermeasures</b>	<b>194</b>
<i>Xingwang Wang, Juan Chen</i>	
<b>Research on the Construction and Operation Mechanism of Internship Bases under the Integration of Industry and Education with the Collaboration of Government, Enterprises, and Universities</b>	<b>204</b>
<i>Shibin Zhang, Min Yang, Yuanyuan Huang, Jia Fan, Jiazhong Lu, Juan Wu, Maoyang Zou, Wunan Wan</i>	
<b>Research on Intelligent Analysis Methods and Management Strategies for Online Public Opinion in Colleges and Universities</b>	<b>213</b>
<i>Abu Xiong</i>	
<b>Exploring Work Strategies of the Committees for the Care of the Next Generation in Primary and Secondary Schools from the Perspective of Students' Mental Health Growth</b>	<b>225</b>
<i>Ding Zhiqiang, Yi Fei, Wu Xiaofeng</i>	
<b>Explorations and Practice on Teaching Methods of Introduction to Computer Systems</b>	<b>231</b>
<i>Haoyu Zhang, Hu Jin, Jiafang Wang</i>	

<b>Research on Intelligent Obstacle Avoidance Trajectory Planning Method for Unmanned Aerial Vehicles in Urban Complex Scenarios</b>	<b>238</b>
<i>Chong Cheng, Jiayuan Wang</i>	
<b>A Review of Studies on the Impact of Urban Ecosystems on Residents' Mental Health</b>	<b>249</b>
<i>Weidong Wang, Yuxin Zhang</i>	