

International Journal of Educational Economy and Management

DECEMBER 2022 VOLUME 2 NUMBER 1

Publisher: ACADEMIC PUBLISHING HOUSE
Address: Quastisky Building, Road Town, Tortola, British Virgin Islands
UK Postal Code: VG1110

E-mail: editor03@acadpubl.com
<http://www.acadpubl.com/ijeem.aspx>



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CONTENTS

Development Ideas of Private Enterprises in Anhui Province Under the Background of Tax and Fee Reduction	1
<i>Rong Zou</i>	
Action Research on Intercultural Integration Ability and College English Writing Teaching.....	4
<i>Shanshan Guan</i>	
Application Of Wireless Sensor Network Technology in the Internet of Things	6
<i>Chuan Liang</i>	
Drug Efficacy and Quality Evaluation of Dendrobium Officinale in Imitation of Wild Ecological Cultivation	8
<i>Zaiqi Luo, Hangcheng Yu, Yunli Jiang</i>	
Study On Optimization Strategy of Beautiful Countryside Construction in Rural Revitalization Strategy	11
<i>Lu Qi</i>	
A Study on the Cultivation Strategy of Students' Intercultural Communicative Competence in College Japanese Major Teaching	14
<i>Tianzhi Wen</i>	
Research On Ideological Security Education for College Students in the Context of Chinese-Foreign Cooperative Education	17
<i>Yuqing Zhao</i>	
Innovative Teaching Reform of Basic Nursing Technology in Higher Education	21
<i>Xiaoyan Zheng</i>	
There Are Some Problems and Development Trend in the Property Management of Residential District of Our Country	23
<i>Qingxue Han</i>	
Research On the Educational Management Mode of Higher Vocational Colleges Under the Background of the Integration of Production and Education.....	26
<i>Naiqing Li</i>	
The Integrated Development of Distance Education and Traditional Adult Education in Colleges and Universities in the Era of Big Data	29
<i>Jun Wang</i>	
Heritage And Development of Traditional Handicraft in Modern Children's Wear Design Under the Perspective of Intangible Cultural Heritage	33
<i>Lei Zhang</i>	
Analysis on the Construction of Digital Sharing Service Platform for School-enterprise Cooperation Financial Management	36
<i>Ren Yan</i>	
Research on the Countermeasures of Digital Transformation of Enterprise Finance.....	39
<i>Ren Yan</i>	
Smart City Pedestrian Traffic Modelling	42
<i>Jianbo Li</i>	
The Importance of Library Management Systems in University Librarianship.....	48
<i>Zhou PU</i>	
The Conception of the Creation: India Miniature's Techniques in Traditional Chinese Meticulous Figure Painting	51
<i>Shi Qing</i>	
Yoga Is the Right Way to Enable the Great Health Industry in Eastern Hubei	54
<i>Miaoer Qian, Libin Yu</i>	

Development Dilemma and Rescue Path of Yoga in Colleges and Universities in Eastern Hubei Under the Background of Great Health.....	62
<i>Ya Liu, Libin Yu</i>	

Development Ideas of Private Enterprises in Anhui Province Under the Background of Tax and Fee Reduction

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Abstract: This paper analyzes the problems existing in the development of private enterprises in Anhui province under the background of tax reduction and fee reduction, and puts forward the development ideas and strategies of private enterprises under the background of tax reduction and fee reduction, which has positive significance for promoting the development of private enterprises.

Key words: Tax and fee reduction; Private enterprises; Development; A problem; Train of thought

1. INTRODUCTION

In order to cope with the downward pressure on the economy, promote the new development of private enterprises, mainly small and medium-sized enterprises, activate the vitality of the market, and stimulate the enthusiasm of investors, China has implemented the new policy of tax and fee reduction. In particular, in 2018, a series of tax and fee reduction policies were introduced in response to the development of small and micro enterprises, which strongly promoted the development of private enterprises, mainly small and medium-sized enterprises. It can be said that the policy of tax and fee reduction is of positive significance to the development of private enterprises. At present, there are still some problems in the development of private enterprises in Anhui province. Under the background of tax reduction and fee reduction, how private enterprises in Anhui Province use favorable forms to promote their own development is still a problem that needs to be studied.

2. PROBLEMS EXISTING IN THE DEVELOPMENT OF PRIVATE ENTERPRISES IN ANHUI PROVINCE UNDER THE BACKGROUND OF TAX AND FEE REDUCTION

2.1 Government environment still needs to be improved

Although the business environment of Anhui Province has been continuously improved in recent years, and the government has also introduced a series of policies to improve the business environment, there are still some deficiencies in the government environment of Anhui Province. First, the propaganda of the policies is insufficient. Although Anhui Province has introduced a series of policies to improve the business environment in recent years, the vitality of private enterprises has been stimulated to a certain extent, and the private economy has developed rapidly. However, there is still the problem of insufficient policy publicity. Inadequate policy publicity and poor information flow inevitably lead to the fact that even if the government has introduced some favorable

policies, private enterprises will not know about them, and enterprises will not know about some measures or cannot interpret the policies well, so the policies will not be used effectively. Second, the reform of "oversight, regulation and service" is insufficient. Although some government departments in Anhui Province have improved their work efficiency under the promotion of policies, there are still some problems, and enterprises still have some objections to the government's work. Some enterprises said that project approval procedures are difficult to handle, the relevant departments are delayed. Some companies say that when dealing with staff in some departments, they are still not treated equally, and some things are difficult to do. In addition, in terms of market access, private enterprises cannot be treated fairly. There are non-market factors in some areas, and fair competition has not been realized, especially for some small enterprises, whose living environment is not very ideal.

2.2 The competitiveness of enterprises is not strong

Although private enterprises in Anhui Province have developed rapidly in terms of quantity and industry respectively, many of them are not very competitive, their independent innovation ability is poor, their innovation efforts in product and service are insufficient, and the tendency of assimilation is obvious. This determines that in the market environment, the advantages of enterprises are not obvious, and the competitive pressure is great. Some enterprises have low technical level, lack of industrial workers and poor production capacity. Moreover, many enterprises have insufficient industrial chain extension. They mainly produce primary products with low added value and limited profit space. the existence of many problems leads to the development of some private enterprises in Anhui province is greatly restricted.

2.3 Enterprises have financing difficulties

In the development process of private enterprises, there has been a shortage of funds and financing difficulties. Although the state has provided financing support for private enterprises in order to promote the development of private enterprises, the implementation effect of some policies is not very satisfactory. Some state-owned commercial banks have set a lot of restrictions on the financing of private enterprises, which makes it difficult for many private enterprises to borrow money from state-owned commercial banks. In this way, most private enterprises can only borrow money from some financial institutions with high financing costs. However, the

interest rate of loans from small and medium-sized financial institutions is very high. Effective financing. In addition, some private enterprises often receive some bills accepted by banks when settling sales payments, but many businesses need to be paid directly. In this way, private enterprises can only deal with bank acceptance bills at discount interest, which will increase their financial costs. Private enterprises have difficulties in financing and high financing costs. This is an objective existence, which restricts the development of private enterprises to a large extent, and it is difficult for private enterprises to effectively feel the benefits of tax and fee reduction policies.

2.4 The problem of high taxes and fees still exists

According to the survey, our overall tax ratio is still on the high side compared with other countries. Our overall tax ratio even exceeds that of some countries with high social welfare. In addition, according to the survey, the contribution of private economy in Anhui Province is still quite high tax ratio, more than the overall proportion of the national team, which shows that the private economy in Anhui Province in tax sharing is quite high, but from the perspective of you, Anhui Province will be hard to your tax burden is still high. In the context of tax reduction and fee reduction, Anhui Province has introduced some relevant distribution policies. Due to insufficient publicity, the implementation of some policies is not very optimistic, and many private enterprises have not been able to enjoy the dividends of tax reduction and fee reduction policies in time.

3. DEVELOPMENT IDEAS OF PRIVATE ENTERPRISES IN ANHUI PROVINCE UNDER THE BACKGROUND OF TAX AND FEE REDUCTION

3.1 Optimize the government environment

Under the environment of tax reduction and fee reduction, the development of private enterprises in Anhui Province must ensure the continuous optimization of the government environment. Policies to support the development of the private economy issued by the national and provincial government departments should be fully implemented. Some policies have problems and are not of strong practical significance, and they should be actively upgraded to ensure that the relevant policies can be implemented in place and play their role. In the implementation of policies, research should be strengthened to ensure the pertinence and operability of various policies and management methods, so that relevant policies can really play a role. In addition, it is necessary to continuously improve the public service platform of private enterprises, strengthen the application of new technologies, and strengthen the publicity of various preferential policies, so that the majority of enterprises can obtain relevant information in time, ensure the smooth flow of information, and strengthen the information collection of the implementation of policies, business management and other aspects, do a good job in supervision and management, so as to provide a good government environment for the development of private enterprises. As a government department, we should

actively help private enterprises to obtain required policies effectively and timely, so that they can understand the docking departments and necessary procedures, and provide strong support for enterprises to quickly handle various businesses and private enterprises to enjoy preferential policies such as tax reduction and fee reduction.

To strengthen the reform of "regulation and service" can stimulate the vitality of the market, ensure market fairness and improve service efficiency through effective management, build a good relationship between government and business, protect the legitimate rights and interests of private enterprises, and truly help enterprises to solve practical problems. In the work, discriminatory behaviors against private enterprises should be completely eliminated, so as to create a fair market environment for enterprises to compete, so that enterprises can enjoy policy dividends under a fair environment, and truly enhance the development vitality of private enterprises.

3.2 Use policies to support enterprises to extend the industrial chain

Under the background of tax reduction and fee reduction, to promote the development of private enterprises in Anhui province, it is necessary to strengthen the research and application of policies, give full play to the advantages of policies, and promote enterprises to extend the industrial chain. For example, Anhui Province can adopt differentiated fiscal and tax support policies to extend the industrial chain. By extending the industrial chain, enterprises can improve the added value of products, optimize the industrial structure, broaden the profit space of enterprises, and enhance the competitiveness of enterprises. In order to achieve such a breakthrough, differentiated tax support policies are needed. For example, in order to better support the development of Anhui Province's characteristic industries, we can increase fiscal and tax support in the deep processing of characteristic industries. On the basis of additional deduction of existing research and development investment, if enterprises want to introduce advanced talents, they can allow additional deduction, so that enterprises will increase their investment in product research and development, and enterprises can effectively extend the industrial chain. Rapid optimization of the industrial structure, the competitiveness of private enterprises can be enhanced.

3.3 Increase financial support for private enterprises

Under the background of tax reduction and fee reduction, in order to make private enterprises feel the benefits of the policy and enjoy the dividend of the policy, it is necessary to increase the financial support for private enterprises. On the one hand, the government should implement the relevant policies issued by the state, extend the preferential treatment to the scope of corporate income tax, and encourage all kinds of financial institutions to provide loans to private enterprises. On the other hand, financial interest discount should be strengthened for loans to private enterprises. Special funds can be set up to carry out fixed-point policies for all kinds of financial institutions to provide loans to private enterprises. Financial interest

discount policies can be implemented to reduce the risks financial institutions bear in providing loans to private enterprises, which can also enhance the enthusiasm of financial institutions to lend to private enterprises and reduce private enterprises the financing cost of the industry.

Government departments should actively explore a variety of strategies to reduce the financing cost of private enterprises. To be specific, efforts can be made in the following aspects: First, development funds for small and medium-sized enterprises can be established, or even special funds for financial discount interest. Through these strategies, financial support can be provided for private enterprises. Second, the People's Bank of China should cancel some unreasonable provisions set by various commercial banks and some non-bank financial institutions in terms of financing for private enterprises. Enterprises can apply for loans as long as they have sufficient guarantees or sufficient collateral, and relevant banks and financial institutions should not make it difficult for private enterprises or arbitrarily raise loan interest rates on the basis of the benchmark interest rate Rate, should not set unreasonable restrictions for SME loans. Third, we should minimize the unreasonable use of bank acceptance bill in economic activities to prevent the unnecessary financial burden on private enterprises.

3.4 Increase product innovation and create your own brand

In the long-term market competition, some private enterprises in Anhui Province have grown stronger and built their own brands. However, compared with some economically developed provinces, the influence of private enterprises in Anhui Province is not very strong, such as enterprise brand awareness, scientific and technological innovation ability, new product research and development ability, and the comprehensive strength of private economy is not very strong. In order to achieve further development under the background of tax reduction and fee reduction, private enterprises in Anhui province must increase product innovation and actively create their own brands.

As the government should increase the support for private enterprise innovation, it can introduce policies conducive to promoting product innovation and guide enterprises to strengthen independent innovation. In particular, the policy of pre-tax additional deduction of R&D expenses should be implemented, the scope of deduction should be expanded, and some scientific research institutions should be actively guided to cooperate with private enterprises to innovate product research and development and constantly improve the innovation ability of private enterprises. In addition, through policy support, technical support and other means, private enterprises should be guided to actively develop their own brands, with the brand to set a benchmark, improve the competitive advantage of enterprises. We should guide enterprises to strengthen brand management, protect their brand value, and encourage them to enhance their own influence, so as

to make them bigger and stronger. As a government department, it should increase overall guidance, formulate the overall development plan of private enterprises, guide the investment behavior of enterprises, so that enterprises can avoid risks and achieve healthy development.

3.5 Strengthen system construction and standardize internal management

Under the background of tax reduction and fee reduction, private enterprises must strengthen system construction and standardize internal management in order to achieve development. Private enterprises should be able to establish a perfect modern enterprise system, strengthen management, improve the efficiency of management, optimize management mode, change the traditional management mode relying on "people", so that enterprises can truly realize institutionalized management. Private enterprises should change the traditional man-ruled mode, truly realize institutionalized management, and let specialized people do professional things. Only in this way can they avoid decision-making mistakes and improve the scientific and effectiveness of corporate decision-making. Enterprises should make internal work more efficient through system construction and system management. In addition, enterprises should establish a perfect information management system to standardize internal management, increase data management and application, and rationally allocate human resources, so that people at different levels can assume different responsibilities and missions, reduce human intervention factors, and strengthen risk prediction through information construction, so that enterprise management is free from risk threats.

4. CONCLUSION

In short, under the background of increasing downward economic pressure, how to promote the innovative development of private enterprises and stimulate the vitality of private economy through effective strategies is an urgent problem for the government to solve. Practice has proved that the implementation of tax and fee reduction policies and the reduction of restrictive policies for the development of private enterprises can stimulate the operation vitality of private enterprises. At present, there are some problems in the development of private enterprises in Anhui Province. By means of the policy advantages of tax and fee reduction, it is very important for private enterprises to achieve breakthrough development.

ACKNOWLEDGEMENTS

Key research projects of Humanities and Social Sciences in Anhui Universities in 2019 (NO. :SK2019A0488)

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Action Research on Intercultural Integration Ability and College English Writing Teaching

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Abstract: With the development of education cause in our country, with foreign exchanges increasingly close, but in the practical work, found that most of the students' English communication skills are not far, is to improve students' cross-cultural quality of present college English teaching must face the problem, in college English teaching, ability and how to blend the cross-cultural English teaching together, It is the focus of current English teaching. Under the current situation, improving students' cross-cultural integration ability is more in line with the requirements of today's social development than simply emphasizing language skills. This paper studies how to improve the ability of cross-cultural integration and the actions of college English writing teaching, in order to provide reference for more professionals.

Keywords: Cross-cultural integration; Ability; College English; Teaching of writing; Action research

I. CROSS CULTURAL COMPETENCE

The study of cross-cultural competence originated in the United States and developed gradually around the world later. After a long period of research, some foreign experts have come to the conclusion that the English communication ability of users is not only able to use English grammar correctly, but also to express their own meaning reasonably. They should also be able to identify whether the language they are speaking is appropriate for the current environment, and let students know where to say what. However, these research documents have defects to some extent, ignoring language habits and regional cultural differences. the communication between people in different places can also be very different. With the deepening of research, more and more scholars realize that different cultural environments will have different effects on the communication of the same language, so it is necessary to strengthen the training of cross-cultural communication for students. With the passage of time, the training in this field is becoming more and more popular and has a certain influence at present. Many researchers believe that cross-cultural competence training can effectively overcome the problems caused by different language learning and effectively reduce the communication between different languages.

In China, cross-cultural competence is a relatively new concept. It was not until the early 1990s that the relevant people made an in-depth discussion on it. the

discussion on the integration of intercultural competence in English teaching is still in its infancy. College English teaching is a key part of higher education in China. It is necessary to change the traditional way of thinking and realize that English is not only a means of communication, but also a medium of cultural communication. While teaching the knowledge of English tools, it is necessary to strengthen the training of students' cross-cultural ability.

2. THE CURRENT SITUATION OF COLLEGE ENGLISH WRITING TEACHING ANALYSIS

In English learning, writing is the expression of students' comprehensive ability. Because of various reasons, college students in today's society are generally faced with obstacles in English writing.

2.1 The influence of negative transfer of mother tongue
In the process of learning, students tend to confuse English learning with their mother tongue. In English teaching, Chinese students are often influenced by their mother tongue, which leads to the misuse of English, namely the negative transfer of mother tongue. In English teaching, the negative influence caused by the negative transfer of mother tongue mainly affects students' misuse of vocabulary and grammar in learning. If students often misuse grammar and vocabulary in learning English, then their English writing level is naturally unsatisfactory.

There are different cultural backgrounds between Chinese and Western languages, resulting in great differences in the meanings of many words. For example, "red" means red in Chinese and in Chinese culture, "red" is a positive word, but the English phrase "red figure" means "deficit"; Many students use the word "rest room" to mean rest room, but in English it means "toilet" [1].

The embodiment of different cultural values. Because our country is influenced by the value concept of "unity of nature and man", when writing, the writing tends to beat around the bush, highlighting the main points gradually, while the West likes to be straightforward, puts the main points in the first place, so as to attract the reader's attention. This difference will inevitably lead to the confusion of mutual understanding and communication in language communication, and then affect the expression of language.

2.2 The problems existing in classroom writing teaching

College English classes are different from primary and secondary schools in that there are usually more

students in them. Therefore, there will inevitably be some mistakes in teaching. Due to teaching materials and teaching time, writing teaching cannot be carried out frequently, which directly leads to the limitation of the improvement of students' writing ability [2].

2.3 The anxiety of students

A significant portion of college students' English foundation is relatively weak compared with other courses, such as in learning English vocabulary, sentence patterns and other issues have not been solved, often lead to students lack of confidence, followed by the student in writing when tension, worry about making mistakes, resulting in mind can't open, causing a vicious cycle.

In order to improve the quality of English writing class, it is very important to solve the above problems. In cross-cultural integration, writing is a very effective language skill. Therefore, in cross-cultural communication, students' cross-cultural integration ability should be cultivated by strengthening writing, so as to achieve better communication effect [3].

3. TO IMPROVE THE COLLEGE ENGLISH WRITING TEACHING METHODS AND APPROACHES

With the increasingly frequent communication between countries in the world, how to cultivate students' intercultural communication awareness and enhance students' intercultural integration ability has become an important content of English teaching. This paper focuses on how to establish a positive relationship between students' intercultural integration ability and college English writing in English writing.

3.1 Input of cultural factors

Whether students have enough understanding of English language and culture in learning affects the level of English writing. Learning English and expressing it in English aims to give English users a greater sense of achievement in their writing. First of all, students should fully understand the meaning of the words used in writing, and pay attention to whether the meaning is inconsistent with the way Chinese words are expressed, so as to avoid misunderstandings in writing.

3.2 The use of teaching AIDS

With the progress of science and technology, the way of education is increasingly diversified. Firstly, the use of network resources will be of great help to English writing teaching. Teachers can guide students to obtain a large number of target Chinese characters on the Internet, and compare and analyze them with Chinese,

so as to further recognize the differences between English and Chinese, so as to cultivate students' English writing ability. In addition, students can also log on to various English learning sites for online practice and communication, which can not only improve their English writing ability, but also improve their oral English ability.

3.3 Teachers' macro-control function

In teaching, teachers can manage classroom teaching by group discussion and writing, so that each student can take the initiative to participate in classroom learning, and teachers can provide support for each group. And in English teaching, teachers should play an active role in encouraging and encouraging students to eliminate tension.

4. CONCLUSION

With the increasing frequency of international exchanges, the requirements for college students' English writing level are also getting higher and higher. Due to the differences in cultural customs and habits, language expression has its own characteristics. Therefore, in the classroom teaching of English writing, teachers must strengthen the understanding of students' cross-cultural integration ability. Starting from the way of improving English writing, this paper expounds the importance and necessity of cross-cultural integration ability when improving students' English writing level. In English teaching, teachers not only require students to master the basic skills of English, but also to have a certain understanding of the cultural background of different languages, so as to improve students' English writing ability.

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Application Of Wireless Sensor Network Technology in the Internet of Things

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Abstract: the rise of the Internet of Things has accelerated the process of the third information revolution, but also promote the Internet into a new stage of development, the current Internet of Things has become a hot spot in many fields of research. Sensor technology is an important part of the Internet of Things, which has been widely used in many iot fields. Based on this, this paper mainly discusses the application of wireless sensor network technology in the Internet of Things.

Keywords: Wireless sensor; the Internet of things; Application

1. INTRODUCTION

At present, the Internet of things is increasingly prominent in the field of emerging technologies. Internet of Things covers sensor technology, two-dimensional code technology, cloud computing technology, radio frequency identification technology and many other key technologies, and wireless sensor network technology is one of the core industries of the Internet of Things. In-depth analysis of the application of wireless sensor network technology in the Internet of Things is of great significance for promoting the development of the Internet of Things and promoting economic growth.

2. INTRODUCTION TO WIRELESS SENSOR NETWORKS

The infinite sensor network is mainly composed of a large number of micro sensor nodes in the monitoring area, mainly by wireless communication. By highly integrating micro sensors, real-time monitoring, collection and processing of sensing object information in the network coverage area can be realized [1]. Through wireless communication, the information is transmitted to users by means of self-organizing multi-hop network, and the functions of dynamic data collection, target tracking and monitoring and warning are finally achieved. Wireless sensor network technology covers sensor technology, distributed information processing technology, computer network, embedded computing technology, wireless communication technology and other emerging technologies. the above technology has strong computing, sensing and communication capabilities, which can provide more possibilities for the application of wireless sensor network technology.

3. APPLICATION OF WIRELESS SENSOR NETWORK TECHNOLOGY IN THE INTERNET

OF THINGS

3.1 Application of wireless sensor network technology in military field

Wireless sensor network technology can be randomly deployed in a short time, and has the advantages of high fault tolerance and good concealment, which makes it still play a normal role even in the battlefield with harsh environment [2]. the application of wireless sensor network technology in the military field, the use of artillery, aircraft and other launchers, a certain number of cheap sensors will be put into the monitoring area, so as to realize the implementation of monitoring the environment around nodes. Can be collected including magnetic field, the information such as sound, temperature, humidity, sensors and self-organizing network, and by satellite, Internet, gateway and other means of communication, will collect the related parameter data back to the information center, and then to the dynamic monitoring of the enemy army personnel and equipment, locate the target accurately, to accurately evaluate the battlefield, closely monitor all kinds of attacks, It provides an effective basis for the military decision-making and greatly improves the military's combat capability.

3.2 Application of wireless sensor network technology in the industrial field

At present, the application of wireless sensor network technology in the industrial field is more common, including advanced manufacturing, security systems, industrial security, warehousing and logistics, traffic control and management and other fields can see the figure of wireless sensor network technology in the industrial field is becoming more mature and perfect. With the continuous progress and development of wireless communication technology, computer network technology and microelectronics technology, the network and intelligent characteristics of industrial communication technology are increasingly prominent. At present, as the scale of measurement and control system continues to grow, the detection cost of dangerous goods and workers in industries including nuclear power, petrochemical, coal mine and so on also increases. Especially in the coal industry, there are more stringent regulations and requirements for underground safety production. Therefore, how to reduce the cost expenditure has become the urgent demand of the development of industrial communication technology. Wireless sensor network technology has the advantages of low cost, wide

perception, convenient use and other advantages, and the requirements of industrial communication field. Through explosion-proof treatment and technical improvement of sensor nodes, it can play a role in dangerous environment, real-time monitoring of the entire industrial process and the safety of workers. the use of wireless sensor network technology can help managers timely obtain personnel safety conditions, environmental conditions and key engineering parameters in dangerous working environments [3]. Based on this, the industrial process is optimized, the safety incidents in the industrial production process are reduced, the national production safety requirements are met, and the level of industrial production is improved.

3.3 Application of wireless sensor network technology in agriculture

Wireless sensor network technology has the characteristics of rapid deployment, convenient communication and dense distribution. It can give full play to its advantages in agricultural production, and monitor the soil environment, poultry and livestock, crop irrigation and surface characteristics. Combining wireless sensor network technology with Internet technology and satellite positioning technology, a dynamic management system can be formed. For example, in Oregon, the United States, inter established the world's first wireless vineyard, which uses wireless sensor network technology to monitor various environmental factors in the process of grape growth, and automatically analyzes the relationship between various factors and grape growth quality, which is also a representative case of precision agriculture. At present, smart sensors and sensor networking have also been listed as key projects by the state, which shows that wireless sensor network technology will play a greater role in the agricultural field in the future.

3.4 Application of wireless sensor network technology in the field of medical care

At present, the aging population in China is increasingly serious, and the demand for medical care is increasing. How to monitor the patients' condition in real time becomes the problem which urgently needs to be solved. the wireless sensor network technology is applied in the field of medical care. the corresponding sensors are placed in the patient's body, which can monitor the physiological parameters of the patient's temperature, respiration, pulse, blood pressure and so on in real time. It can not only dynamically monitor the change and development of patients' condition, but also summarize the collected patient information to provide data support for the development of new clinical drugs. In addition, a large number of sensor nodes can be placed in the patient's living environment to monitor the

patient's activity in real time and help doctors and nurses guide the patient's behavior remotely.

3.5 Application of wireless sensor network technology in smart home

At present, smart home has become one of the key directions of the development of the Internet of Things. Intelligent home is the essence of a relatively high level of home automation system, covering computer network system, automatic control system, remote control and network communication and other technologies and product equipment, to meet the needs of anthropomorphic and environmental protection and energy saving, effectively improve the comfort and convenience of home. Wireless sensor network technology is the key to achieve a variety of automatic control and remote-control signal transmission, such as security systems, environmental monitoring information are dependent on wireless sensor nodes. With the help of wireless sensor network nodes to self-organize interconnection, so that all kinds of household equipment interconnection, complete information control.

4. CONCLUSION

To sum up, the current society has fully entered the Internet of Things era, which provides valuable development opportunities for all walks of life. As a key application technology in the Internet of Things, wireless sensor network technology plays an irreplaceable role in military, medical, industrial and other fields. In the future, with the development and progress of wireless sensor network technology, it will continue to promote the development of the Internet of Things and accelerate the process of global informatization.

ACKNOWLEDGEMENTS

2017 Guangxi Universities' Young and Middle-aged Teachers' Basic Research Ability Improvement Project(2017KY0741).

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Drug Efficacy and Quality Evaluation of *Dendrobium Officinale* in Imitation of Wild Ecological Cultivation

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Abstract: *Dendrobium officinale*, as a Chinese folk herbal medicine, has magical efficacy in past history, and is known as "the first of the nine herbs of China" and "the herb of saving life". With the increasing demand of people, artificial cultivation came into being, but it almost lost its original efficacy. In order to improve the quality of *Dendrobium officinale*, after many years of practice, the quality of *Dendrobium officinale* cultivated in imitation of wild ecological cultivation has been effectively improved, reaching the wild level and reproducing its efficacy value.

Keywords: Chinese herbal medicine efficacy; *Dendrobium officinale*; Ecological cultivation.

1. INTRODUCTION

Dendrobium officinale is a rare traditional Chinese medicine, mainly distributed in Anhui, Zhejiang, Yunnan, Guizhou and other provinces in the south of the Yangtze River. It has a wide reputation and is highly sought after by the public for a long time.

2. DESCRIPTION OF THE EFFICACY OF *DENDROBIUM OFFICINALE* IN THE PAST DYNASTIES

Dendrobium officinale (*Dendrobium officinale* Kimura et Migo) is a kind of rare Chinese herbal medicine, which has the effects of nourishing Yin and clearing heat, stimulating stomach and producing fluid, anti-cancer and immune regulation [1].

The earliest records about *dendrobium* can be traced back to the Eastern Han Dynasty "Shennong Ben Cao Jing": "Dendrobium, taste sweet, the main injury, eliminate Bi Qi, fill the five zang deficiency to win thin, strong Yin. Long take thick stomach, light body and prolong one's life, a Lin LAN" [2]. *Dendrobium* has been listed as top medicinal herbs.

"Rihuazi Materia Medica" in the period of Five Dynasties and Ten Kingdoms: "cure deficiency, weaken labor, strengthen muscles and bones, warm water and dirty water, improve intelligence, calm stomach, and chase deficiency and evil" [3]. *Dendrobium officinale* can treat weakness caused by deficiency and fatigue, strengthen tendons and bones, nourish kidneys, enhance intelligence, and restore the weak gastrointestinal function to normal, so as to achieve the

purpose of filling deficiency.

Tao Hongjing, a medical scientist in the Southern Dynasty, wrote in his book 'Records of Famous Doctor': "Enrich essence, fill the deficiency of inner medicine, smooth stomach, lengthen muscles, drive away evil heat from skin, pain and weakness in feet and knees, strengthen Yang, tonify kidney and accumulate essence" [4].

The Theory of Medicinal Properties by Zhen Quan at the end of Sui and the beginning of Tang Dynasty: "It can benefit qi and remove heat, treat men with weak waist and feet, strengthen Yang, tonify kidney and collect essence" [5].

In Tang Dynasty, the medicinal status of *dendrobium* was further established, and the classic Taoist work 'Daozang' named *Dendrobium* as "the first of the nine immortal herbs of China" [6].

In the late Ming Dynasty, Li Shizhen's Compendium of Materia Medica recorded its main treatment: "In the middle of injury, it eliminates the qi under Bi, replenishes the five zang organs and loses weight due to deficiency, strengthens Yin and improves essence. Long term use, thick stomach. Fill inside must be insufficient, flat stomach gas, long muscle, skin evil heat rash gas, knee pain cold Bi weak, treating Qi-Blood, the treatment of men's waist and feet weak, healthy Yang, skin muscle wind bi, bone in the long cold, tonifying kidney. Strengthen muscles and bones, warm water dirty, puzzle clear gas. Treat fever and perspiration, and discharge abscess [7].

In the Anthology of Compendium of Materia Medica written by Zhao Xuemin, a famous doctor in the Qing Dynasty, "It clears the stomach and removes deficiency heat, produces fluid, and causes fatigue. It replaces tea with tea, appetizes the appetite and strengthens the spleen, calms the breath and cures the wind, reduces phlegm, relieves heat, and reduces Qi-Blood. It is called the treasure of nourishing Yin and nourishing the body" [8].

3. CONSIDERATION OF FUNCTIONS AND QUANTITATIVE INDICATORS OF *DENDROBIUM OFFICINALE* IN MODERN TIMES

After years of practice, it has been realized that

Dendrobium officinale contains a variety of chemical components, mainly including polysaccharides, astragalus membranaceus, flavonoids, alkaloids, amino acids, volatile substances, amino acids and trace elements, which are the material basis for Dendrobium officinale to exert pharmacological activities [9].

Pharmacopoeia of the People's Republic of China (2015 edition) confirmed that the detection and identification indexes of Dendrobium officinale included mannose and glucose peak area, water content, total ash and extract, while polysaccharide was not the main characteristic of Dendrobium officinale component content. Other compounds were gradually discovered. In 2009, Li Yan [10] isolated Astragalus and its derivatives from Dendrobium officinale. the flavonoid aglycones identified in Dendrobium officinalis include apigenin, naringin, sacronol, chrysoflavin, quercetin, taxophyll, isorhamnetin and 3', 5', 7-tetrahydroxy dihydroflavone, mainly flavonoids, flavonols, dihydroflavonoids and other flavonoids [11]. Dendrobium officinale contains 17 amino acids, including 7 essential amino acids for human body, and the amino acid content will increase with the increase of physiological age [12]. Dendrobium officinale contains 11 metal elements including potassium, calcium, manganese, zinc, copper, magnesium, mercury, chromium, lead, arsenic and cadmium [13]. In the stem, the mass fraction of iron (71.10 mg/kg) and selenium (1.07 mg/kg) is high, which has high nutritional value [14].

4. HIGH QUALITY CHARACTERISTICS AND FORMING FACTORS OF IMITATION WILD ECOLOGICAL CULTIVATION

According to the growth habit of wild Dendrobium officinale, wild ecological cultivation can be used in the natural environment under the forest, and two cultivation modes of living tree epiphytic cultivation and epiphytic epiphytic original cultivation have been initially formed, which can effectively improve its quality.

Based on UPLC-MS /MS detection platform, the flavonoids and alkaloids in the simulated wild culture Dendrobium officinale were significantly different among groups in principal component analysis, among which the flavonoids were the largest, up to 129 species. There are 39 kinds of alkaloid components. the quality of wild Dendrobium officinale increased with the extension of time. Generally, the new strips cultivated with stone for 2 years and with tree for 3 years could achieve the quality of wild dendrobium officinale.

5. CONCLUSION

The root microbial diversity of wild Dendrobium officinale is rich, and the diversity of rhizosphere microbial species and the population number of dominant flora directly affect the quality of wild dendrobium officinale. the high quality of the stone planting model may be related to the abundant mineral

nutrients in the environment. the amount of mineral nutrients in the trunk runoff of the tree planting model also determines its biomass and quality. the organic nutrients supplied by the environment is closely related to the microbial activities in the environment. Therefore, the cultivation environment with high temperature and high humidity conducive to microbial growth is an ideal place to cultivate high-quality Dendrobium officinale in ecological cultivation. the characteristics of imitational wild cultivation of Dendrobium officinale can reach the natural wild quality, which reflects its biological drug efficacy and leads the direction of industrial cultivation of Dendrobium officinale.

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Study On Optimization Strategy of Beautiful Countryside Construction in Rural Revitalization Strategy

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Abstract: Beautiful countryside is the basic condition of China's harmonious society construction, but also the inevitable development trend of rural revitalization strategy. Under the background of the new era, the construction of beautiful countryside proposed by the rural revitalization strategy contains rich significance and connotation. Since the rural revitalization strategy concept was formally proposed, beautiful rural construction has become an important way of rural sustainable development in our country, which has attracted great attention from the society. Therefore, how to explore the construction of beautiful rural development road has become the focus of many local governments and related research scholars. Based on this, from the perspective of the implementation of the rural revitalization strategy, this paper conducts deep research on the optimization strategy of the construction of beautiful countryside in the rural revitalization strategy.

Keywords: Rural revitalization strategy; Beautiful rural construction; Optimization strategy

1. INTRODUCTION

The rural revitalization strategy is a development policy formally proposed by the Party Central Committee at the 19th National Congress of the CPC, which has formulated a targeted implementation strategy for the sustainable development of rural areas of our country and put forward a clear direction of progress. But in practice, because our country is vast, make every rural areas such as geographical conditions, natural climate and traffic conditions, a significant difference between in order to actively implement the strategy of rejuvenating rural policy, still need to request the local government takes the basic principle of adjust measures to local conditions, appropriate adjustments depending on where you are in terrain beautiful rural development strategy, to ensure that every country out of poverty, Progress towards modernization.

2. EXPLORE THE CONNOTATION, IMPROVE THE TASTE OF RURAL

In order to improve rural taste, we should pay more attention to the construction of rural culture and constantly promote the comprehensive development of rural areas. First of all, give play to the value of rural culture and improve the internal taste of rural areas [1].

Emphasis is placed on the relationship between traditional features and modern life. Before building a beautiful countryside, we should not only consider the living requirements of rural residents, but also attach importance to the traditional characteristics of the current region and create a harmonious environment for the sustainable development of rural areas. Therefore, in the construction of rural areas, the scientific use of natural resources, and mountains and rivers, fully highlight the regional cultural characteristics, as well as unique cultural ancient rhyme. At the same time, we should also focus on the protection of ancient buildings and ancient trees, so as to create favorable conditions for their ancient charm and longevity. Secondly, actively inheriting local characteristic culture. the rural traditional culture of farming and reading and filial piety will be constantly propagated to attract the attention of the new generation of young people, imperceptibly inculcating the traditional culture to people, deepening their impression, and making the construction of beautiful countryside a common spiritual pillar for farmers and citizens. Finally, actively spread the advanced socialist culture. Become the duty of every citizen should carry forward the national spirit, the spirit of the age of the setup is the basic spirit of modern people, to guide peasants to advocate science, and through the advanced ideology shaping good moral character, with the help of a scientific and healthy way of life, is conducive to rural culture dissemination gradually adapt to the new era, to realize the value of modern civilization.

3. RATIONAL PLANNING, HIGHLIGHTING RURAL CHARACTERISTICS

On the basis of the implementation of the rural revitalization strategy, in order to better build a beautiful countryside, it is particularly important to make a reasonable plan in advance. From the overall layout of the village, style and structure, characteristic industries and traditional culture as the entry point, actively introduce advanced reform ideas, effectively break through the traditional planning methods, greatly improve the level of rural planning, and create a harmonious development environment for rural residents. First, we should pay more attention to the operability and rationality of the plan. Since village planning is directly related to the interests of farmers, the planning content should not only follow the

principle of adapting measures to local conditions, but also take the village development trend as the basis, collect the opinions of the majority of farmers, integrate and analyze them in real time, and select key data as the reference basis for the planning scheme. Second, pay attention to the brand building of beautiful countryside. In order to make the countryside keep pace with the Times and maintain the same level with the development of the Times, the representative and targeted rural characteristic resources are screened out by relying on the traditional culture and folk characteristics of the village, so as to create a beautiful rural brand that echoes through the society. Third, attach importance to planning coordination and review. In order to do this work well and attract wide attention from local government departments and beautiful village construction planning group, we should focus on the overall planning of rural basic planning and carry out targeted and strict examination at the professional level to ensure that the quality of planning meets the expected construction standards [2].

4. EXPAND THE INDUSTRY, INJECT DEVELOPMENT IMPETUS

Industry is an important driving force for the construction of beautiful countryside and sustainable development. First of all, rural construction projects accelerated to promote the stable development of the industry. According to the practical survey, beautiful rural construction for the root cause of the success is plentiful supply of money, and with the help of local industrial advantage as a simply supported, the mountains, water, forest, land and other natural resources, continuous innovation of land diversion method, is beneficial to resources converted into capital, not only can improve the utilization rate of resources will obtain adequate construction funds, We will better promote the long-term development of the local economy. Second, we will develop new agricultural industries and new forms of business. We will deepen the exploration of natural resources in beautiful rural areas and effectively develop tourism projects, leisure and entertainment projects, health care experience projects and other activities. Through practice, we will truly experience the needs of rural leisure tourism at different stages and better feel the feedback and charm of nature. Finally, build green agriculture system. the main line of agricultural supply-side structural reform should be closely connected, the production structure of agricultural industry should be constantly optimized, the rational utilization of agricultural resources should be accelerated, and resource pollution should be avoided. This is conducive to the circular development of industrial links, and the agricultural production mode should be significantly changed, so as to obtain more benefits for agriculture. In addition, policies to support rural industries should be introduced to encourage local industry talents or college graduates to return home and

assume the leadership role in building a beautiful countryside.

5. INTEGRATING RESOURCES TO PROMOTE THE ALL-ROUND DEVELOPMENT OF THE REGION

Integration of resources is an important part of the construction of beautiful countryside, showing a strong cohesion. First, integrate and use all kinds of construction funds, strive to constantly innovate financing methods, obtain more funds for the construction of beautiful countryside, and better promote the development of agricultural industry. Scientific use of private capital. Financing is realized through project introduction, government procurement services and PPP forms, which are mainly applicable to the livelihood projects that cannot be carried out by the township and the private sector. Domestic and foreign financial institutions are used for loan business, and financial institutions are used to provide funds for rural infrastructure, stable development and non-profit projects. Second, we will implement the model of balanced urban and rural development. As the relationship between urban and rural areas becomes more and more isolated, in order to close the relationship between the two, it is necessary to optimize and improve rural property rights, household registration, social security and other aspects, and develop a cooperative management mechanism with rural population, land and industry, so as to play an auxiliary role in the planning of building a beautiful countryside. Third, strengthen the improvement of village environment. On the one hand, we will strengthen the classification and regulation of pollutant resources. In order to fully implement this policy and demonstrate its deterrent power, the local government should intensify the severe punishment, strictly regulate the unreasonable behavior, do the fundamental rectification, and play a positive role in creating a beautiful countryside. On the other hand, standardize the villagers' housing. the system of building houses in towns and villages is planned scientifically, and the basic principles of "economic and applicable, simple and acceptable to the public" are carefully followed to severely crack down on illegal construction [3].

6. CONCLUSION

To sum up, the construction of beautiful villages plays a driving role in the comprehensive implementation of the rural revitalization strategy and provides a clear direction for the sustainable development of rural areas in various regions. In order to achieve excellent results in the new era, it is necessary to intensify the construction of beautiful villages and focus on the basic principles of adapting measures to local conditions, seeking truth from facts and sustainable development. We will focus on rural infrastructure construction, development models and funding supply channels, and adopt targeted implementation strategies to accelerate

rural modernization.

ACKNOWLEDGEMENTS

Study on the function orientation and value improvement of beautiful livable villages in Tai'an City under the background of rural revitalization(22-YB-080)

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A Study on the Cultivation Strategy of Students' Intercultural Communicative Competence in College Japanese Major Teaching

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Abstract: With the arrival of the new era, the teaching of Japanese major in colleges and universities pays attention to the cultivation of students' intercultural communication ability, through the mastery of intercultural communication ability to improve students' comprehensive quality, to ensure that students can solve the problems encountered in the process of communication, and then play the role of Japanese major teaching. This paper will discuss the cultivation strategy of students' intercultural communication ability in Japanese major teaching in colleges and universities.

Keywords: Japanese major; Intercultural communication ability; Training strategy

1. INTRODUCTION

As an important talent training place, colleges and universities need to train high-quality Japanese professionals to provide strong support for the friendly exchanges between China and Japan. Influenced by cultural differences, many students think Japanese learning is difficult and lack of enthusiasm. In this regard, students majoring in Japanese in colleges and universities should fully master the cross-cultural communication ability, recognize the cultural difference between our country and Japan, and thus grasp the ability to flexibly apply Japanese, which is helpful to realize the cross-cultural communication.

2. AN OVERVIEW OF INTERCULTURAL COMMUNICATION COMPETENCE

This ability mainly refers to the communication ability between the native language and the non-native language. In fact, cultural difference does not refer to the simple language difference, but also involves a lot of cultural content, such as cultural background, so it is very important to cultivate people with cross-cultural communication ability. With the development of globalization economy, our country and Japan have more trade and cultural contact. To promote more in-depth communication between the two countries, we should pay more attention to the cultivation of Japanese major teaching talents in colleges, so as to ensure the communication to be closer and smoother, thus realizing a good communication.

3. BASIC CONTENT

For colleges and universities, they should have the awareness of cultivating students' intercultural

communication ability, and apply effective measures to improve students' intercultural communication ability, so as to strengthen the communicative effect of both sides. In this regard, this paper will deeply discuss the basic content of intercultural communication competence.

3.1 Proactive response

Cross-cultural communication ability to pay attention to develop the students' ability to deal with, it is indispensable in the ability of a communication activity, when the other party put forward their own ideas can actively deal with, and respect the culture of others, understanding cultural differences and avoid unnecessary disputes and contradictions, make sure that you can on the basis of mutual respect, to achieve effective communication and exchange.

3.2 Understand each other's essential characteristics

Cross-cultural communication lies in knowing each other, so colleges and universities should pay attention to this point when carrying out Japanese major teaching, so as to ensure that students can understand the object of communication and realize the advanced connotation of the other's culture, so as to further clarify the nature of conversation and play the role of cross-cultural communication [1].

(3.3 having the ability to adapt to the environment

When carrying out teaching activities, the Japanese major in colleges and universities needs to cultivate students' ability to adapt to the environment, and requires students to have agile and active thinking, so as to better cope with various emergencies in the process of communication. In general, the students with high empathy tend to have strong quality, can stand on the point of view of others, considering the low empathy ability of students, on the other hand, less likely to stand on the point of view of others, so training scheme in combination with the actual situation of students, so as to have targeted training effect.

3.4 Having the ability to handle emergency situations

The communication process may be affected by many factors, such as cultural and regional differences. In view of these emergency situations, students need to be equipped with the ability to deal with emergency events, learn to break the awkward situation, ensure that the communication process is normal and will not be affected by various factors, so as to better cope with emergency situations [2].

4. STRATEGIES TO CULTIVATE STUDENTS' INTERCULTURAL COMMUNICATIVE COMPETENCE IN JAPANESE MAJOR TEACHING IN COLLEGES AND UNIVERSITIES

At present, it is of great significance to cultivate students' intercultural communication ability, especially in the teaching of minor languages. Therefore, colleges and universities should pay more attention to the reform of Japanese teaching, innovate teaching models and teaching methods, and encourage students to master more communication skills, so as to lay a solid foundation for future development.

4.1 Reform the teaching model

First of all, colleges and universities should pay attention to the reform of the teaching model, break the limitations of the traditional teaching model, and pay attention to the construction of a rich language and cultural environment for students, so as to create a good learning atmosphere, so as to improve the teaching effect of Japanese major. Secondly, teachers can start from different teaching stages and integrate the teaching content into it. For example, Japanese emotional culture can be effectively integrated with Chinese tea ceremony and flower ceremony, which is conducive to reducing the difficulty of students' understanding and obtaining good teaching results. When students are interested in Japanese culture, they can focus on cultivating their Japanese communication ability, so as to strengthen their intercultural communication ability.

4.2 Optimize the space of language communication

The cultivation of intercultural communication ability should not attach too much importance to theoretical teaching, but should also consider enriching students' practical experience, so as to encourage students to participate in rich practical activities, and then improve their intercultural communication ability in the process of practice. For example, colleges and universities can regularly organize comic-con, tea ceremony exhibition, cosplay and other activities to attract students' attention, so that students can communicate in Japanese during the practice process, which is helpful to accumulate more practical experience and strengthen their impression of Japan. Secondly, colleges and universities should design scientific and reasonable teaching content, carry out teaching work with the help of multimedia technology, provide more teaching resources for students, so that students can understand Japanese culture more intuitively and graphically, which is conducive to the training of students' communicative ability. Thirdly, colleges and universities should establish cooperative relations with excellent local enterprises, so that students can enjoy practical opportunities and know the proprietary knowledge in the field of Japanese culture in enterprises, which will help broaden their knowledge

horizon and achieve the goal of improving students' practical ability [3].

4.3 Building a teaching staff

Teachers are the instructors in the teaching of Japanese. In order to improve students' intercultural communication ability, colleges and universities should set up a team of high-quality teachers to encourage students to enhance their communicative awareness and learn more communicative skills and knowledge points, so as to improve students' intercultural communication ability. And, should pay attention to investment in teachers colleges and universities, offer learning opportunities for teachers, let teachers can take the initiative to learn new knowledge, access to more advanced teaching ideas and methods, and then guide for students, encourage students to enrich their learning experience, gain more new culture, and stimulate the learning interest in Japanese culture. From the perspective of schools, more attention should be paid to the training of teachers. By organizing teachers to study and participate in lectures on a regular basis, teachers can also have the ability of intercultural communication. Only in this way can the teaching level of Japanese major in colleges and universities be guaranteed and the learning effect of students can be strengthened.

5. CONCLUSION

At present, our country and Japan have more and more close communication, in order to realize unimpeded communication, we should pay attention to the training of talents majoring in Japanese, promote more students to have cross-cultural communication ability, so as to meet the needs of the development of the current times. From the point of the actual teaching situation, many colleges and universities not to strengthen the reform of teaching mode, to strengthen the students' learning experience, to take timely innovation strategy, provide more practice opportunities for students, and to enrich the content of classroom teaching, such as customs, traditional festival in Japan into the teaching activity, this is beneficial to stimulate students' learning enthusiasm, So that students can actively participate in communication activities, and then improve their intercultural communication ability.

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Research On Ideological Security Education for College Students in the Context of Chinese-Foreign Cooperative Education

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Abstract: Under the background of Chinese-foreign cooperative education, this paper, based on the survey of general features of college students, explores their differences and particularities. Through the research on the ideological status quo of college students, this paper studies and analyzes the characteristics of their ideology and the basic status of their values, and summarizes the problems existing in the education on ideological security for college students. Based on the study, it is found that it is imperative and urgent to enhance the education on ideological security for college students in the context of Chinese-foreign cooperative education, and a general analytical conclusion is drawn for that matter. Meanwhile, it also proposes concrete measures to carry out the education on ideological security for college students in the context of Chinese-foreign cooperative education.

Key Words: Ideology of College Students; Ideological Security; Chinese-foreign Cooperative Education

1. INTRODUCTION

With the accelerating innovation in information technology, various foreign ideas continue to impact the college students in China, especially those in the context of Chinese-foreign cooperative education. If they are influenced by some wrong values of foreign teachers or foreign courses in their daily studies, and fail to realize the importance and necessity of core socialist values, many problems such as value distortion and ideological errors may easily occur. In serious scenarios, it may even cast doubt on the leadership of the Communist Party of China and conceive a negative view on Marxism, all of which will seriously hinder the education on ideological security for college students in China, causing grave consequences. From a macro perspective, it is the socialist ideology that constitutes the mainstream among China's ideologies in universities and colleges. Therefore, the study on ideological security education for college students in China, especially that under the background of Chinese-foreign cooperative education, is of great significance.

2. CURRENT DEVELOPMENT OF CHINESE-FOREIGN COOPERATIVE EDUCATION

In June 2020, the Ministry of Education and other seven departments jointly issued the *Opinions on Speeding*

Up and Expanding the Opening up of Education in the New Era. the documents called for the adherence to the opening-up policy of Chinese education, pointed out the strengthening of exchange and communication with foreign countries for a new prospect of education with wider range and more levels, and required to step up efforts on Chinese-foreign cooperative education and prioritize the cultivation of talents with an international vision.

In the development of Chinese-foreign cooperative education, as of 2020, there are 2,332 Chinese-foreign cooperative education institutions, including 1,230 for the undergraduate and above, and more than 300,000 students on campus. Among them, the Chinese-foreign cooperative education in Shaanxi province is characterized by rapid development despite its late start, with a total of 41 projects and institutions at various levels, among which there are 6 non-independent legal person Chinese-foreign cooperative education institutions and 21 projects at undergraduate level and above. More than 20 colleges and universities in Shaanxi have launched cooperative education programs with 11 countries and regions including Russia, the UK, the US, Australia and so forth, covering disciplines including engineering, agriculture, literature, economy and so on. There are more than 10,000 university students enrolled, and the number of programs and institutions and the scale of education all rank first in Northwest China.

3. THE IMPORTANCE OF IDEOLOGICAL SECURITY EDUCATION FOR COLLEGE STUDENTS UNDER CHINESE-FOREIGN COOPERATIVE EDUCATION

In the current society, the ideological cultivation of college students is not only limited to "who to train, how to train, and for whom to train", but more importantly, it is related to the future development of college students. In Chinese-foreign cooperatively-run schools, ideological construction is the banner of cultural construction and students' thought construction, and an important force to develop into a world political civilization by learning about China and exploring the world with the methodology of Marxism. However, such a school-running model in reality brings about some hazard to the ideological security education of college students. In the context of Chinese-foreign

cooperative education, the teaching modes of combination of Chinese and foreign education such as “2+2”, “3+2” and “3+1” are generally adopted, which require a certain time studying abroad. And in this process, students are prone to be influenced by foreign culture and the western ideology. In addition, in the process of introducing foreign high-quality educational resources, there are also some western ideological contents included, posing challenges to the ideological security education of college students. In the daily school life, for example, students inevitably exchange with the foreign teachers, and are apt to be imperceptibly influenced by foreign customs, language convention, and even values. These are likely to bring the influence of western ideology onto those students unconsciously, leading to their disregarding or even forgetting the core socialist values.

4. THE NECESSITY OF IDEOLOGICAL SECURITY EDUCATION FOR COLLEGE STUDENTS IN CHINESE-FOREIGN COOPERATIVE EDUCATION

As early as April 2014, when General Secretary Xi Jinping presided over the first meeting of CNSC, he pointed out that we must adhere to China's overall view of national security and take the path of national security with Chinese characteristics. In April 2015, the draft of the National Security Law was deliberated and adopted, which more clearly pointed out the connotation of the overall view of national security, and determined that the April 15 of each year is the National Security Education Day in China. On April 14, 2021, the Center for the Study of Overall National Security was established. At present, Chinese-foreign cooperative education continues to penetrate into every aspect of college students' study and life in a brand new educational way and with the culture and value output of western countries, for which the study on ideological development of college students are of the greatest urgency. According to statistics, in the context of Chinese-foreign cooperative education, more than half of the institutions are under the cooperation with the US, the UK, Australia and other FVEY countries. In particular, there have been a lot of cases of college students being used by foreign spies in recent years. So, it is pressing to find out the problems and causes, and put forward a systematic solution.

5. PROBLEMS AND DIFFICULTIES IN IDEOLOGICAL SECURITY EDUCATION OF COLLEGE STUDENTS UNDER THE BACKGROUND OF CHINESE-FOREIGN COOPERATIVE EDUCATION

Under the influence of western ideology and other religions, the ideological cultivation of college students in the context of Chinese-foreign cooperative education is confronted with a series of challenges. As for how to carry out the ideological cultivation of college students in such a context, the relevant departments have put

forward some solutions, but still with many problems and dilemmas unaddressed:

5.1 The Influence of Western Ideology on Chinese-foreign Cooperative Education

College students are a group with immature values, whose thoughts are probably be affected when facing the wide-spreading western ideology and having the classes of Chinese-foreign cooperative education institutions by foreign teachers believing in western ideology, who imperceptibly spread the western thoughts. This may lead to some college students denying the Marxist philosophical theories, which will be a major issue in ideological construction under the background of Chinese-foreign cooperative education.

5.2 Lack of Theoretical Innovation in the Ideological Security Construction of Chinese-foreign Cooperative Education

Due to the lack of theoretical innovation in ideological construction, some social problems cannot yet be analyzed in depth and resolved thoroughly under the current cooperative education, and college students' thoughts will inevitably be disturbed by the impact and integration of ideologies globally. Therefore, the lack of theoretical innovation is also one of the reasons for the dilemma of the ideological construction in Chinese-foreign cooperative education.

5.3 Teacher Resources and Physical and Mental Characteristics of Students in Chinese-foreign Cooperative Education

College students in Chinese-foreign cooperative schools are accessible to a wider range of knowledge and information and are receptive to the new faster, but sometimes without a relevantly deep understanding. In terms of the family background, most of their parents are with higher education, and their family finances are relatively superior. In such an environment, most of them have their own unique insights and reflections on social phenomena and different social thoughts. In the middle of the traditional Chinese culture and Western multicultures, their values are prone to be diversified. Meanwhile, network information is complicated and manifold, where irrational judgments are often made on some content, making college students easy to be misled by bad ideas. At this time, teachers of Chinese-foreign cooperative education institutions are of vital importance, for if they cannot well understand and guide the thoughts of these students and keep them to a right course, there will be many problems arising.

6. THE PATH EXPLORATION OF IDEOLOGICAL SECURITY EDUCATION FOR COLLEGE STUDENTS IN THE CONTEXT OF CHINESE-FOREIGN COOPERATIVE EDUCATION

6.1 Innovating Ideological and Political Courses in Chinese-foreign Cooperative Education Institutions

First, it is imperative to promote the innovation in course content and form, include ideological security

education into the system of ideological and political courses in Chinese-foreign cooperative education institutions, increase effective classroom interaction, and enhance the attractiveness and appeal of the content to ensure the participation of students. Second, it is necessary to create a new model that can adapt to the ideological and political courses for overseas students and be accessible to them, so that the ideological and political education will not be interrupted, ensuring that college students abroad can also receive the ideological security education of China.

6.2 Strengthening the Ideological and Political Courses in the Context of Chinese-foreign Cooperative Education

In the Chinese-foreign cooperative education institutions, Chinese and foreign teachers can work together to carry out the ideological and political courses training plan, taking the ideological and political courses as an important evaluation criterion for the training and assessment of teachers, and integrating the ideological security education into all kinds of college classes, so as to ensure an ideological security education for all, in all environment and covering a full range in Chinese-foreign cooperative education institutions.

6.3 Creating Characteristic Daily Ideological Security Education

According to the characteristics of college students under the background of Chinese-foreign cooperative education, it should be a continuous and long-term work to study the series of programs which conform to the daily ideological security education of college students. It is necessary to respond to the characteristics of international education and joint training of Chinese and foreign parties, integrate ideological and political education with the features of these students, make good use of new media and online platforms, and explore a practical and effective working way.

7. THE STUDY SIGNIFICANCE TO THE DISCIPLINE DEVELOPMENT OF IDEOLOGY AND POLITICS FOR COLLEGE STUDENTS

7.1 Academic values: First, it helps to clearly know about the current ideological status of college students under the background of Chinese-foreign cooperative education, and provides a factual basis for the ideological and political research of college students. This study will further research the current situation of education on ideological security for college students in the cooperative education institutions, learn about the cultural background, value orientation and religious belief of college students in this context, clarify the effects and dilemmas of ideological security education, and provide detailed and solid basis for ideological and political research of college students. Second, it is helpful to further research on the strategies of ideological security education for college students in the cooperative education institutions. As one of the

three major driving forces of higher education in China, Chinese-foreign cooperative education institutions continue to increase in scale and face great opportunities and challenges. Under this background, the education of college students is up against a more complex internal and external environment, hence it is urgent to further the research on ideological security education of college students in the cooperative education institutions. This study not only is conducive to deepening the research on relevant strategies, but also fills some gap in the research on ideology and politics of college students.

7.2 Practical values: It further improves the pertinence and timeliness of the ideological and political education for college students in the context of Chinese-foreign cooperative education. Due to the particularity of the cooperative schools, it has been emphasized many times by China that in running such Sino-foreign schools, it is imperative to implement the fundamental task of fostering character and virtue through education, reinforce the guideline of ideological and political education, and ensure that in the whole process of Chinese-foreign cooperative school-running, the orientation of socialism is always followed firmly. This study, focusing on the key field of ideological security education, and its results will have great guiding value and practical significance to the ideological and political education of college students in Chinese-foreign cooperative education institutions, helping to improve the practicability of the research on ideological and political education of college students in this field.

8. CONCLUSION

Under the background of Chinese-foreign cooperative education, this paper studies in depth on the current ideological security education of college students, and explores the prominent problems in the new era, aiming to find out an efficient way to enhance the ideological security development of college students, thereby working out corresponding measures for the education on ideological security of college students on a more targeted basis, which will provide an useful reference for the construction of college students' ideological security under such a background. Given that, a thorough study on this matter concerns the development direction of Chinese socialism, and it will contribute to national security. Moreover, it can guide college students to develop correct values and help to cultivate reliable generations of talents with a more international vision to advance the socialism development.

To reinforce the ideology of college students is to enhance the education on ideological security in universities and colleges. Under the general background of security awareness, there are higher requirements for the development of new media, and in the specific development process, due to the continuous

promotion of the development of new media, the new media and new technologies represented by WeChat and Tiktok have gradually become the specific information sources for students. In such context, there are indeed constant impacts on ideological security education. Therefore, this study will continue to be carried on, tracing the actual development of education on ideological security for college students under the background of cooperative education, clarifying the effects and problems of ideological security education, and providing more detailed and latest basis for its future research. Meanwhile, this study should also further center on the key area of ideological security education, continue to follow up the development of the ideological and political education of Chinese college students, and keep deepening the research on ideological security education of Chinese college students and on their ideological and political education.

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Innovative Teaching Reform of Basic Nursing Technology in Higher Education

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Abstract: the course of "Basic Nursing Technology" in higher vocational level is mainly carried out to improve the nursing skills operation level of higher vocational nursing students, so that they can better adapt to the clinical nursing work in the future. Under the background of the new era, if we want to improve the quality of senior nursing students, we should reform the teaching mode of Senior Vocational "Basic Nursing Technology" from the perspective of practice, improve the teaching quality management and promote the comprehensive mastering of knowledge and skills of Senior Vocational Nursing Students' "Basic Nursing Technology" course.

Keywords: Higher education; Basic nursing Technology; Innovative teaching reform

1. INTRODUCTION

The Basic Nursing Technology course is the core teaching course for senior nursing majors, and this course pays more attention to the cultivation and enhancement of practical skills of senior nursing students. For senior nursing students, it is important to deepen their knowledge and understanding of basic nursing skills and promote the formation of good basic clinical nursing concepts. Most of the teachers are also using the traditional teaching mode to carry out teaching work, directly instilling nursing knowledge into senior nursing students, which cannot better stimulate their interest in learning. Through reforming the teaching of Basic Nursing Techniques in higher education, we should build an integrated teaching mode of learning and research, so as to provide the society with talents more in line with clinical nursing needs and provide a better platform for practical employment for higher education nursing students.

2. THE CURRENT SITUATION OF TEACHING "BASIC NURSING TECHNOLOGY" IN HIGHER EDUCATION

When senior nursing students choose the nursing profession, many of them do not do so out of their own love for the nursing profession.

There are many reasons, such as parents' requirements and the fact that it is easier to find a job in the nursing profession. Therefore, when senior nursing students study this profession, they do not have a deep enough understanding of the nursing profession, and they cannot meet the systematic requirements for the content and professional knowledge of the nursing profession, so they are not motivated to learn nursing professional

knowledge and do not have a relatively clear career goal, so the teaching quality of Basic Nursing Technology cannot be effectively improved. There is also a lack of systematization for the operation training of basic nursing in the nursing profession, and senior nursing students do not realize the importance of basic nursing intervention operation techniques for their future employment when they study, and do not have a correct cognition, thus they have a slack attitude when they study, especially when they practice exercise, which affects the learning efficiency of senior nursing students and eventually affects their career development [1]

3. TEACHING INNOVATION REFORM STRATEGIES

3.1 Promote the integration development of industry and teaching

Higher vocational colleges and universities have carried out research on the integration development of industry and teaching, which has also become one of the key concerns of higher vocational colleges and universities at this stage. A more comprehensive interpretation of promoting the integration development of industry and teaching is that the professions set up in higher vocational colleges and universities are used as industries for development, and industry and teaching are closely combined to support and promote each other, so as to truly realize the building of higher vocational colleges and universities into industrial-type business entities, so that they can more effectively Cultivate talents, while also being able to conduct disciplinary research and provide scientific and technological services [2]. the Basic Nursing Technology course carried out in higher education institutions is a very important course in the nursing profession. There is theoretical knowledge in this course, as well as the practical skills training of applying theoretical knowledge, and the teaching level can directly affect the basic nursing skills of higher education nursing students. At this stage of nursing teaching, due to the large number of nursing students in higher education institutions, the task of practical training is also relatively heavy, the teachers in higher education institutions in carrying out practical training, efficient completion of practical training tasks is also a certain degree of difficulty, did not effectively enhance the comprehensive ability of senior nursing students, the need to combine the school's educational philosophy, innovative reform of teaching, improve the

basic nursing skills of senior nursing students [3].

3.2 Increase practical courses for senior nursing students

When carrying out teaching, we must establish a noble professional spirit in the hearts of senior nursing students, which is part of teaching. Only by strengthening their identification with the nursing profession can senior nursing students participate more actively in the study of Basic Nursing Techniques, and the quality and efficiency of teaching can be effectively improved. In particular, in the process of basic nursing practice training, it is necessary to provide senior nursing students with scenarios that meet their abilities and practical requirements. When teachers carry out teaching, they must first teach and introduce the importance of the course "Basic Nursing Technology" to senior nursing students, introduce in comprehensive detail the main teaching contents in the practical course and its importance for their future work, actively communicate with senior nursing students and answer their questions, so as to gain their trust. In the teaching process, the sense of social responsibility of senior nursing students must be stimulated. Teachers should make senior nursing students aware of the contribution of the nursing profession to society and the deep sense of social responsibility embedded in the profession, so that senior nursing students can consciously cultivate their professional ethics in the process of learning, especially in the process of practice. When looking at teaching, a number of nursing experience environments must be set up so that senior nursing students can learn about the practical problems they will encounter in their future work, and organise group discussions to solve problems. the teacher can also organise relevant technical competitions so that senior nursing students can realise the shortcomings and correct them in their future study. A symposium can also be held so that senior nursing students can talk about the professional ethics of the nursing profession and establish their

sense of responsibility. In the teaching process, it is very necessary to use case teaching. Some higher vocational institutions with the conditions to do so can choose a combination of online and offline case teaching methods. It is only when senior nursing students perceive this that they will be more interested in learning the content of Basic Nursing Skills.

4. CONCLUSION

It is part of the teaching process to increase the number of practical courses for senior nursing students and to establish a noble professionalism in their minds. Only by enhancing their sense of identity with the profession can senior nursing students be motivated to be more actively involved in the study of Basic Nursing Technology, and can the quality and efficiency of teaching be effectively improved. the teachers should pay attention to the teaching practice and the full use of teaching resources in the teaching. the teaching time should not be taught and explained by the teachers in an indoctrinating way, but there should be enough time for the senior nursing students to carry out practical activities.

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There Are Some Problems and Development Trend in the Property Management of Residential District of Our Country

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Abstract: Since entering a new period of social development, there have been obvious changes in the property management of residential district. This paper mainly starts from the development process of property management in our country, and then analyzes from administrative regulations, household owners, enterprises, developers and other factors, and sums up the problems existing in the property management of residential district and the general trend of development. Combining the above results, this paper analyzes and predicts the property management for residential district diversified from standardized management, informatization construction, large-scale operation and other factors. It hopes to promote the development of the property management for residential district of our country effectively.

Keywords: Residence; A small district; A problem; the development trend

1. INTRODUCTION

Residential district in our country officially appeared in 1981, after 27 years of its appearance, the overall level of property management has been more and more developed. Now most of the residential areas have basically carried out the new version of the property management system, at the same time, the old residential area property management also showed a different development trend. Property management on the market began to more regularly close to the development of the market, the introduction of formal market competition mechanism, legislation also appeared a relatively obvious level of improvement. With the continuous improvement of the maturity of property management, it has begun to grow gradually and become an important emerging sub-industry in the real estate industry. But with the large scale, there are many problems to be solved in the estate management.

2. THE DEVELOPMENT PROCESS OF PROPERTY MANAGEMENT

2.1 Exploration and initial stage

In March 1981, the first property management company was established in Shenzhen City. the birth of the first property management company took the lead in reforming the traditional real estate system under the planned economy, and initially marked the birth of the Chinese property management system. After that,

modern property management system develops gradually from the coastal to the inland in our country and grows gradually.

2.2 Standardized development stage

In the standardized development stage of property management, the promulgation and implementation of the Management Measures for New Urban Residential Areas has become the main symbol of the development of this stage. the policy is the first national property management laws and regulations since the founding of the People's Republic of China. This law provides a more standard development model for the socialization and specialization of property management, which makes Chinese property management companies begin to enter the track of development of the market in a professional and concentrated direction.

2.3 Rapid development and marketization

In May 1999, the Ministry of Construction held a national property management conference in Shenzhen. After the successful holding of the conference, the scale of the property management team began to grow. the number of property management bidding projects in the country began to grow rapidly, and the relevant laws and regulations are constantly improving. This makes the property management industry in our country gradually into a relatively vigorous development.

3. THERE ARE PROBLEMS IN THE PROPERTY MANAGEMENT OF CHINESE RESIDENTIAL DISTRICT

3.1 Policies and regulations

Although there are many laws and regulations in real estate development, the relevant laws and regulations on property management are relatively backward. Under the traditional policy system, the work of the housing Authority is only limited to the repair of houses, and the management objects are only limited to the public housing. After 1994, the Ministry of Construction and other important national decision-making departments jointly issued a series of administrative regulations, norms and local regulations, but the realization of property management had a relatively preliminary development as early as the 1880s, which can be seen that the legislation of property management is lagging behind.

3.2 Developers

For residential buildings, building planning, quality and

infrastructure are important factors affecting the overall quality of the community, from these aspects can directly reflect the overall level of a community. However, in recent years, in order to pursue short-term economic benefits, many real estate developers lack long-term planning for the overall construction of residential buildings, which makes most of the completed buildings have many problems and loopholes in quality, infrastructure and other aspects, and it is difficult to meet the housing needs of owners.

3.3 The owner

Before the rise of property management, the housing consumption mode for a long period of time is welfare type. the change of concept in a short period of time makes it difficult for many owners to adapt to the paid property management mode, and some owners will therefore feel resistant to the fee-based property management mode, and even put forward many excessive requirements for property management. Some owners think that they live in the community, housing maintenance and other matters can be fully responsible for themselves, but do not know the community public security management, fire protection, maintenance and management of public facilities also have corresponding responsibilities.

3.4 The property management enterprise of the residential district itself

Of course, there are also many problems affecting the development of property management itself. After summarizing the existing problems, there are generally few enterprise service varieties, imperfect policies and regulations, difficult property management fees, shortage of management talents, unbalanced development between regions, etc. These problems restrict the orderly development of the property management to a certain extent, but also hinders the modernization of the real estate industry in our country to a certain extent.

4. THE DEVELOPMENT TREND OF PROPERTY MANAGEMENT IN RESIDENTIAL DISTRICT

4.1 Standardized development direction

Standardization is a necessary way of the development of the property of residential district. the orderly operation of the property management must have the support of reliable order. Therefore, property management must establish a set of complete industry system to better develop the property management related business. In this way, the property management can take "capital preservation and small profit" as the development principle and maintain basic operation by charging basic public service fees to the owners. In addition, property management can provide owners with other characteristic services, increase service fees on the basis of "small profits", and improve the overall income of the property.

4.2 The direction of large-scale development

When the development scale of the industry expands to

a certain extent, the cost of management services will correspondingly reach the lowest point. With the emergence of property companies, the market competition has become increasingly fierce, the development of property management must be large-scale to stabilize the basic profits of the industry. On the other hand, in terms of property management, the owners of the community will naturally choose those property companies with good service and appropriate price. the large-scale development has such advantages, which can better meet the property needs of most owners. In this way, while reducing the economic burden of the owners, it can also effectively create better economic benefits for the property management itself.

4.3 The development direction of legalization

With the continuous improvement of people's education level, the owners of the legal awareness is also growing. the Property Management Ordinance will be used more frequently in the future. Therefore, the property management should do a clear job of supervision and management, and make clear the responsibility relationship between itself and the developer. At the same time, the property management should also establish a set of perfect consumption supervision mechanism, in order to ensure that the interests of the industry are not infringed.

4.4 The development direction of informatization

With the rapid development of information technology, property management should naturally set up its own information management system to better adapt to the needs of social development. At the same time, the property management can also use the information management system to introduce the property management information into a variety of equipment, so as to be able to maximize the information sharing, can be more convenient for the community owners to provide more satisfactory property services.

5. CONCLUSION

The significance of the existence of property management is to provide more high-quality property services for the owners of the community, so it should be around this basic characteristics, perfect and perfect the corresponding competition and service mode, and strive to achieve the multi-faceted and diversified development of property management. the "industry support industry" as a major goal of property development, so as to achieve the sustainable and healthy growth of the residential property management industry.

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Research On the Educational Management Mode of Higher Vocational Colleges Under the Background of the Integration of Production and Education

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Abstract: As an important link of modern education, higher vocational colleges have a great impact on the growth of students and the overall development of the education industry. In the process of daily education management, college leaders need to adapt to the requirements of the integration of production and education, reform and innovate the education management mode, and strengthen the connection and collaboration with social enterprises, so as to provide sufficient practical opportunities for students, help students to transform the theoretical knowledge they have learned in the early stage into practical skills, and lay a solid foundation for their healthy and stable growth and development. the following mainly analyzes and explores the educational management mode of higher vocational colleges under the background of production-education integration.

Keywords: Integration of production and education; Higher vocational colleges; Management of Education

I. CURRENT SITUATION AND PROBLEMS OF EDUCATION MANAGEMENT IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF INTEGRATION OF PRODUCTION AND EDUCATION

1.1 Social enterprises do not pay attention to student internship

Under normal circumstances, when vocational colleges contact enterprises to provide practical positions for students, their main goal is to improve students' professional skills, to ensure that when students graduate and enter enterprises, they can quickly change their own mentality, fully adapt to the needs of corresponding positions, play their own value role, and provide sufficient convenience and guarantee for the overall development of themselves and enterprises. However, when the students enter the practice enterprise, the enterprise management personnel need to arrange some professionals to guide and help the students, and most of these staff belong to the backbone of the enterprise, while teaching the students will consume a lot of energy, affecting their own work; On the other hand, some enterprises will reduce the labor remuneration of students, resulting in the lack of

enthusiasm of students, which not only affects the smooth progress of practical work, but also has a negative impact on the education and management of higher vocational colleges [1].

1.2 Lack of communication between higher vocational colleges and enterprises

When the concept of integration of production and education is applied in the education management of higher vocational colleges, college leaders need to strengthen the communication with enterprise managers, develop scientific and reasonable practice planning schemes for students, and ensure that students can carry out sufficient and effective practice exercises to improve their professional quality. However, due to the outdated leadership philosophy of some higher vocational colleges, they do not have enough understanding and attention to the integration of industry and education, and do not have adequate communication with the target enterprises, resulting in the lack of enough practical opportunities for students. When they graduate and enter the enterprise, they cannot timely adapt to the needs of jobs, thus affecting their own growth and development.

1.3 The managerial personnel of higher vocational colleges have outdated ideas

At the same time, in the process of higher vocational college education management, college leaders and managers occupy a key position, their ideas and professional quality have a great impact on the actual level of work; However, in some higher vocational colleges, their managers are deeply influenced by traditional ideas. Although they apply the concepts of integration of industry and education, they do not communicate with social enterprises, and there is a lack of close cooperation between them. When students learn theoretical knowledge inside the school, the enterprises do not arrange technical personnel for professional teaching and guidance. Therefore, the professional level of students can not be effectively improved, which will affect and hinder the training and education of professional talents.

1.4 There are loopholes in the teaching system

In addition, when the integration mode of production and education is applied in the education management

of some higher vocational colleges, there are still some problems such as imperfect teaching system. the main reason is that the leadership ideology of the colleges is outdated and the teaching plan is not adjusted according to the background and concept requirements of the integration of production and education. As a result, the level of school-enterprise cooperation is low. Not effective professional skills training and practical learning; Even some higher vocational colleges do not set up some core or leading majors, resulting in the lack of major construction focus, the distribution of educational resources is too average, unable to effectively improve their own healthy development level [2].

2. STRENGTHEN THE INNOVATION STRATEGY OF HIGHER VOCATIONAL COLLEGE EDUCATION MANAGEMENT MODE UNDER THE BACKGROUND OF THE INTEGRATION OF PRODUCTION AND EDUCATION

2.1 Formulate scientific training programs according to the needs of enterprises

At present, in order to strengthen the application of the integration of production and education in the education management of higher vocational colleges, the leaders of relevant colleges need to strengthen the communication with social enterprises, establish corresponding majors according to the production and operation mode and characteristics of enterprises, organize professional teachers and cooperate with technical personnel of enterprises, so as to formulate scientific and reasonable training and teaching programs. On the other hand, teachers and college leaders also need to fully understand the market and social development trend, and further improve the scientific and rational teaching programs, so as to cultivate professional talents needed for enterprise construction and development.

2.2 Strengthen the expansion of education channels

In the process of education management in higher vocational colleges, education program and way occupy a very important position and have a great impact on the actual level of work. Therefore, relevant teachers and college leaders need to cooperate with enterprise managers to actively expand education paths, develop targeted and flexible education plans according to different majors, improve the overall level of modern higher vocational education, and promote the healthy and stable growth and development of students themselves.

2.3 Strengthen the establishment of campus practice base

Under normal circumstances, in the teaching process of higher vocational colleges, only carrying out theoretical knowledge teaching can not meet the practical needs, but also need to combine with professional practice base to help students transform

theoretical knowledge into practical skills, improve their professional quality; To this end, college leaders can cooperate with government departments and social enterprise units to obtain more adequate financial resources, establish a comprehensive campus practice base and simulate the production process of enterprises, so as to strengthen and improve the overall teaching level of higher vocational colleges.

2.4 Strengthen the improvement of the teaching supervision system

In addition to the above measures, in order to improve the educational management level of higher vocational colleges under the background of the integration of production and education, relevant teachers and college leaders also need to establish and improve the teaching supervision system, formulate corresponding supervision standards, check and evaluate the daily teaching management process, and then timely feedback the evaluation results to teachers to help them supplement the loopholes and deficiencies in the previous work. Adjust the teaching program to ensure the improvement of teaching efficiency and quality in the later period; On the other hand, college leaders can cooperate with some social enterprises to invite professional and technical personnel to the campus for teaching, supervision and management of students, so that enterprise managers can fully understand the specific situation of teaching and personnel training in higher vocational colleges. If defects and deficiencies in education and personnel training mode are found and cannot meet the requirements of production, construction and development of enterprises, College leaders should be contacted in time to carry out reform and innovation, so as to provide a full promoting role for the later development of talent training and education [3].

3. CONCLUSION

To sum up, the integration of production and education is a new concept and model in modern education work. When it is applied to the education management of higher vocational colleges, it can effectively improve the actual work efficiency and quality. Therefore, in the daily work, the leaders of higher vocational colleges need to change and innovate the traditional working concept and mode, adjust the teaching plan, enrich the teaching resources and optimize the teaching atmosphere; On the other hand, college leaders need to contact local government departments, choose suitable enterprises for vocational colleges to cooperate with, establish practice bases on campus, and help students to strengthen training on campus to improve their professional skills and qualities. After a period of study and training, students need to enter enterprises to practice and further improve their professional quality level, so as to promote the progress and development of the education management of modern higher vocational colleges and the education industry as a whole.

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The Integrated Development of Distance Education and Traditional Adult Education in Colleges and Universities in the Era of Big Data

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Abstract: Under the background of big data, Internet technology and Internet technology have been widely used, providing a new idea for the development of education. Distance education is a modern teaching mode, which can effectively expand the scale of education and improve the goal of resource sharing. Adult education is one of the key ways of continuing education and is crucial in promoting social development. At present, adult education will still be influenced by the traditional teaching thinking, and there are many problems in the use of teaching content and methods. This paper briefly introduces the key role of the integration of distance education and traditional adult education in the era of big data, analyzes the problems existing in the integration and development of distance education and traditional adult education, and puts forward improvement measures, hoping to provide reference for the smooth development of related work.

Keywords: Big data era; Colleges and universities; Distance education; Cost education; merge

1. INTRODUCTION

Distance education can be carried out through multimedia resources and network resources, not subject to the constraints of time and place. In the era of big data, distance education has more and more abundant teaching resources and plays an increasingly prominent role in the education industry. the characteristics of open and free distance education are consistent with the needs of adult education. If we want to improve the quality of adult education, we must integrate distance education and traditional adult education.

2. INTEGRATION OF DISTANCE EDUCATION AND ADULT EDUCATION IN THE CONTEXT OF BIG DATA

2.1 It can meet the needs of the external environment of adult education.

Under the background of big data, the external environment of adult education has changed. First, data and knowledge as key resources are playing an increasingly prominent role in the society. With the increasingly frequent updating of data and the enrichment of educational resources, the links between disciplines are becoming closer. This requires a detailed division of the existing adult education system, and the

use of a variety of different ways of teaching, rich teaching evaluation indicators. Second, the further development of Internet technology provides modern technology as support for the era of big data, and the network and education are increasingly inseparable [1]. At present, most colleges and universities in our country have reached a comprehensive coverage of campus net, education informatization has become a major direction. Adult education needs to use modern technology to update the education platform. Finally, in the context of big data, the medium and long-term goal of the development of education in our country is to create a sound lifelong education system, which is also the needs of the development of social subjects, can increase the economic interests of our country. the emergence of lifelong education concept can serve as a condition for the further advancement of adult education, and will promote the personalized learning of adult education students as the goal to enrich the education model, so that adult education will be full of new vitality and vitality.

2.2 It can promote the development of adult education. At present, the main participation of Chinese adult education is labor and on-the-job staff. the traditional adult education in the process of development, although it has achieved certain results, but there are many problems, which have hindered the development of the adult education industry. First, the teaching content and form are not standardized, no clear and unified guidance plan has been developed, and the curriculum arrangement is relatively arbitrary, which is difficult to meet the systematic learning needs of adult education subjects. Second, the teaching method is fixed and lacks the opportunity to practice. At present, adult education takes centralized teaching and extracurricular teaching as the key. Adult education students have fixed available time and weak foundation. They are more eager to learn skills that can be applied to real work. Simple classroom teaching model can hardly improve the learning effect. Third, there are serious contradictions between working and learning, and the gap is obvious. Adult education students have big gaps in education level, age and family conditions, etc. If centralized teaching is conducted, it is difficult to reasonably coordinate and meet the development needs of all students, and self-study is not reliable guidance, so the current model of adult education can

hardly meet the engineering needs of students [2].

3. PROBLEMS IN THE INTEGRATION OF DISTANCE EDUCATION AND ADULT EDUCATION UNDER THE BACKGROUND OF BIG DATA

3.1 There is a certain lag in the concept of education

Correspondence education is the key mode of traditional adult education. Correspondence education in our country first appeared in the middle of last century. Generally, correspondence education textbooks are given to students. After the students have been self-taught for some time, they focus on the face-to-face teaching work and test the teaching results through examinations. The objectives of correspondence teaching and distance education are the same, and they both hope to reasonably coordinate the adult learning time, which belongs to the part-time teaching mode. However, there is a big gap between correspondence education and distance education in the way of enrollment and management. Correspondence teaching is based on adult entrance examination, while distance education is conducted independently by the host colleges and universities, which can make enrollment more flexible and open. In the course of correspondence teaching, paper carrier is used as the main medium, while the distance teaching is made more interesting by means of electronic teaching materials which can integrate picture, text, sound and video. In the management of correspondence education, it is necessary to set up special local correspondence teaching sites and teachers to carry out offline teaching. However, the standards of correspondence teaching stations in different places are not consistent, and the overall strength of teachers varies. The self-teaching and self-examination of correspondence teaching stations reduce the quality of adult education to some extent. Students are required to have strong autonomy [3]. With the implementation of higher education self-study examination policy and the improvement of network education quality, if adult education still uses correspondence teaching mode, there will be many problems. However, due to the differences in learning resources, evaluation standards and management modes between correspondence teaching and distance education, most adult colleges and universities find it difficult to integrate the two education modes and lag behind in educational concepts, which seriously hinders the development of relevant work.

3.2 Failure to update information technology in time

The integration of adult education and distance education requires the premise of information infrastructure and information technology. At present, there are many problems in the integration of adult education and distance education. First, when carrying out adult education, it is likely that the available funds will be insufficient, resulting in a certain lag in the construction of network infrastructure. Some small-

scale adult colleges and universities are unable to build a special network system, and those with sufficient capacity do not pay attention to software and hardware update, broadband expansion and other work, which may hinder the upload and application of online teaching materials. Second, the information literacy of adult education staff will have a direct impact on the selection and construction of distance education resources. Under the background of big data, there are more education resources. Teachers are required to analyze the huge and diverse education resources and find out the distance education resources with strong compatibility that can meet the teaching syllabus of adult education. In addition, in the process of online registration and online course selection, advanced teaching resources are not converted into network resources in time, which leads to a certain lag in the teaching. Third, the self-developed distance education resources cannot be integrated, and it is difficult to achieve the goal of resource sharing. Normally, colleges and universities responsible for adult education will independently develop distance education resources, while the correspondence teaching site does not have a platform capable of summarizing teaching resources, so it is difficult to efficiently apply a variety of different resources [4].

3.3 The management mode used is fixed

First, adult education under the traditional model still adheres to the correspondence model, and the standards of enrollment time, teaching materials and learning progress are consistent. This centralized management mode is difficult to meet the needs of the diversified development of adult education students in the new era. From a certain point of view, it hinders the openness of the distance education system. Especially in the enrollment management and assessment management, correspondence education will use the measure of national unified examination, while distance education is the self-examination model of wide admission and strict exit. Correspondence education uses a single assessment as an indicator, and the standards are set by the correspondence site. Distance education students need to take the examination in several different stages, the evaluation standards and certification mechanism used by the two are quite different. If adult education cannot update the existing management mode, it is difficult to make the two compatible. In addition, under the traditional mode, adult education, file registration, score management and other work are all in charge of the correspondence station, which increases the work pressure of teachers to a certain extent. Distance education allows students to register online and choose the courses they need to learn, and the grades are automatically generated. The management efficiency is significantly higher than that of correspondence teaching.

4. MEASURES TO INTEGRATE DISTANCE

EDUCATION AND ADULT EDUCATION

4.1 Update the concept of adult education

In the new era, adult education participants have a new demand for the sense of learning experience, which needs to adhere to the people-oriented in adult education, clear the connection between traditional education and distance education, find a balance point, to prevent the occurrence of serious consumption of adult education. First, we should update the concept of substitution theory. the educational objectives of correspondence education and distance education are the same. To strengthen the connection between adult education and distance education does not mean to cancel a certain party. It is necessary to take inheritance as the premise of reasonable innovation. Second, we need to recognize our respective strengths and weaknesses. When adult education has developed into the modern age, it has certain advantages, such as centralized face-to-face teaching, which can help students solve the problems existing in the learning process through face-to-face teaching and provide opportunities for students to practice, which is beyond the reach of distance education. Distance education is rich in teaching resources, which will not be affected by time and place, and its advantages such as relatively low cost are beyond the reach of distance education. Finally, under the guidance of the network concept of correspondence education, a variety of different teaching resources should be reasonably applied to enrich correspondence education with the help of distance education, so as to ensure that the educational concepts, resources and integrated management of the two can be connected to meet the actual learning needs of education subjects.

4.2 Rational integration of educational resources

If we want to strengthen the connection between traditional correspondence education and distance education, and show the maximum function of distance education resources, we must strengthen the construction of information platform. First, the existing network infrastructure should be improved. At present, the available teaching resources of adult education are relatively few, and it is difficult to meet the needs of the masses by building an independent network system. There has to be cooperation. Regions can be taken as units, and with the support of local governments, cooperation between Internet providers and universities can be strengthened to build a special adult education information platform. In this process, it is also necessary to regularly upgrade and update the campus network platform to avoid the high working pressure of the network platform and ensure the continuous application of online education resources in a stable state [5]. Second, the network education resources should be summarized. the construction of adult education network platform not only needs to summarize the courseware and other resources used in

correspondence teaching, but also needs to flexibly use a variety of different teaching resources to ensure that correspondence teaching can be coordinated with distance teaching resources. In this process, more efforts should be made to build a perfect network training base. Both correspondence teaching and distance education need to be supported by practical teaching. However, due to the small number of available resources, it could not be expanded. With the help of 3D imaging technology and virtual reality technology to simulate the practical environment, simulation teaching can be carried out to provide more opportunities for students to practice. Moreover, the construction of network training base can control the cost of practical training within a certain range. Third, to achieve the goal of network resource sharing. the construction of adult education network platform needs systematic and long-term development, which is difficult for adult education with weak teachers. the distance education which takes network resources as the premise also needs the support of network education platform. Therefore, achieving the goal of sharing network resources is an important measure to promote the integration of adult education and distance education.

4.3 Innovate the management model of adult education

If we want to integrate distance education with adult education, we must have a perfect system as support. Based on the existing correspondence education website, the characteristics of distance education are analyzed, and a sound management mechanism is created while developing the distance goal.

First, create a compatible management model. In order to carry out compatible management, it is necessary to strengthen the coordination between adult education and distance education, so as to make student management, professional management, teacher management and textbook management more reasonable and improve the management level. In the management of students, the methods of national examination for correspondence students and online registration for distance education students are still used to enable students to obtain learning opportunities. However, in the examination of students' graduation qualification, unified standards need to be formulated to ensure that students can develop through learning. In the management of student roll, it is necessary to use the website platform design to ensure that the information collection points of correspondence students and online registration are the same, and carry out online control with the help of information system. Due to the differences in teaching methods between correspondence teaching and distance teaching, students' scores should be controlled separately, and the credit accumulation system and transfer system should be used to innovate the evaluation methods to ensure that students are qualified for graduation. When

carrying out professional management, it is necessary to take into account the objectives of distance education and network teaching, set up professional courses reasonably, and ensure that they can have their own characteristics while integrating, and achieve the goal of sharing teaching resources. When conducting teaching management, the correspondence teaching site has certain teaching resources, so it is necessary to select teachers with professional quality and conduct network training to ensure that they can become teachers with strong overall strength, participate in network teaching, and improve the application ability of correspondence teachers to multimedia and other modern technologies. In the course of teaching materials management, the connection between distance teaching materials and correspondence teaching materials should be strengthened to ensure their strong professionalism. In addition, more efforts should be made to promote the digital development of correspondence teaching materials and improve the standard degree of approval, purchase and application of teaching materials [6]. Second, build an automated office system. At present, the traditional mode of adult education is usually carried out by correspondence school and the school headquarters as the basis of administrative management. With the further expansion of the scale of teaching and the deep integration of distance education, the complexity of work will be significantly improved, and there will be higher requirements for human and material resources. Therefore, to carry out adult education under the integrated mode, it is necessary to build an automated office system and strengthen the connection between correspondence education and distance education information with the help of information system, so as to achieve the goal of real-time resource sharing and improve office efficiency.

5. CONCLUSION

In the new era, the society has achieved relatively rapid

development, the distance education and adult education integration, has become an important direction for the further development of education industry. However, due to the influence of some factors, there are still many shortcomings in the integration of distance education and adult education. Relevant personnel need to strengthen the analysis, find out the causes of the problems, and formulate appropriate measures for optimization, so as to ensure that distance education can show its due value in adult education and provide reference for the follow-up development of adult education.

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Heritage And Development of Traditional Handicraft in Modern Children's Wear Design Under the Perspective of Intangible Cultural Heritage

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Abstract: the handicraft of successive people through many years of life and labor inheritance is a precious cultural treasure of our country. Traditional handicrafts contain rich cultural content and are the crystallization of wisdom from the hard work of generations of people. Under the vision of intangible cultural heritage, many colorful traditional handicrafts have come to the public's vision. In the clothing industry with intelligent and mass production, traditional handicrafts have been neglected, which is not conducive to the development of traditional culture. Through the combination of traditional handicraft and children's wear design, the unique style of traditional cultural elements can be applied to children's wear design, which can realize the innovation of traditional handicraft, make traditional handicraft get better inheritance and development, and also meet the modern trend.

Keywords: Traditional craft; Modern children's wear design; Inheritance; development

1. INTRODUCTION

With the enhancement of national strength, we have more and more cultural confidence of our own. In our clothing fashion industry, the combination of traditional handicraft and modern children's wear has become a trend, and more and more designers will integrate the elements of traditional handicraft into the design of children's wear, so that the design of children's wear has a unique style. In the design of modern children's clothing, the application of traditional handicraft can reflect profound cultural connotation, help children to better understand our traditional culture, and understand the principle of education in beauty. This can promote the idea of children's wear design can fall off, but also enrich the cultural connotation of children's wear, so that traditional handicraft can be in modern children's wear design innovation and development, so as to promote the inheritance and development of traditional craft.

2. THE INTERNAL RELATIONSHIP BETWEEN TRADITIONAL HANDICRAFT AND MODERN CHILDREN'S WEAR DESIGN FROM THE PERSPECTIVE OF INTANGIBLE CULTURAL HERITAGE

There are many kinds of traditional handicrafts, which are mainly formed in the life and labor of the past dynasties. They have rich cultural connotation and become the intangible cultural heritage of China. There are more than 50 nationalities in our country, each nationality has its unique cultural content, they fused together to form a more characteristic cultural symbol, have deep cultural deposits and production function. Traditional handicrafts are an important part of traditional culture, including sculpture, paper-cutting, embroidery, batik and so on. At present, many traditional handicrafts are gradually lost, and many of them disappear from people's vision. With the promotion of cultural confidence, many handicrafts have achieved innovative development, and have been applied in all walks of life and made into new samples, which are favored by people. Gave rise to a new fashion trend.

As time goes by, the combination of traditional handicraft and modern children's clothing, brings out the old, and makes our traditional handicraft inject new vitality. the application of paper-cutting and embroidery in the design of modern children's wear has given children's wear more diversified expressions, while traditional handicraft has also given modern children's wear design rational and emotional spiritual connotation [1]. the shape of traditional Hanfu mainly consists of wide clothes and big sleeves. Different colors represent different identities, showing introverted cultural characteristics. the traditional handicraft embroidery and Mosaic technology make the design of children's clothes richer and the fabric more full. Traditional handicraft can directly express different cultural symbols, present the artistic aesthetic and cultural content of different periods, and integrate representative elements into children's wear design, which can gain people's love and reflect the unique charm of traditional art, so that "Chinese style" in modern children's wear design has become a beautiful landscape.

3. THE DEVELOPMENT STATUS OF TRADITIONAL HANDICRAFT IN MODERN CHILDREN'S WEAR DESIGN

With the progress of science and technology, many

garment manufacturers are more inclined to mass production. Although traditional handicrafts have a unique style charm, it takes a lot of time to make them well, and the output is difficult to increase. Therefore, in modern children's wear design, most of them learn the essence of traditional handicraft, improve and innovate it, and finally form a new fashion design style through the reform of production techniques. At present, there are still many problems in the application of traditional handicraft in modern children's wear design. For example, in the process of using traditional handicraft, many designers just use some elements as decoration, without their own innovative design, but simply use traditional handicraft without integrating their own design concept. In order to highlight the localization of their own brands, some manufacturers use a large number of traditional crafts in children's wear design, resulting in the loss of the modern sense of children's wear design, did not retain the fashion sense of modern clothing, and could not reflect the simplicity of traditional crafts. The main reason is that designers only have a rudimentary understanding of traditional handicrafts and do not integrate the fashion concept of modern clothing. As a result, some brands are either traditional in the past or overly fashionable, lacking the embodiment of traditional elements.

4. INHERITANCE AND DEVELOPMENT STRATEGIES OF TRADITIONAL HANDICRAFT IN MODERN CHILDREN'S WEAR DESIGN FROM THE PERSPECTIVE OF INTANGIBLE CULTURAL HERITAGE

4.1 The application of embroidery technology in modern children's wear design

Embroidery is one of the important crafts of the intangible cultural heritage of our country. The integration of embroidery and clothing existed in the primitive society. Embroidery can present animal patterns in an exaggerated form, and can also form geometric figures, flowers and plants with changeable patterns and shapes. Nowadays, the traditional embroidery process is widely spread and deeply loved by the clothing industry. Because of its special style, it is widely used in children's wear design, which meets the needs of children's wear design diversity. For example, in the design work of children's clothing "Bud", the rigor and integrity of traditional embroidery process is broken. Modern children's clothing is the main structure, and local flower embroidery is used as an aid, which is refined and summarized into an overall pattern, thus avoiding the situation of traditional large-scale embroidery. In the presentation of the embroidery process, the pattern is used locally and simplified as a whole, so that the audience's vision has the feeling of unfulfilled, which can not only solve the cost of embroidery, but also meet the fashion trend, and realize the spread and development of traditional handicrafts.

4.2 The application of tie-dye technology in modern

children's wear design

Batik dyeing is a traditional handicraft of ethnic minorities in China, especially the tie-dyeing technology of Bai nationality, which can make patterns form regular geometric patterns and draw rich materials, which is favored by modern clothing design. Tie-dyeing is mainly divided into two processes: tying and dyeing. Tie-dyeing has the characteristics of simplicity and elegance. In the process of modern children's wear design, it is not only bright in color, but also not easy to fade. It has a certain health care effect on the skin, so it has been loved by modern clothing designers. Through the re-rendering of tie-dye process, the color of clothing can become a refreshing work, which is favored by consumers. Tie-dye through the contrast of colors, can make a strong visual effect, can make children's clothes present a warm and festive feeling, which not only conforms to the psychological characteristics of children, but also can show the characteristics of traditional craft, make the modern children's wear design more vivid.

4.3 The application of paper-cutting technology in the design of modern children's clothing

As an important part of the intangible cultural heritage, paper cutting, with its exquisite process, has given new meaning to the design of modern children's clothing. The characteristics of paper-cut hollow out in children's clothing design, can use leather, cloth and other materials to form hollow art. The designer of children's wear will integrate the paper-cutting process into the clothing design, which can form a rich and colorful language with strong decorative effect. By using tight patterns in children's wear, it can play a good embellishment effect and enhance the expression of paper-cutting process. Paper-cutting has strong national color, to fully use in the children's clothing can reflect the traditional craft of our country, but also can be full of fashion sense, get the majority of consumers love and recognition.

5. CONCLUSION

To sum up, in the modern society, people pursue the quality of life, pay attention to the fashion trend, the pursuit of art is more rich and love. In modern children's wear design, more attention should be paid to beauty, the pursuit of comfortable fashion. As our country becomes more and more powerful, our cultural confidence is also increasing. Many traditional handicrafts are loved by many people, and are also used by fashion designers in children's wear design, which makes our traditional handicrafts achieve innovative development. In the vision of intangible cultural heritage, to realize innovative design of modern children's wear, it is necessary to absorb the essence of traditional handicraft, to recreate it, to realize the spread of culture, so that children's wear with traditional art can lead the trend of the Times and promote the spread and development of traditional handicraft.

ACKNOWLEDGEMENTS

The general project of education and teaching reform research in Hainan's colleges and universities in 2022, the project name is "Curriculum System Reform of Children's Wear Design Project Based on the Cultivation of Innovative and Applied Talents in Hainan's Colleges and Universities", the project number is Hnjg2022-116;

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Analysis on the Construction of Digital Sharing Service Platform for School-enterprise Cooperation Financial Management

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Abstract: With the rapid development of modern information technology such as big data and artificial intelligence, digital transformation has become an urgent requirement for enterprises to develop their core competitiveness. But some enterprises due to the shortage of funds, the lack of financial personnel level, the management system is not perfect and other factors in the transformation of difficulties, enterprise financial management digital sharing service platform arises at the historic moment. Combined with the needs and practical work of enterprises, this paper makes use of the advantages of enterprises and schools to jointly build, and discuss the significance of the construction of digital shared service platform for enterprise financial management, the task of construction and safeguard measures.

Key words: Platform, Construction, Financial management, Digitization.

1. INTRODUCTION

Digital sharing service platform of enterprise financial management and make use of the digital transformation of enterprises and the development of the digital economy big opportunity to service industries enterprise financial management of the digital transformation, from big to strong and intelligent, around the "great wisdom moving cloud" emerging information technology, such as digital intelligent, opened up the financial transformation, financial data governance and digital assets in areas such as deep pain, In order to provide industrial digital upgrading services for the frontier of science through the integration of production and education. [1] the research tasks carried out by the platform are mainly to provide digital upgrading services for enterprises, carry out the training of talents needed for the future financial digital transformation of enterprises, formulate the training program of financial and accounting professionals under the background of big data, and design systematic courses.

2. THE SIGNIFICANCE OF ENTERPRISE FINANCIAL MANAGEMENT DIGITAL PLATFORM CONSTRUCTION

In order to gain advantages in the market competition, enterprises should promote their digital transformation by constructing digital financial system and improve their financial management efficiency and decision-

making service quality. the construction of digital financial management platform is of great significance to the development of enterprises. [2]

2.1 FUNCTION EXPANSION OF FINANCIAL PERSONNEL

The construction of digital platform enables financial staff to expand their functions. the digital platform enables financial managers to separate themselves from the complicated financial work, and gradually expand their work scope to the integration and analysis of information on the digital platform, which provides help for the operation, management and decision-making of the whole enterprise through the analysis of data. the construction of digital platform has released a lot of repetitive human labor in the past. Data collection and analysis can be done on the financial digital platform, and the calculation of financial information is highly automated. [3]

2.2 IMPROVE THE ACCURACY AND VALIDITY OF DATA

The digital platform improves the accuracy and effectiveness of data. After the construction of the digital platform, the financial information of the enterprise is stored in the platform, and data storage, calculation and verification are carried out through the internal system of the platform, which reduces the data deviation caused by manual calculation and verification, and ensures the accuracy of financial data. [4] At the same time, it can also carry out real-time supervision of enterprise financial data through digital platform.

3. CONTENT OF THE CONSTRUCTION OF DIGITAL PLATFORM FOR ENTERPRISE FINANCIAL MANAGEMENT

By means of big data and cloud computing, the platform provides high-level and professional financial digital sharing services, financial digital management consulting, financial upgrading project construction and high-end talent orientation training for enterprises in demand. Joint training of talents and other services.

The research tasks carried out by the platform are mainly to provide digital upgrading services for enterprises, carry out the training of talents needed for the future financial digital transformation of enterprises, formulate the training program of financial and accounting professionals under the background of big data, and design systematic courses. [5]

3.1 CONSTRUCTION OF SERVICE SHARING

PLATFORM

First, build a sharing platform for enterprise financial digital services that integrates financial sharing service center, financial big data center and smart learning center, and places equal emphasis on industry, education and research. the platform is equipped with software equipment such as Yonyou financial information management system, financial sharing service system, financial big data analysis system, and Yonyou Analysis cloud system. Open to the financial staff of enterprises, to help upgrade the financial digital management tools of enterprises. At the same time, it also serves as an open experimental project and learning platform for students, case development and scientific research platform for teachers. Use digital teaching resources database platform, unifying financial big data for the construction of college curriculum resources sharing of teaching resources platform, support and virtual simulation teaching project development, at the same time expand new curriculum resources needed for business talent cultivation system, digital for related enterprises to provide open course resources, on the basis of existing, digital teaching reform, And joint enterprise development of digital teaching resources, radiation to drive the digital transformation of local enterprises.

3.2 BUILD A TALENT TRAINING AND CONSULTING SERVICE BASE

Set up a digital financial personnel training and consulting service base to provide accounting continuing education and middle and high-level financial digital personnel training services for enterprise financial management personnel. Give full play to the expert advantages of the school and cooperative enterprises, and provide consulting services for the digital transformation of enterprises and the application of financial digital technology; Research on reforming the training mode of accounting professionals. the platform focuses on the promotion of innovation ability of talents, disciplines and scientific research, and provides necessary external support for the cultivation of innovation ability of financial staff. Centering on the major issues of collaborative enterprise, the cultivation of industrial practice-oriented ability is the core, and the improvement of innovation ability is the key point. the original training scheme is broken, the curriculum system is reconstructed, and the training mode of multi-disciplinary cross development is formed.

Gather and cultivate high-end talents in the field of big data financial analysis in China, build a first-class team in the field of financial digital transformation in China, and provide financial digital skills training for existing financial personnel.

3.3 BUILD A BASE FOR ACCOUNTING SKILLS COMPETITION

To undertake high-level national competitions such as

financial big data and intelligent finance, as well as corresponding training activities. Financial digital skills training and skill competition training are carried out for college students, enterprise managers and financial personnel, and financial digital skills competitions such as financial big data and intelligent finance are held.

4. MEASURES FOR THE CONSTRUCTION OF DIGITAL PLATFORM FOR ENTERPRISE FINANCIAL MANAGEMENT

4.1 BASEC CONDITIONS GUARANTEE

Focusing on the requirements of practical training and teaching conditions required for the training of digital talents and the technology platform applied in the digital upgrading and transformation of enterprises, we will establish financial management information training room, virtual commercial social environment financial comprehensive training room, financial shared service center training room, and complement the construction of financial big data system. Thus, the necessary basic conditions for enterprise financial management sharing, digital upgrading and high-level talent training are constructed.

4.2 GUARANTEE OF TEACHERS

According to the working idea of "leading by famous teachers, training of backbone, quality improvement and implementation of teaching reform", the construction and construction of the teaching team are presumed. At the same time, according to the principle of combining professional and part-time, the teaching team with diverse levels, sufficient teams and a wide range of teachers is established. Through the above teaching team construction concept, means and mode, according to the ratio of 5:2 to build a multidisciplinary "double-qualified" practical training teacher team inside and outside the school

4.3 GUARANTEE OF ORGANIZATION

Personnel from both sides of the university and the enterprise are highly integrated to ensure that the membership can meet the technical needs of platform R&D. Implementation of project leader system, clear division of labor, mutual cooperation, scientific project management.

4.3.1 IMPROVE THE ORGANIZATIONAL STRUCTURE OF PLATFORM

The open innovation organization is established in the way of "integration of production and education, integration of learning and research, innovation leading and factor driving". the platform management committee is formed by the leaders of the university and the enterprise, and the staff of the university and the enterprise jointly send experts, consultants, lecturers, engineers and other personnel to form key groups such as financial digital research center, training service group, consulting service group and system operation and maintenance group needed for the operation of the platform.

4.3.2 DEFINE THE FUNCTIONS OF MAJOR DEPARTMENTS

The management committee is mainly responsible for the operation and management of the entire platform, and supervises and guides the various departments of the platform. the Financial digitization Research Center is mainly responsible for the application research of digital technologies such as big data, artificial intelligence, mobile Internet, cloud computing, Internet of things, blockchain, etc., the implementation methodology research of enterprise financial digitization upgrade and construction projects, and the development of financial digitization skills training courses needed for talent cultivation.

The training service group is mainly responsible for the teaching of financial digitization courses for students of financial digitization characteristic classes and financial staff of enterprises, as well as the guidance of the application of financial digitization management system.

The consulting service group is mainly responsible for connecting with local enterprises with financial digital upgrade needs, providing them with information consulting services, and guiding them to carry out the selection and construction of financial digital management system.

The system operation and maintenance team is mainly responsible for the operation and maintenance of the practical teaching platform and the financial digital management system open and shared for enterprises, so as to ensure the stable operation of the infrastructure of the platform.

4.3.3 IMPROVE THE INTERNAL MANAGEMENT OPERATION MECHANISM OF THE PLATFORM

The internal management mainly adopts the department head system under the leadership of the management committee, and the staff is allocated according to four groups. Other auxiliary staff are mainly staff from relevant functional departments of the college. Each of the four groups has a leader who is fully responsible for

the management of the department. the platform will gradually implement a market-oriented operation mechanism, fully open to local enterprises with demand, and give full play to its technological advantages.

5. CONCLUSIONS

The construction of financial management digital sharing service platform is a win-win situation for enterprises and schools. University-enterprise co-construction can effectively promote the integration of industry, education and research, and also promote the digital transformation of enterprise finance. In the process of transformation, we should do a good job in basic guarantee, improve the organizational structure, improve the internal management and operation mechanism of the platform, help the local digital construction, so as to promote the development of local economy.

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Research on the Countermeasures of Digital Transformation of Enterprise Finance

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Abstract: Under the background of big data, the emergence of new technologies, all kinds of enterprises began to digital transformation. Finance is the most important functional department of the enterprise, the traditional financial management mode has not adapted to the needs of the development of modern enterprises. Financial digitalization and intelligence have become the inevitable trend of financial management transformation. In order to accelerate the transformation and upgrading of enterprise financial management, give full play to the function of financial management and improve the ability of capital value creation. This paper analyzes the importance and existing problems of financial digital transformation of financial enterprises, and puts forward the corresponding transformation path combined with the characteristics of financial work and the actual situation of financial work.

Key words: Digital transformation, Financial management, Countermeasures.

1. INTRODUCTION

Digital enterprise is the infrastructure construction of digital economy. Only when domestic enterprises realize digital transformation smoothly, digital economy can be realized smoothly. the core of enterprise digital transformation is enterprise financial management digital transformation, financial business data need more accurate processing and analysis. Enterprises based on the present stage of the financial management model for a more in-depth analysis. the biggest feature of the transformation of financial management is to simplify the internal financial business process of enterprises, but also to promote the transformation of financial functions, so that enterprises can better adapt to the development of society. However, in the process of digital transformation, enterprises may still have many problems. [1] At the same time, for financial personnel and enterprises, digital transformation is both an opportunity and a challenge. Therefore, enterprises must change their thinking, promote financial digital transformation, ensure the efficient development of financial work, deal with the authenticity, integrity, effectiveness, compliance and other issues of financial data. Achieve financial digital upgrade, promote the sustainable development of enterprises.

2. NECESSITY OF DIGITAL TRANSFORMATION OF ENTERPRISE

FINANCIAL MANAGEMENT

2.1 PROMOTE THE TRANSFORMATION OF FINANCIAL FUNCTIONS

Under the background of big data, the digital transformation of enterprise financial management can promote the transformation of financial functions and improve the financial management mechanism.

The digital economy has a profound impact on the financial function, not only in terms of operational methods, but also in terms of changes to traditional organizational structures. the financial work is gradually innovated from the traditional bookkeeping, accounting reimbursement and auditing, and advanced management methods such as comprehensive budget management and financial performance evaluation are used to provide effective decision support for the realization of operational goals. As a result of this change, both the bookkeeping process and the data collection process themselves have been automated, opening new opportunities for the expansion of the finance function. [2]

Taking computer information technology as the core of financial data more authenticity, accuracy, and control labor costs, saving financial expenses. Not only is the budget preparation and the improvement of operation efficiency, but also the gradual transformation from the initial cost control to the value creation as the goal, which is conducive to the enterprise to make scientific business decisions and further activate the potential value.

2.2 ENHANCE THE MARKET COMPETITIVENESS OF ENTERPRISES

China's economic environment has become more complex and the market is constantly changing. the market has put forward obvious and urgent requirements for the financial transformation of enterprises. If an enterprise wants to achieve long-term development, it must have a global strategy and vision, and carry out a reasonable transformation of the financial work, so that the modern financial management mode can match the development trend of the new era. [3]

Under the fierce market competition, the financial operation cost is increasing, which will further lead to the increase of management difficulty. After the transformation, the enterprise's financial management is more standardized and reasonable, which can significantly improve the enterprise's risk prevention and control ability, improve economic benefits, and

enhance its core competitiveness. At the same time, financial data can provide a strong reference for business decisions, and financial personnel can also timely adjust financial strategies according to the current financial management problems, and optimize them, so that managers can deal with different financial data more efficiently. In the context of the current economic change, enterprises should timely adjust the financial management objectives, clear their own strategic development planning, so as to adapt to the constant changes in the economic environment at home and abroad.

2.3 THE INTERNAL REQUIREMENT OF ENTERPRISE DEVELOPMENT

In order to enhance the competitiveness of enterprises, it is necessary to reasonably control the cost of financial operation. the financial department should reduce unnecessary funds through a unified management system, optimize the financial objectives of each department in charge, and unify the use of financial software. Only in this way can the financial department understand and master the financial information in a timely manner. On the contrary, if there is no unified standard of financial management information, the lack of unified management, the goal of the enterprise is difficult to achieve. Therefore, in order to achieve the unified management of enterprise finance and ensure the continuous upgrading of enterprise management goals, enterprises must realize the financial digital transformation.

3. PROBLEMS IN THE PROCESS OF DIGITAL TRANSFORMATION OF ENTERPRISE FINANCIAL MANAGEMENT

3.1 FINANCIAL MANAGEMENT SYSTEM IS NOT PERFECT

Under the traditional financial management mode, the accounting is not rigorous, the financial audit is not standard, and has not been established to adapt to it. Internal control management system, enterprise financial management system is not perfect, no internal control system in the majority of small and medium-sized enterprises or not comprehensive, not covered all the departments and link, not infiltrate into all areas of business and various operational link, do not account, money in charge of the principle, management of small and medium-sized enterprise monetary fund and the related books to chaos. There is no comprehensive regulation of financial work from the system, and the work responsibilities cannot be distributed in detail, which greatly affects the development process of financial digital transformation.

3.2 THE BUSINESS LEVEL OF FINANCIAL PERSONNEL IS UNEVEN

The core power of enterprise financial transformation is talent. the overall business level and work skill level of enterprise financial personnel are uneven. Under the current management system, enterprise's financial

management still focus on the work of financial accounting and supervision, and ignores the service for the enterprise internal management, a large number of financial personnel from the bondage of traditional financial management concept, make the accounting information as main content, attaching too much importance to reflect afterwards, and lack of prior to budget, control and decision making. In addition, they do not have the ability of digital application and can not use information technology to solve the related problems in financial work. Moreover, due to busy affairs, lack of training, management ability, work level can not be improved, innovation consciousness is also extremely lack, can not meet the requirements of sustainable development of enterprise financial management.

3.3 POOR DATA GOVERNANCE

In order to realize the financial digital transformation, it is necessary to introduce advanced equipment and facilities, and strengthen the research and application of big data technology. Due to aging equipment, different network transmission, backward technology and other reasons, digitalization has not been effectively developed and utilized in some enterprises. Department has its own data resources lack of unified and effective management, the data source is a business system provided, query, statistic data, such as lack of after data governance of multidimensional, multiple factors and multiple stage of comprehensive data, data of actual utility ratio is low, departments of unrealized application decision support based on big data. the overall service level and service quality need to be improved urgently, which is not conducive to the digital transformation of financial management. [4]

4. STRATEGIES FOR THE DIGITAL TRANSFORMATION OF ENTERPRISE FINANCIAL MANAGEMENT

4.1 IMPROVE THE FINANCIAL MANAGEMENT SYSTEM

The enterprise should carry on the scientific planning and arrangement to the financial sharing organization structure, carries on the scientific distribution to the related work. And build a unified, complete financial information system, centralized, timely, accurate collection, integration and transfer of financial information, to ensure the smooth flow of internal funds.

First of all, establish and improve the financial management of the basic work system, promote the overall level of enterprise management. According to the operation needs of financial sharing service mode, enterprises should build a comprehensive management system, make comprehensive provisions on financial work from the system level, and determine the goal of financial digital transformation. Secondly, the establishment and improvement of self-expansion and self-restraint of the enterprise financial mechanism, to

ensure the sustainable, stable, coordinated development of enterprises to establish a sound dynamic, the whole process of financial audit supervision system. Thirdly, according to the production and operation characteristics of enterprises and the objective requirements of management, strictly implement the internal financial control and accounting supervision of enterprises.

4.2 STRENGTHEN THE TRAINING OF FINANCIAL PERSONNEL

First of all, according to the operation needs of financial sharing service mode, professional training is carried out for existing financial personnel, and the enterprise financial digital transformation is carried out, and the decentralized financial methods and processes are integrated, so that the work functions are simple and specific. Enterprises need to train financial personnel in a certain professional direction to classify and clarify the previously confused functions of the financial department.

Secondly, strengthen the financial personnel professional quality education, clear financial personnel in financial work responsibilities. Accountants need to shift from traditional accounting, bookkeeping and table preparation to participating in corporate strategy. To realize the functions of financial forecasting, planning, control and responsibility assessment and evaluation, the enterprise needs to clearly define the competence and responsibility of each role of financial personnel. In addition, financial personnel need to have innovative thinking, continuous learning ability and risk and legal awareness.

4.3 ENSURING INFORMATION SHARING AND DATA SECURITY

Metcalf's law states that the value of a network is proportional to the square of the number of users connected to it. In other words, the more resources a network integrates, the greater the value of a network. This shows that, different from the traditional closed value system based on technical barriers, digitalization is driven by open and shared value system. Only through open and shared data resources can data be

collected to the maximum extent and the value of data be maximized. However, it must be clearly recognized that the first prerequisite for open sharing is the effective guarantee of data security. Once the information data security is not effectively guaranteed, information leakage or abuse, will bring great social risks. Therefore, Digital Zibo should not only promote information sharing between Party and government organs and all kinds of subjects in the whole society, but also strengthen data security guarantee in technology, supervision, system, law and other dimensions simultaneously.

5. CONCLUSIONS

Enterprise financial management of the digital transformation is very important to the survival and development of the enterprise, is of great significance, especially more should pay attention to enterprise managers, in a timely manner to promote the enterprise financial management of the digital transformation, the transformation process should pay attention to enhance the capacity and quality of financial personnel, improve the financial management system, to ensure that the financial information and data security.

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Smart City Pedestrian Traffic Modelling

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Abstract: This paper proposes a comprehensive understanding of one of the most innovative trends, smart city development and this research report can serve as a basis for future building pedestrian traffic models and footpaths. the value of this research relies on providing safer and more efficient schemes for walking outdoors. This improved walkable strategy will also drive economic growth to some extent and close community bonds. To reach this goal, the aim of this paper is providing an idea to handle with complicated movement of pedestrian, such as visitors and residents, in different cities' landscapes. the main research problem is there are a limited number of relevant literature and appropriate knowledge. Therefore, this research report is based on a qualitative method based on the collection, analysing and interpretation of existing information. the literature review aim is to provide the explanation of existing IT systems which used by big cities around the world to create safe and comfortable environment for pedestrians. However, it is difficult to optimize a single pedestrian traffic model for changing circumstances because every modern city has its unique public transport system, land- use program and lifestyle. Although, we can still draw on the experience of major cities in America and Australia, via collecting current data and comparing them, to list some potential influencing factors. After that this research covers the existing pedestrian monitoring technologies. Finally, I will analyse diverse influence factors in designing footpaths and street forms.

Keywords: Traffic Modelling, Pedestrian, Smart city.

1. INTRODUCTION

With pro-active urbanization policy and growing population, the concept of "smart city" will become increasingly important in the future. Pedestrian traffic management, as one critic part of building smart city, is a sustainable development challenge. A lot of efforts have been put in researching human behaviour in a huge crowd, designing intelligent traffic lights or other devices, applying dynamically simulation platforms in metro or interchanges and demonstrating street forms and transportation networks in a specific city. Although a universal pedestrian traffic modelling based on different population density and the layout of urban functions is still rarely in practice. In this paper, I try to look into a comparison of different pedestrian strategies used in classic cities of American and Australia via data collecting and then propose an idea of a common pedestrian traffic model. [1]

This paper is organized as follows: Section 1 discussed research background, significance of research project, aims, and methodology used, research questions and expected outcomes. Section 2 briefly demonstrates related work on pedestrian traffic management and existing cases of traffic management in smart city. While Section 3 analyses diverse influence factors in designing footpaths and street forms, through comparing major cities in America and Australia, and finally shares an idea of smart city pedestrian traffic modelling. [2]

1.1 BACKGROUND

It is predicted that by 2050 about 64% developing countries and over 80% developed countries will be urbanized (Admas, 2013). In this circulation, the concept of smart city has been raised since 2015, based on integrating information and communication technology (ICT), aimed to manage resources sustainably and efficiently (Cohen, 2015). [3] However, safer and more efficient traffic management strategies, especially designed for major cities in American was launched at the December 2015, as one of the most important smart city challenges (Bush, 2016). the core of this challenge is how to dynamically coordinate crowded pedestrian flow with limited layout of streets in a city.

1.2 SIGNIFICANCE

Anyone is hardly to avoid pedestrian journeys in everyday life. the value of this research relies on design a model to handle with complicated movement of pedestrian in different cities' landscape. [4] Therefore, people who lived in smart city could enjoy a safer and more efficient walkable experience. This not only means saving time and reducing the hidden danger of safety for individuals but also boosts the economic development for shops close to streets and increases community connections.

1.3 RESEARCH FOCUS

1.3.1 RESEARCH PROBLEM

Every modern city has its unique public transport system and land-use program. However, when we modelling pedestrian movement behaviour and designing town planning, diverse factors need to be take into account, such as mobility need, land use accessibility and budgets. Thus, it is difficult to optimize a single pedestrian traffic model for changing circumstances.

1.3.2 RESEARCH AIM

The goal of this paper is to consider existing pedestrian monitoring technologies and to analyse diverse influence factors in designing footpaths and street

forms, through comparing typical cities in America and Australia.

1.3.3 RESEARCH QUESTIONS

What approaches can be used to improve pedestrian traffic management?

What situations should be taken into consideration regarding dynamic flow of people?

How to design a sustainable, walkable, liveable street forms and networks?

2. LITERATURE REVIEW

The aim of this chapter is to provide the relevant information to serve as the theoretical basis for this research report.

Existing Pedestrian Monitoring Technologies

Historically, most of the work on the measurement of traffic in cities related to cars (Huyi, 2016). Cities have

Table 1. Monitoring Technologies

Technology	Detection Width	Cost	Pros and Cons	Install Considerations
Manual Counting	>80 feet	Very high	+Mobile and flexible -Very expensive, short term	Short term only, need to provide training and find good position for viewing
Video Counting: Manual	>80 feet	Very high	+Flexible -Very expensive, short term	Expensive instalments
Video Counting: Automatic	>80 feet	High	+No labour needed -Short Term	Expensive instalments
Infrared Sensors	>20 feet	Low	+Mobile and flexible -Device required	Avoid places with big traffic
Piezoelectric strips	<15 feet	High	-Not mobile -Device required, can be not suitable for pedestrian counting	Avoid intersections, Avoid places with big traffic
RadioBeam	12 metre wide	Medium	+Movable, easy to install, not high cost -Not suitable for mixed traffic, limited monitoring area	No external sensors, cables, switches
Thermal Counter	15 metre wide	Medium	-Not suitable for outdoor using	Require an external power source
Laser Scanning	15 metre wide	Medium	-Not suitable for outdoor using	Require an external power source
Pressure pads	N/A	High	-Can be used for counting pedestrians but accuracy has not been tested yet	N/A

Factors influencing pedestrian flow volume and traffic
To design a sustainable and walkable street forms and networks, there is a need to understand factors that have influence for travel patterns:

Time and weather effect:

Pedestrian volumes are significantly affected by the time of the day (for example, in Sydney, 7am to 9am and 5pm to 7pm are peaks).

Weather conditions also significantly influence pedestrian activities (for example temperature and precipitation). Based on Niemeirt (2012) research report, temperature has more effect for pedestrian volume rather than the amount of precipitation

been optimized for cars. Naturally, with a change in the approach to development, questions arose to research of all traffic. This research report concentrates on methods of collecting information on pedestrian traffic. Before we can analyse and identify patterns of behaviour, we need to learn to collect the source information. It is these collected data that will serve as the basis for constructing models and any further analysis.

There are many existing technologies to count and monitor non-motorized traffic (Pedestrians and bicycles). By reviewing the existing counting and monitoring technologies, the 9 technologies were identified which can be used specifically for pedestrians counting (Steinmetz, 2017). [5]

(Niemeirt, 2012). [6]

Socio-economic factors:

In this factor, gender, age, education can be considered. Based on Gerrard's research in 2013, men cycle is more than women, but less than student cycle (Gerrard, 2017). Social factors characterize the influence of the level of social stability in society, the existing social structure, social security of the population, and the development of the vocational education system.

Trip related factors:

Purpose of the trip or trip distance are the significant factors that can have influence on individual's mode choice decision.

Infrastructural Factors:

In this case, the presence of sidewalks or bicycle parking facilities can be considered. It can significantly encourage or discourage the people to make a decision about using public transport (Cristiani & Peri, 2017).

Smart Pedestrian Projects in Smart Cities:

Australia

1st May 2018, university of Wollongong introduced the new pedestrian project to help to reduce traffic in the Liverpool CBD (Karg, 2018). the main idea of this project is to collect data from smartphones and using the latest traffic-counting technology to track pedestrian and vehicles movement in real time in an effort to better plan cities and build infrastructure where it is most needed. Sensors will be placed in the key places around the Liverpool City Center and will be connected through a Low Power Wide Area Network or LoRaWAN (Gron, 2018).

LoRaWAN is an open protocol for high-capacity (up to 1, 000, 000 devices in one network) networks with a large range and low power consumption (Austroads, 2018).

London

A group of architects, designers and creative technologists, collectively known as Umbrellium, developed a new vision for the pedestrian crossing (Umbrellium, 2017). the Starling Crossing project aims to create "smart" pedestrian crossings that help people cross the road, drawing a zebra in real time, as well as stop lines and directions for drivers that prompt when to slow down and stop.

The prototype system was already installed temporarily in southern London (McPartland, 2017). the whole transition zone is controlled by cameras, images from which fall into the neural network, capable of recognizing pedestrians, cyclists and vehicles. the network can also determine the location and speed of each member of the traffic, which allows foreseeing their next steps. the system can be programmed so that it will only work when it sees a pedestrian, or it can increase its width to cope with large pedestrian traffic (Umbrellium, 2017).

Dubai

Smart Pedestrian Signals technology is controlled by a system based on sensors connected to a ground-based

optical system synchronized with the traffic signal switching (Dum, 2018). This system allows pedestrians to cross the road safely, without interfering with the movement of vehicles. In addition, the system is able to control the traffic flow without slowing it down and resuming immediately after the pedestrian has left the carriageway. Thus, the RTA representatives responsible for the project believe that these innovative transitions not only provide safety and convenience, but also save time for all road users (kroglova, 2018).

San Diego

San Diego announced a partnership with General Electric. In the street lights of the city will build 3200 sensors that will help you find parking spaces, optimize traffic, improve safety and air quality (Runat, 2017). This initiative is part of the San Diego strategy to reduce the number of road accidents and other emergencies. With the help of urban sensors built into the lights, you can quickly respond to incidents. In addition to the installation of intelligent sensors, the project will update approximately 25% of street lights. the city will install 14 thousand new LED lights throughout the city (Wansele, 2009). Each lamp is equipped with an advanced control system LightGrid, which allows city officials to regulate the degree of illumination and remotely using a dashboard to troubleshoot. San Diego can save about \$ 2.4 million from the current costs of lighting.

Diverse Factors

In order to modelling pedestrian movement behaviour and designing town planning, diverse factors need to be taken into consideration. On the one hand, for human behaviour in evacuation or crowded events, the local density of population(indicating mobility need), Ethnic and cultural differences, and the per capita consuming capacity (indicating the prevalence of transportation apps or other technologies) should be taken into account. On the other hand, for land allocation in a specific city, land use accessibility, government budgets and environmental issues cannot be ignored.

According to two aspects mentioned above, related data comparison presents in Table 2 between American cities and Australian cities, regarding different influencing factors in pedestrian traffic management.

Table 2. Comparison in diversities between American cities and Australian cities

Factors City name		Human factors			Environmental and Economic factors		
		Local density of population/ square km	Ethnic and cultural differences	Per capita consuming capacity	Land use accessibility	Government budgets	Environmental issues (including urban terrain)
Typical American cities	Seattle	7962	seaport city	High	Walkable neighbourhoods; Drive less [15] [16]	Budgetary Strains	Covered with rivers, forests, lakes
	Boston	3166	one of the oldest cities in the US	High	Commuter rail stations Open to low density residential [17]	Balanced	Temperate maritime climate
	Las Vegas	1820	known primarily for its nightlife and entertainment	Extremely High	High housing marketing and trading estate [18]	Budgetary loosening	Desert area High altitude(618m)

Classic Australian cities	Adelaide	404.2	Capital city of the state of South Australia	Medium	Good accessibility of the squares and Park Lands [19]	Budgetary loosening	Coastal plain Mediterranean climate
	Parramatta	280.6	West of Sydney CBD	High	A diverse range of public and private land uses [20]	Balanced	Inland city Humid subtropical climate

As we can see from the table, the individual's income of people who lived in Adelaide is relatively lower than that of people who lived in other cities presented. But that does not impede that Adelaide is consistently ranked as one of the most liveable cities in the world. Actually, the city's success owes much to its plenty smart management strategies, including its advanced walking network and excellent pedestrian accessibility. For example, technologically, Smart LED Lighting and mobile applications are used widely, which provide safe walking routes for use whether at day or night. [20] Socially, it is ruled that giving priority to pedestrians on city streets, such as removing interruptions and obstructions along footpaths. Environmentally, its plain landscape makes it more possible to widen streets enough for easily accessing by people of all ages and levels of mobility.

In conclusion, to address the questions of designing a sustainable, walkable, liveable street forms, we need to consider not only the benefits of individuals and governmental profits, but also the diversity of city patterns economically, socially and environmentally. Pursing this further, I will mathematically build a crosswalk model or a pedestrian traffic simulation system for a specific city and try to make it generally be concordant with the definition of smart city, in the remaining portion of the semester

3. RESEARCH METHODOLOGY

This chapter covers research methods and steps which were used to conduct this research report. the methodology and literature that were used to write literature review are the works of professionals in the field of information technology with specialisation information systems. the literature review is based on thematic literature review and to make all points in more understandable way, information sources have been divided into two main sections:

Considering existing pedestrian monitoring technologies

Considering already implemented pedestrian IT technologies in big cities such as Sydney, London, Dubai and San Diego.

There are four main steps to conduct the research methodology:

Relevant information searching.

The literature was downloaded to retrieve and navigate information easier and also to make reference list.

Conduct a daily review of information sources and conduct summary of each available research paper.

Write the research findings.

The core sources to conduct this research report are

digital sources, books, white papers, articles, journals, websites, and databases: IEEE and Science Direct. This essential information was gathered as an establishment for the required investigation.

3.1 QUALITATIVE RESEARCH

To form a comprehensive view and to expand the understanding of the pedestrian monitoring and traffic systems and how it can be improved, the qualitative research method is used. This method includes steps such as the data collection and analysis and then the interpretation of it, by monitoring the existing works.

3.2 DATA COLLECTION

This research paper covers interviews, articles and books to collect and analyse information. As keywords are used Smart City, Smart Pedestrian Systems, Smart Solutions for Pedestrians, Big Data for pedestrian movement, Pedestrian Counting System, Pedestrian Tracking. This required data was collected as a base for the analysis and to evaluate results and findings.

3.3 DATA ANALYSIS

Data analysis has been focused to answer research questions and get better understanding of existing counting and implemented IT systems for pedestrians. Required literature was divided on research topic of study and then analysed.

4. EVALUATION OF RESULTS AND FINDINGS

This chapter covers summaries of all publications. the literature review discussed the existing pedestrian monitoring systems and already implemented systems in big cities around the World, the brief explanation of systems, which factors influencing pedestrian volume and traffic and also comparison in diversities between American cities and Australian cities is included in this research report.

Within the concept of the Internet of Things, one of the most popular areas of development is the concept of "Smart City". the fundamental principle of the "smart city" is the introduction of information technology and IoT facilities in the urban environment. It is expected that this approach will improve the management and interaction of the state with society, improve the quality and efficiency of urban services, and all together will change the life of the population qualitatively.

The research report covers existing monitoring systems to count pedestrians such as manual counting, video counting, infrared sensors, radioBeam and so on. There are many other counting technologies but they are more suited on cars and bicycles.

To get a better understanding on how to create a pedestrian footpaths, there is a need to consider indicators that influence travel patterns, in this research

report I considered socio-economic factors, trip related factors and infrastructural factors.

Moreover, there many existing pedestrian projects in big cities around the world. 1st May 2018, Wollongong introduces the project to count the pedestrians in real time. London implemented the project that allow to draw pedestrian pathways to minimise traffic. Dubai introduced Smart pedestrian signals.

This research report also considered diverse factors in order to modelling movement behaviour. By reviewing existing literature, it became possible to create a comparison analysis between American and Australian cities through human and environmental and economic factors. the analysis covers factors such as population, ethical differences, and land use accessibility.

This report was aimed at a deeper understanding of the concept of Smart City and how technologies are used specifically for pedestrians. By getting a comprehensive view about Smart city, it will be possible to modelling the approach to design more effective footpaths and street forms. Twenty five publications were analysed to address research questions and get a full picture of Smart city for pedestrians.

Despite the fact that IoT has been around for a long time on global market, but there is still no fundamental framework that would allow for cities to better understand the full potential of new technologies It is incredibly difficult to create a unique approach for each city on how to create footpaths and streets and more effective for everyone, each city has its own architecture, goals and life style.

Through the new technologies the government is able to manage large crowd which waiting was waiting at the street corner by automatically change the traffic signal to give pedestrians a chance to cross the road. There are many other examples.

If you look at the current streets of German, Swiss, Scandinavian, even Polish cities, then it is possible to see a lot of various elements that provide convenience and safety for all participants in the movement. Such a concept is known as proactive street design as opposed to passive design. For the future considerations I will summarized the traffic patterns for example mode share, weekend and weekday ratio to understand seasonal, daily and even hourly patterns for pedestrians.

5. CONCLUSION

This chapter covers the main outcomes of the work done and proposes research questions that can be addressed in future researches.

The research findings were derived from twenty five individual publications and research papers and other supporting literature. By reviewing existing literature, there has been found that there is no a unique solution for pedestrians to avoid traffic and make their life safer on the roads of the big cities. the research goal was to analyse existing pedestrian monitoring systems and

learn more about the IT solutions that were implemented in Smart Cities around the world. Also, this research paper analysed diverse influence factors in designing footpaths and street forms, through comparing typical cities in America and Australia.

This research paper made the following contributions: 1) it gives a broad understanding how Smart Technologies can be used for pedestrians 2) Summarise existing technologies for pedestrians 3) finally, it clarifies the comparison of factors in designing footpath.

Based on an analysis of appropriate literature, the concept of Smart City demonstrates the enormous potential of opportunities. Global urbanization is accelerating. Cities face growing pressure from increasing urbanization and constant population growth. the concept of "smart city" was chosen by many countries as a strategy for sustainable urban development. An increasing number of governments around the world are building "smart cities" through a variety of advanced technologies. Advanced wireless networks and Internet of things (IoT) allow using the ubiquitous connection; cloud computing provides data exchange and integration.

Despite the fact that, Smart City concept is on the market not first year, there is no a unique an idea of smart city pedestrian traffic modelling. Existing researches, dissertations and theories of Smart City with focused to pedestrians are far from maturity stage. This field is still in infancy stage where there are many challenges and new technologies which need to be studied and clarified.

As recommendation for future consideration, it is necessary to build a detail model on how to design footpaths and street forms based on collected pedestrian data from various sensors and other sources of data.

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The Importance of Library Management Systems in University Librarianship

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Abstract: the library management system is slowly entering people's lives with the advantages of convenience, speed and low cost, completely freeing the traditional library management methods, improving efficiency, reducing the busy work of staff in the past, reducing the probability of errors, and enabling readers to spend more time on choosing books and reading books. This gives people more time to acquire, understand and master information. As a place to provide learning, libraries need not only to be easy to manage, but also to provide readers and borrowers with convenient and fast search, borrowing and registration procedures. the system is designed according to the daily business operation of the library, which can better manage the business of borrowing, returning, counting book categories, etc., and the system operation process is consistent with the business process of the library. User-friendly interface, easy operation and simple maintenance; the system database is stable and secure, and it can be easily operated by anyone with knowledge of library management business operation.

Keywords: Library Management Systems, Technology, Modern Digital.

1. WHAT IS A LIBRARY MANAGEMENT SYSTEM

A library management system is a system composed of people, computers, etc. that can collect, transmit, process, preserve, maintain and use management information. use information to control corporate behavior; Help businesses achieve their planning goals. Library management system, that is, the library management system can measure the various operations of the national economy and enterprises; Predict the future using data from the past; Assist enterprises in making management decisions from the overall situation of the enterprise; use information to control corporate behavior; Help businesses achieve their planning goals. the library management system combines knowledge from management science, systems science, operations research, statistics, and computer science. the three elements of a library management system can be described in a simplified way: systems view and mathematical methods, and computer applications. the conceptual structure of library management system is mainly composed of four parts: information source, information processor, information user, and information manager. Let's not discuss the four components of a library management system here, but let's first list the new features of a

library management system compared to the traditional way. [1]

(1) Prepare and provide information in a unified format to simplify various statistical work and minimize the cost of information.

(2) Provide information of different requirements and different fineness in a timely and comprehensive manner, in order to analyze and explain the phenomenon as quickly as possible and produce correct control in time.

(3) Comprehensively and systematically save a large amount of information, and can quickly query and synthesize, and provide information support for organizational decision-making.

(4) Use mathematical methods and various models to process information with a view to predicting the future and making scientific decisions.

Our school is large in scale, full of books, and daily management requires extremely high manpower and material resources. Library management is a specific task that every university must implement. However, the management of books has always been traditional manual management, which not only has a large workload and low efficiency, but also consumes more funds. With the increasing number of books, this management method is becoming more and more difficult to keep up. At this time, the importance of library management systems is highlighted. Due to the repetitive work accumulated over the years, the work itself is very heavy, such as relying on manual book inventory workload, it is easy to have certain negative thoughts about the work. In addition, readers are dissatisfied with the complicated process of borrowing and returning books in the library, resulting in a decline in library job satisfaction. Through the intelligent library management system, the staff can be liberated from the daily heavy repetitive work of the library, and personalized services can be customized for different readers, realize humanized operation processes, and improve readers' satisfaction with library work. [2]

Before talking about why the application of new library management systems in university library management is the most important, I want to talk about how other traditional library management systems are worse than modern library management systems.

The first is the most critical slow transmission of information. Students come to the library to read, probably to obtain information, the fact is also that because the library early management system is not

perfect and widely used, from the prototype of the computer in 1946 to gradually improved has been going downhill, and eventually lost everyone, doomed to be eliminated. In contrast, the new library management system is excellent in terms of information transmission; Students can quickly get the books they want with just a finger on the screen, saving time. the time saved is converted into time for acquiring information and knowledge, which is called efficiency. Therefore, the library building in the campus master plan, both in terms of its content and architectural image. Both are one of the most important buildings on campus. Visit a typical American university and you will understand: the library is located in the center of the campus and occupies a considerable place in the spiritual life of the university. It infuses knowledge into all corners of the university. With the development of the times, libraries and librarians are needed now more than ever, for the following reasons. [3]

Reading changes life the easiest way to make sure that children are literate when they grow up is to teach them to read and tell them that reading is a joy. the best way to deal with people who don't want to read is a story that can't stop watching it. We all know the importance of encouraging students to develop the habit of reading widely and often, both for fun and for information. When school libraries are effectively configured, they have been proven time and time again to improve learning. One of the most important functions of a library is to cultivate a love of reading in children. Whether it evolved from a paper book or an e-book, a library will always be a place where kids are exposed to magical stories. Several studies have demonstrated the learning potential of developing a love of reading. This is especially important in international schools, as storytelling and literature can bring children from different backgrounds and nationalities together into a common story. In the twenty-first century, if you think of libraries as shelves of books, they may be outdated or even obsolete in today's world, because most, if not all, of the books already have digital publications at the same time. Well, you misunderstand libraries and their meaning. Libraries are related to the nature of information, information is valuable, and correct information is of great value. Throughout human history, we have lived in an age of information isolation, and it has always been important and valuable to have the information we need, such as when to plant crops, where to find what, and so on. However, with the rapid development of science and technology, we have changed from an era of lack of information to an era of excess information. In this era, the really valuable information is overwhelmed by a large amount of spam, and the audience is often at a loss in the face of the huge and complex information, which creates another form of lack of information, relative lack of information. Today's challenge is no longer to find a plant that grows

in the desert, but to find a specific plant in the dense jungle. What we need is someone to help navigate and find out what is actually needed among the many pieces of information. A modern library management system is up to the role of "navigator."

Modern network information technology has a huge impact on the management of library materials, and this influence is even revolutionary. With the development and application of the network, the library's material management work has a greater imagination and development in the original time, enriches the library's information resources, finds new ways and ways to realize the information interaction mode, and provides a great role. Then library managers can do their best to find the materials they need in a limited time, and actively use network technology to upload and download. It greatly accelerates the dissemination of information, improves the scope of information utilization, and realizes resource sharing. This new way can make the library's management model achieve a substantial leap, change the backward management model, and gradually transform into a modern library model.

2. THROUGH THE MEANS OF INFORMATION TECHNOLOGY THROUGH NETWORK TECHNOLOGY, COMPLETE THE TRANSFORMATION OF TECHNICAL MEANS IN THE PROCESS OF MODERNIZATION

As far as the current situation is concerned, the capacity and scope of knowledge involved in the field of information by human beings, as well as the types and contents of knowledge, are constantly improving and increasing. the materials accumulated in the library, including different kinds of disciplines, have also accumulated correspondingly, and there are many types of disciplines, and the fields and areas covered by knowledge are also increasing. What kind of way to find the materials that you can use, or even use immediately, in the vast collection and literature, is very slow and difficult for the typical traditional library management model in the past. Therefore, the traditional manual retrieval method has long been unable to meet the immediacy and effectiveness of people's regional information needs in the information society, and is far behind the higher standards and requirements put forward by the times in the modern knowledge-based society. Therefore, only through the use of electronic computers and CD-ROM retrieval can the vast storage of literature materials, even extremely rapid retrieval speed, be fundamentally enhanced and improved in terms of the quality and effectiveness of literature retrieval.

At the same time, the important role of information technology in human society has become increasingly prominent with time, in order to be able to protect the cultural heritage of mankind typical traditional library management mode has long been outdated in the

development of the times, in the era of economic society and rapid development of information, this method is bound to be eliminated. At the same time, under the premise of modern information and network technology continuous application and wider scope, most of the people who use the information in the library, the requirements for access to information have also changed dramatically with the times, and the literature and reference materials that are eager to use have become more and more varied and numerous, that is, there has been a significant change in the direction of pluralism and diversification. Therefore, under the premise of ensuring the provision of relevant information services, and under the premise that the most basic information content in the past has not been lost, there should also be an outward expansion part, and real innovation and integration should be realized in the internal integration of services and the way of implementation. It should be said that modern network technology and information technology should make full use of the provision and retrieval of literature, so as to realize the expansion of information, the enrichment of content, and the diversification of forms.

3. THE DEVELOPMENT OF MODERN DIGITAL LIBRARY MANAGEMENT SYSTEMS

Digital library is a revolution in library history, a further development of libraries in the traditional sense, and an advanced stage in the development of library automation. It will fundamentally change the current status quo of decentralized information resources on the Internet. For example, a survey of farmers' participation in cultural activities in a certain area revealed shortcomings, most people in the local area are aware of the existence of cultural stations, but 90% of them do not participate. The results of this survey reflect the inadequacy of library services in rural areas today. In order to improve the level of education in rural areas, the government can increase investment in this area every year, such as running schools and cultural stations, so that students and farmers can enrich their cultural knowledge and increase the fun of learning. Build the library into a node in the global network on the network, so that farmers can learn the latest scientific breeding and planting knowledge more intuitively and vividly through videos, so that farmers

can find their own way to prosperity more quickly. Grassroots libraries can also help farmers set up forums or blogs to get rich, so that farmers across the country can freely talk about their experiences on the road to prosperity online, so that farmers who want to get rich will avoid detours. The development of digital libraries is a long-term process, it is not a task that individual libraries can complete, but needs to be completed by libraries across the country. At the same time, the development of digital libraries should be based on infrastructure construction, and provide guarantees for the normal operation of digital libraries from computers, the Internet and other aspects. Libraries should establish a unified network information platform, provide technical support and maintenance of computer integration systems and network systems, coordinate with each other in procurement, cataloging, and general branch libraries, break regional boundaries, and implement a grand alliance in accordance with the principles of resource complementarity, equality and mutual benefit, so as to share information resources to the greatest extent.

(1) the use of computer technology, digitizing various literature and information materials, and providing online services, including: various videos, audio, animation, multimedia materials, etc.

(2) Connect the database of various literature information and the digital library through the Internet.

(3) Database management and retrieval through the use of new technologies such as optical disc storage.

(4) When readers encounter problems in online search, they can use network means to refer to and consult to solve problems for readers.

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The Conception of the Creation: India Miniature's Techniques in Traditional Chinese Meticulous Figure Painting

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Abstract: Sketching and creation is a necessary course for our students in the learning of Traditional Chinese meticulous figure Painting, but there may be lack of innovation inside our paintings. When I went to the Miao nationality's area for sketching, I thought about how to integrate the Indian meticulous painting style into Chinese meticulous figure painting, and through this opportunity, I could integrate the works with exotic customs to produce new collisions.

Keywords: India Miniature; Chinese Meticulous Figure Painting; Artistic Style

CHAPTER I LOCAL CULTURAL CHARACTERISTICS OF SISTERS FESTIVAL IN MIAO NATIONALITY

Miao nationality in Guizhou province has an important festival: Sisters Festival. I participated in this festival in coincidence when I went to the Miao nationality to collect painting inspiration. Generally speaking, It's a traditional festival of the people in Miao nationality in Laotun and Shidong, Taijiang County, it's also one of the national intangible cultural heritages.

Nowadays, the Miao's sister's festival mainly focuses on the performance of local songs and dances. the girls there are all wearing national costumes, eating sustainable meals and exchanging keepsakes between young men and women. the people in Miao nationality always show their colorful clothing culture in this way. In the evening, young men and women sing folk songs and tell each other their sincere feelings. the boys asked their targeted girls for their glutinous rice. the girls hide gifts in their meals to express their love for boys.

In order to show the national customs, what should i pay attention to is portray the embroidery patterns on Miao costumes carefully in painting. So it is also very important to understand them totally. Usually, there are five categories of contents now existing that can be differentiate: (1) mother butterflies, which be recorded in ancient myths and legends; (2) Totem worship, such as dragon, phoenix, buffalo, birds, maple, etc; (3) Things in the local people's living environment, such as people, mountains, houses, pastoral scenery, etc; (4) the Yellow River, Yangtze River and Dongting Lake crossed by the people in Miao nationality during the migration, and the migration route in their history. It embodies the most unique aesthetic concept.

CHAPTER II SELECTION OF THE IMAGE CASES

FOR REFERENCE

The first example of case introduce the India miniature in Shah Jahan period, [1] which shows Shah Jahan period's aesthetic preference for decorative elements. Shah Jahan, the ruler at that time, was not only a jewelry collector, but also able to design jewelry by himself.

The painting of Shah Jahan period has included the characteristics of Persian painting, Indian painting and western painting. Most importantly, the decoration in Persian paintings has been improved by people at that time and taken it as a feature.



Figure 1

A India miniature "Sunflower Decoration" (about 1645) collected by the Metropolitan Museum of Art in New York can clearly show Shah Jahan's aesthetic preference and strong interest in jewelry and decoration materials. At the center of this India miniature is a circle in the shape of the sun. the font in the circle means: "The soldier of faith, His Majesty King Shihabuddin Mohamed Shah Jahan, prayed to God to make his kingdom and monarchy prosperous forever. " Outside the circle of the picture, there are Arabic style patterns and leaves and flowers woven with gold and silver thread, and surrounded by birds similar to phoenix at

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the edge of the miniature. the striking color with smooth and harmonious pattern are the most obvious characteristics of this painting, which is similar to the pattern on the Persian carpet of the same era..

Then, this is the second excellent case I found in the massive documents. This painting has a great inspiration for me to create the hazy and bright feeling in the picture. [2]

The fine painting style popular in Shah Jahan's era, especially in the portrait of the emperor, has a fixed pattern. the case I refer to is *the Portrait of Shah Jahan* (about 1628) painted by Tarman.



Figure 2

The most prominent portrait style is the halo behind the emperor's head. A solemn and bright background is displayed in the picture, which is also a symbol of the identity of the emperor. the role of the cherubs in the picture is to create a picture sense that combines realism and fantasy.

the painter catered to the aesthetic taste of the emperor at that time. Shah Jahan's purple turban, pink tunic and complicated multicolored belt were all decorated with patterns. From head to foot, he wore many strings of pearls and gemstones, which made him look dignified and dignified. From the perspective of the picture, such rich jewelry shows the decorative effect in this India miniature. the jewelry on the emperor is the same style as the decorative patterns around the frame.

CHAPTER III THE PROCESS OF CREATING ENJOY THE HOLIDAY TIME (ABOUT 2021)

1.1 Conception, Drafting and Line Description

When learning fine brushwork, the painter's line drawing technology is very important. I will briefly introduce some line drawing skills in order to explain

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the course of my creation. Some techniques of India miniature will be used in combination with the techniques of Chinese painting.

In the facial features, India miniature painters can reflect the charm, personality and expression of the characters when drawing the lines of their *eyes*. It is difficult to express it with mediocre lines. It is necessary for us to learn and master the use of subtly changing lines to express its structure, perspective changes and the inner activities of the characters.

The following is a detailed picture of India miniature painters. For the line drawing of people's *lips*, Indian painters pay special attention to the angle of their structure, the drawing method of oral suture, the virtual and real relationship between the upper lip and the lower lip.

When painting the *nose*, India miniature painters noticed the characteristics of race. So for us, we should also pay attention to the differences in race, gender and age. In this way, when painting, you should usually pay attention to the different angles of the nose and the changes of its angle of view, especially the angle of the bridge of the nose.

It is not difficult to find that the *ear* is an easily overlooked part of the five senses by observing the hardness of India miniature or Chinese Meticulous Figure Painting. the body structure of ears is relatively complex. Therefore, we painters should learn human body structure to draw accurate and changeable lines.

The above is the painting skills I learned from the figure modeling of India miniature, and I transcribed it into words, combined with my perception of Chinese painting creation, and recorded it together.

1.2 The Fusion Of Some Techniques of Color In Chinese



Figure 3

Meticulous Figure Painting

The following are some of the color techniques I learned in India miniature and applied to Chinese meticulous figure painting.

The colors used in India miniature are all natural mineral colors, which conform to the oriental philosophy of "nature". the natural mineral color has high stability and strong texture. It is also similar to mineral pigments and plant pigments in Chinese paintings. [3]

When I was creating, I often choose the tone relationship of weak contrast, because I prefer medium lightness. In my painting *Enjoy the Holiday Time (about 2021)*, I made many attempts, such as cheerful high lightness colors, calm low lightness colors, and fresh cold colors.

The steps I learned from Indian miniature are: paint the color on the back of cooked Xuan paper, the color on the back must correspond to the color on the front.

Because of this technique, the use of color will be more obvious.

Personally, I think this is a change and improvement of the way of thinking and viewing angle, as well as a benefit and accumulation for future creation. Summarize this chapter with an ancient Chinese saying: "Only the quantitative change can achieve qualitative change. "

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Yoga Is the Right Way to Enable the Great Health Industry in Eastern Hubei

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Abstract: Using the method of literature, field investigation and expert interview, from the perspective of developing the big health industry, this paper makes an in-depth analysis of the origin, function of yoga, the status quo, dilemma and development strategy of the big health industry in eastern Hubei endowed by yoga. the results show that the current development of the health industry in eastern Hubei still has some problems, such as the market chaos and regulations have not been determined, the public is not informed of the single way of publicity, the lack of talents and the low level of instructors, the low level of local economy, the poor yoga atmosphere and the shortage of high-level talents. In order to solve this problem, the author puts forward the strategies of creating the atmosphere of yoga enabling great health in eastern Hubei, constructing the system of yoga enabling great health in eastern Hubei and cultivating the talents of yoga enabling great health in eastern Hubei. This not only promotes the popularization of yoga in eastern Hubei, but also has practical guiding significance for driving yoga to enable the development of great health industry in eastern Hubei.

Key words: Yoga; Great health; An industry; Fit the road; Eastern Hubei

1 INTRODUCTION

Health is the eternal pursuit of mankind. Nowadays, with the development of society, people are living an increasingly affluent life and attaching more and more importance to health problems. Based on this situation, in 2016, the state put forward the concept of "Great Health" and issued the Outline of "Healthy China 2030" [1]. In 2019, the state continued to issue the Healthy China Action 2019-2030 [2]. At present, the 14th Five-Year Plan [3] gives priority to people's health as a development strategy, and the attention on national health has entered a new height, and the big health industry has also entered a golden period. As the core of the concept of great health, yoga is one of the methods of "cure disease". Its industrialization development also ushered in new opportunities. However, when the great health industry is developing in full swing all over the country, yoga can enable the great health industry in eastern Hubei, but it faces various problems. the following interview will analyze the status quo of yoga enabling great health industry in eastern Hubei as a breakthrough, based on the

characteristics of the current era, explore the appropriate way of yoga enabling great health industry in eastern Hubei, to provide a theoretical basis for the sustainable development of great health industry in eastern Hubei.

2. EVOLUTION, CHARACTERISTICS AND FUNCTIONS OF YOGA

2.1 Rheology

Yoga originated in India and was introduced to China along with the Buddhist culture. It is an ancient training technique created by ancient Indian yogis.

Yoga flows in three ways. One is from the practice of religion to the spread of change. Yoga is not a religion, but it is inseparable from religion. the philosophy of Yoga had a profound influence on Sakyamuni, the founder of Buddhism. [4] Many mainstream religions of India, such as Brahmanism, Hinduism, Jainism, Buddhism, etc., practice yoga as a form of practice. However, because the Dharma ideas of the early religions were taught only to their followers, the early yoga was spread only within the religion. By the middle of the 18th century, India had become a British colony, and its native culture was affected by the new Western culture. In the 19th century, with the introduction of yoga to the West by the Indian philosopher Bianxi, yoga's unique way of practice attracted the attention of Westerners and flourished in the Western world, spawning Ananda Yoga, Ashtanga Yoga and other factions, which then spread to the world and integrated with people's lives. [5] the second is from spiritual penance to physical and mental cultivation. In the primitive development period, practitioners of yoga exercised their souls in the form of meditation and penance to achieve the state of "sameness of Brahma and I" [6]. For example, yoga recorded in the Rig Veda and Mahabharata mainly focuses on mental penance and physical practice, only as an attachment to mental yoga practice. By the 8th century BC, the Yoga Sutras of Vajraya defined yoga as "the suppression of the action of the mind" [7], emphasizing the importance of internal spiritual cultivation over external physical cultivation. Then yoga began to evolve into more factions. Esoteric yoga, which not only purges the mind but also nurses the body, began to emerge. In modern times, influenced by western sports thoughts, yogis no longer only seek "sameness of Brahma and self" [6], but pay more attention to physical health. Modern yoga has become one of the important means of purifying the mind and strengthening

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the body. The third is to get rid of the bitter to cherish the current change. Yoga in ancient India is the cultivation method for religious monks to realize "sameness of Brahma and self" [6]. "Brahma" is "God", and "Brahma and I are identical" [6] that is, "God and I are identical". the yogi of ancient times sublimated the will with practice, discarding worries and desires, connecting consciousness to nature and reaching a state of connection with the Supreme God. the ancient yogis believed that any activity of the mind and body will consume the potential of the soul, and to maintain the absolute purity of the mind, it is necessary to get rid of all external interference. Life, sickness, death and suffering in the world lead to the fluctuation of emotions and desires, causing greed, anger and delusion. In order to maintain the purity of the soul and achieve the "sameness of the Brahma self" [6], the ancient yogis devoted themselves to practice in order to get rid of the suffering of the world and eliminate the fluctuation of the soul. However, today's yogis no longer take "sameness of the Brahma Self" [6] as the sole purpose of practice, no longer only desire to get rid of worldly pain and desire, and out of the material world they live in. Instead, they combine physical and mental health, so that people can love life more and cherish the beauty of the moment. [8]

2.2 Features

As a treasure of Indian culture, yoga has its own unique connotation of integrating spirit and body, which is full of unique attributes different from other sports.

Yoga has three characteristics. One is universality. It is mainly reflected in three aspects. One is suitable for a wide range of people. There are many yoga poses, which can meet the fitness needs of different people. There is no exercise basis, can practice horse pose, downward dog, snake pose, etc., exercise muscle malleability and joint flexibility of postures. Have a certain basis, can practice eight Qu-style, side crane style, single leg wheel style, etc., exercise the strength of the postures. Yoga is a variety of different difficulty of the practice of postures, so that novice easy to get started, skilled hands can deep study. Second, meditation is popular. Yoga, a meditation and relaxation that integrates spirit and body, is suitable for people of all ages and can effectively relieve pressure and regulate emotions. [9] the quiet and nihilistic function of meditation practice can meet the needs of the public for physical and mental health. Third, the hardware requirements are low. Yoga asana practice, just a yoga mat, low cost, small space, the venue is not restricted. [10] In addition, there are yoga teaching videos and apps such as "Wake Yoga" available on each network platform. Practitioners can practice yoga by following the APP. The second is softness. It is mainly reflected in three aspects. One is soft movement. Early yogis believed that all intense physical and mental activities would consume the potential of the soul, while gentle and gentle movements would help restrain the spiritual activities and reduce the consumption of the potential of the soul, so as to achieve internal and external empathy and "sameness of Brahma and I" [6]. Modern yoga is still dominated by soft and gentle static movements such as slant, half moon and side

crane pose. The second is soft breathing. To practice yoga asanas, you need to breathe deep and clear air, slowly exhale the turbid air, and breathe soft and deep in the abdomen. the rhythm, transformation and extension of all postures should be in harmony with the breath, which is fine and even, so that the mind and body become one and enter a state of calm and peace. The third is soft music. Yoga music is characterized by soothing, soft and natural. This is because soothing, soft and natural music can make people calm, relaxed and peaceful, which is conducive to yogis to relax their body and mind, eliminate interference and eliminate distractions, so as to clarify their mind and nature, and achieve the "sameness of Brahma and self" [6]. The third is soothing. This is mainly reflected in two aspects. One is to relieve the body. Yoga is static aerobics. All kinds of external asanas are for the purpose of stretching the body, and after all kinds of asana practice, it should be accompanied by meditation and rest exercises, so that all organs, tissues and joints of the body can be relaxed and relaxed from inside to outside on the basis of fully relaxing the muscles. the second is to relieve the soul. Yoga is one of the dharma practiced by ancient Indian monks. Ancient Indian monks practiced yoga to isolate greed, anger and delusion, and gradually relieve and purify their souls in order to become gods and sanctimonies. Modern yogis also practice yoga to relieve mental stress, maintain a calm and calm state of mind, and soothe the soul.

2.3 Function

As a cultural treasure of India, yoga has a long history, full of wisdom of India's sages. Modern yoga has penetrated into every stratum of society and played many functions. In summary, there are four main functions of yoga. One is to strengthen the body and cure the disease. This is mainly reflected in three aspects. One is to plastic muscles. Yoga poses are peaceful and soothing, and the muscles are often used for long periods of static isotonic movement. [11] This static isotonic exercise can enhance muscle strength, increase muscle volume, and have the effect of shaping and beautifying the body. the second is to regulate hormones. Regular practice of yoga asanas can improve endocrine and regulate the release of hormones. For example, practice plow pose, fish pose, shoulder stand and other yoga poses, can effectively improve the glands, so that their normal secretion of hormones, maintain the homeostasis. the third is to prevent disease. Yoga is aerobic exercise. Regular yoga can not only release adenosine triphosphate and other substances that dilate blood vessels, so that blood vessels maintain elasticity and prevent hardening of blood vessels; [12] It can also enhance the nutritional supply of cardiomyocytes and prevent cardiovascular and cerebrovascular diseases. Can also improve endocrine, improve immunity, prevent disease. The second is to regulate pressure and calm the mind to support health. This is mainly reflected in two aspects. One is to relieve mental pressure. In the practice of yoga rest and meditation, deep breathing and relaxed mental state, can relieve mental pressure, improve the nervous system control of the body, so that people calm down, maintain a peaceful state of mind. [13] Yoga's

function of regulating mental stress and resolving negative emotions is conducive to health. Two is to create peace of mind. Yoga contains the idea of self-control, self-regulation. This kind of thought can regulate personal emotions in life, create a peaceful state of mind, achieve self-restraint and self-relief, develop an open-minded and indifferent attitude, which is beneficial to health. Third, spread culture and rejuvenate economy. This is mainly reflected in two aspects. One is to spread yoga culture. Yoga is one of the six philosophical factions of India and is a treasure of Indian culture. Modern yoga, based on the new Vedanta philosophical theory, has absorbed Western philosophical thoughts and become a fitness sport widely spread around the world. the healthy life concept advocated by Yoga Yoga has been accepted globally and even become an important basis for India's "yoga diplomacy". Second, contribute economic strength. With the improvement of people's living standard, people's appeal to health is getting stronger and stronger. In this situation, the yoga industry rose rapidly. In 2014, the market size of yoga industry was 6.17 billion yuan; In 2018, the market size of yoga industry was 32.21 billion yuan; In 2020, although some small and medium-sized offline yoga studios had to withdraw from the market due to the impact of the epidemic, their yoga industry market scale also reached 38.7 billion yuan. [14] So, Yoga industry market has created certain economic benefits for our country, and is a beneficial supplement to our country's economic prosperity. The fourth is to assist in cultivating people and shaping personality. This is mainly reflected in the following two aspects. First, to improve physical and mental health. Because yoga has a unique spirit and body integration of exercise characteristics, so practicing yoga can adjust the psychological state, regulate negative emotions, healthy individual body, cultivate a sunny body and mind. the second is to build a healthy personality. Edify yoga philosophy, practice yoga asanas, meditation, etc., can help people establish "self" awareness, reshape the inner world, self-management, self-liberation, form a correct world outlook, outlook on life and values, and self-discipline open-minded healthy personality. In addition, long-term practice of yoga, but also in the continuous improvement of yoga postures, beyond the self, develop never give up, difficult to exert the will quality.

3. THE STATUS QUO AND DILEMMA OF YOGA ENABLING GREAT HEALTH INDUSTRY IN EASTERN HUBEI

With the deepening of the concept of big health, the big health industry has entered a new era. In this situation, yoga, with its unique sports characteristics, has become one of the important methods for people to engage in health. Today, yoga industry as a sunrise industry in the big health industry, in the current traditional culture hot, not only has a huge audience, but also has broad prospects for development. However, its realistic development, there are also some difficulties.

3.1 Status Quo

The development of yoga industry in eastern Hubei started late and is still in the primary stage. At present, the big

health industry market has not issued management regulations for the emerging yoga industry.

The status quo of yoga enabling great health industry in eastern Hubei is mainly reflected in three aspects. the first is that market chaos regulations have yet to be defined. the development of yoga in eastern Hubei is still in the exploratory period. At present, the local yoga industry has not formulated special laws and regulations, so that the eastern Hubei yoga industry market, more chaotic. It is mainly manifested in two aspects. One is operating without a license. Most of the yoga industry in eastern Hubei exists in the form of offline small and medium-sized yoga studios, while many small yoga studios are operating without licenses, and the related yoga industry is not regulated. Many coaches in small institutions have not obtained the yoga instructor qualification certificate, and their technical level has not reached the standard for teaching. Second, vicious competition. In order to compete for customers, many small and medium-sized yoga studios cut prices, attracting students at prices far lower than the market price, but after attracting students, it is difficult to maintain the follow-up business, resulting in closure. At present, the yoga industry in eastern Hubei has not established clear market operation norms, nor has it introduced precise programmatic documents and management rules, to prevent the vicious competition between the yoga industry. Second, the public is not informed of the single way of publicity. the existing publicity methods of yoga institutions in eastern Hubei are mostly offline propaganda by sending leaflets, recommendation by acquaintances, Posting advertisements and so on. the publicity methods are single. There are two reasons for this phenomenon. One is the single object of propaganda. People in eastern Hubei have a one-sided image of yoga that is exclusive to women. In yoga publicity, yoga institutions only target at women, resulting in a single group of yoga and poor publicity effect. Second, online propaganda is single. Most of the online publicity methods are for yoga institutions to publicize on wechat moments, which is not only single, but also small in scope. Nowadays, people receive information mostly from online platforms such as Weibo, Kuaishou and Douyin, and pay less attention to offline information acquisition channels. the publicity of yoga industry should also keep pace with the upgrading of information media, and extend the publicity of yoga industry to all online platforms, so that the publicity of yoga will develop in a diversified and rich way. The third is the lack of talent and the level of coaches is not high. Yoga industry has begun to take shape in eastern Hubei, but there is still a gap in the talent market of yoga industry. According to the survey, there are 98 yoga institutions in eastern Hubei, most of which have 6-15 yoga instructors. According to the average of 10 instructors in each institution, there are about 980 instructors in eastern Hubei. According to the 5000:1 training standard [15], there are 9, 339, 253 people in eastern Hubei, and 1, 867 yoga instructors are needed. But the existing yoga instructors, only 52.4%. Thus, the eastern Hubei yoga industry market, talent gap is huge. There are three main reasons. One is

the scarcity of local talent production. Local yoga talents in eastern Hubei mainly come from college students and outside business training. But the number of yoga students trained by colleges and universities every year is small, and the number of students who continue to engage in the yoga industry after graduation is even rarer. the scarcity of local yoga professionals is one of the main reasons for the shortage of talents in eastern Hubei. Second, it is not attractive enough to outside talents. the reasons for the lack of talent attraction in eastern Hubei are mainly shown in two aspects. First, the yoga atmosphere in eastern Hubei is not strong. People in eastern Hubei do not know much about yoga, and the demand for yoga is not high. Second, the economic situation of eastern Hubei is not good. In local yoga institutions, the salaries of yoga instructors are not high enough to attract non-local yoga talents. Third, there is no professional training institution. At present, there is no unified and standardized training institution for yoga instructors in eastern Hubei. Most of the existing yoga instructors come from commercial training within the yoga industry. This assembly line training produces yoga instructors, not only their own skill level is not high, but also lack of teaching experience. the coaches trained by assembly line cannot meet the market's demand for high-level core talents due to their lack of ability. However, there are few high-level yoga instructors with profound professional knowledge, rich teaching experience and special training.

3.2 Dilemma

Nowadays, the development of yoga industry in eastern Hubei is not smooth. Because, the big health industry in eastern Hubei, just started, still facing many difficulties. Yoga industry, as an important component of the eastern health industry, is no exception.

There are three main difficulties in the health industry in eastern Hubei province. First, it is trapped in the low level of local economy. In 2021, the GDP of eastern Hubei is 56.898 billion yuan, and the expenditure on health industry is 2.512 billion yuan, only accounting for 0.44% of the GDP. Compared with developed countries such as the United States and Japan, the GDP of the United States and Japan in 2021 is \$23 trillion and \$4.94 trillion respectively, among which the expenditure of the health industry accounts for 16.9% and 10.9% of the total GDP respectively. It can be seen that the developed degree of local economy has a great impact on the gross product of the health industry. In the past five years, the economic development level of eastern Hubei has been on the rise, from 430.715 billion yuan in 2017 to 556.898 billion yuan in 2021. But in 2021, the GDP of eastern Hubei only accounts for 0.48% of the national total. This shows that the economic development level of eastern Hubei is not high. the economic development level of eastern Hubei restricts the development of great health of eastern Hubei endowed by yoga. Because, only with the increase of people's income, people will improve the level of healthy consumption, and the yoga industry will get better development. Second, trapped in yoga exercise atmosphere is not strong. There are two main reasons why the yoga atmosphere in eastern Hubei is not strong. One is

that yoga has a single audience. Most people in eastern Hubei have a stereotype of yoga exclusive to women, which is related to the unscientific and one-sided propaganda of yoga. In the past yoga publicity, often stand in the female perspective, with the current female body anxiety, as a publicity stunt. On the market, most yoga studios take "slimming down" and "body shaping" as the slogan of publicity, labeling yoga as only for women, and making the functional and partial publicity of yoga, so that the public lacks a comprehensive and scientific understanding of yoga. Therefore, the audience of eastern Hubei yoga, mostly young women. the unitary audience of yoga in eastern Hubei leads to yoga activities being carried out in a small social group, with weak influence and weak atmosphere. Second, yoga activities are less. Yoga activities are an important way to expand the popularity of yoga and increase the audience. But in eastern Hubei, most yoga activities are initiated by small yoga studios to facilitate enrollment. It's a small yoga activity with little impact. Moreover, due to the lack of high-level talents in small yoga studios, yoga performance activities are at a low level, less attractive to the public and less social attention. As a result, the yoga movement atmosphere in eastern Hubei is not strong, and the audience cannot be expanded, which hinders the development of great health industry in eastern Hubei endowed by yoga. Third, it is trapped in the shortage of high-level yoga talents. High-level talents are the primary condition for yoga to enable the development of great health industry in eastern Hubei. There are three main reasons for the lack of high-level talents in yoga institutions in eastern Hubei. A market for the rapid coach rampant. the existing yoga instructors in the eastern Hubei market are mostly from within the industry and have been trained through short-term commercial training. They are not of high professional level and lack of teaching experience, so they cannot export excellent courses. [16] the second reason is that universities do not offer yoga as a major. At present, local colleges and universities in eastern Hubei have not set up major courses related to yoga industry. Most local colleges and universities in eastern Hubei set up yoga classes in the form of optional courses to do some basic yoga teaching. In addition, the teaching time is less, which seriously affects the training and transportation of yoga professionals and restricts the development of great health industry in eastern Hubei. Third, high-level brain drain. There are few yoga institutions in eastern Hubei, and due to economic reasons, a large number of scarce high-level yoga talents flow to first-tier cities and large yoga institutions in other places, resulting in the scarcity of high-level yoga talents in eastern Hubei, increasing the labor cost of yoga industry, the lack of development potential, difficult to open up a broader market, restricting the healthy development of the great health industry of eastern Hubei endowed by yoga.

4. STRATEGIES FOR YOGA TO ENABLE THE GREAT HEALTH INDUSTRY IN EASTERN HUBEI

The development of yoga can bring new development opportunities and give new strength to the eastern Hubei Province, which lacks the "cure and cure disease" big

health industry. the following three strategies can be adopted for yoga to enable the great health industry in eastern Hubei.

4.1 Create a healthy atmosphere for yoga in eastern Hubei
In order to create a healthy atmosphere of yoga in eastern Hubei, it is necessary to improve the sense of existence of yoga in people's hearts, deepen people's understanding of yoga, change people's stereotype of yoga, and improve the popularity of yoga.

There are three main measures to create a healthy atmosphere for yoga. One is to create a good environment for yoga exercise. the creation of a good yoga environment is inseparable from the support of the government. the environment for yoga exercise requires elegance and quiet. the government of eastern Hubei can create an environment for yoga exercise with the help of the beautiful natural scenery of eastern Hubei. There are two main approaches. One is to create a yoga park. Yoga park can provide a good place for yoga exercise, which can attract more people who need to improve their health level and become yoga practitioners. the creation of yoga park can better connect yoga with People's Daily life, and create a good healthy atmosphere. For example, various yoga facilities such as ball yoga experience hall, aerial yoga experience hall and yoga meditation classroom can be built on the basis of the original park in the center of Yiai Lake. In part of the park, a yoga-themed park will be built to integrate the quiet and beautiful environment of the lake with yoga practice. Second, the construction of yoga cultural village. Yoga culture can be the main purpose of the construction of yoga culture village, can attract more tourists to eastern Hubei, drive the development of local tourism economy. It can also build a yoga business community integrated village and create a variety of yoga cultural experience pavilion. For example, we can build yoga culture museum, yoga facilities store, and cooperate with travel agencies to form cultural and tourism economic industry chain. Second, hold a variety of yoga activities. Holding a variety of yoga activities is a good way to publicize yoga, spread yoga culture and improve the influence of yoga. There are four specific methods. One is to hold art performances. Through yoga art performances, the public can understand yoga culture, feel the charm of yoga, create an atmosphere for yoga movement, and foreshadow the popularity of yoga. Second, organize parent-child games. Yoga parent-child games can enhance parent-child relationship at the same time, understand and learn yoga. Parents and children can complete the corresponding asana movements together, in the process of asana practice, understand yoga, enhance parent-child relationship. Three is to carry out knowledge questions. Yoga quiz will help people understand the benefits of yoga practice and stimulate their interest in yoga. During the event, you can also give yoga themed souvenirs for challengers of yoga trivia. Four is to hold the asana challenge. Yoga asana challenge, try to get as many people as possible to participate in this challenge and experience the fun of yoga. You can choose a variety of yoga asanas of different difficulty, so that the challengers can complete from easy to difficult. Finally, the winner is

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the one with the highest number and difficulty. Or choose a balance yoga pose of low and medium difficulty. the challenger can maintain balance for a long time. Third, do a variety of yoga publicity. There are two ways to do this. One is synchronous online and offline publicity. the large flow of new media can be used to publicize online and offline classes simultaneously, which can expand the scope of yoga publicity and attract more people to understand and learn yoga, so that one person teaches offline and many people enjoy online classes. For example, excellent yoga works can be photographed and uploaded to the online platform; In addition, online yoga postures can be explained and online meditation rooms can be set up to realize online multi-person yoga classes. the second is to enrich the propaganda content of yoga. Enriching the propaganda content of yoga can expand the audience of yoga and meet the different needs of different people for yoga. Targeted publicity should be carried out for different yoga courses to improve the public's understanding of various yoga courses. For example, parent-child yoga classes, promoting parent-child relationship; Meditation rest technique, to adjust the pressure of life to form a healthy state of mind; Pregnant women yoga classes, to regulate pregnancy anxiety, exercise pregnant mothers body, maintain healthy pregnancy publicity; Fitness yoga course, to strengthen the body, fitness, exercise body strength, balance ability propaganda.

4.2 Build a yoga enabling great health system in eastern Hubei

To build a yoga enabling health system in eastern Hubei, and lay a foundation for the healthy development of yoga industry market. In view of the present situation of no clear rules and regulations, no supervision mechanism, and mixed talent market in the yoga industry in eastern Hubei, the following three specific measures are proposed to build the yoga enabling great health system in eastern Hubei.

First, the establishment of yoga market management regulations. With the rise of yoga industry, the market competition among yoga institutions is gradually fierce. At present, the unstandardized market regulations hinder the development of yoga industry. There are three ways to set up regulations for the management of yoga market. One is to establish rules. the establishment of market norms for yoga industry can protect the rights and interests of yoga institutions, serve as evidence for adjudication of market competition disputes, make internal management of yoga market orderly, improve management efficiency, and encourage better development of yoga industry. For example, we can set up healthy market competition norms for the chaotic yoga competition market. the punishment mechanism can be set up for the behavior of market bidding up, malicious suppression and vicious market competition. [17] the second is to grasp the audit. Strengthening the audit of yoga market is helpful for yoga enterprises to fulfill various economic responsibilities and ensure the healthy operation of yoga market. For example, the economic operation of yoga enterprises can be targeted at the establishment of a review body to prevent tax evasion. Yoga teaching effect audit regulations can be set

up according to the low-quality teaching and training level of yoga. Three is to check the qualification. Checking the qualification of yoga instructors in yoga institutions can ensure the quality of yoga talents and screen out unqualified yoga instructors. In view of the chaotic employment mechanism of yoga institutions, the qualification verification mechanism of yoga instructors can be established. We can regularly assess the skill level of the instructors in each yoga studio. [18] the second is to establish a yoga market supervision organization. the establishment of good management mechanism cannot be separated from the maintenance of regulatory institutions. There are two ways to establish the supervision organization of yoga industry market. One is hierarchical check. A multi-level supervision and hierarchical census system can be established for yoga institutions to ensure that every yoga institution can be regularly reviewed. For example, a general supervision organization can be set up in eastern Hubei, and then a municipal branch can be set up in Huanggang, Huangshi and Ezhou. From the city to the district and the district to the county, regular supervision can be conducted on each yoga institution every year or half a year to ensure the management of lower supervision institutions by higher supervision institutions. Two is the definite content. the supervision content of the yoga industry supervision body should correspond to the content of the management regulations one by one, so as to determine the supervision body to examine the market competition, teaching quality and institution qualification of yoga institutions. [19] For example, healthy market competition should be advocated to ensure the quality of yoga industry and supervise the healthy operation of yoga market. Third, raise the threshold for yoga instructors to enter the market. At present, most of the yoga instructors in the eastern Hubei market come from short-term commercial training within the industry, but have not received systematic professional yoga training. There are generally problems such as low professional level and insufficient teaching ability. There are three ways to raise the threshold for yoga instructors to enter the market. One is to check the qualification. Check the teaching qualifications of instructors in yoga institutions. Many accelerated yoga instructors have teaching certificates that are issued and certified by informal organizations. the government can set up a special yoga teacher training institution for the issuance of yoga instructor certification. Just as the "National Yoga Alliance" in the United States sets up different types and levels of yoga teacher certification, categories such as children's yoga certification and pregnant women's yoga certification can be set up. An official website of yoga certification can be established to ensure that the information of every teacher who has obtained a formal yoga teacher certification can be found in the official website. To ensure that every coach with a teaching qualification certificate has qualified professional level and relevant teaching skills. Second, regular assessment. the skill level of yoga instructors should be improved continuously in the process of continuous learning and teaching. Regular assessment of the skill level of yoga

instructors can ensure the quality of yoga industry output. It is stipulated that yoga instructors' skill level should be audited every six months or a year. Yoga teachers in different districts can gather together to conduct level audit. In the level audit, yoga teaching experience can be shared and teaching techniques can be exchanged. Review content, according to the yoga skill level of the instructor, yoga asana skills of different difficulties can be displayed. In addition, the teaching design of different yoga contents can be carried out according to the teaching ability of the instructors, so as to comprehensively assess the abilities of the instructors. Three is a clear level. the uneven market talent of yoga industry restricts the healthy development of yoga industry. Yoga instructors who enter the market should receive vocational training in formal professional institutions of the government, and obtain teaching certificates of different levels according to the degree of training. For example, 200 hours certified instructor, 300 hours certified instructor, children's yoga certified instructor, etc. And every year or half a year, accept different difficulties of asana skills and teaching ability assessment, so as to ensure the professional level of yoga industry market talents, so that the yoga industry a virtuous cycle of development.

4.3 Training yoga to enable great health talents in eastern Hubei

Talent is the foundation of the healthy development of the industry. the development of great health industry in eastern Hubei is inseparable from talents.

There are three main measures to train yoga to enable great health talents in eastern Hubei. First, attach importance to the construction of college yoga courses. At present, yoga classes in colleges and universities in eastern Hubei exist in the form of elective courses, and students learn yoga classes in short time and less content. To solve this problem, the construction of yoga courses in local colleges and universities in eastern Hubei can be started from three aspects. One is to add content to yoga classes. Due to reasons such as course length and students' interest, yoga courses taught by yoga teachers in colleges and universities in eastern Hubei are few and simple. the existing teaching content is mainly the basic yoga asanas. For example, right Angle pose, squat, deadbolt pose, snake pose, horse pose, etc., and composed of them such as "Sun worship 12 pose", etc., simple yoga asana combination. the yoga movement, did not make in-depth systematic study. the content and difficulty of yoga courses should be increased appropriately to help students acquire more profound yoga knowledge and skills. For example, you can learn more difficult yoga poses such as King pigeon pose, side crane pose, wheel pose, bird of Paradise pose and so on. You can also learn more types of yoga, such as hot yoga, altitude yoga, etc. Two is to increase the yoga class hours. Yoga classes in universities in eastern Hubei are optional, with only 32 credit hours. With fewer class hours, what teachers can teach is limited, and it is difficult for students to learn more yoga knowledge and skills in a short time. Schools should increase the length of yoga classes according to different majors. For example, for students majoring in physical

education, the duration of yoga courses can be increased to at least 48 hours, and for those who choose to major in yoga, the duration can be increased to 144 hours. Only in this way can they comprehensively and systematically master all poses of yoga, as well as different ways of meditation and relaxation. the third is to set up yoga major course. On the basis of the general yoga course, which mainly focuses on the basic yoga asanas, the major course of yoga is set up, so that students can have the opportunity to systematically and deeply learn the theoretical knowledge of yoga, master all the yoga asanas, and reach the level of being able to independently create multiple sets of yoga asanas and practice yoga concepts, so as to improve the reserve of professional talents in the yoga industry market. Second, establish a training base for yoga talents. the cultivation of yoga talents should not only rely on the study of yoga courses in colleges and universities, but should set up scientific, reasonable and systematic training bases. There are two specific methods. One is to clarify the function of yoga training base. For those who want to obtain the yoga instructor qualification certificate, they can be assessed to master the quantity, quality and teaching level of yoga asanas. Then, according to the assessment results, four corresponding levels of primary, intermediate, advanced and special grade are established, and the corresponding level of yoga instructor qualification certificate is issued. For those who are already yoga instructors, they can be assessed every six months or a year, mainly for the level of yoga asanas and yoga teaching. If you do not pass the examination, you will be downgraded based on the original qualification. Second, to build a high-quality teaching team. the members of the high-quality teaching team shall be composed of yoga instructors with special professional certificates and high-level yoga athletes. They also serve as the training teachers of the training base and the annual professional qualification examiners, in order to cultivate senior yoga talents who can contribute to the great health industry in eastern Hubei. [20] Third, unimpeded channels for yoga talents. There are two main ways to establish a yoga talent transfer network from the training base to the market. First, to strengthen cooperation between schools and enterprises. A written cooperation agreement can be signed between colleges and universities in eastern Hubei and major yoga institutions to establish a long-term cooperation mechanism on the basis of defining the responsibilities and rights of both parties, so that colleges and universities can become talent training bases for yoga institutions. In the process of talent training, senior yoga instructors can be hired to serve as vocational guidance counselors in colleges and universities in eastern Hubei. Practice points can also be set up in yoga institutions to help college graduates in eastern Hubei get familiar with yoga market environment and learn yoga teaching techniques. Second, establish a communication platform. Build a communication platform between yoga talents and market institutions to ensure the benign circulation of yoga talents. For example, yoga recruitment APP can be established online to publicize the scale, number of yoga institutions, salary level, basic information of yoga

instructors, qualification certificates, awards, etc., basic information for the two-way choice between yoga instructors and institutions. We can also hold job fairs offline for all yoga instructors and yoga institutions, and have one-on-one interviews with instructors. To build a network of talents, markets and institutions, and promote the development of great health industry in eastern Hubei endowed by yoga.

5. CONCLUSION

With the promulgation of "Healthy China" policy and the improvement of national health literacy, the big health industry has ushered in a new development opportunity. However, the current development of the big health industry in eastern Hubei still has some problems, such as market chaos and regulations not yet determined, little public knowledge and single way of publicity, lack of talents and low level of instructors, low level of local economy, low atmosphere of yoga, and lack of high-level talents of yoga. In order to solve this problem, the author puts forward the strategies of creating the atmosphere of yoga enabling great health in eastern Hubei, constructing the system of yoga enabling great health in eastern Hubei and cultivating the talents of yoga enabling great health in eastern Hubei. This not only has positive significance for promoting the popularity of yoga in eastern Hubei, but also has practical guiding significance for driving yoga to enable the development of great health industry in eastern Hubei. It needs to be explained that, due to their profound understanding of yoga culture is not deep, understanding is not clear, in the face of extensive and profound yoga culture, analysis of its evolution, characteristics and functions, shallow theory, weak, innovation of its ability to enable the great health industry in the east of Hubei, the heart is weak, in the future research, when in-depth analysis.

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Development Dilemma and Rescue Path of Yoga in Colleges and Universities in Eastern Hubei Under the Background of Great Health

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Abstract: This paper uses the method of literature, field investigation and expert interview, with "great health" as the purpose, in order to clarify the development of yoga in the common colleges and universities of eastern Hubei as a breakthrough, the development of yoga in the common colleges and universities of eastern Hubei rescue path, made a study. the results show that: since yoga is an elective course in colleges and universities in eastern Hubei, students' understanding of yoga is increasing year by year, and their interest in yoga is gradually improving. More and more students choose to learn yoga. However, under the background of general health, the development of yoga in colleges and universities in eastern Hubei is still faced with many problems, such as insufficient cognition of exercise concept, incorrect cognition of yoga movement, low professional level of yoga teachers, dull teaching methods, lack of teaching equipment and venues, single propaganda methods and other disadvantages. In view of these disadvantages, in order to develop yoga in colleges and universities in eastern Hubei, the paper advances with the Times the ways of establishing the concept of great health, correctly recognizing yoga, following the requirements of great health, improving the quality of yoga teachers, responding to the call of great health and attaching importance to the construction of yoga courses. This not only has a guiding effect on the construction of yoga courses in general colleges and universities of eastern Hubei under the background of great health, but also has a positive significance for promoting the development of yoga in general colleges and universities of eastern Hubei.

Keywords: Great health; Yoga; Development dilemma; Rescue path; Colleges and universities of eastern Hubei;

1. INTRODUCTION

Nowadays, with the development of economy, people's living standards are constantly improved, and their demands for health are increasingly high. on October 25, 2016, the (C-P-C) Central Committee and the State Council issued the Outline of "Healthy China 2030" [1], and required all regions and departments to conscientiously implement it in light of the actual conditions. In June 2019, the State Council issued the Opinions on Implementing the Healthy China Action [2],

which improved the coordination mechanism for promoting the Healthy China Initiative to ensure its effective implementation. These powerful policies provide powerful policy support for the construction of yoga courses and the spread of yoga in colleges and universities. Under the background of implementing the strategy of "Healthy China" [3], what is the development status of yoga, which is very popular among students, in colleges and universities? What are the difficulties? and so on, aroused the wide concern of teachers and students in colleges and universities. Based on this, it is of practical significance to explore the feasible development strategy of yoga in the general colleges and universities of eastern Hubei in combination with the actual situation of the general colleges and universities of eastern Hubei and closely related to the general health background of "healthy China" strategy.

2. GREAT HEALTH MESSAGES

Since the birth of the concept of "Great health", people have gradually endowed "great health" with more and more meaning in the process of practice.

There are three main tenets of great health. First, the pursuit of complete physical and mental health. "Great health" is put forward with the idea of caring for the whole process of life in an all-round way. It focuses on people's clothing, food, housing, transportation, birth, aging, illness and death, pays attention to factors affecting health, advocates self-health management, and pursues complete health of spirit, psychology, physiology, society, environment and morality. [4] the second is to live long and live well. "Great health" is a new concept that enables people to "live a good life, live a long time, do not get sick, get sick less, get sick late, improve the quality of life and walk safely" [5]. It is necessary to create a good national fitness atmosphere and encourage people to actively participate in fitness sports. Third, not only cure the disease, but also cure the disease. "Great health" requires a healthy and upward lifestyle, not only to "cure diseases", but also to "cure diseases" [6], eradicate the "sub-health" state, fundamentally improve people's physical fitness, help people change the old way of overspending health and fighting diseases, and form a new mode of health care and disease prevention. [7]

3. EVOLUTION OF YOGA

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Traditionally, yoga is a practice for the inner soul. After thousands of years of evolution, modern yoga has become a means of fitness for people. the advance of yoga is closely related to the transfer of society. In different historical periods, yoga will undergo different evolution. There are three main evolution rules of yoga. One is the transmutation from few records to system records. In the primitive development period, yoga was presented only in the form of sitting and meditating, with few written records. It was not until the 15th century BC that the word "yoga" first appeared in the Brahmanic religious classic Veda [8], and the systematic record of yoga began. In the centuries that followed, other Upanishads expanded the concept of "yoga" and further interpreted the use of techniques such as meditation, mind control and proper breathing to achieve a state of transcendence. the Bhagavad Gita, for example, focuses on the practice of several branches of Yoga and their importance to life. Then, over time, as yoga evolved, its various branches were systematically documented. the second is from the professional monk door to the mass transmutation. the original yoga, which is a special dharma practice, was realized by ancient Indian practitioners after observing animal behavior in the primitive forests of the Himalayan foothills in India. Confined to the region, it was spread only in the eastern part of the Himalayas and in the virgin forests, by yogis, to those who were willing to practice. and then it spread to the average Indian. After the 19th century, yoga developed rapidly in India, and more and more yoga works and branches of various practices appeared. Through the promotion of Indian capitalism, yoga gradually spread to the world. Today, yoga has been widely practiced around the world. the third is the evolution of both the mind and the body. the original yogis practiced for the purpose of purifying the mind, achieving the integration of self and nature, obtaining eternal peace, sublimating the mind and realizing the "unity of nature and man". For this reason, most of them focus on practicing their spiritual nature, hoping to achieve "sameness between the Brahma and the self" from the inside out. Up to modern times, yoga has been widely spread in the world, and people tend to practice yoga, and cultivate the body and mind, and obtain a comprehensive health of spirit and flesh.

4 CHARACTERISTICS AND VALUE OF YOGA

4.1 Features

Everything in the world has a special distinction from another thing, that is, characteristics. Yoga is no exception, but also has its unique characteristics from other traditional health and fitness techniques.

Yoga is different from other traditional health and fitness techniques, there are three main characteristics. First, we have a deep understanding of the ontology of life. the ontology of life derives from the fundamental relationship between the living individual and the universe as a whole -- each individual being a part of the whole, and at the same time encompassing all the whole. Life itself is constantly changing. What will happen in the future? It's impossible to predict. Yoga's understanding of the essence of life is to teach people to

listen to the voice of life, giving people the peace of mind to accept changes and not worry about the future. Second, culture is intersectional and inheritable. Yoga is not only a culture of physical movement, but also a culture of philosophy. the intersection of these two cultures makes yoga not only positive in terms of physical and mental health, but also positive in spirit. It is because of these two positive influences that yoga has been widely recognized and become a historical and cultural treasure, passed down from generation to generation. Third, it has a wide range of health benefits. There are two main aspects in this regard. One is suitable for all ages. Yoga emphasizes moderation and conformity to nature. Regardless of the student's foundation, age and gender, he or she can choose his or her own training content according to his or her own situation. Do what you can and when you can. the two are both physical and mental. Yoga is a way to achieve harmony and unity between the body and the mind. It has the function of nourishing both body and mind. [9]

4.2 Value

Value depends on people's subjective intention to things. the same thing, to different people, the size of the value may be very different. A world treasure such as yoga, which has been around for more than 5, 000 years, is of great value to individuals and to human society as a whole. There are four main values of yoga. First, historical value. There are two more. One is that the history of yoga is an important part of Indian history. Yoga originated in India and has been around for thousands of years. A history of yoga not only reflects the history of India, but also is a useful supplement and an important part of the official history of India. Second, yoga is an important embodiment of the history of Indian religious culture. Yoga is a jewel of Indian classical civilization, with its philosophical roots in the Vedas. the Veda, a collection of ancient Indian knowledge, is the foundation of Indian philosophy, religion and literature. Therefore, the history of religious culture infiltrated by yoga reflects, from one aspect, the history of Indian religious culture. Second, cultural value. There are two more. One is that yoga has a diverse culture. Yoga culture not only embodies the ancient Indian civilization in the Indus Valley, but also inherits the ancient Egyptian civilization in the Nile Valley. Up to now, yoga culture has formed a multi-structured modern yoga culture that integrates philosophy, aesthetics and unique ideas of physical and mental health. Secondly, yoga is a treasure of world culture. Yoga continues to this day because of its complete science, high artistry and unique wisdom. Since the 20th century, it has been proved to be one of the most suitable and effective self-cultivation methods for human beings through in-depth studies in both East and West. [10] Third, the value of educating people. There are two more. One is to cultivate the quality of will. At the beginning of yoga, it is inevitable that you will suffer from the pain of pulling muscles and ligaments. Bottlenecks in practice can also lead to feelings of frustration and frustration. After the introduction, you will feel softer, more powerful, and get a sense of accomplishment and satisfaction. In the process of

practicing yoga, pain can sharpen one's will, frustration can exercise one's tolerance, a sense of achievement can cultivate one's self-confidence and other qualities of perseverance and perseverance. Second, cultivate correct values. Yoga is philosophy. the practice of yoga, whether it is simple postures, breathing, asanas, or high level meditation, requires the practitioner to have the support of Vipassana in order to improve himself, to achieve "Brahma identity", to generate the perception of giving back to society, and to mold the correct values. Fourth, health value. There are two more. One is to keep fit. When practicing yoga, "standing, lying, sitting, kneeling and other asana exercises combining static and static activity" [11], combined with fine and even breathing, gentle posture adjustment, fully bending, stretching and twisting all parts and joints, stimulating all meridians and acupoints, can promote the flow of qi and blood, massage all organs, regulate the internal environment, enhance human immunity and self-healing power, and improve health. the second is to nourish the heart. Yoga emphasizes peace and stability and the pursuit of physical and mental harmony. Often practice yoga, can adjust the nerves, release the mind, dispel negative emotions and external adverse factors produced by the side effects, cultivate a calm and objective state of mind and a kind and confident attitude to life, is beneficial to nourishing the heart.

5. DEVELOPMENT STATUS AND DILEMMA OF YOGA IN COLLEGES AND UNIVERSITIES IN EASTERN HUBEI

5.1 Development status

At present, Chinese colleges and universities, almost all incorporate yoga into the college curriculum. In order to enrich college life and carry out the concept of "health first" and "comprehensive health", universities in eastern Hubei also include yoga in their physical education courses. But in practice, there are still the following phenomena.

First, the faculty is not strong. There are two more. One is the shortage of teachers. In the colleges and universities of eastern Hubei, there are few yoga teachers because of the lack of educational investment and the lack of yoga courses. According to national standards, to ensure the quality of teaching in colleges and universities, there should be one yoga teacher for every 15 college students. However, the teachers of ordinary colleges and universities in eastern Hubei are all lower than this standard, so that the yoga teachers of ordinary colleges and universities in eastern Hubei are also insufficient. For example, Huanggang Normal University has only three yoga teachers, while Hubei Normal University and Hubei Institute of Technology have only one yoga teacher each. Second, poor professional ability. Since yoga did not begin to rise worldwide until the 21st century, there are fewer teachers majoring in yoga in universities, and the theoretical and technical system of yoga teaching in universities is still in the exploratory stage, leading to the lack of professional ability of yoga teachers in universities. Moreover, due to the rapid development of yoga in China in recent years, the level of yoga teachers in different

universities is uneven, and many yoga teachers even major in sports dance, aerobics, etc., rather than yoga when they study in college or graduate school. This is because they went to school at a time when yoga was not popular and yoga teachers were scarce. For example, the yoga teachers in Hubei Normal University study modern majors, not yoga majors. Second, the site equipment is insufficient. There are two more. One is the lack of space. According to the national standard, there should be one gymnasium for every 10, 000 to 20, 000 students. In the gymnasium, there should be at least one yoga studio that can accommodate about 30 students or a comprehensive hall that integrates aerobics and sports dance. Because of the different regional development degree, the teaching equipment and site of the colleges and universities in different regions are different. For example, Huanggang Normal University and Hubei Institute of Science and Technology have complete yoga teaching facilities and fixed yoga venues for classes, while the yoga venue of Hubei Normal University is integrated with the gym. Second, insufficient equipment. Due to the imbalance of regional development and other factors, yoga equipment is insufficient in colleges and universities in eastern Hubei. For example, students need to purchase yoga MATS and elastic belts for yoga classes in Huanggang Normal University and Hubei Normal University by themselves. the school does not provide corresponding yoga equipment, and teachers also need to prepare the acoustics required for yoga classes. In addition to yoga venues, the school does not provide any equipment required for teaching. Third, the gender imbalance. There is a great difference in the proportion of male and female students attending yoga courses in the general colleges and universities of eastern Hubei. Almost all students are male and female. According to the survey, from 2020 to 2022, the number of students taking yoga classes in ordinary colleges and universities in eastern Hubei will be between 60 and 80 each semester, and they will offer two hours of yoga classes every week, with about 20 to 30 students in each class. There is a large gap in the proportion of male and female students attending yoga classes in colleges and universities in eastern Hubei. From 2020 to 2022, the ratio of male and female students attending yoga classes is 1:5, 1:3 and 1:3 in Huanggang Normal University, 1:10, 1:12 and 1:10 in Hubei Normal University, and 1:8, 1:8 and 1:8 in Hubei Institute of Technology. It can be seen that the number of female students attending yoga classes in colleges and universities in eastern Hubei is far higher than that of male students.

5.2 Development Dilemma

5.2.1 Cognitive dilemma

Cognition is an information processing activity for individuals to know the objective world. [12] Correct cognition can improve work efficiency, especially the cognition of ideas. Misperception, or lack of it, can lead to very different results.

There are two main cognitive yoga dilemmas for students in colleges and universities in eastern Hubei. One is the lack of understanding of yoga concept of physical and mental health. There are two more. One is the lack of

awareness of yoga mind raising concept. College students only think that yoga can be beautiful posture, strengthen the body, ignore the effect of yoga to regulate mood, relieve mood, calm mind and nourish the body. Meditation and meditation are an important part of yoga practice. Through meditation and meditation, college students can relax their mind. [13] in the process of meditation, emotions can be adjusted, bad emotions can be removed, impetuous and impulsive inner calm can be calmed, and the reality can be faced with optimism. the second is the lack of cognition of yoga fitness concept. Owing to the lack of comprehensive understanding of yoga, the students of ordinary universities in eastern Hubei study passively, mechanically and with vague motivation. Many college students think that learning yoga can lose weight process, so they have to participate in order to get a better body. Affected by this, they can hardly understand the connotation of yoga, which affects the learning effect. Some students think yoga is gymnastics, which weakens the value of yoga and hinders the learning of yoga. Second, the cognition of yoga movement is wrong. There are three more. One is the wrong understanding of yoga learning object. Most male university students in eastern Hubei think that yoga is only suitable for girls to practice, do not learn yoga. In European and American countries, the proportion of men practicing yoga is much higher than that of women. Secondly, the cognition of yoga practice form is wrong. There are many ordinary college students in eastern Hubei believe that yoga is suitable for people with soft body to practice, lack of yoga practice, will make the body more soft. Third, the function of yoga is wrong. Some students in ordinary colleges and universities in eastern Hubei think that yoga is a course to lose weight, so they learn yoga with the purpose of slimming down fat, but the result is counterproductive. This misconception leads to their later disinterest in yoga.

5.2.2 Teaching dilemma

Teaching is the first priority of all schools. It can be said that the teaching quality is directly related to the reputation of a school. Affected by various factors, yoga teaching in colleges and universities in eastern Hubei also faces some difficulties. There are three.

First, the professional level of yoga teachers is not high. A good yoga teacher is the premise of teaching good yoga courses. At present, the professional level of yoga teachers in colleges and universities in eastern Hubei is not high. It is embodied in the following two aspects. One is that the major does not match. Yoga teachers in colleges and universities in eastern Hubei are mainly teachers majoring in calisthenics and Latin dance, and their professional knowledge and skills are not systematic, which is not conducive to the achievement of yoga teaching objectives. For example, the yoga teachers in Hubei Normal University are concurrently teachers majoring in modern studies; One of the yoga teachers at Huanggang Normal College is a part-time teacher who majored in basketball. Second, the teaching content is simple. Yoga teaching in the general colleges and universities of eastern Hubei, professional "Yoga" elective courses, open 32 class hours; "College sports - Yoga" option class, also open 32 credit

hours. Because of the time, yoga teaching content is simple. For example, the Yoga class of Huanggang Normal University only teaches the basic twelve forms of worship. Hubei University of Science and Technology "college sports - Yoga" class, only by the basic students to teach relatively simple yoga movements, students do not know other yoga content. Second, the teaching mode is boring and tasteless. There are two more. One is the tradition of teaching concept. Due to the influence of traditional teaching concepts, the current yoga teaching in colleges and universities in eastern Hubei is still a phenomenon of teachers' active indoctrination and students' passive acceptance. Teaching is lack of enlightenment and inquiry, and learning is lack of initiative and interest. [14] Yoga teachers prescribe routine movements and students blindly imitate training, failing to help students grasp the essence of yoga. It is difficult for students to obtain pleasant physical and mental experience through practicing yoga in daily learning. Second, the teaching method is single. Yoga is a sport that moves to music. However, yoga teachers in ordinary colleges and universities in eastern Hubei have a single teaching method and only use simple demonstration teaching methods, which is difficult to stimulate students' enthusiasm for learning yoga, guide students to think independently and improve their enthusiasm for learning yoga. [15] Third, the lack of teaching facilities. the smooth development of yoga teaching activities cannot be separated from sufficient sites and equipment and other hardware conditions. [16] However, general colleges and universities in eastern Hubei do not pay enough attention to yoga classes, and invest less construction funds and insufficient equipment. the yoga belt, yoga block, yoga mat and fitness ball required by the course should be purchased and prepared by students themselves. Students without equipment will have no equipment to use, and there are few professional yoga studios and their matching yoga teaching equipment. For example, Huanggang Normal University, Hubei Normal University and Hubei Institute of Technology three ordinary universities, all have a dedicated or dual-purpose yoga studio, but none of them have yoga equipment, before class, the teacher requires students to prepare the yoga equipment used in this semester.

5.2.3 Publicity dilemma

Propaganda is a kind of information performance technique to serve a specific issue. As far as education is concerned, publicity is an important part of education, and so is yoga teaching. However, restricted by funds, resources and other factors, colleges and universities in eastern Hubei also face some difficulties when propagating yoga, which are mainly reflected in the following two aspects.

First, the propaganda method is single. the way to publicize yoga in colleges and universities in eastern Hubei is mainly oral propaganda and document release. For students who are keen on and immersed in mobile phone gossip, word of mouth, for them, just like in one ear and out the other, does not play much role. the publicity documents released on some public platforms, due to the

text content, students who are used to fast food culture, and it is difficult to calm down and read carefully, so that they know very little. Second, the professional publicity is poor. In the face of yoga, a sport with profound cultural heritage, it is far from enough to stick to oral and document propaganda without intuitive and in-depth interpretation. Because, compared with pictures, videos and other intuitive publicity methods, for laymen, too much propaganda text description, it is difficult to make them interested in yoga, so that many students do not know that the school has yoga classes, or do not know what the yoga class to learn. and stay away.

6. RESCUE PATH OF YOGA DEVELOPMENT IN COLLEGES AND UNIVERSITIES IN EASTERN HUBEI UNDER THE BACKGROUND OF HEALTH

Under the circumstance that the living standard is basically well-off in an all-round way, the "great health" concept of "living well, living long, not getting sick, getting less sick" [5] has become the main melody of the development of national life. In this situation, although the development of yoga in colleges and universities in eastern Hubei ushered in a rare opportunity, but also faced with some cognitive, teaching and publicity difficulties. To this end, the following three rescue paths are proposed.

6.1 Establish the concept of big health and correctly understand yoga

Since the concept of "big health" was put forward, yoga, as a physical and mental exercise, has been favored by the public. However, people only know yoga, but fail to recognize and interpret yoga with the concept of "big health".

There are two main measures to establish the concept of big health and correctly understand yoga. One is to create a yoga atmosphere on campus. There are two more. One is to increase publicity. Colleges and universities in eastern Hubei should strengthen the propaganda of yoga. For example, the university radio station, campus official website and wall newspaper can be used to interpret the origin, development, value and function of yoga, so as to stimulate students' desire to learn yoga. Second, enrich activities. Colleges and universities in eastern Hubei should organize and carry out rich and colorful yoga activities. For example, it can organize and carry out various yoga performances, observation or competitions on campus, and also organize and carry out yoga academic exchanges, expert interviews, teaching observation, asana performance and other activities on campus to create a yoga atmosphere. the second is to correct the wrong perception of yoga. There are two more. One is to correct the wrong perception of suitable for women and unsuitable for men. Yoga themed activity days, wechat official accounts and classroom teaching can be held to tell the relevant theoretical knowledge of yoga and show yoga asanas, so as to change students' wrong perception that "yoga is suitable for women, not for men". the second is to correct the wrong cognition of weight loss and fitness. Through conducting yoga lectures, setting up yoga knowledge columns, and using Douyin self-media platform, we can answer the questions and perplexity of

ordinary college students in eastern Hubei on yoga and their wrong cognition of losing weight and not keeping fit.

6.2 Follow the requirements of Great health and improve the literacy of yoga teachers

Human being is the subject of all activities, and human accomplishment is the fundamental factor that affects and restricts work efficiency. As the leader of teaching activities, the quality of teachers is the basic condition to ensure the quality of education, but also the necessary condition to cultivate good students. [17]

There are three main measures to follow the requirements of big health and improve the quality of yoga teachers. First, strengthen the introduction of yoga teachers. Increasing the introduction of yoga teachers is one of the effective ways for the rapid development of yoga in colleges and universities in eastern Hubei. There are two more. One is to attract multiple channels to supplement educational talents. Through the open recruitment plan to recruit teachers, for those who are willing to participate in the recruitment, after unified written examination, interview and assessment procedures, excellent yoga teachers will be recruited to the teachers of ordinary colleges and universities in eastern Hubei. the second is to care for and retain educational talents in many ways. Concerned about the vital interests of yoga teachers, from the aspects of food, clothing, housing and transportation, constantly improve the economic benefits of yoga teachers, implement the benefits that yoga teachers should enjoy, and set up awards such as excellent yoga teachers, excellent yoga teachers team, to encourage the individual and collective yoga teachers to be calm and willing to teach. the second is to improve the moral quality of yoga teachers. [18] Yoga teachers should be trained before they are introduced. There are two specific methods. One is pre-service education. Before entry, general colleges and universities in eastern Hubei should test the professional ability of the yoga teachers who will be admitted. It is not only necessary to test their ability to explain knowledge, but also to test their professional ethics such as caring for students, loving their jobs and being a teacher, and explain the rules and regulations of the school, so that the teachers can be prepared to be teachers from the aspects of psychology, knowledge, skills and so on. the second is post-job training. After admission, the general colleges and universities of eastern Hubei should regularly examine the moral quality and teaching ability of yoga teachers, and temper their quality of love and dedication; An incentive mechanism should be established to spur the advanced and encourage the backward, so that yoga teachers can move forward in the spirit of perseverance. the third is to cultivate yoga teachers' professional ability. One is to grade yoga teachers. Colleges and universities in eastern Hubei should make use of the evaluation standard of yoga level to build a team of high-quality yoga teachers. the assessment of yoga teachers should start from the three aspects of theoretical literacy, technical ability and teaching level, and evaluate the grades of primary, intermediate and senior yoga teachers. Through grading, yoga teachers are encouraged to make progress. the second is to do a good job of mentoring.

Colleges and universities in eastern Hubei should make group management according to the basic situation of yoga teachers, and set up leaders in each group, so that teachers with high teaching level and rich teaching experience can guide young teachers and work together to cultivate a high quality yoga teacher team.

6.3 Respond to the call of great health and attach importance to the construction of yoga courses

As an important part of the healthy development of students, the construction of college physical education curriculum has been concerned by schools. the construction of yoga courses in Hubei colleges and universities is no exception, especially under the background of "great health".

To respond to the call of great health and attach importance to the construction of yoga courses, there are three measures. First, improve yoga teaching facilities. There are two more. One is to increase investment. In the construction of yoga courses in colleges and universities in eastern Hubei, we should first understand all kinds of equipment, venues and number of classes required for opening yoga courses, and then according to the actual financial resources of the school, we should purchase yoga teaching equipment and facilities to improve the teaching environment of yoga courses. the second is scientific configuration. the teaching and practice of yoga have high requirements on the environment. Only under the premise of scientific allocation of yoga teaching facilities, teaching activities can be carried out efficiently. For example, Huanggang Normal University only has a yoga studio without sound equipment and yoga MATS, and yoga teachers need to provide music for yoga rest techniques. Schools should be equipped with yoga MATS and sound equipment according to teaching needs. Second, the construction of yoga school-based curriculum. There are three more. One is continuous modification and gradual improvement. the construction of yoga school-based curriculum in colleges and universities in eastern Hubei is not accomplished overnight, but a continuous, dynamic and gradual improvement process. Yoga teachers should revise the school-based curriculum suitable for the school according to the social demands, local cultural characteristics and students' actual knowledge. Two is careful control, reduce the difference. the construction of school-based yoga curriculum in colleges and universities in eastern Hubei will inevitably assign the power of curriculum preparation to yoga teachers, which will inevitably lead to the differences of yoga teaching content and teaching quality between schools. In order to reduce this difference, the general colleges and universities in eastern Hubei should carefully compare the yoga teaching requirements issued by the Ministry of Education, and develop a suitable yoga school-based curriculum. Three is to plan carefully, determine the candidate. the development of school-based yoga courses in colleges and universities in eastern Hubei usually requires the participation of many people and involves a large range. Among them, some yoga teachers may lack the specialized theories and skills to develop school-based yoga courses. Therefore, yoga teachers with stable career

and solid knowledge of school-based curriculum development should be selected to develop school-based curriculum.

Third, establish a yoga publicity platform. There are two more. One is to establish a yoga community. Colleges and universities in eastern Hubei should encourage students who are interested in yoga, establish yoga associations, regularly carry out propaganda courses on basic yoga knowledge and basic asanas, and regularly carry out yoga activities such as performance, communication and observation. For example, you can ask a professional yoga teacher to guide you, try yoga solo, double poses, etc. the second is to expand the propaganda channel. Most of the existing yoga publicity platforms in colleges and universities in eastern Hubei only display award-winning photos of yoga in campus columns and allow students to publicize themselves. In order to better promote the publicity of yoga in colleges and universities in eastern Hubei, we should take the forms of holding yoga lectures, organizing yoga competitions and organizing inter-school yoga exchanges to broaden the publicity channels and mobilize the enthusiasm of students to learn yoga. Promote the construction and development of yoga course from the side. [19]

7. CONCLUSION

With the promotion of "Healthy China 2030" strategy, yoga, as a moderate intensity, self-cultivation exercise, has gradually entered people's vision, and also gradually entered the common colleges and universities in eastern Hubei. Especially since yoga is an elective course in colleges and universities in eastern Hubei, students' understanding of yoga is increasing year by year, and their interest in yoga is gradually improving. More and more students choose to learn yoga. However, under the background of general health, the development of yoga in colleges and universities in eastern Hubei is still faced with many problems, such as insufficient cognition of exercise concept, incorrect cognition of yoga movement, low professional level of yoga teachers, dull teaching methods, lack of teaching equipment and venues, single propaganda methods and other disadvantages. In view of these disadvantages, in order to develop yoga in colleges and universities in eastern Hubei, the paper advances with the Times the ways of establishing the concept of great health, correctly recognizing yoga, following the requirements of great health, improving the quality of yoga teachers, responding to the call of great health and attaching importance to the construction of yoga courses. This not only has a guiding effect on the construction of yoga courses in general colleges and universities of eastern Hubei under the background of great health, but also has a positive significance for promoting the development of yoga in general colleges and universities of eastern Hubei.

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