

2nd International Symposium on Social Science (ISSS 2016)

Advances in Social Science, Education and Humanities Research Volume 43

Wuhan, China
28 – 29 May 2016

Editors:

Lin Liu
Zhibin You
Jun Shi

ISBN: 978-1-5108-2384-6

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2016) by Atlantis Press
All rights reserved.
<http://www.atlantis-press.com/php/pub.php?publication=iss-16>

Printed by Curran Associates, Inc. (2016)

For permission requests, please contact the publisher:

Atlantis Press
Amsterdam / Paris

Email: contact@atlantis-press.com

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

TOURISM INFRASTRUCTURE CONSTRUCTION MODE OPTIMIZATION AND CORRELATION ANALYSIS OF RELATED INDUSTRY DEVELOPMENT	1
<i>Ting Zhao</i>	
RESEARCH ON THE DEVELOPMENTAL TREND AND ORIENTATION OF MARKETING UNDER THE INTERNET AND MULTIMEDIA ERA	5
<i>Yuanning Shi</i>	
RESEARCH ON THE TOURISM TOILET LAYOUT FOR SICHUAN MOUNTAIN RESORT BASED ON GRAPH THEORY	9
<i>Qiaoyi Li</i>	
RESEARCH ON THE INNOVATION OF THE IDEOLOGICAL EDUCATION METHOD OF MILITARY ACADEMIES IN THE NEW PERIOD	13
<i>Hao Xu, Zhiguang Guo</i>	
SOLUTION FOR OPTIMAL DESIGN PARAMETERS OF DESKTOP BASED ON MULTI-OBJECTIVE PROGRAMMING	18
<i>Han Dong</i>	
RESEARCH ON THE OPTIMAL WAY TO MULTI-ETHNIC REGION CULTURE COMMUNICATION UNDER THE DIALECTICAL PERSPECTIVE	23
<i>Yuan Wang</i>	
DEVELOPMENTAL TREND OF INSURANCE ACTUARIAL SYSTEM AND THE INFLUENCES ON MODERN FINANCIAL INDUSTRY	27
<i>Su Wei</i>	
THE MULTI-DIMENSIONAL PERSPECTIVE ON TRACK AND FIELD COURSE CONTENT CONSTRUCTION	31
<i>Yanxia Cao</i>	
ANALYSIS ON THE KPI AND SWOT ANALYTICAL METHOD AND THE APPLICATION ON ENTERPRISE ORGANIZATION RESEARCH	37
<i>Yuanyuan Pan</i>	
THE CREDIT RISK IDENTIFICATION OF COMMERCIAL BANKS IN CHINA	41
<i>Nan Ye</i>	
THE IMPORTANT INFLUENCE OF RELIGIONS BELIEF ON THE DEVELOPMENT OF SIBE ETHNIC IN XINJIANG	45
<i>Yanzhen Huang</i>	
ANALYSIS OF THE EFFECT OF XI'AN METRO LINE 2 ON HOUSING PRICE ALONG THE LINE ON DIFFERENT TIME POINTS	49
<i>Yutong Jiao</i>	
INTRODUCTION TO THE CONTEMPORARY IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES	54
<i>Jiangping Liu</i>	
THE ANALYSIS ON THE ACTIVITY OF DAILY LIVING OF ALZHEIMER'S DISEASE	58
<i>Zhenghai Sun, Huimin Han, Fengwu Yan, Jianzhong Li, Wenlin Wang, Yunfeng Han, Jingwen Meng, Na Wang</i>	
MUSIC EDUCATION EFFECT ON IMPROVING STUDENTS' COMPREHENSIVE QUALITY	63
<i>Qi Li</i>	
RESEARCH AND PRACTICE ON "MOBILE INTERNET + COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION" IN 4G ERA	67
<i>Yunchang Zhao, Yongchao Yue</i>	
THE ANALYSIS ON THE CONSTRUCTION PRINCIPLES OF SCIENTIFIC RESEARCH INCENTIVE MECHANISM FOR YOUNG UNIVERSITY TEACHERS	71
<i>Aichen Liu</i>	
POSTMODERN PERSPECTIVE OF YI'S NEW YEAR	75
<i>Jijiang Zhao</i>	
THE DIFFICULTIES AND COUNTERMEASURES RESEARCH OF HOME ECONOMICS CURRICULUM SETTING IN CHINESE PRIMARY AND SECONDARY SCHOOL	80
<i>Ying Wu, Neng Li, Guiyu Qu</i>	
ENVIRONMENTAL REGULATION EFFECT ON FDI RESEARCH - BASED ON THE PERSPECTIVE OF LOCAL GOVERNMENT COMPETITION	85
<i>Peicai Wu, Zhong Wang, Yiou Huang</i>	

RESEARCH ON THE DEFENSE SYSTEM OF METEOROLOGICAL DISASTERS IN ANCIENT CHINA	89
<i>Na Zhang, Hao Liu, Wei Cui</i>	
THE PROTECTION AND INHERITANCE OF DUNHUANG CULTURE IN INTERCULTURAL COMMUNICATION	96
<i>Xi Zhang</i>	
STUDY ON THE PSYCHOLOGICAL DYNAMICS OF SINGLE PARENT STUDENTS IN SCHOOL LIFE	100
<i>Cui Liu</i>	
ANALYSIS OF THE REASON AND COUNTERMEASURE OF HIGHER VOCATIONAL COLLEGE STUDENTS' EXAM CHEATING	104
<i>Lijun Liu</i>	
NEW IDEAS OF COLLEGE STUDENTS' MANAGEMENT UNDER THE MODE OF UNIVERSITY-ENTERPRISE COOPERATION	107
<i>Xuezhong Bu</i>	
DISCUSSION ON TOURISM EXPERIENCE BASED ON POSTMODERNISM PERSPECTIVES	110
<i>Xiaoyun Zheng</i>	
A SURVEY ON THE DEMAND AND WILLINGNESS TO PAY FOR THE SERVICE OF THE RESIDENTS IN CHANGCHUN CITY	115
<i>Dongmei Sun</i>	
SELECTION OF THE APPROACH TO DEVELOPING CORE COMPETITIVENESS OF NEW FARMERS	119
<i>Aichen Liu</i>	
DATA STRUCTURE TEACHING REFORM BASED ON COMPUTER APPLIED TALENTS TRAINING	123
<i>Wenfeng Chen</i>	
DEVELOPMENT AND PRACTICE OF PROJECT-BASED CURRICULUM IN HIGHER VOCATIONAL EDUCATION BY USING SIMULATION TECHNOLOGY	127
<i>Xiaozhong Chen</i>	
ANALYTICAL REVIEW OF CURRENT DOCTOR CULTIVATION IN CHINA	131
<i>Fei Li, Jingdong Zhang, Danni Chen</i>	
EMPIRICAL ANALYSIS OF INFLUENTIAL FACTORS FOR THE QUALITY ACCUMULATION OF INDUSTRIAL CLUSTER'S HUMAN CAPITAL	135
<i>Siwei Sun, Qianyun Sun</i>	
TRAFFIC SOCIAL WORK: FIELD, THEORIES AND METHODS	139
<i>Wanchun Deng, He Wang</i>	
CULTURAL IDENTITY: THE ERA OF CHINESE MARTIAL ARTS INHERITANCE AND DEVELOPMENT	144
<i>Kun Liu, Na Liu</i>	
BETWEEN GLOBALISM AND MULTICULTURALISM -DAVID MILLER'S NATIONALITY IN PLURAL JUSTICE OF SOCIETY	148
<i>Louping Wu</i>	
RESEARCH ON THEORY SOURCES OF ART CONSUMER BEHAVIOR MODEL	152
<i>Nannan Cao</i>	
ANALYSIS OF THE THIRSTY PLANET	156
<i>Zhuo Zhang</i>	
THE RESEARCH OF TAXI RESOURCE CONFIGURATION	160
<i>Zhuo Zhang</i>	
STUDY ON THE RELATIONSHIP BETWEEN CSR MANAGEMENT LEVEL AND ENTERPRISE DEVELOPMENT ABILITY	164
<i>Tiantian An, Chunfa Li</i>	
THE PRINCIPLES OF HIGHER VOCATIONAL COLLEGE LIBRARY LITERATURE RESOURCE CONSTRUCTION	168
<i>Shuiwang Lei</i>	
EMPIRICAL STUDY ON CHINA'S ECONOMIC EFFECT OF EDUCATION INVESTMENT BASED ON REGIONAL AND TIME SERIES DIFFERENCES	172
<i>Niya Peng</i>	
COMPETENCY BASED VOCATIONAL STUDENT COMPREHENSIVE QUALITY EVALUATION	177
<i>Yanping Cui, Juan Gao, Zhizhi Yan, Xiaowei Wang</i>	
COGITATION ON THE TRAINING OF PSYCHOLOGICAL EDUCATION IN SCHOOLS	181
<i>Xuelian Lu</i>	

THE ANALYSIS OF NATIONAL SUSTAINABLE DEVELOPMENT CAPABILITY	185
<i>Weichen Yang</i>	
SPATIAL ECONOMETRICS ANALYSIS OF ENVIRONMENTAL GOVERNANCE EFFECTS OF CHINA'S TAXATION POLICY	189
<i>Yu Zhang</i>	
THE MUTUALLY REINFORCING RELATIONSHIP BETWEEN TEACHING AND RESEARCH	193
<i>Yanfen Gan, Junliu Zhong, Janson Young</i>	
TRAINING SITUATION AND EFFECTIVE STRATEGIES FOR ACTIVE APPLICANTS FOR PARTY MEMBERSHIP IN VOCATIONAL COLLEGES	196
<i>Peiyu Lin, Yanfen Gan, Junliu Zhong, Caiyan Lin</i>	
RESEARCH ON THE UBIQUITOUS LEARNING MODEL IN THE CONTEXT OF BIG DATA	199
<i>Jing Chang</i>	
RESEARCH ON CAREER PLANNING EDUCATION FOR COLLEGE STUDENTS OF APPLIED ELECTRIC SPECIALTY	202
<i>Chang Shu, Jinshuo Mei, Jingyu Yang, Yan Sun, Xinxin Chen, Yonglin Yang, Wenpeng Zhang</i>	
AN EMPIRICAL STUDY ON FISCAL POLICY'S PROMOTING ENVIRONMENTAL PROTECTION BASED ON POLLUTION SPILLS	206
<i>Yu Zhang</i>	
IMPLICATIONS ON COMPARING POWER PLANNING CHARACTERISTICS IN FOREIGN COUNTRIES AND CHINA	210
<i>Fuwei Zhang, Wenjing Wang</i>	
AN ANALYSIS ON LEGAL TRANSLATION IN A FUNCTIONALIST APPROACH	214
<i>Jun Song</i>	
OPERATION MECHANISM OF CERTIFICATION MARKET BASED ON THE THEORY OF TWO SIDED MARKETS: TAKE ISO9000 CERTIFICATION MARKET AS AN EXAMPLE	218
<i>Zhaoying Zuo, Deshan Tang, Shangrui Wu, Jian Sun, Yixian Wang</i>	
RESEARCH ON CONTINUOUS TAX INSPECTION	223
<i>Zhenxin Qu, Wannian Yu</i>	
PREVENTION OF THE ENVIRONMENTAL RISK ——FROM THE VIEW OF FOOD SAFETY	230
<i>Shuhan Qi</i>	
ANALYSIS ON THE FEMINISM UNDER THE PERSPECTIVE OF ANTHROPOLOGY	233
<i>Linyu Wang</i>	
THE ANALYSIS OF FINANCIAL RISKS OF REAL ESTATE IN CHINA	237
<i>Wanqian Xie</i>	
INNOVATION ANALYSIS OF UNIVERSITY HUMANE SPIRIT AND MORAL EDUCATION	242
<i>Fan Zhu</i>	
THE RELATIONSHIP BETWEEN TRADE COMMODITY STRUCTURE AND INDUSTRIAL STRUCTURE IN FUJIAN PROVINCE	246
<i>Qinghua Nie</i>	
A DISCUSSION ON IDEOLOGICAL EDUCATION FOR CHINESE COLLEGE STUDENTS AGAINST THE BACKGROUND OF MICROCULTURES	251
<i>Aitang Zuo</i>	
MARKET CONCENTRATION AND PERFORMANCE OF CHINESE FILM INDUSTRY BASED ON SCP PARADIGM	255
<i>Biao Xu</i>	
APPLICATION RESEARCH OF INTERNET PLUS IN UNIVERSITY STUDENT WORK	259
<i>Hongyu Wang, Zhanhao Zhao, Han Huang, Maosheng Liu, Chaoyang Liu, Huijuan Fu</i>	
CHINA AND THE WORLD: SIGNALING THREAT OR OPPORTUNITIES	265
<i>Ran Peng</i>	
AN INVESTIGATION OF ONE ASPECT OF A LEARNER'S SECOND LANGUAGE DEVELOPMENT: THE USE OF THE PAST TENSE IN LEARNER'S PRODUCTION	270
<i>Yongheng Wang, Yanping Hu</i>	
STUDY AND PRACTICE ON THE TALENT TRAINING MODEL OF APPLIED ELECTRONICAL TECHNOLOGY SPECIALTY	274
<i>Yongliang Zhang, Bing Luo, Wenhua Qiu</i>	
ANALYSIS THE TRENDS OF IDEOLOGICAL AND POLITICAL WORK OF COLLEGE COUNSELORS UNDER THE PERSPECTIVE OF STRENGTHS	278
<i>Yujun Luo</i>	
THE ANALYSIS OF THE CURRICULUM ASSESSMENT'S CHARACTERISTICS IN AMERICAN COLLEGES AND ITS INSPIRATION	283
<i>Yuan Gong, Dan Mei, Yaoxuan Tao, Xiaojie Tong</i>	

STUDY ON PERSONNEL TRAINING MODE OF FINANCIAL MANAGEMENT	287
<i>Yu Zhang</i>	
RESEARCH ON THE APPLICATION OF EVIDENCE-BASED THOUGHT IN THE PREVENTION AND RESPONSE TO NON-TRADITIONAL SECURITY THREATS IN XINJIANG	291
<i>Weiwei Wang, Liang Xiong, Huansong Liu, Xin Xu, Chang Liu</i>	
THE QUALITY CHAIN MANAGEMENT: A FRAMEWORK FOR THE PREVENTION AND COUNTERMEASURES AGAINST NON-TRADITIONAL SECURITY THREATS IN XINJIANG	298
<i>Liang Xiong, Weiwei Wang, Silan Li, Xin Xu</i>	
TRANSLATION OF SMILE AND METAPHOR FROM THE CULTURAL PERSPECTIVE	304
<i>Yanping Hu, Yongheng Wang</i>	
ON PRESERVING AND INHERITING TANMEN'S MARINE FOLKLORE IN THE CONTEXT OF NEW URBANIZATION OF HAINAN PROVINCE	308
<i>Shixiang Liu, Bingyan Zhu</i>	
PHYSICAL EDUCATION AND TEACHING MODE OF COLLEGE FEMALE STUDENTS RESEARCH IN SICHUAN AGRICULTURAL UNIVERSITY	313
<i>Yuanyuan Feng, Suqiong Feng</i>	
NEW EXPLORATION ON THE PATH OF CONSTRUCTION OF THE ACADEMIC RESEARCH ORIENTED GRADUATE STUDENTS' PARTY BRANCH UNDER THE GUIDANCE OF INNOVATIVE IDEAS	317
<i>Yiping Chen, Fu Zhou</i>	
FRAMEWORK DESIGN OF RECOMMENDATION SYSTEM IN UBIQUITOUS LEARNING ENVIRONMENT	320
<i>Dong Liu</i>	
THE ANALYSIS OF PRAGMATIC PRESUPPOSITION IN ENGLISH NEWS HEADLINES	323
<i>Tian Dong, Pingping Shao</i>	
RESEARCH ON TEMPTING INVESTIGATION LEGALITY	327
<i>Kangqing Wang</i>	
DESTINATION IMAGE STUDIES: THE PHILOSOPHICAL ROOTS OF GEOGRAPHY	331
<i>Shaojun Ji</i>	
RESEARCH ON THE PATH OF RURAL CULTURE'S SELF-PRODUCTION —GET THROUGH THE LAST ONE KILOMETER OF SHARING CULTURAL PROSPERITY	334
<i>Yujun Luo</i>	
THOUGHTS ON THE MANAGEMENT AND DEVELOPMENT OF UNIVERSITY-AFFILIATED ENTERPRISE	340
<i>Luo Xu</i>	
A SURVEY ON FLOATING POPULATION MIGRATION PROCESS UNDER THE NEW URBANIZATION	344
<i>Xinjian Li, Miaoxi Zhao, Haitao Liu, Mengdi Wu</i>	
ON THE CULTURAL COMMUNICATION BETWEEN TEENAGERS IN CHINA EASTERN AND WESTERN REGIONS---AIMING AT PROMOTING THE EDUCATION OF ETHNIC UNITY AND PROGRESS	350
<i>Lieming Fang, Junyi Hou</i>	
ROUNDBOUT DESIGN RESEARCH BASED ON CELLULAR AUTOMATA SIMULATION	354
<i>Huangjing Zhang</i>	
DISCRETE EVENT SIMULATION APPLICATION IN DISTRIBUTION OF REFUGEES	358
<i>Huangjing Zhang</i>	
STUDY ON THE QUALITY EVALUATION SYSTEM OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES—TAKING SICHUAN PROVINCE FOR EXAMPLE	362
<i>Suqiong Feng, Yuanyuan Feng</i>	
THE APPLICATIONS OF GAME THEORY AND ITS CONTRIBUTIONS TO ECONOMICS	367
<i>Tailo Yeung</i>	
DISCUSSION ON WAYS AND METHODS TO IMPROVE THE WORK EFFICIENCY OF TEACHING SECRETARY	371
<i>Youwen Zhang</i>	
TEACHING PRACTICE OF DATA STRUCTURE BASED ON FLIPPED CLASSROOM	375
<i>Qin Zhang</i>	
THE RESEARCH OF CHINESE TRAINING MODE OF WORK-STUDY COMBINATION BASED ON FOREIGN MODE	379
<i>Fang Chen, Li Zhu, Lei Pan</i>	
STUDY OF PEOPLE-ORIENTED STUDENT MANAGEMENT IN UNIVERSITY	383
<i>Xiaoming Du, Sijie Wu</i>	

SOME THOUGHTS ON THE TEACHING SECRETARIES IN COLLEGES AND UNIVERSITIES AT PRESENT	386
<i>Yafei Li, Hongchang Wang</i>	
SELF- BUILT SMALL CORPUS BASED RESEARCH ON SENIOR TWO SCHOOL STUDENTS' ENGLISH WRITING	391
<i>Xiaowe Li, Yan Zhuang</i>	
RESEARCH ON THE MODERN CHINESE VALUES TO RESTORE MODE FROM THE PERSPECTIVE OF TRADITIONAL CULTURE	398
<i>Yu Mi</i>	
DISTANCE ENGLISH EDUCATION IN THE ERA OF "INTERNET+"	402
<i>Wei Li</i>	
FEASIBILITY STUDY ON FORMING TENNIS CLUB OF COLLEGE STUDENT	406
<i>Xiyang Zuo</i>	
Author Index	