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The Enlightenment of Educational Leadership Research on China's Higher Education Reform Under the Background of Educational Informatization

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Abstract: In recent years, many countries have begun to pay attention to the research of educational leadership, especially in the context of the in-depth development of educational informatization, the research on educational leadership has gradually become one of the research hotspots in the field of educational informatization at home and abroad. Actively learning from the current research results of education leadership will help to further consolidate the existing reform achievements of higher education, further boost the reform process of higher education, and improve the quality level of higher education personnel training.

Keywords: Education informatization; Education leadership; Higher education reform

1. INTRODUCTION

With the continuous acceleration of the process of education and teaching reform, the academic research on educational leadership has gradually deepened and achieved fruitful research results [1]. How to continuously improve the leadership of higher education in practice, effectively promote the transformation and development of Higher Education under the background of the new era, and further improve the quality of education and teaching and the level of personnel training, has become a practical problem in front of higher education authorities and major colleges and universities in the "14th five year plan" and even longer period of time.

2. CONNOTATION ANALYSIS OF EDUCATIONAL LEADERSHIP

Educational leadership is a new educational concept in recent years. In research, educational leadership is generally divided into educational transformational leadership and instructional leadership [2]. The main focus of transformational leadership is to encourage and establish the corresponding culture, development direction and goal, organizational structure and corresponding safeguard measures to improve the level of education and teaching, while teaching leadership mainly focuses on establishing scientific teaching objectives, teaching syllabus and innovating corresponding teaching methods according to the internal development goals and laws of education and teaching reform. The two kinds of leadership have different emphases, but their fundamental purpose is to optimize

the existing education and teaching structure, speed up the process of education and teaching reform, and improve the teaching quality.

In fact, educational leadership is often a process of interaction and interaction between transformational leadership and instructional leadership. As an educational leader, we should strive to effectively combine these two aspects, constantly strengthen educational leadership and educational influence, correct the main direction of education and teaching, and strive to promote the process of education and teaching reform. In recent years, with the further development of educational informatization, the connotation of educational leadership has been further enriched. Strengthening and improving the leadership of educational informatization is becoming a new hot spot and new problem in the research of educational leadership.

3. THE ENLIGHTENMENT OF EDUCATION LEADERSHIP RESEARCH ON CHINA'S HIGHER EDUCATION REFORM UNDER THE BACKGROUND OF EDUCATION INFORMATIZATION

In recent years, the rich research results on educational informatization have provided new thinking for the reform of higher education in China. In particular, the Fifth Plenary Session of the 19th Central Committee of the Communist Party of China clearly put forward the policy guidance and key requirements of "building a high-quality education system", which pointed out the direction of higher education reform in the new period. Therefore, the reform of higher education in the new era should focus on drawing nutrients from the relevant research on education leadership in recent years, and constantly promote the reform of higher education in depth.

3.1 We must always adhere to the party's overall leadership over the reform of higher education

Under the background of education informatization, the research of educational leadership must have the ability of global vision, innovation ability, management change ability and academic leadership ability of education reformers, which provides more thinking and higher requirements for higher education reform in the new era [3]. Under the new situation, to strengthen the reform of higher education, we must unwaveringly adhere to the

party's overall leadership over higher education, require higher education reformers and the majority of University front-line teachers to further implement and study the general requirements of the general secretary on educating people for the party and the country, grasp the fundamental direction of moral education and cultivate talents for the country, and adhere to the socialist direction of running schools in practice We will continue to strengthen the political function and organizational power of the whole system of higher education, and ensure that the party's educational principles and policies are continuously implemented in the process of higher education reform.

3.2 It is necessary to speed up the improvement of the school family society collaborative education system

The participants and providers of educational leadership not only come from within the education system, but also need the active participation of family and society. To continuously promote the process of higher education reform and continuously improve the quality of higher education personnel training, to a large extent, depends on whether the competent department of higher education and most front-line teachers can give full play to their due leading role in this process. However, in the new situation, to strengthen and improve the process of higher education reform, we must make full use of the active cooperation of families and all sectors of society, It is necessary to continuously improve the establishment of collaborative education mechanism among colleges, families and all aspects of society, constantly expand the practical connotation of the "three aspects of education" mechanism in the new era of all staff, the whole process and all aspects of higher education, and strive to gather the educational forces of the whole society, the whole education system and families.

3.3 We must continue to deepen the reform of higher education and better promote educational equity

Although the focus of educational leadership has been focused on in the research, it is all oriented to all students, emphasizing "teaching without class". Therefore, to strengthen the teaching reform of higher education in our country in the new period, we must put the public welfare attribute of higher education in an important position, constantly deepen the teaching reform of higher education, and promote the development of higher education in the direction of educational equity. First, we should further consolidate the foundation of the quality system of higher education, focus on promoting the reform of higher education in the central and western regions, support a number of colleges and universities in the central and western regions to carry out reform and development in the direction of double first-class, and constantly increase the attention and support for higher education in ethnic areas, and strive to provide fair higher education. Second, we should focus on sustainable development, clarify the goal of building first-class

universities and first-class disciplines, speed up the training of science, engineering, agriculture and medicine and other scarce professionals, highlight the cultivation of innovative and applied talents, support the construction of high-level research universities, and further strengthen the training of basic research talents; third, we should gradually support and standardize the private sector in a planned and step-by-step manner The pace of higher education reform should focus on supporting private colleges and universities according to their own independence and characteristics, fully combining with their own application-oriented school running orientation, and gradually change their characteristics and brands in the aspects of advantageous majors, teacher team construction and school running scale, and constantly cultivate their own core competitiveness to form a unique school running strength.

4.CONCLUSION

In a word, under the background of education informatization, the Enlightenment of Education Leadership Research on China's higher education reform is multifaceted. The higher education authorities, universities and even the majority of front-line educators should actively learn from the latest research results of educational leadership in recent years, especially in the context of information technology, and earnestly adhere to the party's higher education in the process of promoting the reform of higher education Under the overall leadership of the cause, we should actively improve the collaborative education mechanism with the active participation of all parties in the school, family and society, continuously deepen the education and teaching reform, make greater efforts to promote education equity, meet the requirements of the whole people, accelerate the construction of lifelong learning system represented by distance education and online education, accurately grasp the phased characteristics of China's entering into high-quality development during the period of the "14th five year plan" In the new era, China's higher education teaching reform has been pushed forward and a high-quality higher education education system has been built.

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Research on The Synergic Development Path Between Cross-Border E-Commerce and Cross-Border Logistics in China

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Abstract: In recent years, China's cross-border e-commerce is booming, which requires efficient and unhindered cross-border logistics services. Cross-border e-commerce logistics is confronted with such problems as long delivery time, long channels, "black boxes" in the logistics process, difficulties in customs clearance, different service levels, and insufficient cognition of practitioners. Therefore, at present, it is necessary to innovate and improve the logistics channel model of cross-border e-commerce, establish a cross-border e-commerce logistics system with a global perspective, implement cross-border e-commerce policies with multiple goals, create a good environment for cross-border logistics industry, and strengthen the development and design of cross-border e-commerce logistics products and service projects.

Keywords: Cross-Border E-Commerce; Cross-Border Logistics; Cross-Border Logistics Channel

1. INTRODUCTION

Cross-border e-commerce and cross-border logistics are two important links in the international trade industry chain, which cannot be separated from the influence of globalization. The integration trend of commodity circulation industry and service industry is gradually strengthening, and it is changing to synergization, intensification and specialization. The circulation of commodities and the reconstruction of industry are no longer limited to a single country or region or among similar companies. Cross-border e-commerce activities are affected in many countries or regions. The product circulation chain is long, and the circulation environment is complicated. With the cross-influence of multiple links, the circulation risks are high, and there are also many related problems [1-9]. By complementing and expanding industrial functions, it is conducive to promoting the development of various industries, and multilateral cooperation can enhance the competitiveness of domestic cross-border e-commerce industry in world trade. This paper aims to take the development of cross-border logistics channels as the research background, analyze how cross-border logistics and cross-border e-commerce should cooperate and help each other, analyze the advantages and disadvantages of each logistics mode, some existing problems, and give relevant Suggestions for development and improvement.

2. CURRENT SITUATION AND EXISTING PROBLEMS OF CROSS-BORDER LOGISTICS

SERVICES

2.1 Long delivery time and unstable timeliness of cross-border logistics affect the competitiveness of cross-border e-commerce products in overseas markets

Cross-border e-commerce involves complicated steps such as cross-border storage, customs clearance, and transportation. In order to reduce the consumption, cost, and speed of transportation, it is urgent to establish a reasonable and high-speed logistics system. However, cross-border logistics channels relying on international packages and express delivery are far less convenient than ordinary e-commerce, which greatly restricts the development of cross-border e-commerce. Efficient cross-border e-commerce logistics systems and infrastructure are urgently needed. The traditional logistics management mode cannot make effective use of logistics resources, nor can it produce scale effect, resulting in excessively high logistics costs, rising commodity prices and declining market competitiveness.

2.2 The goods are damaged and lost at a high rate, and it is difficult to return and replace goods and protect consumers' rights

It is a trouble for cross-border e-commerce companies to return or exchange goods. For example, there is no return or exchange service provided in the logistics mode such as postal parcel. In the transport mode, the consignee is the transport company, and the return of goods also needs the cooperation of the transport company, but the return and replacement process are very complicated, with complicated procedures, which wastes a lot of time. And this kind of company's function often is to help the consumer to purchase domestic goods conveniently, provides the receiving address inside the country, then sends the goods to the consumer outside the country. Therefore, transport companies often do not easily provide exchange and return services. In addition, goods returned from abroad need to go through customs for a second time. Merchants and consumers need to apply for export tax rebates, import duties and value-added taxes, etc. Customs officials may also need to check the goods out of the box. Buyers who return goods under the direct mail mode must pay high fees. No matter which kind of cross-border return and exchange is used, the cost will exceed the standard logistics cost, which will cause trouble and trouble to both the buyer and the seller.

2.3 The level of logistics informatization is low and the comprehensive level is not strong, forming a logistics black box

Informatization is an important part of the development of cross-border e-commerce logistics in China. The integration of information runs through all stages of logistics enterprises, and the integration ability of logistics information resources is a core competitiveness in this field. Nowadays, the information processing capacity of cross-border logistics enterprises is still low, and it is difficult to track cross-border logistics in foreign countries, which means that logistics information cannot be displayed through some logistics channels in a timely manner, forming a logistics black box. In addition, the standardization level of China's logistics is low, lacking consistency. For example, some companies adopt European and American standards, while others adopt Japanese and Korean standards, which brings inconvenience to the docking efficiency of various parts of the logistics process and affects the timeliness of logistics operation. In cross-border e-commerce, the opacity of information and the obsolescence of logistics technology will directly affect the development of cross-border e-commerce trade.

2.4 High logistics cost

The transportation cost of transnational logistics accounts for about 30% of the cost of sales link. When goods are shipped from China to the United States, there are not only freight charges, but also duties, surcharges, and other extras. Some companies also charge additional express disposal charge, if again calculation for the part of the return, is a cross-border electricity business logistics costs alone would be common logistics costs more than a few times, so it's easy to occur the gross profit margin is not enough to cover a certain order logistics cost, and even some goods, the logistics cost is higher than the product cost price. Cross-border e-commerce products must compete with foreign local products. If sellers allocate logistics costs into commodity prices, commodity prices will rise, and sellers will lose their competitive advantages in the fierce competition in foreign markets, affecting sales volume.

3. ANALYSIS OF CROSS-BORDER LOGISTICS CHANNELS

3.1 International parcel and international express

International parcel, including China Post parcel, HongKong Post parcel and Singapore Post parcel, etc., it is characterized by long delivery time, wide delivery range and relatively low cost. Parcel post is mainly used for goods weighing less than 4 kg. International express companies, such as DHL and EMS, post offices or express companies, sort the goods received by them according to the country or region respectively, and then pack and deliver the goods centrally. After reaching the distribution center in the destination country, they will use their logistics companies or agent agencies in the destination country to deliver the goods separately. They cost a lot. International parcel and international express. These two modes of delivery are the most common in international e-commerce transactions. For many small companies, these two means of delivery may be the only good way of logistics.

3.2 Overseas warehousing

Overseas warehousing means that cross-border e-commerce platforms or logistics enterprises rent a warehouse abroad in advance and transport the goods to the warehouse by sea or air. After consumers place orders to the platform, the goods will be delivered to the local warehouse, and the local logistics will be used for rapid delivery to consumers. Merchants can distribute many goods to overseas warehouses before the transaction occurs, to avoid the unexpected risks in international logistics customs declaration, inspection, international transportation, and other links, ensure the timeliness of commodity logistics supply, which greatly reduces the delivery time, and can provide convenient after-sales services. However, it is not easy to realize this mode. Although the transportation cost is much lower and the speed can be improved, the warehousing cost and human resource cost are higher. Overseas storage also makes it harder to control the quantity of inventory, making it more expensive to stockpile it. If the sales state does not reach the estimated level, then carry out various regions inventory exchange, return to the country of origin and other means, the cost will rise further.

3.3 E mail treasure

E-postmaster is an economical international express service launched by the postmaster logistics company in order to meet the delivery needs of light and small items in China's cross-border e-commerce trade. It is specially designed to provide low-cost logistics channels in Britain, the United States, Russia, Australia, and other places. It USES postal channels for customs clearance and delivers light and small items in the cooperative postal network. The unit weight limit is 2 kg, the price is low and the speed is fast. The disadvantage is that the customs clearance ability is weak, can only send small goods.

4. DEVELOPMENT STRATEGIES FOR CROSS-BORDER E-COMMERCE LOGISTICS CHANNELS IN CHINA

4.1 Use technology to track logistics information and establish logistics information base

At present, the Internet is promoting the sustainable development of different Internet industries, and the logistics industry is no exception. The use of Internet technology promotes the development of logistics, among which the key technologies frequently used in logistics include mobile communication technology, video monitoring technology and RFID technology. The main body of mobile communication technology includes GPS and GIS. The role of GPS in logistics is to measure the distance and time between the place of origin and the place of arrival of articles through global positioning system (GPS), while GIS is to sort and store information around the world and build transit stations, etc. Rfid technology is to identify, record, transmit the barcode information on the logistics list and transmit it to the computer, so as to show the complete logistics and transportation process. Video surveillance technology is the real-time monitoring and recording and storage of goods to ensure the safety of goods in transit. Logistics information should be the primary concern of the international logistics industry, which bears the

satisfaction of customers on logistics services. Logistics information includes advance delivery notification, order status consultation, inventory status consultation, cargo tracking, and signature on arrival, etc. The information density in the logistics field is also helpful for logistics companies to manage the logistics information, facilitate the intertransmission of information in the logistics industry, and realize the internationalization of logistics information. Seeking innovative ways to track transportation logistics information and solve the logistics process in the process of the "black box", so the cross-border electricity logistics enterprises must also improve their logistics information network, make logistics transit more clear, improve the quality of international logistics services, improve various risk problem, such as reduce the damage rate, reduce the parcel is sent wrong presented. according, rate and delay delivery, and so on and so forth, ease the pressure on businesses and consumers return difficult.

4.2 The government shall strengthen the construction and management of cross-border logistics

China's cross-border e-commerce logistics has just started, and the mature international logistics system has not been fully established, and relevant laws and regulations are not perfect, which is not conducive to the future development of international logistics. The government should improve research on Internet security technologies for cross-border e-commerce and support the development of cross-border logistics companies in terms of financial investment and easing policies by introducing new appropriate legal policies and industrial expansion strategies. For example, the exchange and sharing of international logistics information and materials as soon as possible, the establishment of cross-border logistics distribution system, to develop cross-border e-commerce logistics industry; Actively enhance the digitalization of international logistics management, promote the general application of information technology in this industry, promote the construction of inter-regional logistics information platform, and lay a good foundation for the continuous development of international logistics industry; Effectively integrate logistics, finance and information flow, create trading platform for national and global market, etc.

4.3 Learn from the experience of developed countries to improve the planning and control system of e-commerce logistics activities

The United States has established a web-based logistics information platform, adopting advanced and mature standardized logistics software, combining logistics information with various technologies, developing logistics plans, and simplifying each step of logistics transportation. Logistics management will become more scientific and standard, and can operate with high speed and precision, making the logistics process efficient and highly profitable. Some international trade platforms, in addition to establishing their own overseas warehouse logistics, have also invested in some logistics businesses, such as Amazon and other companies. In this mode, the foreign trade platform to select one or several cities in

China set up the giant storage warehouse and distribution sector, the seller will own the goods sent to e-commerce platform appointed place, when overseas buyers through the international e-commerce platform to submit an order, the background will order immediately sent to the stock department, and then by department staff to finish goods, sorting, distribution, packaging, products through the platform of the designated Courier company, sent to overseas customers. Therefore, to realize the innovation of logistics management, Chinese logistics companies must adhere to the core principle of "serving customers" as the center, and put service quality and customer needs in the first place. This requires enterprises to make development plans of logistics activities in accordance with market feedback and customer demand in a timely manner, predict the unexpected risks that are prone to occur, and take preventive measures in advance. In the implementation process of logistics plan, the internal and external logistics activities of the enterprise should be reasonably controlled according to the objectives, and the deviation between real-time results and expected objectives should be adjusted, to achieve the objectives and let customers praise and approve.

The development of cross-border e-commerce requires the coordination of logistics modes between different regions. Due to cross-border logistics importer and exporter of logistics environment and logistics work flow, the difference of the determines the cross-border logistics works carried out in the process to consider national conditions between different countries and regions, according to the established national or regional demand reasonable setting to workflow, through timely communication to reduce the differences, to ensure that cross-border logistics work to abide by the importer policy laws and regulations. In addition, with the declining influence of us dollar in the economic field, China's cross-border e-commerce industry should fully seize the favorable opportunity and expand the influence of RMB through the application and exchange of RMB, which can effectively solve the restriction of exchange rate on cross-border e-commerce industry and promote the stable development of national economy.

To realize the integration of cross-border e-commerce industry and logistics industry, it is necessary to see clearly the nature of cross-border e-commerce industry. The biggest difference between cross-border e-commerce industry and domestic e-commerce industry is that cross-border e-commerce and related logistics industry are facing the international market, which determines the complexity of cross-border logistics industry. Therefore, in the process of development, cross-border logistics companies and e-commerce companies should develop more effective logistics models with relevant countries and regions, realize the mixed collocation of cross-border logistics, and fundamentally improve the transport efficiency of cross-border logistics activities and realize the organic integration of the two by streamlining the delivery process.

5. CONCLUSION

Cross-border e-commerce is a rapid development of

industry, it's role in promoting domestic economic growth is immeasurable, with the continuous development of international electricity related industry, the traditional international logistics operation mode has already can't keep up with the pace of The Times, after China's accession to the WTO, we have been in an open, competitive environment, so in the case of cross-border logistics in our country is relatively weak, should strengthen the development of cross-border logistics measures, to avoid it become a "drag" cross-border e-commerce development. Now, the continuous development of the Internet enables more industries to find opportunities for breakthroughs, and the logistics industry is no exception. By learning from the experience of other countries and connecting with the cross-border logistics situation of China, we can optimize and improve China's international logistics channels, so that China can maintain a growing pace in the brutal international competition. We must keep studying the development trend of logistics, keep up with the pace of The Times, and make use of the Internet to deeply connect the Internet with logistics, to meet the demand of cross-border e-commerce for logistics.

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Evaluation of the mechanism and Effect of Regional culture on regional Economic Development: A Case study of Central China

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Abstract: Under the new normal, promoting the high-quality development of regional economy is the top priority of local governments. In recent years, many places have made great efforts to explore, develop and utilize regional characteristic resources, forming the direction of industrialization development, and then realizing the transformation of resources into the market with the help of industrialization channels, and finally realizing the purpose of high-quality economic development. This development path has been praised highly by local governments, and relevant agencies or departments have begun to draw lessons from the existing practices to design development strategies. However, due to the differences between different cities, the design of strategy schemes must be optimized in combination with the actual conditions. Taking central China as an example, this paper mainly expounds the current resources suitable for regional economic development in this city, analyzes the main problems existing in the current economic development in central China based on the resources, and finally puts forward the strategies for realizing high-quality economic development.

Key words: Regional Culture; Regional Economy; Mechanism of Action; Central China

1. INTRODUCTION

Regional economic development follows the objective law of economic development and is the realistic need to realize the coordinated and sustainable development of economy and society. The difference in the level of economic development between cities in different regions also indicates that there is a certain space for regional economic development. Under the new normal, we must thoroughly practice the theory of "two mountains" and take the road of "two mountains". That is to take high-quality economic development as the direction, adhere to the new concept of development, in-depth exploration and use of all kinds of resources in the living area, to transform resource advantages into economic advantages, and promote coordinated and sustainable economic and social development [1-15]. Therefore, how to design and optimize economic development strategies based on the actual situation in central China is a problem worth thinking about, and the significance of this research. In order to better observe the role of regional culture, we narrowed the scope of regional economy to within a single industry. Based on the important role of central China in the process of social and economic development,

we adopted central China as the background industry for demonstration.

2. THEORETICAL MODEL CONSTRUCTION OF REGIONAL CULTURE AND DEVELOPMENT IN CENTRAL CHINA

Taking regional culture as an informal system, it influences the selection, implementation and change of the formal system in central China. Therefore, the econometric model of this paper is constructed under the transmission mechanism of regional culture-formal system-central China industry development, aiming to prove that culture plays an important role in the development process of regional central China.

2.1 Assumptions of the model

Before the model is built, the following assumptions are made in this paper: Hypothesis 1: Capital, labor force, technological progress and system all have an important impact on the development of central China, and the development of central China is the result of a combination of multiple factors. Hypothesis 2: The influence of regional culture on the regional economy in central China is realized by influencing the formal institutional indicators. Cultural factors first have an impact on the arrangement, implementation and change of the system, and then the system index has an impact on the output value of central China. It can be seen that cultural factors are independent variables in this model. Formal institutions are the dependent variables of cultural factors.

The influence of regional culture on the development of central China is realized through the influence of culture on the system. Since the selection, execution and change of the formal system are all influenced by regional culture, the formal system can be expressed as a function of regional culture. This is the model of the influence of regional culture on the development of central China based on the theory of new institutional economics. In this model, regional culture exists as an endogenous variable, and the formal system, as a function of regional culture, is restricted by regional culture. Therefore, by constructing the function of regional culture, formal system and development in central China, cultural factors are introduced into the development model of central China to discuss and analyze the influence of culture. Implication of the model: Regional culture ACTS on regional development in central China through formal institutions. There are many factors that can influence the development of central China, the traditional economic

theory of capital, technology and labor, and institutional factors increasingly attention by people, the influence of the regional culture of central China, there are two ways, one is a direct impact on the development of central China region, one kind is by influencing the formal system, again by impact in central China and formal system, and the second method, the author of this paper, focusing on regional culture how to influence by influencing the formal system of central China.

2.2 Analysis of action mechanism

First, we should realize that the empirical analysis of this paper is based on the previous theoretical analysis, to verify the impact of culture on industry. As we can see from the previous theoretical analysis in this paper, we study theory premise is that pure between culture and tourism industry in an intermediate factor, system factor, culture doesn't directly effect, zhiwen industry, but through system among the factors, so an empirical analysis in this paper, we first verify the culture's influence on the system, then verify the system to the central China industry influence, thus it is concluded that the influence of the culture of central China industry.

2.3 Evaluation index construction

From the theoretical analysis, we can see that to understand the influence of culture on the industry in Central China, we must find the index system to measure culture and system. Index system of the first system reference yu-guo jin's research results, the analysis of system index system should consider the government factors, property factors, market factors and resource configuration area opening to the outside world, so the system from the nationalization rate, degree of marketization, change pattern of distribution degree and the degree of opening to the outside world from four aspects to parse.

As for cultural indicators, this paper analyzes cultural indicators from three aspects, namely, rationality, scientificity, comprehensiveness and accessibility, namely, economic concept, business concept and institutional concept. The concept of economy refers to some indicators related to economy, which are reflected by GDP, per capita GDP, per capita disposable income of urban households and per capita consumption expenditure of urban and rural residents. The concept of operation reflects the cultural concept of people and enterprises, which is reflected by the construction of infrastructure and the development status of enterprises. Institutional concept is mainly refers to the policy of the government and the state of the status quo, through the government policy and to reflect the quality of the population, the 12 indicators covering all aspects the social pop, though not particularly outstanding, one of the indicators of culture representative but always from one side to some extent reflects the cultural factors, the vast majority of indicators still have strong representative, through which we can next to the empirical analysis provides the data base, and through the evaluation of regional culture and the system, test the correlation between culture and system, namely the cultural influence on system relations, then according to the test

results, From the system and the relationship between the central China industry, by reflecting regional development in central China region system, so as to realize the correlation analysis between culture and industry, and then verify the region culture on regional industrial added value, the influence of central China and then through the analysis of the inherent relationship between culture and central China industry, thus to put forward the policy Suggestions to improve the regional industry in central China, central China industry development to speed up the area.

According to the system and cultural indicator system, as well as the set model form, 12 data indicators of each province and city were processed to obtain the scores of cultural indicator factors of each province and city. Before factor analysis on the data we want to know what is the factor analysis, factor analysis of principal components analysis to so-called evolved an analytic method, when a data need to reflect the multiple factors, we can find from multiple factors reflect their more basic but cannot directly by several factors, using the factor to represent the multiple factors reflect the data, the method of factor analysis. The advantage of this method is that multiple factors can be reduced to a small number of factors, and a small number of factors can be used to reflect the variables to be explained, and the weight of each factor score can be directly obtained from the calculation process of factor analysis. The disadvantage of this method is that since a few factors replace many factors, the explanatory ability is bound to be reduced. Generally, the factors we choose can only represent most factors rather than all factors, so the explanatory ability is reduced. However, for this paper, we can ignore the decline of these explanatory abilities and carry out factor analysis on the data we selected.

The larger the factor score is, the higher the cultural index score is, while the smaller the factor score is, the lower the cultural index score is. Provinces with higher regional cultural indicators are generally distributed in developed provinces and cities along the east coast, such as Jiangsu province, Guangdong Province, Shanghai, Beijing and Shandong. The lower provinces are in the western backward areas, such as Guizhou, Gansu, Qinghai and Tibet Autonomous Regions. Clear is larger related cultural scores and regional economic level, present features evident in the form of triple step, from the selection of indicators can also see, whether economy concept, operational concepts or institutional concept, always based on the economic situation, economic strength strong regional GDP, per capita GDP, per capita disposable income of urban households, per capita consumption expenditure of urban households, per capita consumption expenditure of rural households, city road area per capita, foreign investment accounts for social investment in fixed assets ratio, large and medium-sized industrial enterprises in total assets, The proportion of foreign investment in fixed assets investment of the whole society, the number of people aged 65 and above, the number of people aged 6 and above with junior college degree and above, and the number of illiterate

people aged 15 and above are all generally better than the relatively weak economic strength of the central and western regions.

The scores of institutional indicators of each province and city are obtained from the data of 31 inland provinces and cities in China in 2013, and then weighted according to the peak value, average value, standard deviation and range of the data, so as to obtain the institutional scores of each region and city of 31 provinces and cities. The higher the institutional index score of each province indicates the higher the institutional level of the region; conversely, the lower the institutional index score indicates the lower the institutional level of the region. The cultural index scores of the 31 inland provinces and cities shows the same trend. In general, the system scores of the provinces and cities in the eastern region are higher, while those in the western region are lower, showing the three-step distribution in the Eastern and Western regions. System index score this trend shows the system also scored and regional economic strength, the system of evaluation indicators of nationalization rate, degree of marketization, the change pattern of distribution extent and degree of opening to the outside world are associated with economic strength, strong economic strength, the more the higher the score of the corresponding index, from which we can assume that there may be a positive correlation relationship between culture and system, culture index score higher areas, may have higher score system.

2.4 Analysis of measurement results

As culture, the relationship between system and industry in Central China, firstly, culture has a significant positive influence on system at the significance level of 1%. The influence coefficient is 0.105, indicating that the score of regional cultural index changes by one unit, and the score of regional system changes by 0.105 units on average. Then between the system and the central China industry, the system has a significant positive influence on the central China industry at the significance level of 1%. The influence coefficient is 1.823, indicating the change of the regional system by one percentage point, and the change of the added value of the regional Central China industry by 1.823 percentage points. From then on, we can see that regional culture has a positive influence on the industry in Central China. The higher the score of a regional culture is, the more it will generally promote the development of the industry in central China. Of course, combined with our theoretical basis, the positive influence of culture on the industry in Central China is indirectly realized through institutional factors. The improvement of cultural level plays a promoting role in the development of institutional factors, and the improvement of institutional score in turn has a positive influence on the output value of the industry in Central China. Therefore, in order to have a significant improvement in central China's industry, attention must be paid to the development of culture and the promotion of various cultural indicators, which is conducive to the increase of the added value of central China's industry. How regional cultural development directly affects the

output value of central China's industry. Both as factors affecting central China industry output value of the source or regional culture as the system of the influencing factors among indicators, both in our country mostly into three steps of distribution features, the eastern economic power is stronger, culture index score and system index ranked in the forefront, compared with the difference in central region, the western region is the worst. Therefore, in order to promote the increase of the added value of local central China industries, all regions should pay attention to the role of cultural indicators, fully improve the economic, institutional and operational cultural indicators of the three points, so as to improve the cultural level, and then promote the development of regional central China industries. As an intermediate factor, the system index will also develop with the development of regional culture.

Reflect the operating concept of urban road area per capita, foreign investment accounts for social investment in fixed assets ratio, large and medium-sized industrial enterprise assets total and reflect the concept of institutional foreign investment accounts for the whole society fixed assets investment proportion, population 65 and older, and 6 years old above college degree and above 6 years old of population and population aged 15 and above illiterate. The institutional indicators are composed of the denationalization rate, the degree of marketization, the change degree of distribution pattern and the degree of opening to the outside world. Economy concept of indicators of culture, namely, per capita consumption expenditure of rural households, the economic foundation of index system from four aspects the development, population quality indicators for the development of the index system from four aspects of human foundation, culture index of government support for area opening to the outside strength index of china-africa nationalization rate directly affect the system as well as the degree of opening to the outside world, with the development of cultural indicators so as to improve the system of marketization level and regional income. As a region, the system index directly affects the industrial output value of Central China, and this influence is positive. Therefore, in order to improve the industrial output value of central China, the score of regional system index must be improved, so the score of cultural index becomes the focus. The region should not only vigorously develop the local economy and improve the quality of human capital, but also pay attention to the opening up to the outside world. The development of the industry in Central China is divided into internal and external aspects. Only based on improving its own economic strength, and then increasing the opening up, to attract foreign personnel to join, can the output value of the industry in Central China be fully improved.

3. CONCLUSION

Regional culture influences the choice, implementation and change of formal system. In the empirical research, regional culture on the formal system in. At the significance level of 1%, there was a significant positive influence relationship, with an influence coefficient of

0.105. The formal system affects regional economic development, which is shown in the empirical study that the formal system has a significant positive influence on the central China industry at the significance level of 1%, with an influence coefficient of 1.823. Under the new institutional economics theory, regional culture has a positive influence on the industry in central China, and regional culture plays an important role in the development of regional economy.

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Ideological and Political Course of College Computer Foundation

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Abstract: To vigorously promote the ideological and political construction of curriculum, its purpose is to organically combine value guidance with knowledge teaching and ability training, guide students to develop correct world outlook, outlook on life and values on the basis of acquiring knowledge and ability, and comprehensively implement the fundamental task of cultivating morality and cultivating people, which is the proper meaning of talent cultivation in Colleges and universities in the new period. As an important public basic course in Colleges and universities, college computer foundation should focus on the rich ideological and political elements contained in the course, strive to "tree the soul" of the course, establish roots for students, and accelerate the realization of the ideological and political roots of the course in Colleges and universities.

Key words: College computer foundation; Ideological and political courses

1. INTRODUCTION

Accelerating the ideological and political construction of curriculum is an important part of the fundamental task of moral education in Colleges and universities. In the teaching of "University Computer Foundation", teachers should firmly establish the central concept of talent cultivation, deeply excavate the ideological and political education resources contained in the course and teaching process, so that students can shape their character while mastering basic computer knowledge and skills, and realize their growth and success [1-2].

2. ANALYSIS OF THE NECESSITY OF IMPLEMENTING IDEOLOGICAL AND POLITICAL COURSES IN COLLEGE COMPUTER FOUNDATION

In May this year, the Ministry of Education issued the "guidelines for the ideological and political construction of colleges and universities", which pointed out the direction and provided the fundamental follow for colleges and universities to comprehensively promote the ideological and political curriculum construction. The implementation of Ideological and political construction during "University Computer Foundation" is an important measure to implement the spirit of the outline, which has distinct theoretical and practical significance.

2.1 The implementation of the spirit of "i.e. ideological and political education" in University

The newly released "Outline" clearly defines the overall objectives, requirements, and contents of Ideological and political construction in Colleges and universities in the new period, and points out the focus and focus of Ideological and political construction in three types of

courses: public basic courses, professional courses, and practical courses. In fact, in the curriculum system of colleges and universities, whether it is professional ideological and political education or curriculum ideological and political education, despite the different emphasis and content methods in the process of personnel training, the overall goal is the same, all of which are to cultivate new people of the times for the party and the state. The focus of education is not only to impart knowledge and cultivate skills, but also to guide students' values and cultivate students' character. Therefore, for the course of college computer foundation, it is of far-reaching significance to speed up the ideological and political construction of the course in the new period. We should not only cultivate students' basic computer knowledge and skills, but also adhere to the "same direction education" with other courses, closely adhere to the basic index of education, and accelerate the implementation of Ideological and political education of "University Computer Foundation" course.

2.2 The implementation of Ideological and political education in college computer foundation is an important starting point to speed up the curriculum reform of university computer foundation

The course of college computer foundation is a common basic course for non computer majors in Colleges and universities. Its purpose is to cultivate college students' computational thinking consciousness and ability, broaden their basic computer knowledge, master the basic computer skills, and lay a solid foundation for students' subsequent study of computer basic courses. For a long time, like many public basic courses, the situation of this course in the university curriculum system is relatively "embarrassing", and it is also one of the courses with the most negative evaluation. Boring, boring and lack of necessary connection with students' future jobs are the general evaluation of this course by students, and many colleges and universities have reduced the class hours and credits of this course. But at the same time, with the advent of the information age and the revolutionary impact of information technology on the whole industry, the demand for information literacy of talents is higher and higher, and the discussion on the importance of university computer basic education is aroused again. In this context, colleges and universities and most front-line teachers should speed up the pace of curriculum teaching reform, and the emergence of curriculum ideology and politics is the University's plan. Computer basic teaching reform provides a good opportunity. As a teacher, we should start from teaching methods and teaching content,

fully tap the ideological and political elements in the process of computer teaching, combine it with curriculum teaching organically, fully mobilize students' enthusiasm and enthusiasm for curriculum teaching, and drive the pace of curriculum reform.

3. THE PATH ANALYSIS OF THE IDEOLOGICAL AND POLITICAL CONSTRUCTION OF COLLEGE COMPUTER BASIC COURSE

The implementation of Ideological and political education during college computer foundation should focus on the requirements of the outline, give full play to the leading role of teachers in the process of Ideological and political construction, and vigorously promote the pace of Ideological and political construction of university computer foundation.

3.1 Deepen the ideological understanding and strengthen the identification of "curriculum ideological and political"

Idea is the guide of action. The implementation of Ideological and political education during "University Computer Foundation" requires most front-line teachers to deepen their ideological understanding, reverse the ideological misunderstanding, and further deeply understand the theoretical and practical significance of implementing ideological and political course in "University Computer Foundation". The relevant departments of colleges and universities should actively organize the majority of teachers to study and discuss the "Outline" and the spirit of the important speech at the National University Ideological Education Conference, further unify their thoughts, form a joint force, enhance the initiative and consciousness of implementing the ideological and political course in the "university computer foundation", and boost the ideological and political construction of university computer basic course with their own practical actions.

3.2 Optimize content supply and tap ideological and political education resources

Curriculum construction is the key to the implementation of Ideological and political education. The implementation of Ideological and political education in college computer foundation requires the front-line teachers to re define the key and difficult points of computer basic course teaching and optimize the ideological and political content supply of the course according to the requirements of Ideological and political construction of the course, centering on the main line of College Students' ideals and beliefs, patriotism education and mental health education. As a teacher, we should purposefully and consciously dig out the ideological and political elements hidden behind the knowledge points, and organically integrate them into the classroom teaching process. For example, when introducing the development process of computers, we can throw such questions to students: "which supercomputers in our

country are in the list of the latest 500 supercomputers?", introduce to the students that Shenwei "Taihu light" supercomputer uses chip technology with independent intellectual property rights in China, and China is the only developing country with supercomputer in the world, etc., so as to cultivate students' patriotic enthusiasm.

3.3 Innovate teaching methods and stimulate students' subjective consciousness

Classroom teaching is an important foothold for the implementation of Ideological and political education during computer foundation in Colleges and universities. Teachers should take the initiative to innovate teaching methods, flexibly use flipped teaching, micro class and other teaching methods, and integrate the family feelings, legal concepts, moral cultivation and other contents contained in the "University Computer Foundation" into the classroom teaching, so as to stimulate students' subject consciousness of learning, and let students really feel and experience the rich teaching in the process of computer teaching in the classroom teaching process. Learning content is to achieve the purpose of educating people while learning knowledge.

4.CONCLUSION

In short, the implementation of Ideological and political courses in the "University Computer Foundation", the main body is students, the key is teachers. The majority of teachers should further strengthen the ideological identity, strive to improve the consciousness and ability of Ideological and political construction of the course, further strengthen the education consciousness in the process of knowledge teaching, find out the combination point of computer basic teaching and ideological and political education, constantly enrich the ideological and political connotation of the course in "University Computer Basis", adhere to the unity of knowledge teaching and value guidance, and ensure the "University Computer Foundation" >The ideological and political construction of the curriculum is really implemented.

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Meta cognitive Reading Strategies of ESL Learners with Different Field Dependent (Field Independent Cognitive Styles)

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Abstract: This study looks at ESL learners' meta cognitive strategies in reading English text, attempting to identify the meta cognitive reading strategies they employed. In addition, it also investigates how learners' cognitive style of field independence/field dependence affects their meta cognitive strategies in reading.

Keywords: ESL learners; Meta cognitive Strategy; Field Independence; Dependence Cognitive Style

1.BACKGROUND

Recent research interest has been shifted from teaching methods to learner and learning process, learner's individual difference attracts more and more attention. The concept of cognitive style was defined by Witkin (1971) as one component of Individual Differences (ID) in relation with how people process and encode information. In the meantime, the dimension of field-dependent (FI)/field-independent (FD) is one of the most widely studied cognitive style with the broadest applications in language education. (Messick, 1976) [1-5].

Reading plays a fundamental role in Language learning, but the ability of reading comprehension among Malaysian undergraduates is still far from being satisfactory. Therefore, various reading strategies are emphasized. Among those reading strategies, meta cognitive strategies has been suggested as being essential to language learning, especially to reading comprehension. (Carrell, 1989; Sheorey & Mokhtari, 2001; Anderson, 2002). Mokhtari & Reichard (2004) indicates that readers' meta cognitive strategies enable them to take control of their own reading process by planning, monitoring, and evaluating their reading.

2.OBJECTIVES

This research is going to investigate the following two research questions:

2.1 What are the overall meta cognitive reading strategies employed by Malaysian undergraduate students?

2.2 What are the differences in the selection of meta cognitive reading strategies by field dependent (FD) and field independent (FI) learner?

3.RESEARCH METHOD

This research applied both quantitative and qualitative method to collect data. For quantitative study, a questionnaire sheet consists of the Cognitive Style Figures Test (CSFT) and Survey of Reading Strategies (SORS) were distributed to 180 undergraduates in UM to identify their cognitive style and most frequently used

reading strategies. For qualitative study, 6 respondents were selected to participate in the semi-structured interview (3 FI and 3 FD) in order to investigate 2 guided questions: a) What are the meta cognitive strategies they reported using frequently in English reading text? b) What are the differences of meta cognitive strategy employment between FI interviewees and FD interviewees in English reading text?

4.IMPORTANT FINDINGS

The overall mean of students meta cognitive strategies ($M=3.718$, $SD=0.3922$) stands in the high level of strategies usage according to the established strategy usage criteria. (Oxford and Burry-stock, 1995). The usage of Problem-Solving Strategies ranks the first place followed by Global Strategies and Support Strategies. 11 strategies were reported frequently in students interview session, and there were four newly discovered strategies which are not identified in questionnaire.

In terms of the differences between FD and FI students, the significant difference only shows in the use of Global Strategies and Support Strategies. FD students reported high frequency and preference in using Global Strategies such as: using prior knowledge, determining target reading information and confirming their own prediction after reading. However, FI students prefer paraphrasing textual information and asking themselves questions related to the reading text more often than their counterpart.

5.CONCLUSION

This research is going to help ESL learners to be aware their FI/FD cognitive style, and make full use of the advantages and overcome the disadvantages. It will also increase student's awareness of meta cognitive reading strategies in order to understand the reading process and enhance reading ability.

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Meta cognitive Reading Strategies of ESL learners with Field Dependent/Independent Cognitive Style.

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On the Teaching of Watercolor Painting in Colleges and Universities

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Abstract: Under the new situation, the color of watercolor is gorgeous but not flashy, and the water color is harmonious but not sweet and greasy. Watercolor teaching is an indispensable part of college art teaching, at the same time, it is also the inheritance and continuation of traditional art culture. Watercolor painting is an imported art in China, which combines Chinese and Western painting techniques. As a visual art, watercolor teaching method plays an important role in the teaching effect. Then, teachers need to actively change teaching methods, grasp the artistic form of watercolor painting, develop students' intellectual needs, and extend to the direction of correct aesthetic quality and taste. Therefore, this paper first puts forward the problems that need to be explored, and then, combined with the current situation, constantly develop the "flash point" of students to complete the construction of creative thinking course.

Key words: University; Watercolor course; Fine arts

1. QUESTIONS RAISED

From a practical point of view, watercolor teaching belongs to a technical course. For every student, they need to master a solid foundation of fine arts, copy them, and then sketch from nature. Only in this way can they form effective creation. Watercolor teaching is not only the continuation of basic art courses, but also the inheritance of traditional art culture [1]. To a certain extent, watercolor and traditional Chinese painting have similarities, and have experienced generations of inheritance and optimization. At this time, watercolor painting in childhood has been widely studied. With the development of the times, the scope of application of watercolor painting has been constantly expanded, and the teaching demand of watercolor painting has also risen to an important level. The traditional teaching methods can not meet the needs of the development of modernization, and it is necessary to change the teaching methods effectively based on innovation [2]. Not only need art teacher's rational analysis of the traditional watercolor teaching foundation, but also need to comply with the development trend of the times, integration of modern characteristics, continuous innovation, promote the breakthrough extension of watercolor teaching. However, in the process of practice, we can see that the teaching mode of watercolor painting is too strict, the educational resources can not be integrated, and the course content is relatively single. The emergence of these problems, to a certain extent, hindered the sustainable development of college art watercolor teaching. In view of this, how to implement the teaching of watercolor painting in Colleges and universities? How

to improve students' innovative thinking in a gradual and orderly way? It has become the focus of research under the current situation.

2. THE TEACHING THINKING PATH OF WATERCOLOR PAINTING IN COLLEGES AND UNIVERSITIES

2.1 Expand diversified education content

From the perspective of traditional teaching methods, professional teachers prefer watercolor teaching, and the "spoon feeding" single teaching method has been unable to stimulate students' interest in learning. Currently, teachers need to teach the skills and methods of watercolor painting to students, and use a lot of practice skills to master the corresponding degree of control. In order to meet the needs of the development of the times, college teachers need to carry out scientific innovation and construction of watercolor teaching, and extend in the direction of diversification. First, professional teachers should reasonably guide students to appreciate watercolor paintings, to further enhance students' aesthetic ability and artistic appreciation ability [3]. Using the way of appreciation can not only increase college students' understanding of the works, but also stimulate students' creative inspiration on the original basis to meet the extension path of modernization. It is necessary to combine the teaching methods of theory and practice to stimulate students' inspiration. For example: in the process of learning "pencil light color", teachers need to grasp the time and moisture, and show students what the artistic effect is when the moisture content is different. Currently, teachers need to improve students' comprehension from the perspective of accurate coloring. After that, teachers need to improve students' imagination and increase the innovative path of watercolor construction based on watercolor teaching. For example: under the same theme, teachers can use different ways. Some students can use wet painting to present the hazy beauty. Some students can use dry drawing method to show the clarity of the levels to everyone's vision. In the process of exploration, teachers can not limit the way of thinking of students, need to continue to encourage students to bold ideas, improve creativity. Sargent's portrait of a lady gives people a strong sense of delicacy and depth [3]. From the perspective of students, it is still quite abstract. When copying, there will be many difficulties. In teaching, we can refer to the construction needs of more delicate colors and levels, and raise students' thinking to an important height. "God of love" and "summer entertainment" also show the extraordinary achievements in the field of watercolor painting [5]. To understand the relationship between these masters and the

way of cableway driving can play a strong guiding role in the subtle process.

2.2 Creative integration of Chinese and Western painting

With the continuous development of economy, the development of integration has been presented to the students' vision. Chinese and Western culture has been effectively collided, in the collision, inspired the spark of thinking, got the extraordinary construction charm, let watercolor painting get innovative extension demand. For students, they are not only the future of the motherland, but also the builders of the future. Only by blending the characteristics of Chinese and Western cultures together and taking the essence to the dross, can China continue to expand its infrastructure and meet the extension path of modernization in the process of imperceptibly, and extend to the direction of Chinese painting elements. In the process of using Chinese ink, for example, to blend ink with water. It can not only present the artistic conception of painting, but also present the charm of Chinese painting brush to everyone's vision. Traditional Chinese painting and watercolor painting have a natural affinity, and have a strong communication. For example, Liu Shouxiang's watercolor painting "fresh fruit" maintains the color purity of the fruit, and also uses the combination of color pigment and ink of traditional Chinese painting [6]. It not only gives people a sense of calm, but also conveys an effective characteristic value. Wang Yong likes to use blue and white porcelain and red earth to show effective watercolor construction. From the perspective of color system, these two colors belong to the classic cold color system. After using, watercolor and traditional Chinese painting have been well rendered. Under the characteristics of halo dyeing, flowing, and permeating, the image of majestic, watery, and smooth is presented to everyone's vision. Teachers can also combine with the actual situation to build some appreciation and practice courses of traditional Chinese painting, increase the influence of elements, and improve the inspiration and innovation.

2.3 practice training of creative teaching

First, line sketch training. To a certain extent, for students, the most basic is sketching, which requires the use of lines to present the object itself. The thinking of watercolor painting is to use the freehand brushwork of sketch to express their inner thoughts. For example: Wang Weixin's "Venice cruise" is in the concise color description, uses the general line, maintains the overall construction picture. It not only gives people a relaxed and free feeling, but also integrates the water charm of watercolor painting with the blending of Venice. In the process of practical training, it is necessary to combine the characteristics of lines and freehand brushwork together to achieve the construction path of direct expression of feelings. In addition, in the process of stimulating innovative consciousness, teachers also need to use "freehand brushwork" first, and then construct painting color habits and painting skills. In the process of creation, we not only need to cultivate the construction and expression ability of watercolor painting, but also need to overflow the picture and enhance the freehand

creation path of Chinese painting from the perspective of rich effect, which can not only achieve the main purpose of training, but also help students establish corresponding self-confidence. Second, the transmission of personal feelings. In some excellent watercolor paintings, the characteristics of "soul" are highlighted. For example: American watercolor painter wise has been in his hometown all his life. In his works, he can not only see the strong feelings of his hometown, but also feel the subconscious life perception and mining. When Wang Zhaomin, a famous watercolor painter, paints static objects, he mainly shows the charm of his personality. In his watercolor paintings, he looks at the ordinary fruits, which are endowed with fresh vitality. Third, abstract and semi Abstract block watercolor training. For the Western painters, many of them are more inclined to express their feelings in philosophy and self, and extend to the abstract direction. In the construction of the relationship among point, line and surface, the Abstract watercolor is analyzed. Watercolor painter Liang Gang's "floating fragrance around Qiao" is based on the same color system, showing the abstract style of painting cleanly. In the traditional teaching process, the more inclined is still life painting. In this way, it is difficult to produce corresponding emotion to the objects. However, after the training of abstract painting, artistic innovation visual beauty has been deeply thought. Watercolor abstract and semi abstract ways can also show students' understanding of the world, the construction and thinking of perception integrity. Fourth, watercolor comprehensive material technology learning. American painter Pollock is based on randomness and presents the sense of sight associated with splashing color. In this way, the random texture and watercolor can be blended, which can not only make the picture more fluid, but also integrate the comprehensive materials into the watercolor still life training, to increase the innovative development and extension [8]. In the process of landscape painting, we can see a thousand Hamlets in the eyes of a thousand people. Students also need to use light and water color reasonably according to their own emotional changes, and integrate their own ideas into it, to achieve the realm of personal characteristics innovation.

3. CONCLUSION

With the progress of society, the teaching process of watercolor painting in Colleges and universities needs teachers to make watercolor noble and glorious in the warmth doctrine, and let the landscape painting achieve the poetic "different" transmission. To achieve the pursuit of formal beauty, highlight the "true color" of Chinese personalized expression. If teachers want to guide students to reach a more ideal shore in essence, they need to build their own art oasis, and enhance the expressive force of composition, shape, and color based on improving. Set up a variety of curriculum content, conform to the development needs of the times, improve students' innovation ability, and promote the vigorous development of China's art career.

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Research on The Application of Ideological and Political Education in The Teaching Reform of Automobile Inspection and Maintenance Technology

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Abstract: With the development of society and the continuous improvement of education level, social development puts forward higher requirements for talent training mode, and the traditional teaching mode can not meet the requirements of teaching development. Enterprises need high-quality professionals, which brings great challenges to higher vocational education. Automobile maintenance technology major is the mainstream specialty in higher vocational colleges, and strengthening ideological and political education is an important task facing the professional teaching reform. Curriculum ideological and political education is a teaching mode that integrates ideological and political concepts with professional knowledge, and is an effective way to realize the three aspects of education. This paper starts with the concept of curriculum ideological and political, discusses the integration of curriculum ideological and political in the teaching reform of automobile repair major.

Keywords: Automobile maintenance technology major; Teaching reform; Course Ideological and political education

1. INTRODUCTION

With the rapid development of market economy, enterprises are facing fierce market competition. In order to obtain better development, enterprises need to enhance market competitiveness and many high-quality talents. With the vigorous development of automobile industry, enterprises are in urgent need of high-quality professionals. The basic function of higher vocational colleges is to deliver high-level skilled talents to the society. The higher vocational colleges represented by automobile repair major have become the key to talent cultivation. Higher vocational colleges should consider how to cultivate high-quality automobile repair professionals. In 2016, Xi Jinping delivered an important speech on the whole process of Ideological and political education throughout the whole process of Ideological and political education at the National Conference on Ideological and political work in the National University [1-2]. It is required that the teaching reform of automobile repair major in higher vocational colleges should focus on Strengthening Ideological and political education, improving students' comprehensive quality, and

cultivating automobile repair professionals with comprehensive development to meet the needs of society.

2. THE SIGNIFICANCE OF THE REFORM OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE MAJOR OF AUTOMOBILE REPAIR TECHNOLOGY

Curriculum ideological and political education is a form of higher vocational education advocated by the state, which tends to reform the teaching of higher vocational education. It advocates exploring the theoretical elements of Ideological and political theory contained in the classroom teaching content in the teaching of professional skills, and penetrates the digital concept to students, so that students can establish a correct life orientation and form correct values.

Curriculum ideological and political education is the combination of various forms of the whole curriculum education mode with ideological and political theory course to form a synergistic effect form. The essence of curriculum ideological and political education is to cultivate morality and cultivate people, the structure is three-dimensional and multiple, and the thinking is scientific innovation. The integration of automobile maintenance technology specialty and curriculum ideological and political education helps students form a scientific concept of automobile repair technology. Under the guidance of curriculum ideological and political concept in the new era, the teaching reform of automobile repair specialty should conform to the synergistic effect and provide excellent technical talents for the social automobile repair industry. With the vigorous development of automobile industry, automobile repair major has become an important force for higher vocational colleges to deliver talents to the society. Colleges and universities set up automobile repair major to transport high-level talents to the automobile repair industry. Automobile repair professional curriculum and automobile mail out series, around the automobile maintenance industry chain course as the main line, through the combination of theory and practice, guided by practical operation theory learning teaching mode, to achieve skills training. The ideological and political quality of students should be realized through the teaching of Ideological and political teachers. It is of great significance to infiltrate the ideological and political education of automobile repair technology specialty,

which is reflected in the urgent need of the society for high-quality talents.

At present, with the continuous development of automobile industry, the requirements of automobile enterprises for professional talents are constantly improved. Professionals engaged in automobile industry should have good moral cultivation. Most enterprises think that talents with good moral cultivation will have a strong sense of responsibility to the enterprise. In order to meet the needs of enterprise talent development, many automobile repair professional colleges and universities should teach students basic automobile theory courses and improve their ideological and political level. Therefore, it is necessary and feasible to carry out ideological and political reform in automobile repair specialty. The automobile industry is in urgent need of high-quality talents. The Vocational School of automobile repair has made a series of changes in Ideological and political education, but the effect of Ideological and political education courses is not so good. The reason is that schools generally believe that it is necessary to set up ideological and political courses to improve students' Ideological and political level, ignoring that ideological and political theory courses are too boring and students lack interest in learning. The purpose of students' study in vocational schools is to master professional skills, and they generally lack of attention to the study of Ideological and political courses. The teaching effect of Ideological and political course is not good. The ideological and political education can be infiltrated into the professional teaching. The implementation of curriculum ideological and political teaching reform in automobile repair major plays an important role in improving the teaching effect of Ideological and political course.

3. Reform strategy of Ideological and political education of automobile repair technology major

At present, with the popularization of automobile family, the professional requirements of automobile repair technology are strong, and the social demand for talents is increasing. At present, most of the teaching activities of automobile repair technology specialty can be carried out smoothly, but there are some problems in the actual teaching, such as the lack of systematicness of teaching courses and the lack of professionalism of some teachers. The analysis of teaching problems of automobile repair major mainly includes the lack of learning motivation of students and the lack of sufficient policy knowledge of the state [2]. The teaching reform of automobile repair technology specialty based on the concept of curriculum ideological and political education needs to clarify the teaching reform principles, enhance teachers' Ideological and political awareness of curriculum, and formulate scientific evaluation system to improve the professional teaching effect.

Under the traditional teaching mode, most teachers take the classroom as the center. The purpose of the traditional teaching mode is to enable students to master automobile repair technology and lay the foundation for entering the society. The ideological and political teaching of the

course requires the infiltration of quality education in the professional teaching. In order to make the teaching reform of automobile repair specialty smoothly under the ideological and political concept of the course, it is necessary to break the traditional teaching concept and infiltrate the ideological and political concept into the professional teaching. Under the mode of Ideological and political teaching, professional teachers are required to correctly guide and cultivate students' Ideological and political quality, and teachers are required to have higher ideological and political quality. In the teaching of automobile repair technology course, the key to cultivate students' Ideological and political quality is to improve teachers' Ideological and political quality. Automobile repair professional teachers need to have good political literacy, vocational schools can take centralized discussion to promote teachers' Ideological and political literacy. Teachers should consciously infiltrate the knowledge of Ideological and political education into the students in the teaching of professional courses, and train the automobile repair professionals with high ideological consciousness.

In the reform of Ideological and political teaching mode, the cultivation of Ideological and political quality should focus on the political literacy that students generally lack. The main goal is to cultivate core values, correct outlook on life and other political literacy related to students' life and work. The core of curriculum ideological and political teaching mode reform in professional courses is the integration of curriculum content. Before the implementation of teaching mode reform, it is necessary to reform the curriculum standards, clarify the basic ideological and political concepts contained in the curriculum, coordinate teaching with ideological and political content, and assess students' Ideological and political level. Whether the reform of Ideological and political teaching mode is reasonable or not needs to be tested. In the teaching facilities, teachers should adopt various teaching methods according to the teaching contents, discover problems in time, improve teaching plans constantly, and ensure the realization of good teaching reform effect.

Ideological and political education is divided into a variety, different levels of Ideological and political education goals are different, teachers can not teach all levels of Ideological and political education at the same time. It is an inevitable requirement for professional teachers to dig out the moral education elements in each class. For example, in the teaching of automobile repair professional courses, teachers can guide students to repair cars, which contains integrity and other ideological and political education, which can be integrated into the teaching of automobile repair to realize the ideological and political education of students. Under the ideological and political concept of curriculum, the key to complete the teaching reform of automobile repair specialty is that teachers should integrate professional courses and ideological and political concepts perfectly. To judge the expected effect of professional course teachers' integration, teachers should formulate reasonable

teaching curriculum standards and flexibly infiltrate ideological and political education into students in the teaching of professional courses. Teachers should make clear the basic ideological and political concepts of each class in the syllabus, and how to adopt different innovative means in the classroom. The ideological and political concept of curriculum is a new teaching mode. Teachers will encounter various problems in teaching. We should improve the ideological and political teaching mode in continuous practice to achieve the best effect of teaching mode reform.

4.CONCLUSION

At present, the society is in urgent need of high-quality talents. The original teaching mode of vocational schools can not meet the requirements of the development of the times. The vocational school teaching represented by automobile repair major should break the traditional vocational education mode, advocate teachers to infiltrate ideological and political education in professional course teaching, improve students' Ideological and political literacy, and transport high-quality professional talents

for the society. Under the guidance of the concept of teachers, the major of automobile repair technology needs to clarify the basic principles of teaching reform, pay attention to the integration of theory and practice, and constantly improve the quality of teaching. Promote the ideological and political curriculum to the curriculum ideological and political three-dimensional education transformation.

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Research on Innovative Ideas and Practical Teaching of Physical Education in Colleges and Universities

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Abstract: With the development of the times, people put forward higher requirements for physical education. In terms of teaching mode and education concept, physical education in Colleges and universities should constantly bring forth new ideas, explore innovative ways of development, strive to adapt to the needs of today's social personnel training, and give full play to the subjectivity of students. In this paper, the innovation concept of physical education in Colleges and universities and the content of teaching practice, for reference.

Keywords: Physical education; Innovative ideas; Practical teaching

1.INTRODUCTION

With the reform of the education system and the continuous innovation of the curriculum system, the subject of physical education is gradually valued by people. The development of physical education curriculum can enhance students' physical quality, strengthen their physique, and promote the healthy development of body and mind. Therefore, at the present stage, the realization of efficient and innovative development of physical education can effectively improve the teaching level and teaching quality, optimize the teaching effect, and continuously deliver high-quality talents to the society [1-2].

2.THE SIGNIFICANCE OF THE INNOVATION OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES

Innovation can inject new vitality and vigor into things, and promote better and faster development, which is also true for education. With the development of society, physical education is also facing new challenges. In order to keep up with the pace of the times and constantly improve the teaching efficiency, we should actively explore a reasonable and effective innovation path, further improve the teaching process, achieve better physical education effect, and constantly promote the steady development of education.

The innovation of physical education can not only further establish the educational status of physical education, but also enable students to improve their abilities in all aspects through physical education. Through the construction of a good classroom atmosphere, the physical education can achieve a more significant effect, make physical education more systematic and scientific, and promote its development towards modernization.

3.THE EXISTING PROBLEMS IN PHYSICAL

EDUCATION IN COLLEGES AND UNIVERSITIES IN CHINA

In most teachers' cognition, they don't really realize the importance of physical education. They think that physical education is still in a relatively low position in the curriculum system. They regard it as an auxiliary subject, and their attention is not high. This leads to the lack of attention to physical education in Colleges and universities, and the related courses are often perfunctory, unable to achieve the desired effect. Moreover, the deviation of the understanding of leaders and teachers in Colleges and universities leads to the weakness of teachers and the shortage of reserves in physical education. In many colleges and universities, only a small number of physical education teachers are set up to be responsible for the physical education of many majors and colleges. This will greatly increase the pressure of physical education teachers, coupled with the task of academic research, it is difficult for physical education teachers to have leisure time and spare energy to arrange teaching activities carefully and improve teaching quality. And some school sports equipment, facilities are relatively old, in such hardware resources constraints, it is difficult to carry out diversified forms of sports activities, can not meet the current development needs of physical education. This kind of bad education environment and shortage of teaching resources, to a large extent, affect the actual teaching effect, can not achieve the efficient and orderly development of teaching activities. Moreover, in the development of the curriculum, physical education teachers in the activity design, there are many problems. Teachers only pay attention to the training of some movement essentials and physical quality, but do not integrate the relevant theoretical knowledge, so they can not better play the guiding role of education. In addition, many teachers' teaching methods have been unable to adapt to the learning needs of students. The enthusiasm and effectiveness of curriculum activities carried out are not high, and the differences in students' physical quality can not be considered, thus affecting teaching efficiency and making physical education in a difficult situation.

4.INNOVATIVE DEVELOPMENT MEASURES OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES

4.1 Innovative educational ideas

In the new situation of educational development, PE teachers should constantly update their educational ideas,

recognize the important position of PE discipline in the education system, constantly infiltrate innovative ideas into teaching, and realize the all-round development of physical education, not only limited to the training of strong physique and skills, but also to cultivate students' Comprehensive quality in an all-round way. Teachers should actively change the traditional and backward concept of education, enhance the effectiveness and scientificity of physical education teaching, establish the dominant position of students, actively play the role of students in the classroom, constantly guide students to actively accept the learning of sports knowledge and skills. Under the guidance of innovative ideas, we should develop in the direction of modern physical education, push out the old and bring forth the new, formulate teaching plans and strategies, and constantly improve the quality of teaching, so that sports can play a greater role in the development of students' life.

4.2 Enrich the teaching content

The diversification of teaching content and teaching form can fully arouse the enthusiasm of students and improve the enthusiasm and initiative of participating in various sports activities. Therefore, the teaching content should also keep pace with the times, constantly add some current era elements, create a good classroom atmosphere under the rich sports activities, replace the old backward and boring content with new interesting and suitable for students' development, and constantly innovate and develop the teaching content on the basis of basic teaching through exploration and analysis So that it can better adapt to the needs of the times. We should let students improve their physical quality in happy learning. At the same time, in the selection of sports events, teachers can set up sports according to the actual environmental conditions. For example, you can choose the right sports activities according to the climate and season. In the cold winter, it is very suitable to carry out ice and snow sports such as skating and skiing, which can be carried out in outdoor or indoor skating venues; in hot summer, swimming, skateboarding and other projects can be selected. In the project selection, we should fully consider the students' preferences and try to select some contents that most students are interested in. This can not only stimulate students' interest, let students fall in love with physical education, but also improve the degree of participation, so that students can not only obtain happiness, but also obtain sports skills.

4.3 Use modern technology

With the development of information technology, scientific and technological means continue to enter the

field of education, enriching teaching means and improving teaching effect. In order to realize the innovative development of physical education in Colleges and universities, schools can create information exchange platform, use modern technology, and provide convenient conditions for the exchange and exchange of information between teachers and students. Students can timely feedback the problems encountered in learning through the platform, and teachers can also realize online Q & A without the limitation of time and space, and improve the efficiency of solving problems. On this platform, students can also be regularly organized to watch large-scale sports competitions, so that students can stimulate their love of sports by watching the movements and operations of professional athletes, so that they can have a more in-depth understanding and grasp of the action essentials. Constantly through watching the game, familiar with the sports rules, the knowledge and skills learned in physical education class, as soon as possible into the practical application ability.

5.CONCLUSION

To sum up, under the influence of various factors, sports college education in China's universities still needs to make great efforts to further achieve innovative development. School leaders and teachers should attach great importance to the innovation of physical education, and actively formulate and implement various innovative development strategies and measures based on the actual development needs and based on respecting the laws of education. Overall, we should promote the efficient and healthy development of sports, constantly cultivate high-quality talents with strong comprehensive ability for the society, and actively contribute to the socialist modernization construction.

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On the Combination of Classical and Popular Music in College Music Teaching

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Abstract: With the development of quality education, music teaching has become an important subject to cultivate students' comprehensive quality. College music teaching can effectively improve students' music appreciation and play an important role in promoting students' comprehensive quality. In college music teaching, teachers should combine the classical and popular, strengthen the artistic influence of students, and constantly improve the teaching quality of music class, to achieve the purpose of Cultivating College Students' music quality. This paper will explore the combination of classical and popular music teaching path, hoping to provide valuable reference for related research.

Key words: College music teaching; Classical and popular; Combination path; Discussion

1. INTRODUCTION

At present, college students are generally lack of interest in music learning, and their music quality and appreciation ability are not high. The combination of classical and popular music teaching in university can help students better understand music knowledge, help to improve students' music literacy, and has a positive impact on the future development of students. Therefore, teachers should strengthen the research on the combination of classical and popular music teaching, constantly explore new teaching methods, stimulate students' learning enthusiasm, so that students can actively participate in university music teaching activities, so as to effectively improve their comprehensive ability.

2. THE COMBINATION OF CLASSICAL AND POPULAR MUSIC IN COLLEGE MUSIC TEACHING

2.1 Enrich Students' Knowledge System

In college music teaching, the combination of classical and popular can enrich students' knowledge system. Rich knowledge can play a role in promoting the overall quality of students, helping students form a healthy personality, and can also help students to establish a correct outlook on life, values, and world outlook. Therefore, teachers should pay attention to enriching students' knowledge system in the teaching process, so as to lay a good foundation for the comprehensive development of students in the future. Combining classical music and pop music in college music teaching, students can gain more music knowledge in the learning process, achieve the purpose of enriching students' knowledge system, and effectively improve students' thinking ability, aesthetic ability and music appreciation ability [1].

2.2 Improve Students' Comprehensive Quality

Because classical music and pop music have different

characteristics, they are also different in the form of expression and audience. The combination of classical and popular music in college music can maximize the teaching advantages of both, which helps to improve teachers' traditional teaching form and enrich the teaching content of music class. It can not only use the expression form of classical music for teaching, but also make changes based on popular music, which greatly improves students' innovation ability and appreciation of music Ability, cultivate students' thinking consciousness, but also achieve the improvement of students' comprehensive quality [2].

2.3 Diversified Teaching Activities

The combination of classical and popular music teaching in university can integrate the teaching content and teaching form of music class, help to form a variety of teaching activities, and achieve the teaching purpose of stimulating students' interest in learning. Music teachers should design teaching activities according to the actual teaching situation and make use of various teaching methods, to enrich the teaching activities in music class and make students' learning enthusiasm and initiative be effectively mobilized.

2.4 Improve Music Teaching Effect

The combination of classical music and pop music in college music teaching can change the traditional teaching mode and teaching methods, enrich the teaching content of music class, effectively integrate teaching resources, so that students can more actively learn music knowledge, improve students' music level, and help to achieve the improvement of music teaching effect. In addition, teachers can deepen students' impression of music knowledge through diversified music teaching forms, create a good and positive classroom teaching atmosphere, make students actively participate in music learning, so as to improve the quality and effect of university music teaching.

3. THE COMBINATION OF CLASSICAL AND POPULAR MUSIC IN COLLEGE MUSIC TEACHING

3.1 Improve College Students' Cognition Of Classical Music

According to the current situation of college music teaching, there are some problems that college students attach importance to the study of pop music knowledge, ignore the knowledge of classical music, and their enthusiasm for learning classical music is not high, resulting in college students' low awareness of classical music. The purpose of college music teaching is to cultivate students' music literacy, and then to improve students' thinking ability, aesthetic ability, and music appreciation ability, to realize the effective improvement

of students' comprehensive quality. In order to change the students' interest in classical music teaching, we should pay attention to the students' interest in classical music teaching.

For example, a teacher can play Kenny Kee's "home", a classic classical music piece, so that students can listen carefully to the ideological connotation of this piece of music and express their views on "going home". Students will answer: "the melody of this music piece reminds people of the warmth of home." Then, the teacher can introduce the music knowledge of this piece for students in detail, to enhance students' interest in learning, so that students can gradually like classical music, to participate in classical music teaching more actively [3].

3.2 Combine Classical and Popular Teaching Contents

With the improvement of the level of social modernization, people's aesthetic and interest will change. In order to make the classical music better adapt to the development of the times, teachers should actively innovate the teaching forms of classical music, change the performance methods and performance forms of classical music, and stimulate students' interest in learning classical music. At the same time, teachers should combine the teaching content of classical music and pop music, retain the artistic value of classical music, and promote the continuous improvement of university music teaching system, to effectively improve the effect and quality of university music teaching.

3.3 Improving Single Music Teaching Form

In order to promote the combination of classical and popular music in university music teaching, we should improve the traditional music teaching form, innovate the music teaching form in line with the trend of the times, so as to realize the organic combination of classical music teaching and pop music teaching, so as to improve the overall quality of University music teaching. Teachers can carry out teaching through various teaching methods, such as using multimedia technology to present relevant music knowledge materials, deepen students' impression of music knowledge, enrich students' emotional experience, and create a good classroom teaching atmosphere, which helps to enhance the communication

between teachers and students, and plays an important role in improving the teaching effect of university music classroom.

3.4 Mobilize the Enthusiasm of Students

In order to further promote the development of university music teaching, it is necessary to mobilize students' enthusiasm in learning music, cultivate students' interest in music learning, and then give full play to students' subjective initiative, so that students can be more active in music learning. In the process of music teaching, teachers should make clear the main position of students, understand the differences of students, and then design the teaching content according to the actual learning situation of students, so as to help students deeply understand the music knowledge materials, so that students can form the cognition of the organic combination of classical and popular, so as to broaden students' knowledge horizon and enhance students' participation in music teaching enthusiasm.

4. CONCLUSION

The combination of classical music and pop music in college music teaching helps to cultivate students' ability of music appreciation and plays an important role in promoting students' all-round development in the future. Therefore, teachers should actively innovate the form of music teaching, change the traditional teaching concept and teaching mode, timely use advanced teaching methods, and constantly enrich the knowledge system of students, to achieve the improvement of music teaching effect.

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One Belt, One Road Background, Our Country's Agricultural Product Export Competitiveness Enhancement Countermeasure

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Abstract: China is a typical agricultural country; the import and export trade of agricultural products occupies an important position in China's national economy. With one belt, one road, one belt, one road, the total trade volume between China and the "one belt and one way" trade has exceeded 780 million US dollars in the past seven years, and the direct investment to the countries along the line has exceeded 110 billion US dollars. The proportion of agricultural products in the trade has also increased year by year. Therefore, China should continuously enhance the competitiveness of agricultural exports and continuously improve the export capacity of agricultural products.

Keywords: One belt one road; Agricultural products export; Competitiveness; Countermeasures

1. INTRODUCTION

Since the one belt, one road strategy, one belt, one road, and the other two countries have been showing an upward trend in total agricultural products. In recent years, the number of agricultural products has been increasing. With the implementation of one belt, one road strategy, China should focus on improving the export competitiveness of agricultural products, further promoting the opening of agriculture, and enhancing the international competitiveness of China's agricultural products [1-3].

2. ONE BELT, ONE ROAD, CHINA'S AGRICULTURAL EXPORT SITUATION ANALYSIS

China is a big country of agricultural products import and export trade in the world, agricultural products export occupies an important position in China's foreign trade. Especially with one belt, one road strategy implemented in recent years, the export trade of agricultural products in China has been increasing year by year. From 2015 to 2019, the proportion of agricultural products exports accounted for 6% to 7% of China's total exports. Only in 2019, the export volume of agricultural products reached US \$79 billion 100 million, of which grain, cotton, edible oil, vegetables, and fruits were in foreign trade. The proportion of Yizhong is relatively large. Due to the impact of the epidemic, the trade of agricultural products has been affected, and the decline rate of export is rare for many years. Among them, aquatic products are the most affected by the epidemic, and the export volume has dropped to the lowest level in recent years. The export of vegetables, tea and other advantageous agricultural products has also declined. At present, China's agricultural products export scale continues to expand,

export varieties continue to increase, and export channels are further expanded, which has made positive contributions to China's agricultural income increase and development of modern agriculture. However, it should also be noted that the overall level of China's agricultural exports is not high, and the number of agricultural export clusters and large-scale export leading enterprises is still limited. Therefore, one belt, one road, is the key to the current situation of the agricultural products. The current situation of China's agricultural products and the export situation of our country's agricultural products are comprehensively judged. China must pay close attention to the global market for agricultural products supply and market, innovate the way of foreign trade in the context of the "one belt and one way" strategy, push the export diversification, accelerate the export of the advantageous agricultural products, and further develop the trade of agricultural products. It plays an active role in stabilizing the domestic market and increasing farmers' income.

3. ONE BELT, ONE ROAD, THE PROMOTION STRATEGY OF CHINA'S AGRICULTURAL PRODUCTS EXPORT COMPETITIVENESS

One belt, one road, and the other, it is of great significance to speed up the export competitiveness of our agricultural products to promote agricultural modernization and promote the upgrading of China's agricultural products. China should focus on the following aspects to enhance the export competitiveness of agricultural products:

3.1 Accelerate the cultivation of more large-scale agricultural products export leading enterprises

Large agricultural export leading enterprises play a major role in promoting the competitiveness of China's agricultural products export. Therefore, the state should further strengthen the investment promotion and enterprise restructuring and merger of agricultural industrialization, give full play to the resources of the government and enterprises. The Ministry of agriculture and other ministries and commissions should take the lead, and relevant ministries and commissions should cooperate to speed up the comprehensive research and judgment, and study and promulgate the export of agricultural products. Leading enterprises should actively cultivate and develop a number of leading enterprises with export value of more than 100 million US dollars, strong independent innovation ability, high processing level and leading position in the industry. They should be given project funds, base construction, scientific research and development, production and processing, market

development, etc Key support, timely implement "one enterprise, one volume" and other related systems when conditions are ripe. In this process, provincial governments should issue and arrange development plans for key leading enterprises according to their own actual conditions, strengthen the construction of industrial chain, focus on tracking services, and strive to promote the transformation and upgrading of enterprises.

3.2 Strengthen the establishment of export brand of agricultural products

One belt, one road strategy, has been launched in recent years. China has actively promoted the export trade of agricultural products, and has formed several export brands with international market influence at home and abroad. Several such ten brands as agricultural products, such as Guan Nong tomato, Qiang Wang, Yongxin yuan and Feng Ke, have successfully entered the export brands of China's top agricultural products, and have achieved better export brands and international market channels. The cooperation and docking of China's agricultural products have improved the international competitiveness of China's agricultural products enterprises and the ability to explore the international market. However, in general, compared with other developed countries in the world, the export brands of agricultural products in China are still not enough. The export of agricultural products is mainly based on the price advantage, and the establishment of export brand of agricultural products is still relatively backward, One belt, one road, one belt, one road to the other, should be developed to promote the transformation and upgrading of China's agricultural products. The government should actively cooperate with the relevant countries in the context of "one belt and one road", and strive to promote the pace of international cooperation in brand agriculture under the "one belt and one way" framework and the depth of integration between the members of the International Agricultural Association, and actively encourage and guide the agricultural enterprises to actively "go out" and promote the overseas registration of trademarks. At the same time, efforts should be made to enhance the awareness and ability of brand protection in foreign trade and international cooperation, to prevent malicious embezzlement or registration of independent brands, and to give full play to the positive role of brand agriculture in improving the export competitiveness of China's agricultural products.

3.3 Strengthen the international market development of agricultural products export

One belt, one road, one belt, one road, has been obvious

to people. The implementation of the strategy of "one belt and one road" has also provided a favorable opportunity for China to speed up the international market of agricultural exports. Therefore, China should fully integrate the actual situation of China's agricultural exports and strengthen the "neighboring countries" and the world. Cooperation between other countries at home and abroad, vigorously expand the international market, and strive to expand the export channels of China's agricultural products. We must focus on one of the "one belt, one road" framework to establish a global agricultural export system. We will continue to explore the markets of Central Asia, Africa and South America while consolidating and deepening the market in Europe, America, and Japan. Actively encourage domestic leading enterprises of agricultural products export to participate in international agricultural exhibitions and agricultural trade fairs with international influence, to effectively enhance the export competitiveness of China's agricultural products.

4.CONCLUSION

In short, the export competitiveness of agricultural products affects the quality and efficiency of China's foreign trade to a certain extent, which is of great significance in promoting domestic agricultural income and forcing the implementation of agricultural modernization strategy. We should start with the establishment of agricultural products brand, and enhance the comprehensive competitiveness of agricultural products.

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The Value and Practice of Ideological and Political Courses in Higher Vocational Colleges

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Abstract: With the continuous improvement of modern education, ideological and political teaching in higher vocational colleges, as an important part of modern education, has a great impact on the growth and development of students, and affects the improvement of the overall teaching level of higher vocational colleges. Therefore, relevant teachers and school administrators need to strengthen the ideological and political teaching of curriculum, and according to the socialist development of our country The premise of the exhibition is to strictly implement the task of moral education in modern teaching work, and to strengthen the improvement of Ideological and political teaching level in combination with modern teaching concepts and methods, so as to lay a solid foundation for the overall healthy development of China's education industry. The following mainly analyzes and explores the value implication and practice path of Ideological and political courses in modern higher vocational colleges.

Key words: Higher vocational colleges; Ideological and political courses; Value implication

1. THE SPECIFIC CONCEPT OF IDEOLOGICAL AND POLITICAL COURSES IN HIGHER VOCATIONAL COLLEGES

Ideological and political teaching is different from ideological and political theory course teaching. Among them, the ideological and political teaching mainly refers to taking the task of cultivating morality and cultivating people as the purpose of teaching work, Integrating Ideological and political elements into it, giving full play to the value of Ideological and political education, and complementing the advantages of the two in daily teaching, To improve the ideological and political level of students; and the ideological and political theory course teaching refers to carrying out ideological and political teaching courses and activities for students; if the ideological and political theory course teaching is transformed into the ideological and political teaching of curriculum, relevant personnel need to strengthen the optimization and innovation of modern teaching ideas and system system, so as to lay a solid foundation for teaching work [1-3].

2. COMMON PROBLEMS OF IDEOLOGICAL AND POLITICAL TEACHING IN HIGHER VOCATIONAL COLLEGES

2.1 Lack of scientific and advanced teaching methods

At present, due to the influence of traditional concepts and other factors, a considerable number of higher

vocational colleges still use traditional teaching concepts and methods in the daily teaching process, teaching students cultural knowledge and professional skills, and lack of sufficient emphasis on Ideological and political teaching. Therefore, when the ideological and political teaching work is carried out, the relevant teachers mostly rely on the traditional teaching methods It leads to the classroom teaching atmosphere is too dull, and students lack enough enthusiasm and enthusiasm, which has a great impact on students themselves and the ideological and political teaching in higher vocational colleges.

2.2 Lack of practical teaching

At the same time, due to the influence of the teaching characteristics of higher vocational colleges, its daily teaching mainly focuses on professional courses, which trains students' professional knowledge and skills. However, the teaching of Ideological and political courses can not effectively improve the professional level of students, but also consume a large amount of resource cost, which is ignored by some higher vocational college managers, leading to curriculum ideological and political education Most of the teaching is based on theoretical learning, lacking enough practical opportunities, which affects the operation and development of Ideological and political teaching in modern vocational colleges.

2.3 There is no effective union between Higher Vocational Colleges and social departments

In addition, in order to effectively improve the level and quality of Ideological and political teaching in modern higher vocational colleges, relevant college managers can also fully cooperate with relevant social departments to provide students with sufficient opportunities for practical teaching; however, due to the influence of traditional education ideas and methods, some managers in Higher Vocational Colleges lack enough attention to the ideological and political teaching of the course, and the society Due to the lack of close contact between departments, students can not carry out practical training according to their own knowledge level, which can not effectively improve the level and quality of Ideological and political teaching, but also cause the waste of some teaching resources.

3. THE VALUE OF IDEOLOGICAL AND POLITICAL COURSES IN MODERN HIGHER VOCATIONAL COLLEGES

3.1 Realize the comprehensive training and education of students

With the improvement of modern teaching level, traditional education ideas and methods have been unable

to meet the needs of modern teaching work. In the daily teaching process of modern vocational colleges, by strengthening the ideological and political teaching work, we can fully comply with the development needs of modern education industry, carry out comprehensive education of moral, intellectual, physical, aesthetic and labor for students, and promote their own health and stability Chang and development [2].

3.2 Meet the needs of the teaching task of cultivating morality and cultivating talents

As we all know, the education industry plays an important role in the operation of modern society and affects the further development of the whole society. Therefore, in the daily teaching process of modern higher vocational colleges, relevant teachers and school administrators need to take the development of socialist construction as the premise, and take moral education as the goal of modern teaching work; and through strengthening the curriculum thinking, we should take the development of socialist construction as the premise The development of political teaching, to the greatest extent, can meet the needs of modern vocational college moral education task, and provide a great guarantee for the improvement of the overall teaching level of the school.

3.3 Strengthen the combination of social practice and labor education

In addition, by strengthening the ideological and political teaching work of modern vocational colleges, relevant teachers can use its rich and diverse teaching methods and contents to carry out labor education for students, stimulate students' enthusiasm and enthusiasm for labor, and cultivate their own labor emotion, so as to promote students to obtain enough happiness in their daily study and labor life Their healthy growth laid a solid foundation.

4. STRENGTHEN THE PRACTICAL PATH OF IDEOLOGICAL AND POLITICAL TEACHING IN HIGHER VOCATIONAL COLLEGES

4.1 Strengthen the establishment of modern practical teaching system

At present, in order to strengthen the development of Ideological and political practice teaching in higher vocational colleges, relevant teachers and school administrators need to strengthen the transformation of their own educational ideas and methods, and at the same time, strengthen the emphasis on the ideological and political teaching work of the curriculum, and combine the contents and characteristics of various specialties and courses, so as to create modern practical teaching system and teaching scheme for them, so as to ensure the maximum improvement The ideological and political level of college students can promote the healthy development of the whole teaching work in modern vocational colleges.

4.2 Strengthen the improvement of teaching system

Usually, the level and quality of teaching system also affect the ideological and political teaching of modern

vocational colleges to a great extent; therefore, in the actual teaching process, the relevant teachers need to according to the relevant departments' policy provisions and school internal management system, combined with the characteristics and requirements of Ideological and political teaching work, and at the same time, need to strengthen the communication between teachers and students To understand the students' learning state and psychological characteristics, in order to formulate a more perfect teaching system, improve the level and quality of Ideological and political teaching in modern vocational colleges, and provide guarantee for students' healthy growth and development.

4.3 Strengthen the improvement of professional teachers In addition to the above measures, in order to further improve the level of Ideological and political practice teaching in higher vocational colleges, higher vocational colleges need to strengthen the application of modern teaching technology and equipment, organize a large number of training activities for related teaching, and improve their own professional quality and teaching level, so as to create a more professional and efficient teaching team for modern vocational college curriculum ideological and political The operation and development of teaching work lay a solid foundation[3].

5. CONCLUSION

To sum up, with the passage of time, the continuous application of new curriculum reform standards in modern education industry has effectively promoted the improvement of modern teaching level; as a key link, ideological and political teaching in Higher Vocational Colleges affects the growth and development of students themselves; therefore, managers of relevant colleges and universities need to strengthen the application of modern teaching concepts and methods, and combine them Should the management system and norms, to ensure the smooth progress of teaching process, at the same time promote the improvement of students' own ideological and political level, and further promote the further development of teaching and education industry in China's modern higher vocational colleges.

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Application of Central Limit Theorem of Gaussian Process Function

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Abstract: The central limit theorem is applied to construct Gaussian process function, which can more clearly express the statistical characteristics of statistics and random variables. Based on this, this paper describes the central limit theorem theory positioning, Gaussian process function theory positioning, Lindbergh levy theorem proof, Gaussian moving average theorem proof, Brownian motion theorem proof with drift term.

Keywords: Gauss function; Central limit; Proof theorem

1. INTRODUCTION

In this paper, based on the central limit theorem and Gaussian process function theory, the Malliavin random variation method is used. The central limit theorem is applied to the Gaussian process function to omit the application of complex formulas such as dambis dubins Schwarz. In order to verify the effectiveness of the application method, and achieve the purpose of in-depth study of the application of central limit theorem [1-2].

2. THE PURPOSE OF THE STUDY

The main function of Gaussian process function in theorem proof and expression is to show its characteristics in probability, mathematical statistics, and randomness, to realize the abstract mapping of concrete theory. In this process, Gaussian process function has the characteristics of complete mapping and accurate expression, so it is widely used in the proof and expression of theorems. However, in the process of derivation, it needs to use more complex mathematical formulas such as Clark Ocone, dambis dubins Schwarz and so on, which leads to more trouble in practical application and affects the efficiency of theorem proof and derivation. The central limit theorem, as a mathematical theorem to discuss random variables and probability, can map the characteristics of the theorem without deduction. Therefore, in the derivation and proof of the theorem, researchers intend to use the central limit theorem to assist Gaussian process function to achieve efficient and accurate theorem proof and expression, and enhance the application effect of Gaussian process function. Therefore, in the application research of the central limit theorem, the researchers combined with Gaussian process function to construct a theorem proof and description method without Clark Ocone, dambis dubins Schwarz and other more complex mathematical formulas. This method is tried to verify the feasibility of the application of the central limit theorem, and realize the in-depth study of the application of the central limit theorem in Gaussian process function.

3. THE RESEARCH PROCESS

3.1 The central limit theory is positioned

The central limit theorem belongs to a class of theorems in the field of probability. Its discussion mainly includes the distribution form of approaching normal distribution and the sequence of random variables. As the basic theory of error analysis and mathematical statistics operation, this theorem explains the condition of random variable distribution approaching to normal distribution, and it belongs to a kind of theorem. Therefore, it has a wide range of applicability, and can be applied to all kinds of scenarios to prove that random variables approach normal distribution, to reduce the application of complex formula in the proof process and improve the efficiency of mathematical derivation. But in essence, the theory of central limit theorem can be interpreted as follows: under the influence of independent random factors, if the influence of each factor is very small, then its total influence can be regarded as obeying the normal distribution. Because this theorem has been proved mathematically, it can be used in function calculation.

3.2 Gauss process function theory positioning

Gaussian process function is a kind of function expression which explains the random process in probability theory and mathematical statistics theory. It can describe the combination of random variables of positive distribution in an exponential set. In other words, any combination of random variables conforming to Gaussian process function has the characteristic of normal distribution. In this process, the Gaussian process itself is determined by mathematical expectation and covariance function. Therefore, Gaussian process function can not only show the characteristics of normal distribution function, but also describe the infinite dimensional generalized extension of joint normal distribution. Therefore, in view of the applicability of function and central limit theorem, we can conclude that the method of applying central limit theorem to Gaussian process function is reasonable.

3.3 Application in Lindbergh-Levy the therology proof

After proving that they can be used together in theory, researchers should apply the Gaussian process function based on the central limit theorem to practical theorem proving. In this process, Lindbergh levy theorem, Gauss moving average theorem and Brownian motion theorem with drift term are typical statistical theorems in the field of probability and mathematical statistics. The researchers intend to apply the above functions to the proof expression of these theorems, so as to verify the feasibility of the application of the central limit theorem. Among them, in the proof of Lindbergh levy theorem,

researchers first listed the propositional equivalent function expression, that is $F_n \rightarrow N(0, \sigma^2)$, $\lim_{n \rightarrow \infty} E[F_n^4] \rightarrow 3\sigma^2$. Under the condition of $1 \leq L \leq k-1$, there are A and B , where f_n is the square product kernel function of the random variable f_n , and $f_n \otimes f_n$ is the exponential compression of two kernel functions. In the process of proof, researchers use the above-mentioned propositional expression of Gaussian process function based on the central limit theorem to prove the theoretical expression of Lindbergh levy theorem. $\frac{\sum_{i=1}^n (x_i - \mu)}{\sqrt{n}} \rightarrow N(0, \sigma^2)$ established, thus completing the proof of the theorem.

3.4 Application on Gauss's moving average the therm proof

In the proof of Gauss moving average theorem, the theorem can be abstracted as function expression. When sequence $\{Z_n\}_{n \geq 0}$ exists $E[Z_n] = 0$. $Var[Z_n] = \frac{\sigma^2}{1-\lambda}$, $n = 0$, $Var[Z_n] = \sigma^2$, $n \geq 1$. After that, the iterative process is defined, and then the random variable expression that meets the construction requirements is constructed. Combined with Hermite polynomials, the expression of the theorem is proved by using Gaussian process function based on central limit theorem. Finally, it is concluded that the expression is tenable, that is, the Gaussian moving average theorem is proved to be successful by using Gaussian process function. In addition to Gaussian process function, researchers only use Hermite polynomials. Overall, the proof links are concise and efficient, which shows that the central limit theorem has good applicability.

3.5 Application of Brown motion the therology proof with drift item

Brownian motion theorem with drift term was formed in the early 20th century, which is mainly used to describe the behavior pattern of stock price. It can be abstracted as a function expression, $S_t = S_0 + \sigma B_t$, $t \in [0, T]$. if the fixed observation interval is h , then the joint distribution density function of the theorem is, $L(S; \sigma^2) = 2\pi^{-\frac{n}{2}} |\Gamma|^{-\frac{1}{2}} \cdot \exp(-\frac{1}{2}(S - S_0)\Gamma^{-1}(S - S_0))$, where Γ is $[Cov[S_i, S_j]]$, where I, J are 1, 2, 3 n . Based on this, we can use the central limit theorem to get the Malliavin

derivative of the function, which can directly prove the function expression of the theorem and complete the proof of the theorem. In this process, the researchers did not use any theorem formula except the central limit theorem Gaussian process function, and realized the proof of the theorem. Thus, in the proof of the theorem, the central limit theorem also showed high-quality applicability.

4. RESULTS ANALYSIS

According to the proof process of the above three theorems and the application of the central limit theorem, researchers can effectively prove the theorems without complicated derivation steps and the application of many formulas. Therefore, using Gaussian process function with central limit theorem as proposition to prove theorems in mathematical statistics and probability field can simplify the process of theorem proving, improve the efficiency of proof derivation, and help people to deduce and study various probability and statistical field theories more conveniently.

5. CONCLUSION

To sum up, the application effect of optimization central limit theorem can enhance the utility of Gaussian process function. Through the above research, the researchers try to prove the theorem and express the reasoning, and find that the application method of the central limit theorem can be applied to most of the operation scenarios of Gaussian process functions. It can effectively simplify the steps of proof and expression, and improve the effect of theorem proof and description of Gaussian process function.

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The Enlightenment of Educational Leadership Research on The Reform of Higher Education in China

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Abstract: With the continuous change of our society, the national and social eyes began to focus on the cause of education. At the same time, under the influence of modern science and technology, China's education began to move towards information. Educational leadership has always been an important pillar for colleges and universities in China to improve their ability to run schools. The academic circles also have a deep research on educational leadership. In order to improve educational leadership in our country, we must realize the vision of school planning, conduct leadership evaluation and shape school culture. This article will elaborate on the educational leadership in detail, and put forward how to carry out the educational leadership research in the context of educational informatization to our higher education reform, hoping to contribute to our educational cause.

Keywords: Education; Informatization; Educational Leadership; Higher Education Reform

1. PREFACE

According to the social development of our country, the path of higher education is very clear. In the future, higher education will be continuously concerned by the state and society, and it will also be required to improve the teaching level. In the future, higher education will face not only challenges but also opportunities [1].

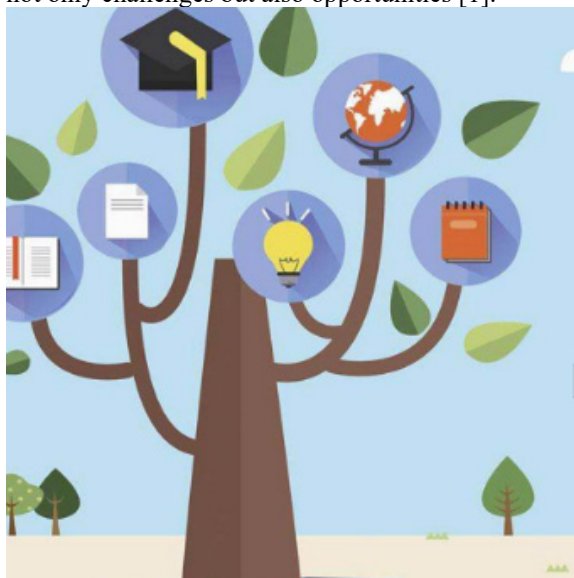


Figure 1. Education

At present, the level of science and technology in our

country has reached the forefront of the world, and information technology has been applied to people's daily life. However, there are still many problems in higher education, such as the low quality of talents, the old training mode, the lack of support for cooperative enterprises and so on. The reform of higher education must focus on the construction of connotation, to improve the ability of running a school. This is when educational leadership is needed to support it. Colleges and universities should strive to improve educational leadership to plan the future development of the school, shape the school culture, improve the teaching level, introduce effective teachers to improve the quality of talent training, and promote the sustainable development of education in China, as Figure 1.

2. EDUCATION LEADERSHIP RESEARCH

In academic circles, many scholars have conducted research on educational leadership, and have done a lot of theoretical research to promote the development of schools. Educational leadership first appeared in the United States in the 1960s, when the "contingency theory" was flourishing, when scholars told people that the method of educational leadership should be adjusted according to the actual situation of the school. After the 1970s, educational factors had become the core of educational leadership theory, and people were no longer satisfied with learning management knowledge from the business administration.[2] The essential task of the school is to complete the creation and inheritance of culture. The school should be more humanistic than other organizations, so people pay more attention to the research of educational leadership, focusing on the dynamic elements of educational leadership behavior with culture and value. With the research efforts of many scholars, it is proposed that in the face of changing environment, school leaders should pay attention to the mission of moral education, with students to focus on the theme, with all their energy to educate students. Thomas, a scholar, has proposed how to improve school leadership, saying that to pursue high-quality education, there are five levels of leadership: technical leadership, educational leadership, cultural leadership, interpersonal leadership and symbolic leadership. Among them, educational leadership is the assistant educator in educational work. Leaders should have advanced wisdom in teaching supervision and future development. They should be able to judge the problems encountered in practical educational activities, answer teachers'

questions, conduct reasonable supervision and evaluation, and effectively promote teachers' professional development and curriculum teaching ability development. At the same time, the scholar Thomas also pointed out that symbolic and educational and cultural power can fully reflect the differences and characteristics of educational leaders, and schools must achieve a high level of symbolic and cultural power.

Since the 21st century, the research on educational leadership in our country has also gradually deepened. Most scholars have concluded that it is necessary to improve the management level of schools. Educational leadership needs not only educational experience and political wisdom, but also the art of accounting leadership and management, and the use of scientific and reasonable methods to achieve the promotion of educational leadership, as Figure 2.



Figure 2. Education

3. ENHANCING THE EDUCATIONAL LEADERSHIP OF OUR HIGHER EDUCATION INSTITUTIONS

Companies have been established at the national and social levels to raise the level of education in institutions of higher learning, and the most important question now is how to put it into practice. But to stimulate the vitality of higher education can not only rely on the power of administration, can not completely rely on economic benefits to promote, but to adhere to the core concept of teaching and educating people, so that the education of professionals to carry out education[3]Let people with educational leadership promote education, reform the welfare system, the election mechanism for principals and improve the educational structure of schools. The first thing to do is to let educators love education, identify with education, uphold the concept of education, to effectively improve the teaching level.

3.1 Value in school vision

What colleges and universities need to do first is value-based leadership, some of the higher levels of leadership can motivate employees to work hard, mainly to convince them of their own value, let them produce faith, rather than passively earn money to support their families. And as schools move from conflict and discipline to the next stage, education leaders create a shared vision of inspiration through good things like affection, trust, friendliness, etc. Colleges and universities should also fully understand the characteristics of educational organizations "teaching and educating people ", leaders

must create a positive atmosphere to drive teachers to provide students with the best growth and learning services, uphold this concept and apply to real life, transform vision into reality, transform obstacles into help. Then the value-based leadership concept is used to guide teachers to build a learning community in school and form a core value, in which members have a very important significance for the vision of shared values. The daily focus of the leaders of colleges and universities should be on the management of the members, so that their focus is shifted to the cultural construction of the school. At the same time, school leaders must also can plan their future development according to the actual situation of the school and the social capital and economic resources. Nowadays, the state pays more attention to higher education than ever before.

3.2 Higher education leadership evaluation to enhance management team professionalism

According to the survey, most university leaders believe that they manage schools that are transparent and focus on teacher motivation and vision planning. They also know that there are many problems within schools. But in fact, many university leaders don't know the specific meaning of the leader's representative, and don't know what to think about in this position. Some foreign scholars believe [4]. A higher education leadership evaluation should be established, involving the government and enterprises as well as schools, and the evaluation and supervision should be unified into a quality evaluation system. We can also learn from the leadership framework of the international post-secondary education network development model abroad, and study the exclusive leadership framework belonging to our country by reordering the behavior and ability evaluation. This framework includes a series of descriptive analysis and indicator descriptions, according to which you can conduct self-assessment, peer assessment and group assessment, and develop specific development plans for university leaders, as Figure 3.



Figure 3. Education

It is also important to note that not all leaders need academic leadership, but academic leadership must be a must in the leadership team. Professional knowledge is necessary for every leader in the ranks of institutions of higher learning, which is generally needed for education, such as professional technical knowledge, educational expertise, etc. Leaders need to know how to use these abilities to better help teachers manage schools.

3.3 Active shaping of campus culture

As mentioned above, colleges and universities should

establish a learning community of schools, so that students' teachers can produce a work belief, work hard for the school, and serve the students' development vision, and form a good atmosphere of positive progress, brave innovation, and mutual help.

Famous foreign scholars point out that school is an organization with close culture but loose management. The school itself is supported by culture, values and beliefs [5]. This also reveals that the development of our school should be guided by the vision. For the future development of the school, the leaders of the school should analyze and summarize through repeated practice and experiment, and consider the policy orientation of the country and the industry needs of the enterprise and the development of the teaching staff when planning the vision. In addition, the principal also needs to pay attention to the school spirit, school motto and school spirit related construction, the idea of education reflected in all sides.

4. CONCLUSION

To sum up, the enlightenment of educational leadership research to the reform of higher education in our country under the background of educational informatization mainly includes vision planning, campus culture construction and evaluation of colleges and universities. Leaders should use indirect means to establish a community of school learning, let everyone establish core values and beliefs, lead teachers' thinking, cultivate the positive spirit of teaching staff to work, and realize harmonious relationship between school communities, so

as to better cultivate students, shape students with knowledge, ability and morality, and make students fully prepared when entering society, and effectively promote the harmonious development of society.

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Research on The Development of Ice and Snow Sports in Central Plains Under the Background Of 2022 Beijing Winter Olympic Games

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Abstract: Under the new situation, under the background of 2022 Beijing Winter Olympic Games, China has constructed the "compass" of "two ice and snow sports plans" mainly in the perspective of "healthy China and sports power". Both ice and snow sports and ice and snow undertakings have entered a new historical period. Although the ice and snow sports industry is in the ascendant, the competitive level of ice and snow sports is constantly improving. Ice and snow sports is an important part of the national fitness program. Based on the national fitness program, we can construct the ice and snow sports culture and develop in the direction of popularization. Therefore, this paper first puts forward the main problems that need to be explored, and then, combined with the current situation, using the method of providing data, logical analysis, and other ways, to carry out research on the constraints of the development of ice and snow sports in Central Plains, and formulate scientific solutions.

Key words: Beijing Winter Olympic Games; Central Plains region; Ice and snow sports

1. RAISING THE QUESTION

Since the successful bid for the 2022 Beijing Winter Olympic Games, the strategy of "preparing for the Beijing Winter Olympic Games" and "the North ice South Exhibition" has been presented to everyone's vision. From the 16th to 22nd Winter Olympic Games, China won 53 Olympic medals, the lowest ranking was 19th, which laid a good foundation for the development and extension of ice and snow sports [1]. After the promulgation of the development plan of ice and snow sports, the related industries of ice and snow sports have been widened. From the development of ice and snow sports in Central Plains, although the level of ice and snow sports has been effectively improved, there are still many restrictive factors. First, we can see that the ice and snow sports related majors in the central plains are in a shortage of talents. From the current situation, after the successful application for the Winter Olympic Games, the development of ice rinks and the increase of the number of people in the central plains are in a "blowout" state. Under the sharp contradiction between supply and demand, the main problem is the shortage of talents. In addition, for the Central Plains region, due to the influence of geographical location, the lack of mass base, many colleges and universities have not opened this course. Based on mass sports, both instructors and

coaches can not get out of the situation of talent shortage. Secondly, the development foundation and cultural history of ice and snow sports in Central Plains are weak. From a realistic point of view, ice and snow sports belong to Chaoyang Sports, started late, and it is difficult to achieve a balanced state of human history like the North [2]. Finally, the allocation and utilization rate of ice and snow sports resources in Central Plains are not coordinated. Not only the number of ski resorts increased, but also the lack of technical means, many places are idle. In view of this, how to maintain sustainable development of ice and snow sports in Central Plains? How to solve the problem of shortage of professionals and unbalanced development of competitive events? It has become the focus to be solved under the current situation.

2. DEVELOPMENT PATH OF ICE AND SNOW SPORTS IN CENTRAL PLAINS UNDER THE BACKGROUND OF 2022 BEIJING WINTER OLYMPIC GAMES

2.1 Combination of education and introduction, introduction and cultivation of ice and snow sports talents
From the current situation, ice and snow sports in the Central Plains of China is in a state of shortage of talents. After the successful application for the 2022 Beijing Winter Olympic Games, we can see that the "campus ice and snow plan" has come into our view. In addition, many schools began to cultivate young people related talent construction, in order to achieve the popularization of ice and snow sports crowd. If the Central Plains region wants to be effectively extended as the northeast region, it can introduce foreign talents, such as coaches from Finland, Russia and other countries, to teach technical experience [3]. And the development of ice and snow sports related industries also need to be actively cultivated. Combined with the cultural resources of the Central Plains region, the construction of local characteristics of ice and snow sports, the implementation of popular guidance. Many schools can also increase the construction of reserve talents, increase the channels of talent training, and implement the construction towards the first-class teaching staff. To establish a "one-stop" training mechanism, and to build the ice and snow sports in primary and secondary schools, to achieve the goal of building a popular social sports team.

2.2 Give full play to advantages and cross regional cooperation to enrich the cultural history of ice and snow sports

China has a vast territory and abundant resources, with different climates and great differences. For the northern region, the development of ice and snow sports has a unique advantage, but for the Central Plains region, it can not show its own local advantages. At this time, the Central Plains region can also learn from the experience of the north, combine its own advantages, show the strength of science and technology, and combine the ski resort and outdoor simulation ski resort, to meet the construction needs of the "four seasons ice and snow field" [4]. In addition, the ice and snow sports in Central Plains can also strengthen the construction of cultural and spiritual food based on university cooperation. Taking the opportunity of Beijing Winter Olympic Games as an opportunity, we will build a characteristic ice snow cultural festival in line with the Central Plains region. In the process of construction and implementation, we need to extend in the direction of diversification, overall development, and increase infrastructure construction. To maintain the understanding of ice and snow sports health knowledge, increase the publicity of sports events, meet the construction of public consumption concept, and form a good concept of ice and snow sports consumption. Based on the integration of the local masses, media publicity is used to let more people understand the sports spirit.

2.3 Cooperation between government and enterprise, school enterprise cooperation, and enterprise enterprise joint development mechanism

The ice and snow sports projects in Central Plains need to be guided by relevant government departments to build an integrated industrial construction and development. We can also speed up the development of ice and snow industry and create characteristic brands in combination with the actual situation. Under the guidance of the 2022 Beijing Winter Olympic Games, we should maintain the integration and allocation of resources. Optimize the original construction projects, and improve the use efficiency of ice and snow sports ground based on government enterprise cooperation and enterprise enterprise cooperation [5]. We should strengthen the relationship between schools and competitive sports, government, society, and schools, build an integrated sports market, and promote the continuous development of national fitness. At this time, we can maintain the effective development of specialization and scientization under the scientific concept. In addition, we also need relevant personnel to adhere to the concept of sharing, integration, and popularization of sports development to reduce the risk of skiing, so that more people are willing to participate in the process of ice and snow sports construction.

3. CONCLUSION

With the progress of the society, the 2022 Beijing Winter Olympics provides a good opportunity for the development of ice and snow sports, and develops towards the strategy of "developing in the South and expanding in the west". For the Central Plains region, it started late, and the geographical advantage is not obvious. If we want to increase the construction of ice and snow sports in Central Plains in essence, we need relevant personnel to introduce excellent coaches from foreign developed countries, solve the development experience of the north, and build the relevant ice and snow sports industry chain. Under the guidance of healthy theory, enterprises, government, and schools can be organically combined to increase infrastructure construction, meet the development path of modernization, and enjoy the joy brought by ice and snow. Since resource balance, we should build a sports power. With our joint efforts, we will achieve the goal of "300 million people participating in ice and snow sports" and realize our common "Chinese dream".

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Multidimensional Analysis of University Labor Education from The Perspective of Morality Education in The New Era

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Abstract: Labor education is an important focus for comprehensively implementing the task of Morality Education, the theoretical logic, valuable logic, and practical logic for deeply understanding and grasping labor education and Morality Education in the new era. Fully implementing labor education into the entire process of education is to effectively promote to realize the fundamental task of Morality Education in colleges and universities.

Keywords: Colleges and universities; Morality Education; Labor education

1. INTRODUCTION

The purpose and fundamental task of Morality Education in colleges and universities is to train students to develop them morally, intellectually, physically, aesthetically, and laboriously for construction of communism, while labor education is the foundation of moral, intellectual, physical and aesthetic development. Labor education, as an important part of the national education system and a necessary way for students to grow into talents, has the comprehensive educational value of cultivating morality, enhancing intelligence, strengthening physical fitness and cultivating beauty. In the new era, it is an important task for colleges and universities to integrate labor education into the entire process of Morality Education.

2. THEORETICAL LOGIC OF MORALITY EDUCATION AND LABOR EDUCATION IN THE NEW ERA

At the National Education Conference, General Secretary Xi Jinping put forward the requirements of building an education system that comprehensively cultivates our students morally, intellectually, physically, aesthetically and laboriously in education. The spirit of labor should be promoted among students and they should be educated and guided to advocate and respect labor. After growing up, they will be able to work hard, labor honestly and labor creatively. It systematically expounds the connotation goal of labor education in the new era from multiple levels, emphasizes the importance of labor education, and points out the direction of labor education in the new era.[1, 2] In March 2020, the CPC Central Committee and the State Council issued The Opinions on Comprehensively Strengthening Labor Education in Universities, Middle Schools and Primary school in the New Era (hereinafter referred to as the Opinions), which provided a systematic design and comprehensive deployment for the construction of the education system

featuring comprehensive cultivation of their morality, intelligence, physic, aesthetic and labor and provided a path for colleges and universities to follow to strengthen the labor education.

Since the 18th Session of National Congress of the Communist Party of China, with Comrade Xi Jinping as its core, the CPC Central Committee has taken Morality Education as the fundamental task of education, actively promoting ideological and political work in colleges and universities in the new era and building the pattern of education for entire personnel, whole process and all directions. Faced with the new demands in the new era, on the one hand, we should establish the Great Virtue of The Times, guide young people to adhere to the correct political direction, promote Core Values of Communism, strengthen ideals and beliefs, and be firm practitioners of the Chinese Dream. On the other hand, it is necessary to create a New Person of The Times, educate and guide students to correctly understand the responsibilities of the Times and historical missions, encourage students to consciously integrate their personal ideals and pursuits into the development of the country and the nation, and be brave pioneers in the forefront of The Times.

3. THE VALUE LOGIC OF LABOR EDUCATION IN THE MORALITY EDUCATION IN THE NEW ERA

3.1 Labor education is an significant way for college students to realize their dreams of life in the new era

"Everyone has the opportunity to achieve self-development through hard work.", said the report to The 19th Session of National Congress of the Communist Party of China. For college students, everyone should build the ideal and faith that happiness is generated from struggling, the realization of their dreams in life is generated from struggling and hard-work down-to-earth, instead of wait, dependence and hope. Through labor education, colleges and universities enable students to deeply understand and comprehend the significance of labor education, guide youth to respect and love labor, make them resist consciously indolence, pleasure-seeking and unearned vices and help them develop work habits, which combine the knowing , doing and meaning organically and realize personal growth and life ideal in practice and labor .

3.2 Labor education is a necessary method for college students to achieve development in all directions in the new era

General Secretary Xi Jinping has stressed on many occasions that we should strive to cultivate talents for the

comprehensive development of socialist for construction morally, intellectually, physically, aesthetically and laboriously. Morality, intelligence, physic, aesthetic and labor are related to and different from each other. Labor can build morality, increase intelligence, strengthen physical fitness and cultivate beauty, and is an important way to realize morality, intelligence, physic and aesthetic. At the same time, labor education has the irreplaceable educational value for the other four educations. Labor education can effectively train students' practical skills, sharpen their spiritual qualities, accumulate personal wealth and achieve a better own. Only by realizing the coordinated development of five educations and forming a comprehensive education system with Chinese characteristics, can the development of people in all directions be cultivated and the important mission of Morality Education be realized in colleges and universities in the new era.

3.3 Labor education is essential to the great rejuvenation of the Chinese nation

The "Opinions" point out that labor education should be included in the entire process of talent training, running through all aspects of family, school and society, so as to promote students to form a correct world outlook, outlook on life and values, and strive to train new people to shoulder the great responsibility of national rejuvenation. At the national level in the new era, strengthening the labor education of college students is the practical need to realize the Chinese dream of the great rejuvenation of the Chinese nation. The great rejuvenation of the Chinese nation will only be realized through the continuous efforts of the people throughout the country. The future society requires to cultivate high-quality talents of knowledge, technology, innovation and dedication. As the reserve force of future talents, college students should be constantly strengthened labor education, cultivated labor spirit and exercised labor ability, so as to truly concentrate their powerful strength.

4. THE PRACTICAL LOGIC OF LABOR EDUCATION IN THE NEW ERA INTEGRATED INTO THE ENTIRE PROCESS OF MORALITY EDUCATION

4.1 Change the value understanding and form a good atmosphere that attaches importance to labor education

To pay attention to labor education, the key is to create a cultural atmosphere in which the whole society respects labor, so as to fundamentally reverse the situation in which labor education is weakened in schools, weakened in families and weakened in society. The Opinions, which were jointly issued in 2020, is of great significance and reflect the great importance attached by the state to labor education. It highlights the urgency of comprehensively strengthening labor education and also announces the opening of a new chapter in labor education. The entire society should vigorously promote the spirit of labor, model workers and craftsmanship, so that students have a deep understanding of the importance of practical work for growing into talents. We should pay attention to prevent the negative influence of labor education, such as generalization, blurriest and simplification, so as to form the value consensus and cultural identity of the labor

spirit and then form the consciousness of education and action.

4.2 Innovate the Carrier of Practice and Construct Two Cooperative Class Education Mechanisms

"A comprehensive, practical, open and targeted labor education curriculum system will be formed," the Opinions pointed out. On the one hand, we should make good use of classroom teaching as the main channel to clarify the connotation of labor education in ideological and political courses, guide students to understand the truth that National Rejuvenation must rely on knowledge, labor and youth, and cultivate students' Values of Labor in Communism. It integrates labor education into professional education, implements curriculum labor education, excavates the elements of labor education contained in professional courses and constructs the content of labor education with professional characteristics. On the other hand, to give full important role of the second classroom and integrate labor education into campus cultural activities, labor education into social practice which let students be out of the campus and into the community, rural areas and enterprises, and understand the national conditions of the people, in the labor practice to be educated, grow ability and do dedication.

4.3 Build a Long-term Mechanism to Ensure the Overall Promotion of Labor Education

To make the construction of labor education more scientific, standardized and precise, we need to ensure institutional guarantees. Firstly, "To set up a system of norms, a clear division of responsibilities, coordination and safeguard system of orderly labor education implementation," [2] will dock comprehensive labor education and college education strategy. Colleges and universities do overall planning, macro guidance, organization and coordination, while department at all levels take the responsibility of labor education into practice and details which is formed, interconnected and linked overall coordination mechanism of labor education. Secondly, the construction of a complete labor education evaluation system effectively enhance teachers' enthusiasm for labor education and students' sense of gain in labor education. Establishing labor education evaluation checking system for teachers and students encourages teachers to implement teaching in diverse ways, guides and motivates students to actively participate in labor, build the evaluation, feedback and perfect the mechanism of optimized labor education quality, actually inspiring endogenous power of teachers and students to participate in the labor education teaching and learning, really improve labor education actual effect.

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On the Current Situation and Obstacles of Aesthetic Education in Gannan Polytechnic Colleges

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Abstract: Aesthetic education is an important part of quality education. It is an important means to cultivate comprehensive talents. Taking Gannan Polytechnic College as the research object, this paper analyzes the current situation of aesthetic education in two Engineering Higher Vocational Colleges in southern Jiangxi, and finds out the factors hindering its development.

Keywords: Engineering; Higher vocational colleges; Aesthetic education

1. INTRODUCTION

Higher vocational education is an important part of China's higher education. It cultivates applied talents of higher technology who meet the needs of production, construction, management, and service, and develop morally, intellectually, physically, and aesthetically. Higher vocational colleges should not only attach importance to students' moral and intellectual education, but also strengthen physical education and aesthetic education. Based on training technology, cultivating students' all-round development is the core soul and fundamental quality of higher vocational education. Higher vocational colleges need to keep up with the market demand and cultivate high skilled applied talents in line with the employment market. Undoubtedly, aesthetic education has become one of the indispensable forms of education to improve the comprehensive quality of students in higher vocational colleges, and it is also an indispensable part of the development of Vocational Education in China [1-2]. There are two higher vocational colleges of Engineering in southern Jiangxi, which are Jiangxi Vocational College of Applied Technology and Jiangxi Vocational College of environmental engineering. For Engineering Vocational Colleges in the new era, how to cultivate students' cognition of nature, society and culture based on aesthetic judgment and art education as means to establish their own outlook on life and values It is a topic worthy of in-depth discussion to improve students' comprehensive quality in the examination process.

2. THE CURRENT SITUATION OF AESTHETIC EDUCATION IN GANNAN HIGHER VOCATIONAL COLLEGE OF ENGINEERING

2.1 The proportion of aesthetic education courses in higher vocational education is too small

First, according to the survey, the public aesthetic

education courses in the two higher vocational colleges in southern Jiangxi are opened late, and the course credits are generally 1-2 credits. Taking Jiangxi Applied Technology Vocational College as an example, there is only one "Introduction to aesthetic education" in this school, with 16 class hours, of which 4 are offline, and the remaining 12 are online through "Erya course". In the teaching process of the four offline class hours, only one class hour is to teach music knowledge, with limited time and content. In the only one class hour, we should outline the overall framework of music aesthetic education, leaving almost no content for Gannan local music.

Secondly, in terms of school culture construction, the basic aesthetic education activities of the two higher vocational colleges in southern Jiangxi are also very limited. They could have carried out aesthetic education by relying on the activity of "elegant art into campus". However, due to the problems such as the cost of running a school and the construction of positions in some higher vocational colleges, there is no suitable place and fund to support large-scale aesthetic education activities, so the integration of Gannan local music is very difficult.

2.2 Lack of aesthetic education teachers in Higher Vocational aesthetic education

According to the survey, teachers of aesthetic education courses in two higher vocational colleges in southern Jiangxi are all part-time teachers, some are music teachers, some are Chinese teachers, and many teachers are hired by the society. They have not received aesthetic education teaching training, and even lack basic music theoretical knowledge. As far as teachers themselves are concerned, many people have not put their minds right. They always think that teaching aesthetic education is only a "minor subject". They are not serious or even willing to engage in such courses, but prefer to teach professional art courses. The teaching content is arbitrary and the teaching method is backward. Secondly, the teaching tasks of teachers in higher vocational colleges are very heavy. Compared with the 260 class hours in a year in undergraduate colleges, the annual class hours of some majors in higher vocational colleges have reached nearly 1000 class hours, and they are mainly combined classes (60 or 70 students or one or two hundred students in a class). Under such heavy teaching and scientific research tasks, most of the teachers are already tired and aesthetic education courses In higher vocational colleges are arranged in the last two days of the afternoon, for

teachers have reached the most tired period of the day, teaching quality has declined significantly, many teachers even do not want to speak. In addition, aesthetic education teaching needs teachers to teach the course better through systematic learning, but time, energy and school support make it impossible for teachers to carry out learning.

2.3 The teaching content of aesthetic education is single
It is understood that there are only 1-2 aesthetic education courses in Higher Vocational Colleges in Gannan, and the teaching contents are conducted by classroom teaching. Aesthetic education needs to adopt various modes, such as watching and listening, to enable students to get a good effect. There is a serious shortage of multi-media classrooms in higher vocational colleges, so that there are redundant classrooms under the condition of ensuring the use of other courses, which makes some aesthetic education concepts On the course can only be taught in a boring form, students' enthusiasm becomes poor. In addition, most of the higher vocational colleges do not have a professional management organization, lack of professional curriculum evaluation and promotion mechanism.

3. THE HINDERING FACTORS OF AESTHETIC EDUCATION IN GANNAN POLYTECHNIC COLLEGES

3.1 The content of aesthetic education is not deep

According to the survey, the aesthetic education courses in the two schools are "collections" of music, dance and art. Teachers teach aesthetic education by appreciating music, dance videos and art works to students. However, the difference between aesthetic education and art education is different from that art education is committed to making the educated acquire artistic experience, cultivate artistic knowledge or engage in artistic thinking through the creative practice or appreciation process of single or multiple art categories. Aesthetic education should make use of various aesthetic forms such as natural beauty, social beauty, technological beauty and artistic beauty to make the educated obtain aesthetic experience and progress And the cultivation of faith or soul. At the same time, teaching materials are the key part of teaching activities. At present, the types of aesthetic education textbooks in Colleges and universities in China are relatively few, most of them are outdated, the publishing cycle is long, and the update speed is slow, which can not meet the needs of aesthetic education under the multicultural background. Education is not a simple transmission of theoretical knowledge, but also needs to be associated with practice and actual life. However, many relevant aesthetic education textbooks focus on Theory in the process of compiling, which is far from the actual life. The importance of aesthetic education is presented on the surface, which is difficult to arouse students' resonance.

In addition, the lack of online learning platform for most ordinary people, they are exposed to aesthetic education is still extremely limited, with the help of the Internet to understand the information is often fragmented, the lack of systematic and comprehensive to a certain extent

affected our participation experience. The author found that there were no special aesthetic education related official account or APP, most of which were fragmented music, dance, drama, etc., and the specialized aesthetic education platform was almost zero.

3.2 The importance of Higher Vocational aesthetic education is not enough

Although the Ministry of education has repeatedly proposed the importance of college aesthetic education curriculum, it has been greatly reduced in the specific implementation process. Like art courses in middle schools, art courses in higher vocational colleges, especially in comprehensive engineering vocational colleges, are just like the music, sports and beauty courses in middle schools. They belong to the so-called "minor subjects" and can only be used as a supplement to the main subjects. There are two misunderstandings. First, take aesthetic education as art education. Only paying attention to the interpretation and teaching of art skills, some aesthetic education courses have become simple skills demonstration courses, while the profound humanistic knowledge in art courses has been intentionally or unintentionally ignored, and has not played an aesthetic role. After learning all the courses, students only know a little art skill, but they still lack humanistic knowledge about art. Second, aesthetic education should be regarded as aesthetic education. In the teaching, only teaching aesthetics and even philosophy, divorced from the art noumenon, let the students without aesthetic basis listen to the clouds, confused, such teaching still can not achieve the purpose of aesthetic education.

3.3 The aesthetic foundation of Higher Vocational aesthetic education is weak

For most engineering vocational colleges, the concept of "cultivating high-quality applied technical talents" is the ultimate training goal. But different from undergraduate colleges, higher vocational colleges have only three years of schooling, in which the real learning time is two years. In these two years, we should study the contents of four years in undergraduate colleges, and focus on cultivating students' skills, pursuing employment rate, and putting skill education throughout the whole school education. This kind of cultivation mode of attaching importance to skills and neglecting humanities has caused students in higher vocational colleges The students have no time to pay attention to aesthetic learning because of their weak literary consciousness and lack of aesthetic cognition. Under such an educational system, students in higher vocational colleges are bound to be short of humanistic knowledge, weak aesthetic foundation, poor comprehensive quality foundation, vulgar hobbies and almost zero contact with elegant art. Compared with the students of undergraduate colleges, the students of engineering vocational colleges are obviously lack of professional competitiveness, especially the ability of professional innovation and entrepreneurship. Most of the students can only be used as front-line assembly line workers, which is not conducive to the sustainable development of their personal career.

The former two higher vocational colleges in southern Jiangxi are both secondary vocational colleges. Compared with the undergraduate colleges, the cultural accumulation and education foundation are much weaker. The focus of the school is still on improving the professional and technical teaching level of the school, and there is no time to consider the humanistic quality education and aesthetic education, so it has not formed its own characteristics. The survey shows that, due to the school system, teachers and other reasons, most vocational colleges have not opened a channel for aesthetic education. There are no public art basic courses, or even art elective courses. In the formulation of talent training programs, all of them first solve the professional skills courses, then basic courses, humanistic quality courses, and finally squeeze out 1-2 credits for aesthetic education courses in the process of Cheng's education, there is a lack of professional teachers, and there are few teaching materials matching with the students of higher vocational colleges. There is no practical evaluation mechanism for the evaluation of aesthetic courses, teachers, and students' aesthetic quality.

4.CONCLUSION

Under the current trend of globalization, aesthetic education has become an important part of national education policy, talent strategy and cultural strategy. At present, the society has higher and higher requirements

on the aesthetic ability of contemporary college students. It is urgent for higher vocational colleges to strengthen the cultivation of students' aesthetic feelings and humanistic quality. Today, it is the right time to develop aesthetic education. Vocational colleges can put forward a series of aesthetic education strategies to improve the comprehensive quality of Engineering Vocational College Students through a variety of aesthetic and artistic expression means, so as to stimulate students' aesthetic feelings and help them establish a correct world outlook, outlook on life and values, so that students can distinguish right from wrong in the tide of society, with gorgeous and vulgar taste In the development of society, give full play to the advantages of engineering students, contribute their own strength, and promote the healthy development of society.

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Thoughts and Strategies of International Trade Marketing in E-Commerce Era

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Abstract: The emergence and development of e-commerce era is both a crisis and an opportunity for China's international trade. China should analyze the current situation of international trade marketing, fully show the advantages of e-commerce era, formulate appropriate marketing strategies, and promote the development of international trade marketing. This article, in the context of e-commerce, the first mock exam of international trade marketing, reveals that although it has already applied the mode of e-commerce marketing, there still exist some shortcomings that need to be improved. Therefore, the departments concerned must pay more attention to make the network marketing more smoothly, and make our country gain more economic benefits in international trade.

Key words: E-commerce era; International trade marketing; Thinking; Strategy

1. INTRODUCTION

With the appearance and development of e-commerce, the traditional international trade market has changed greatly. Virtual trade will become one of the main forms of trade in the future. The development of e-commerce marketing has solved the problems in the traditional marketing mode to a certain extent. Its advantages are obvious, and it can operate efficiently with less cost. In this case, we must analyze the actual situation of international trade marketing, explore its ideas and strategies, so that China can occupy an advantage in international trade.

2. THE CURRENT SITUATION OF INTERNATIONAL TRADE MARKETING

With the emergence and development of the e-commerce era, e-commerce marketing, a trade marketing method, has emerged with the trend, which has a certain impact on China's economic and trade market. More and more enterprises have changed their original concepts and methods of international trade marketing.

E-commerce marketing has been widely used in the world, but at present, China still takes the real economy as the main form of economic development. Under this background, most enterprises in China have some problems in the process of operation. Using e-commerce marketing mode can solve the problems effectively. Therefore, Chinese enterprises should Fully aware of the important role of e-commerce, reasonable application of e-commerce marketing model, reduce the investment of enterprise marketing, improve the ability of modern management, only in this way can enterprises have a foothold in the increasingly fierce international trade market.

3. INTERNATIONAL TRADE MARKETING IDEAS AND STRATEGIES

3.1 International trade marketing ideas of enterprises

First, marketing ideas. From the current situation to analyze, we can find that most of our enterprises in the international market marketing sales, generally for the sake of security, choose online trading and offline trading at the same time, which can fully show the advantages of China's resources and different characteristics of products. However, in the diversified international situation, there are still some problems in this way. However, in the context of the continuous development of E-marketing, it is likely to hinder the smooth operation of enterprises, resulting in enterprises not having any advantage in international trade marketing, or even being eliminated by the international trade market.

Second, marketing model. With the improvement of China's economic level and the further development of society, the mixed operation mode formulated by enterprises has been unable to provide support for the development of the market. With the increasing influence of e-commerce marketing, if enterprises remain unchanged, China's real economy will deviate from the international trade, resulting in China's no advantage in the international trade market, which is quite different from developed countries [2].

Third, marketing characteristics. From the current situation to carry on the analysis, our country enterprise formulates the management way to carry on the dynamic analysis to the market after the choice. However, it should be noted that the economic market is not fixed. On the contrary, it is in a state of continuous development and will change at any time. It is impossible for an enterprise to develop its business mode only according to the current situation. If there are great changes in the economic and trade market, it is likely to lead to the normal operation of enterprises and seriously hinder the further development of enterprises. According to this marketing characteristic, the enterprise should choose the modern technology reasonably, strengthen the product research and development, so that the real economy and the virtual economy have a closer relationship.

3.2 International trade marketing strategy of enterprises

First, build e-commerce brand. Both Chinese and international markets attach more importance to brand effect. A well-known brand can not only enhance the popularity of products, but also consumers are likely to choose to buy products produced by the brand for a long time, which is a more effective marketing method. Therefore, when carrying out marketing work, Chinese enterprises should realize the importance of brand and use

brand for marketing. In this process, we should not only show the advantages of real economy brand, but also build brand in e-commerce marketing, so that netizens can form a certain understanding of enterprises. In the promotion of the brand constructed in e-commerce marketing, we can enhance the brand's attractiveness to consumers through limited time discount promotion. This can control the relationship between the real economy and e-commerce economy to a certain extent, make them in a state of balance, enhance the comprehensive strength of Chinese enterprises, and make them occupy an advantage in the international trade market.

Second, formulate appropriate product strategy. Product strategy plays a key role in marketing. A novel, interesting and practical product can always interest consumers. Therefore, in the process of product design, enterprises should choose more advanced technology to improve the quality of products and enhance the beauty of products, so that products can be loved by more consumers. In addition, enterprises should set up a professional team with strong innovation ability and comprehensive quality to research and promote products, fully collect consumers' preferences, and market development trends, formulate products that can meet the diversified needs of consumers, and lead the trend of international trade marketing. For example, Taobao, as one of the commonly used e-commerce software, has many users, which can attract more cross-border e-commerce to join. People can choose and buy foreign high-quality products they want without leaving their homes [4].

Third, we should do a good job in network marketing. In the actual marketing, most enterprises do not realize the role of network marketing. The traditional marketing success mode is still regarded as the fixed mode of marketing. However, with China's international integration and more diversified ideas, the traditional

marketing mode has met the needs of the further development of the market, consumers can not feel the charm of the traditional marketing model, it is difficult to be attracted by marketing and buy products. Therefore, enterprises must innovate their own marketing mode and do a good job in network marketing.

4.CONCLUSION

According to the above analysis, under the background of e-commerce era, there are still some deficiencies in economic and trade ideas and strategies, which to a certain extent hindered the smooth development of China's international trade. In the future, we must take measures to improve, which can make China's market economy occupy a certain advantage in the world market, to provide support for China's long-term and stable development.

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Application of Mathematical Modeling in Economics

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Abstract: With the continuous development of economy and science and technology, China's research in various fields has made great progress, and economics as a discipline category of economic variables, the use of mathematical modeling into it, can carry out reasonable management and measurement of China's market, which plays a vital role in China's economic development and maintaining market balance. Therefore, how to effectively use mathematical modeling in economics has become the task that relevant researchers pay attention to. This paper discusses the importance of mathematical economic model, the steps of constructing economic mathematical model, the application of mathematical modeling in economics and the problems that should be paid attention to in the use of mathematical modeling in economics, and puts forward personal opinions.

Keywords: Mathematics; Emission reduction; Economics; Application

1. INTRODUCTION

As the guarantee of people's life, the prediction and scientific quantification of economy has been widely concerned by people, and based on continuous research in the field of mathematics, the use of mathematical modeling is also more extensive. Just as some enterprises need to analyze many resources and data when they put forward issues related to product quality and delivery to customers, then they can reasonably calculate and plan after using mathematical modeling. It can be said that this category has great help for the development of various fields.

2. THE IMPORTANCE OF MATHEMATICAL ECONOMIC MODEL

There are many variables in the mathematical economic model, which can be divided into two categories: the first is the probability type, the second is the deterministic type. The former mainly deals with some uncertain models at random, while the deterministic model analyzes and judges some relatively fixed models. However, mathematics involves a wide range of fields, and there are many interdisciplinary subjects. In addition, there are many branches derived from it. In this way, if we want to locate economics, we need relevant methods to achieve it, and if we want to model what type, we have to analyze it according to the actual situation of economics. However, it should be noted that mathematics can not directly deal with the problems in the field of economics, because many uncertain factors must be completed with the support of modeling. The main purpose of the construction of mathematical modeling is to solve the problems in the economic field. It can build an abstract

and image coexisting model for economics. In essence, it is for the purpose of economy, and tables and pictures are established by letters, numbers and symbols, which is conducive to find out the relationship and relationship in the field of economics Contradiction, so as to open up a new path for its development. The emergence of mathematical economic modeling not only promotes the rapid development of economics, but also brings high-efficiency production in various fields. Therefore, it is ubiquitous in our society, and even used in business communication and negotiation can highlight its strong value [1].

3. STEPS OF CONSTRUCTING ECONOMIC MATHEMATICAL MODEL

The first step is to get a deep understanding of the problem, and then dig out its background and the origin of the problem. The second step is to make assumptions, establish a visualized model of the problem to be studied, observe the influencing factors from the data, and then calculate the relationship between the quantities through the mathematical function. In general, the model is used to show it, and the problem of construction is combined with the mathematical model, which is close to the goal, so that we can get feasible conclusions in advance. The third step is to forecast the known data and observed problem background based on modeling, and estimate the relationship between the quantity and the change. The fourth step is to compare the obtained model with the detection and analysis. If the difference between the predicted data and the data displayed in the model is not too big, then it shows that the mathematical model is completely free from any problems. Then we can integrate the actual problems into the mathematical model to study, so that we can have a prediction of the problems in economics in advance, and do not need to analyze whether there are problems in the construction of mathematical models. In addition, whether the problem is reasonable or what aspects are ignored and whether the component model needs to be rebuilt should be carefully considered and reasonably adjusted. Before re modeling to reflect the actual problems, we can not one-sided affirmation of it, because there are still many uncertain factors, and the actual problems can be determined only after the final adjustment is reasonable [2].

4. THE APPLICATION OF MATHEMATICAL MODELING IN ECONOMICS

If a shopping mall wants to analyze its sales volume and sales volume, it is to prove whether they can make profits and how much they can get within the specified time. In view of this problem, then the pricing and sales volume of commodities can be modeled by using mathematics,

and then extended to the economy. According to the above steps, analysis and budget can be carried out, which can provide corresponding theoretical reference for the sales and development of shopping malls.

5. PROBLEMS THAT SHOULD BE PAID ATTENTION TO WHEN USING MATHEMATICAL MODELING IN ECONOMICS

Economics and mathematics are two fields. What this article says is to use the mathematical model as a tool in economics and give full play to its real value. However, mathematics can not directly replace economics, otherwise people's thinking will be brought to a wrong field. There are four main reasons and problems that need to be paid attention to: the first is that the concepts of Peking Opera and mathematics are not closely connected, so they can only be simply integrated when modeling, and the construction of mathematical models is used to solve the problems in economics. The problem that needs attention is that it is affected by internal and external factors in the process of human social development, so we should pay attention to when modeling. Only in this way can we realize the real scientific nature. The second is that the theory of economics needs to be analyzed from the perspective of research, and then find out the specific laws of economic development. When using mathematics to model, we can not do without assumptions. Therefore, when choosing the economic field, we should consider the place where the economy is and the various problems that can affect it. Only in this way can we make the modeling more reliable and convincing. A little modeling will fail. The third is that this tool is not the only tool in mathematical calculation, because the research direction in the field of economics is diversified, and the use of mathematics is only more commonly used at present. This point needs to be noted. Fourth, there are many fields that need to be involved in mathematical modeling of

mathematical economy, including finance, management, human resources, procurement and risk prevention, etc. when modeling, these departments should be used as theoretical support, so as to determine the direction of modeling and determine some details, so as to make contributions to China's economic development [3].

6. CONCLUSION

To sum up, in the process of the continuous development of China's society, both economy and science and technology have been significantly improved, so there are many factors to promote China's economic development, but there are also many constraints. In order to solve some of the concerns of enterprises in the realization of production and sales, or to analyze the wind direction, the construction of mathematical model will be developed here Great contribution. But in the process of modeling, we should also pay attention to the internal and external influencing factors. Only when all aspects of modeling can be involved and reasonably analyzed in place, can it be used as a tool for economic development, to effectively promote China's economic development.

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Water Cube Sports Environment Platform Healthy Word-Of-Mouth Communication Strategy

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Abstract: The core of water cube sports environment is the coordinated development of man and nature, and its connotation includes ecological material civilization, ecological consciousness civilization, ecological system civilization and ecological behavior civilization. The significance of developing the ecological civilization evaluation index system lies in that the research results will provide reference and guidance for the ecological civilization construction activities, improve the public's awareness of the importance of ecological civilization, and develop the ecological civilization construction from the perspective of individuals. Based on this, based on consulting relevant literature, this study attempts to do further research in this field, develop and promote the construction of ecological civilization evaluation system, and provide decision-making reference for the management and production of relevant departments.

Keywords: Water Cube; Environmental Platform; Strategy Research; Environmental Health

1. INTRODUCTION

The 19th CPC National Congress for the first time included "building an ecological civilization" in the political report, and listed ecological civilization construction as one of the new requirements for realizing the goal of building a moderately prosperous society in an all-round way. It clearly put forward that when the goal of building a moderately prosperous society in an all-round way is realized in 2020, China will become a country with a good ecological environment. Ecological civilization is a reflection on previous civilization, especially industrial civilization. Agricultural civilization and industrial civilization are developed under the inferiority of human and natural forces. They are characterized by material, rational, and offensive nature. On the other hand, ecological civilization is a civilization that emphasizes sensibility, balance, coordination, and stability after human beings have strong ability to transform nature and think about how to rationally use their own ability. Ecological civilization replaces anthropocentrism with the concept of ecosystem and negates the materialistic hedonism and plunder of nature formed since industrial civilization [1-4].

Ecological civilization is also the integration and remolding of existing civilizations. In terms of the development stage of civilization, ecological civilization is a higher stage of agricultural civilization and industrial civilization. In a narrow sense, ecological civilization,

material civilization, spiritual civilization and political civilization are parallel forms of civilization and coordinate the relationship between man and nature. Under the concept of ecological civilization, material civilization will be committed to eliminate the threat posed by economic activities to the stability and harmony of nature itself, and gradually form production, life, and consumption in harmony with the ecology. The spiritual civilization under the ecological civilization advocates more respect for nature, cognition of natural value, and the establishment of a culture and atmosphere for the all-round development of human beings, to shift people's excessive emphasis on and attention to material desires. The political civilization under the ecological civilization respects the diversity of interests and needs, pays attention to balance all kinds of relations, and avoids the damage to the ecology caused by the unfair distribution of resources, the struggle of people or groups of people and the abuse of power. Ecological civilization is beyond the existing civilization, it will lead the human to abandon the utilitarianism and materialistic hedonism formed in the industrial civilization period, and get rid of the tragedy of both ecology and human being.

The core of ecological civilization view is from "man ruling nature" to "man and nature coordinated development". In terms of political system, environmental issues enter the political structure and legal system and become one of the central issues of the society. In terms of material form, it creates new material form, transforms the traditional material production field, and forms a new industrial system. In the spiritual field, we will create ecological cultural forms, including environmental education, environmental science and technology, environmental ethics, and improve environmental awareness.

The establishment of ecological civilization evaluation index system is to improve the construction of ecological civilization in the first, second and third aspects. Based on time series and looking from front to back, before ecological civilization construction is carried out, the index system can provide clear guiding objectives for ecological civilization construction. What people see will no longer be abstract objectives, but more accurate digital target system. Looking forward from the back, after the completion of ecological civilization construction, in addition to the immediate changes in ecological environment we can feel, the index system can also provide more specific evaluation on ecological

consciousness and behavior of social residents, which not only represents the "blue sky" at that time, but also represents the "blue sky" after the evaluation. For the decision-makers, in the process of ecological civilization construction, the application of the index system to monitor the ecological civilization status of the region can find problems in the first time, and timely adjust the construction plan to solve the problems.

2. RESEARCH STATUS AND COMMENTS AT HOME AND ABROAD

2.1 Basic concept of environment platform

The initial construction of environmental protection is closely linked with the concept of "sustainable development", the end of the sustainable development for a long time to develop economy and protect the ecological oppose false belief, made clear that they are interrelated, causal, to achieve the optimal allocation of resources scientifically and the unity of the economic, social and ecological benefits. Ecological civilization is an important symbol of sustainable development and the goal of ecological construction. The "ecology" of ecological civilization includes not only the harmonious relationship between organic life and inorganic environment, but also the harmonious relationship between organic life as well as between individual and group of organic life. It is an organic whole that relies on each other, promotes each other, and progresses together. Ecological civilization opposes the absolute centralism of human, emphasizes the overall harmony between human and nature, and strives to realize the coordinated development between human and nature. Sustainable development not only regulates the relationship between man and man and between man and society by means of ecological civilization, which is integrated, coordinated, circular and regenerative, but also regulates the moral relationship between man and nature, as well as the norms and norms of human behavior. Sustainable development is an affirmation of "people-oriented" at a higher level.

With the concept of "circular economy", it puts forward new ideas for the construction of ecological civilization. China is in the transition period from industrial civilization to ecological civilization, and there are a lot of thought-provoking ecological phenomena in this long economic transition period from quantitative change to qualitative change, which are worthy of serious thinking and research from the perspective of ecological culture and theory. If human beings want to survive and develop better, they must treat nature well and turn from developing linear economy to developing circular economy. Only by developing circular economy can nature provide strong support for economic development. Therefore, the development of circular economy is the only way to achieve sustainable development and ecological civilization. The development process of ecological civilization society is a historical process from the small cycle of enterprise circular economy, to the regional circular economy, and finally to the global circular economy, which is the highest level. It is also a scientific development process in which the theory of circular economy becomes increasingly mature.

About ecological civilization, there are all kinds of the definition of the academic circles has been, in the earlier literature, Hunan provincial party committee party school of the thought: the so-called ecological civilization, is refers to the humanity in the development and utilization of the natural, from safeguarding the interests of the whole of society, economy, natural systems, the respect nature, protect nature, committed to the modernization of ecological environment construction, improve the quality of ecological environment, make the modern economic and social development based on the ecological system of virtuous cycle effectively solve the demand of human economic and social activities with the contradiction between the supply of natural ecological environment system, to realize the coevolution of human and nature.

2.2 Theoretical basis of ecological civilization concept

The theoretical basis of ecological civilization index system design mainly includes sustainable development theory, ecological resource value theory, ecological carrying capacity theory, ecological economics theory and unified scientific theory, etc.

According to the theory of sustainable development, in the construction of ecological civilization, the ecological pressure should not exceed the ecological carrying capacity, that is, the regeneration rate of resources is greater than the rate of resource depletion; Environmental capacity is greater than pollutant discharge; The ecological resistance ability is greater than the ecological destruction ability; The ability to comprehensively improve the environment outweighs the trend of environmental pollution deterioration, and promotes the development of society towards economic prosperity, social civilization, environmental optimization, sustainable use of resources and a virtuous cycle of ecology.

According to the value theory of ecological resources, it is necessary to set up a new ecological resources value and a new national economic accounting system of ecological resources value. Natural resources, environmental capacity, ecological carrying capacity and ecological ethics are all valuable commodities. People's expenditure on restoring the damaged ecological environment, compensation for environmental pollution losses and ecological environment compensation should be calculated in the resource price system. In the index design of ecological civilization construction, factors such as resource value, ecological cost, environmental loss, and ecological compensation should be considered comprehensively.

According to unified scientific theory, is to make the index system of ecological civilization is based on natural science, social science and thinking science unifies, on the basis of comprehensive consideration of various indicators of morphology, structure, properties and movement rules of connotation and denotation, and the inner link between each other, to the existing of many indexes from macroscopic to microcosmic, from complex to simple, from theory to application of scientific classification and the organic combination, formed by the overall layer, state layer, variables and elements

constitute a hierarchy clear, reasonable structure, scientific classification and index system of ecological civilization framework of organic links.

Secondly, the results of the ecological civilization evaluation system are mainly determined by two factors. The first is the inherent resource endowment and development potential of the assessed areas. It is obviously unfair to use the same standard for the assessment of different areas with a large congenital gap. The second is the actual ecological civilization of the assessment areas, this paper will be the core of ecological civilization evaluation is placed on the ecological behavior civilization, the reason is that ecological civilization is the most can reflect a person's role, the elements of the ecological civilization as a state of harmonious coexistence between man and nature, it is mainly reflected by people in the natural living conditions. The evaluation system mainly consists of two parts. The first part is the evaluation of ecological behavior civilization, and the second part is the comparative discussion and analysis of ecological consciousness civilization and ecological system civilization.

3. ECOLOGICAL CIVILIZATION EVALUATION INDEX SYSTEM

The results of the ecological civilization evaluation system are mainly determined by two factors. The first is the inherent resource endowment and development potential of the assessed areas. It is obviously unfair to use the same standard for the assessment of different areas with a large congenital gap. The second is the actual ecological civilization of the assessment areas, this paper will be the core of ecological civilization evaluation is placed on the ecological behavior civilization, the reason is that ecological civilization is the most can reflect a person's role, the elements of the ecological civilization as a state of harmonious coexistence between man and nature, it is mainly reflected by people in the natural living conditions. The evaluation system mainly consists of two parts. The first part is the evaluation of ecological behavior civilization, and the second part is the comparative discussion and analysis of ecological consciousness civilization and ecological system civilization.

3.1 Principles for the establishment of ecological civilization evaluation system

Scientific principle, evaluation index system from the overall composition, to the setting and calculation of each index must be scientific, reasonable, and accurate. The index system must be established based on full understanding and research of the objects to be investigated, so as to reflect the ecological civilization construction objectively and truly and measure the ecological civilization construction level well. In the measurement of ecological civilization, the selection of indicators should be widely representative, and the determination of the weight of indicators should reflect the characteristics of each indicator and consider fairness. In addition, the name and definition of each index should be based on science, and the interpretation, calculation method and classification of each index should be

scientific and standardized.

The principle of integrity means that the evaluation index system must reflect all aspects of ecological civilization construction in the evaluated area, reflect the current situation and possible development in the future in a true and comprehensive way, and not omit important aspects or be biased, let alone "make full use of strengths and avoid weaknesses". Otherwise, it will affect the fairness of the evaluation results, and cannot truly and comprehensively evaluate the status of ecological civilization construction. At the same time, as there are many elements constituting the construction of ecological civilization, different levels should be divided according to certain laws. According to the model of ecological civilization construction, the first level can be roughly divided into several elements, and then subdivided at the second level to form a subsystem of each.

Objective principle: The composition of the whole evaluation index system must be closely targeted at the research objective, that is, to accurately reflect the ecological civilization status of the evaluated area and provide corresponding policy Suggestions. The purpose principle is the fundamental starting point of the design of the index system, and an important standard to measure whether the index system is reasonable and effective is to see whether it meets the purpose and requirements of monitoring and evaluation. Specifically for the construction of ecological civilization, it is an organic whole composed of a series of independent and interrelated indicators, whose indicators should be guided by the model of ecological civilization construction, which can scientifically and comprehensively reflect the main connotation of ecological civilization construction. As an organic whole, the index system should not only reflect the main characteristics of the evaluated system from different angles, but also reflect the dynamic changes of the system and reflect the development trend of the system. In other words, the index system should comprehensively reflect the foundation and potential that affect the urban economic development. These indexes may not have a direct and inevitable relationship with the current economic prosperity or the size of the city, but they are conducive to the gathering of more sustainable development factors in the future. Urban economic development environment is changing with the development of urban society and economy. The short-term growth target of urban economy is often inconsistent with the long-term growth target, sometimes even contradictory, and the degree and rank of different urban economic development environment often change. Therefore, the selection of indicators should fully consider the characteristics of dynamic changes and be able to better describe and measure the future development trend. Therefore, a set of sustainable development capacity indicators should be constructed. The index system is dominated by single index, but some composite indexes can be selected according to the needs of analysis or some indexes can be synthesized according to the existing data.

3.2 Basic framework of evaluation index system

Development ability is a comprehensive evaluation of the economic and educational development ability of a certain region. Comparing the definition of ecological civilization, this system introduces the development of comprehensive evaluation and abandoned the ecological evaluation of material civilization, this adjustment is to balance the regional difference of ecological civilization evaluation, this study thinks that the development of the people is the foundation of the construction of ecological civilization, only on the basis of economic and social development, to the realization of ecological civilization, should avoid natural condition is excellent but the extreme backwardness area become the model of ecological civilization construction. The introduction of development force content can reflect the important role of economic basis on ecological civilization, while the abandonment of ecological material civilization content is to avoid the gap of evaluation results caused by the congenital differences of regional environmental conditions.

Ecological behavior civilization refers to the activities that people promote the progress and development of ecological civilization in production and life practice under the guidance of ecological civilization concept and ecological civilization consciousness, including clean production, circular economy, environmental protection industry, greening construction and all the participation and management activities with ecological civilization significance. Compared with ecological consciousness civilization and ecological system civilization, ecological behavior civilization more directly reflects the production and living conditions of residents in a certain area, so I choose ecological behavior civilization as the core point of ecological civilization evaluation system for analysis. In this system, the ecological behavior civilization involved not only includes the "small behaviors" represented by some specific behaviors of individuals or groups, but also includes the "big behaviors" reflecting the daily activities of the whole society. The ecological behavior civilization is divided into three aspects: mode of production, way of life and ecological protection. Consider individual and group behavior in industrial production, individual behavior in daily life, and specific ecological protection behavior.

Ecological behavior civilization should be a sustainable mode of production in the following ways. Human production activities are an important intermediary of the interaction between human, nature, and society, and the main means of regulating the relationship between human, nature, and society. The mode of production activities affects the relationship among human, nature and society, and determines the development status of the three. The production activity conforming to the requirement of sustainable development should take the harmony and win-win of human, nature, and society as the fundamental goal. In order to achieve this goal, human production activities should achieve harmony with human, nature, and society: harmony with human is mainly reflected in the protection of human health and safety in production activities and the full development of human capacity;

The harmony with nature is mainly reflected in the attention paid by production activities to resource conservation and environmental friendliness. The harmony with the society is mainly reflected in the benign effect of production activities on the social political, economic, and cultural development. The harmony of production activities with human beings, nature and society can be regarded as the representation of its matching with sustainable development goals. Therefore, sustainable production, as a production activity conforming to the requirements of sustainable development, can be understood as the production activity of human society in harmony with man, nature, and society.

The construction of ecological civilization is a comprehensive theme involving ecological construction, environmental protection, economic development and so on. Based on summarizing, reviewing, and commenting on the domestic and foreign scholars' research on the meaning, evaluation theory and evaluation method of ecological civilization, this paper proposes to take human as the core content of ecological civilization construction and ecological behavior civilization evaluation as the core content of ecological civilization evaluation. The objective is to establish an evaluation index system that can accurately measure the ecological civilization construction in a certain region and guide the further ecological civilization construction in this region. Compared with the evaluation system proposed by the previous research, the ecological civilization evaluation system formulated by this research has the following advantages:

A new evaluation system of ecological civilization construction is put forward. This study believes that in the ecological civilization system, ecological behavior civilization is the most important factor that can reflect the role of human beings, and ecological civilization, as a state of harmonious coexistence between human and nature, mainly reflects the living conditions of human beings in nature. Taking human as the core of ecological civilization construction and human behavior, namely ecological behavior civilization, as the core of ecological civilization evaluation system, and taking this as the relative index to investigate the relevant contents of ecological system civilization and ecological consciousness civilization.

4. CONCLUSION

This section discusses the practical reasons for several representative evaluation results that may appear in the evaluation of ecological civilization, and puts forward corresponding policy Suggestions for the reference of users of the system.

Policy supply refers to the policy supply subject "produces" and provides, in order to meet the policy demand or to achieve their own interests or rent decisions. In the process of evaluation, assuming an evaluation index of ecological behavior civilization, obviously is relatively low, and the system construction of corresponding content index score is not high, also you can think in this respect in the region of the imperfection

of the system Settings, is set for the ecological civilization construction of the system does not cover all aspects should be involved, or the lack of pertinence, cannot solve the main problems of the region.

The ultimate purpose of establishing evaluation system is to evaluate the evaluation object. Therefore, from the perspective of theory and operation, the success of an evaluation system not only needs complete theoretical system design, but also needs to pass the practical test of several cases.

The selection of these cases should include the possible extreme conditions of ecological civilization, such as extremely heavily industrialized regions and complete eco-tourism cities, in order to verify the reliability of the system from different levels of practice. In addition, after discovering the problems, the system is constantly modified to make it more perfect, and finally a relatively mature ecological civilization evaluation system is obtained.

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A Comparative Analysis of Taekwondo and Sanda Training Status

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Abstract: A harmonious teacher-student relationship can create a good learning atmosphere. Sometimes students are more proactive in learning because they like the teacher. On the contrary, sometimes they feel tired of learning because they don't like a coach. How to make students like your training class is also an aspect of measuring the professional level of a coach. From the comparison of the evaluation of Taekwondo students and the evaluation of Sanda students, the professional ability of individual coaches in Taekwondo coaches needs to be improved.

Keywords: Taekwondo; Sanda; Status Quo; Comparison

1. INTRODUCTION

While considering the healthy growth of the child and the cost of consumption, parents will also choose sports consumption items with the child for certain reasons. The reasons for the selection of items in the survey are ranked as shown in Table 1:

Table 1. The ranking of the reasons why Taekwondo students choose items n=106

Reasons for selecting items	fraction	Score sort
Fitness	74	1
Self-defense	74	1
Possess a skill	29	3
Taekwondo etiquette	16	4
Taekwondo training atmosphere	16	4
Leisure and entertainment	13	6
The educational function of Taekwondo	13	6
Slimming	11	8
other	11	8
Follow the trend	5	10

Table 2. Ranking of reasons why Sanda students choose items n=30

Reasons for selecting items	fraction	fraction
Self-defense	29	1
Fitness	21	2
Sanda training atmosphere	13	3
Sanda's etiquette has a skill	13	3
Educational function of Sanda	2	4
Slimming	2	4

It can be seen from Table 2 that the Taekwondo gym operator's investigation and analysis of the fees for the trainees shows that there are different basic classes, different time periods, and different ages of Taekwondo training classes. The longer the training time, the more discounts, such as the annual card. Now according to the location of the training venue, the conditions, and the

level of the coaches, as calculated by the annual card, there are three levels of fees per year: 3000-4000, 4000-5000, 5000-6000 [1].

2. EVALUATION OF TRAINING COSTS

From the survey situation, the evaluation of the training cost by the Taekwondo trainees; 4 people with low evaluations, accounting for 3.8% of the surveyed population; 18 people with low evaluations, accounting for 17% of the surveyed population; average evaluations There are 77 people, accounting for 72.6% of the surveyed people; 4 people with high evaluations, accounting for 3.8% of the surveyed people; 3 people with high evaluations, accounting for 3.8% of the surveyed people; Sanda students' evaluation of training costs : There are 6 people with low evaluations, accounting for 20% of the surveyed people; 6 people with low evaluations, accounting for 20% of the surveyed people; 14 people with average evaluations, accounting for 46.7% of the surveyed people; evaluation There are 4 people with high evaluations, accounting for 13.3% of the survey population; 0 people with high evaluations, accounting for 0% of the survey population; from the trainee's evaluation of training costs, the proportion of high evaluation costs is not high, indicating two The current charges for this project are accepted by the market. As a sports consumer product, reasonable price positioning is also a key factor for rapid promotion in the market [2].

Taekwondo training and martial arts Sanda training are basically aimed at target customers, and various types and time periods of training classes are designed to meet the needs of various students. Sanda training has fewer students and more flexible time. Basically, you have time to go to the city. Training can be arranged. The Taekwondo Gym has a fixed schedule due to the large number of students. If you choose a good class, you can train at a fixed time. The students are all highly satisfied with the class schedule. Taekwondo classes are divided into basic classes, advanced classes, and advanced classes. The class schedule is based on the characteristics of students. Generally, Saturday and Sunday training is arranged, adult classes are generally arranged for evening training, and summer classes are continuously taught during holidays [3].

The training schedule of Sanda training is basically like that of Taekwondo, but the class schedule is more flexible, and students can go to the gymnasium for training when they have time.

3. USE OF THE VENUE

Most gymnasiums are basically equipped with complete hardware and are well located. Most of them are located

near gymnasiums, cultural centers, children's palaces, schools, urban centers and communities also have Taekwondo training, which in itself is conducive to the promotion of Taekwondo. However, many cultural training institutions have incomplete hardware facilities in gymnasiums. Basically, they share venues with dance training, and the professional training equipment is relatively simple. Visited 3 Sanda martial arts gymnasiums, which are quite equipped with hardware equipment. The martial arts gym is invested by the coaches themselves. Due to cost considerations, many locations are located in remote locations with cheap rents. This also affects the convenience and safety of the students' access and transportation, and further affects the recruitment of new students and the expansion of the influence of Sanda. It is very unfavorable for the development of teaching and training work. Taekwondo trainees are less satisfied with the conditions of venues and equipment than Sanda training trainees. The main reason should be that there are now various types of Taekwondo training institutions, and there are multiple channels for running schools, resulting in uneven quality. Taekwondo is an Olympic event, and many events are broadcast. This in itself is a good publicity for this event. Coupled with decades of tireless promotion of Taekwondo, it quickly became popular all over the world. On the road, you can often see students wearing white training uniforms, which is another advertising effect. In addition, various taekwondo training institutions have targeted admissions to schools at all levels, and combined with websites such as 58.com to also conduct admissions promotion. The effect is obvious, and many gymnasiums are full of students. In terms of project introduction, the advertising of Sanda is obviously lagging behind, resulting in not many students. This is a short board, but it is also a business opportunity [4].

4.TEACHING CONTENT

Taekwondo has a complete set of promotion mechanism and standard technical actions. The teaching content and teaching schedule are relatively uniform and standardized. However, Sanda sports training does not have a unified teaching content and schedule for each gymnasium and each coach, which is relatively random and lacks standardization.

Both Taekwondo and Sanda training programs have a certain seasonality. Winter and summer vacations are the peak period for students to participate in training. Compared with the small number of students participating in Sanda training and not many training institutions, the main reason is the shortage of students. Compared with many people choose taekwondo. Taekwondo training can measure the results and level of one's own training through the examination and promotion, which can more intuitively reflect the technical level of one's training. While visiting the Sanda Martial Arts Gym, I learned that the students participating in the Sanda training didn't even want to test for rank and promotion, and there was no measurable reference to their training effect and level. They could only rely on their subjective feelings and the coach's evaluation [5].

5.CONCLUSION

Taekwondo became an Olympic event in the 1990s with a set of scientific popularization and improvement systems. Known and practiced by people all over the world, Taekwondo was quickly promoted all over the world. After decades of development, its cultural connotation, etiquette norms, clothing, rank promotion mechanism, technological development, improvement, and improvement of rules, etc. have become popular among the people and become popular all over the world, especially for Liked by teenagers and children. China is no exception. Taekwondo training campaigns can be seen from big cities to small counties. As a well-known martial arts hometown, there has been a strong practice of martial arts since ancient times. Since the introduction of Taekwondo, under the organized and systematic promotion of Taekwondo, Taekwondo halls have blossomed everywhere, springing up like bamboo shoots after a rain, and many students and parents have signed up for Taekwondo training courses. Taekwondo halls are all privately invested and opened, and all of them have made a lot of money. This has promoted more people to open taekwondo training classes and exercises. With the fierce competition, various training institutions have continued to promote various activities. Rob students. The Chinese martial arts Sanda and traditional boxing, both of which are fighting events, have suffered a serious loss of students under the competition of Taekwondo. They are struggling to survive in the cracks. As the local traditional Wing Chun and Cai Li Buddha Boxing, there are local government support and some the persistence of the local people. The Chinese Sanda movement is in danger of being marginalized. In the past few years, a few people have opened schools to teach Sanda, but the practitioners are too small and eventually closed. Through the comparison between this visit and the survey, it is even more obvious that the problem is serious. Sanda movement is out of touch. The Chinese Wushu Association does not pay attention to the government, lacks scientific and long-term systematic planning and support, and some Sanda coaches at the grassroots level. Due to the limitation of personal business ability and funds, although they stick to it, due to weak personal ability and financial strength, they may not be able to hold on in the end. How to develop Sanda, in fact, Taekwondo has already embarked on a successful path. There are many things to learn from. Marketization is an effective way. How to standardize and improve, design a new image, target the target group, and reflect the characteristics and charm of Sanda. Participants have achieved success in learning and profit in business. Although the Sanda training market is very poor now, there is still a lot of room for development. The government's support and companies that are capable of operation and management are required to participate. Although there are differences between Taekwondo coaches and Sanda coaches in terms of age, educational background, highest level of exercise, years of coaching, teaching experience, etc., it is not the main factor affecting the source of students. The staff structure of

Taekwondo trainees is mainly students, especially the lower grade students account for a large proportion. The personnel structure of Sanda trainees is composed of students and social workers, and the proportion of adult students is more than that of Taekwondo. Comparing the structure of the trainees of the two training programs, there is a certain degree of complementarity. Sanda venues and other equipment are in good condition, but some Taekwondo training institutions have simple equipment. Each Taekwondo gym has a roughly uniform charging standard. Comparing the charging standards of each Sanda gym with that of the Taekwondo gym, it is basically the same in terms of monthly card and annual card, but there is no restriction on the class time of Sanda training. It is more flexible and flexible. If you often go to the gymnasium for training, the class hours are calculated, and Sanda is more economical than Taekwondo. Sanda training institutions should cooperate with the District Culture and Sports Bureau, Education Bureau, and schools to allow Wushu Sanda to enter the campus and organize long-term free training courses. (The government gave some subsidies to coaches in the first two years, and the Sanda training institution is responsible for the remuneration of coaches.) Starting from elementary school students, let the children understand, get in touch with Sanda, and train enthusiasts. Establish school Sanda performance team. Sanda sports should introduce powerful enterprises and funds, establish a corporate management model, unify its image, and establish standardized operations, strengthen the promotion of Sanda sports in schools and society, establish brand effects, and become stronger and bigger.

Sanda can be jointly trained with taekwondo, karate, Muay Thai, boxing and other combat events to meet the needs of people who want to systematically learn combat sports.

Organize performances and competitions of various Sanda events, cultivate and discover high-level athletes, and expand the mass base and influence of Sanda events. Strengthen the training of coaches for fighting events, improve coaches' skills, teaching management and remuneration.

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The Effect and Promotion Path of Campus Football Policy Implementation

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Abstract: Carrying out the campus football policy affects directly the developing and popularizing of the campus football activities at all levels in our country, to further improve the policy of output results and goals fit, coordination between policy execution organization running effect, increase the human, financial and the rationality of form a complete set and increase a variety of media for the campus football policy to promote and enhance the campus football normalized policy execution supervision measures are effective measures to improve the campus football policy effect.

Keywords: Effect and Promotion Path; Campus Football; Policy Implementation

1. INTRODUCTION

In June 2009, The General Administration of Sport of China and the Ministry of Education jointly held the National Youth Campus Football Work Conference, issued the Notice on Carrying out National Youth Campus Football Activities and relevant implementation plan, and officially launched the "National Youth Campus Football Project". Since then, a series of documents on campus football have been issued, including the Draft of the 12th Five-Year Plan for The Development of Chinese Youth Football in 2010, the Opinions on Strengthening the Work of National Youth Campus Football in 2013, and the Mid - and Long-term Development Plan of National Youth Campus Football. In November 2014, in the national youth campus football teleconference, Vice Premier of the State Council Liu Yandong made a comprehensive deployment of the national youth campus football work, and officially published the "Overall Plan for the Reform and Development of Chinese football" on March 16, which pointed out the direction of Chinese football in the exploration. The fifth part of the plan makes an important elaboration on the reform to promote the development of campus football, which means that campus football is no longer just a "supplement" to China's football cause, but has become an important part. According to the Outline of The Development Plan for Chinese Youth Campus Football (2015-2020) issued by the Ministry of Education, the target is to have 20,000 designated schools for campus football nationwide by 2020, with a population of 20 million. In the plan, the number of designated schools of campus football in China will reach 50,000 in 2025 [1-6].

Campus football policy implementation for ten years, to promote the rapid development of the campus football, football expands, the number of students to participate in local, school football league between establish, in football as the breakthrough point, the body of the

teaching thought formation, improve the student's physical quality, driving, accelerate the school quality education work. However, there are still some deviations in the implementation of campus football policy, and the effect of policy implementation needs to be further improved. Factors such as the degree of conformity between the output of policy implementation and the original standard, the ratio between the cost of policy implementation and the implementation budget, the time difference of policy implementation, the satisfaction of the target group, the central government's recognition of the implementation result, and the proportion of positive and negative media reports are all the criteria to measure the effect of policy implementation. By comparing these standards, we can find out the deviation in the implementation of campus football policy in China, correct it in time, give full play [7-10].

2. THE EFFECTIVENESS OF THE IMPLEMENTATION OF CAMPUS FOOTBALL POLICIES AND THE FIT OF THE GOALS NEED TO BE IMPROVED

The school football policy was made in response to the physical decline of young people and the unsatisfactory football level in China. After the introduction of the campus football policy, the Sports Administration, the Ministry of Education, and local relevant departments have formulated relevant rules for the implementation of the construction and evaluation of the pilot football schools,

the competition system, the training of football teachers and the training of coaches. During the ten years of policy implementation, the achievement of the goal of improving the physical health of teenagers and cultivating football reserve talents is not obvious. Of course, there are many factors affecting the physical health of teenagers and cultivating football reserve talents, and the effect of campus football policy implementation cannot be measured only by these two standards. In view of the overall goal of the implementation of campus football, short-term goals, mid-term goals and long-term goals should be set, and the relevant detailed rules of football policy should be adjusted in a timely manner to increase the pertinence and operability of policy implementation, and improve the consistency between the implementation effect and goals of campus football policy.

2.THE COMMUNICATION AND COORDINATION BETWEEN THE IMPLEMENTATION ORGANIZATIONS OF CAMPUS FOOTBALL POLICIES ARE NOT SMOOTH, AND THE COOPERATION BETWEEN DIVERSE

PARTICIPANTS IS INCREASED

The hierarchical characteristics of campus football policy implementation will lead to the distortion of policy implementation. China's campus football administrative system is a multi-level organizational system, and the national campus football policy can only reach the target group, school or student level through the Ministry of Education, general Administration of Sport, local education departments, sports departments, and other links. Each level considers its own interests, so it tends to consider the maximization of its own interests when pushing down the policy implementation. In this way, the target group loses too much interests one by one. So that the executor of the policy appears wait-and-see, perfunctory, even resist the problem. When the policy is lowered to the school, it also requires the coordinated implementation of different departments, and there will also be problems of mutual involvement and low efficiency. Therefore, the improvement of policy implementation effect needs the cooperation among multiple policy subjects.

3.CAMPUS POLICY IMPLEMENTATION RESOURCES AND ENVIRONMENT NEED TO BE FURTHER IMPROVED

Human resources, financial resources and material resources are the guarantee for the implementation of campus football policy, while material resources are the material basis for the smooth implementation of youth campus football policy. Human resources directly determine the quality of achieving the goals of campus football policy, and financial resources are the source of funds for the implementation of campus policy. The number of soccer fields and soccer balls, the number of coaches, the number of participants, and the financial input are all specific indicators to measure the implementation effect of campus soccer policy, and the conditions to ensure the smooth operation of campus soccer. During the implementation of campus football, if these supporting measures can be timely followed up, then the effect of campus football will be greatly improved.

4.INCREASE THE DEPTH AND BREADTH OF CAMPUS FOOTBALL POLICY PUBLICITY

Teenagers are the target group of the implementation of campus football, and the school is the main body of the implementation of the policy. Their understanding of the policy directly reflects the propaganda intensity and effect of the policy-making department. The good effect of the publicity of campus football policy will enhance the enthusiasm of the subject of policy implementation, enhance the identity of young students and parents on campus football policy, and increase the participation of young people in activities. The subject of policy implementation should carry out the propaganda of policy implementation in depth and detail, and the subject of local and school implementation should explain clearly the significance and role of campus football to the target group of students. Most of the students have a shallow understanding of campus football policy, and do not understand the significance of carrying out campus

football, and it is more significant to promote the physical health and personality development of teenagers. Therefore, through various ways to enhance the target group's identity to the campus football policy.

5.THE SUPERVISION OF POLICY IMPLEMENTATION IS INEFFECTIVE, AND IT SHOULD BE NORMALIZED

Timely supervision of policy implementation is a necessary means to prevent policy implementation from getting out of control. The reason why there are various deviations in the implementation of campus football policy has a great relationship with the imperfect supervision mechanism. From the perspective of system construction, the lack of regularized and institutionalized whole-course supervision is a prominent problem in the supervision of campus football policies in China. In the implementation of campus football policies, more attention is paid to the form construction. Many meetings and activities are organized vigorously in the way of "sports", but there is a lack of effective promotion and supervision in the normal operation of campus football. The lack of regular supervision makes it impossible for the implementation of campus football policies to play a role of pre-prevention and in-process improvement through regular supervision and control. Due to the lack of regular supervision of policy implementation by policy leaders, over time, people no longer pay attention to campus football, and finally the implementation of the policy goes nowhere.

In a word, and carrying out the campus football policy effect directly affects the developing and popularizing of the campus football activities at all levels in our country, to further improve the policy of output results and goals fit, coordination between policy execution organization running effect, increase the human, financial and the rationality of form a complete set and increase a variety of media for the campus football policy to promote and enhance the campus football normalized policy execution supervision measures are effective measures to improve the campus football policy effect. The implementation of campus football is both a phased and long-term work. In the process of implementation, problems are constantly discovered, policies are fine-tuned and amended, and the effect is really brought into play. Only in this way can the enhancement of youth physique be really promoted and a solid reserve force be laid for the development of football in China.

ACKNOWLEDGEMENTS

Project name: The Humanities and Social Sciences Research Program of the Ministry of Education. Project Number: 18YJA890014, to the effect of the implementation of campus football policy, and promote the development of campus football in a more rational direction.

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Research on Market Dynamic Operation Based on Leslie's Improved Elderly Bed Forecast Model

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Abstract: With the aging of our country's population becoming more and more serious, the issue of elderly care for the elderly cannot be ignored. In order to predict the market demand for the number of elderly care beds, a Leslie model based on regression improvement is established, and the market demand for elderly care beds in the next few years is predicted according to the wishes of the elderly. In order to better predict, take urban and rural as the general classification, use the gray prediction model to obtain the number of urban and rural elderly population in 2018-2023, and then use the analytic hierarchy process to obtain the weights of various indicators that affect the willingness of the elderly, and finally determine that the willingness of the urban and rural elderly to occupy the elderly care institutions ratio. In order to predict the types of bed market demand, the urban and rural elderly are divided more accurately into six categories according to their economic level, and because their economic level is mainly related to education, the proportion of the elderly population's education is used as the classification basis, and finally the bed market demand is obtained.

Keywords: Number of Beds; Leslie Model; Grey Prediction; Internet + Blockchain

1. INTRODUCTION

In recent years, the number of elderly people in my country has increased year by year, the government has issued relevant policies, and elderly care enterprises have gradually developed. Forecast the number of elderly

people in the next few years will not only enable enterprises to expand their scale and maintain their own sustainable development, but also enable the elderly to better enjoy elderly care services.

The commonly used models for predicting population are Leslie model and gray forecasting model. Han Xiaoqing [1] once studied the future population of China based on the Leslie model, and Yu Song [2] once studied the application of gray theory in predicting population structure. Based on the improved Leslie model of regression, it can accurately predict the number of elderly people in the next few years, and determine the final number of beds based on the proportion of elderly people willing to go to the elderly care institutions for the elderly. The pension service model of Internet + blockchain technology conforms to the development trend of the times. Not only can the service information of the elderly care institutions be published on the Internet, but also realizing information sharing between the elderly and the elderly care institutions.

2. FORECAST OF THE NUMBER OF ELDERLY CARE BEDS

Considering that the existing bed data does not fully represent the market demand, we will consider the number of elderly population and the proportion of elderly care willingness. For the population prediction problem, this article combines regression to improve the Leslie population model, making it suitable for the existing data of different age groups, to reflect the development of the elderly population more truly.

Table 1. Age stratified data table

	0-4(person)	5-9(person)	10-14(person)	95+(person)
2003	64131364.56	82614052.95	114297352.3	200610.998
2004	64051759.83	78903726.71	107423395.4	242236.0248
2005	68460528.3	80050113.21	102133056.6	250490.566
2006	67284444.44	78431111.11	99040000	310000
2007	66662222.22	75780000	93642222.22	311111.1111

First, collect the number of populations segmented by age from 2003 to 2017, and predict the number of elderly populations from 2018 to 2023 through the Leslie model based on regression improvement. According to the

document, the proportion of willingness to provide for the elderly in my country is 10%, and the product of the number of elderly population and the proportion of willingness to provide for the elderly is obtained as a

scale forecast for the number of elderly care beds.

Combine multiple linear regression to obtain the optimal solution of the coefficient matrix in the model. This replaces the dependence of the model on fertility and survival rates of different age groups. The most important point is that due to the difficulty of the census and the time spent [3]:

It can be seen from the above table that there are deviations in the two dimensions. For example, if the data is divided into a grade every 5 years, the retained data characteristics are too few, so we increase the self-survival rate at each age stage by increasing it every 1 year.

For example: children who are 2 years old this year and 3 years old next year are also in the first group of 0-4 years old. So the changed model is:

$$x_{i+1}(t+1) = s_{i1}x_i(t) + s_{i2}x_i(t+1), i = 1, 2, \dots, m - 1 \quad (1)$$

$$\begin{pmatrix} b_1 & b_2 & \dots & b_{m-1} & b_m \\ s_{11} & s_{12} & \dots & 0 & 0 \\ 0 & s_{21} & s_{22} & \dots & 0 \\ \dots & \dots & \dots & \dots & \dots \\ 0 & \dots & 0 & s_{m-1,1} & s_{m2} \end{pmatrix}$$

According to the method, the weight matrix can be obtained by fitting the data, and finally based on the weight matrix, the fitting coefficients and can be obtained, and then the population forecast value of each age group can be obtained. Finally, the population forecast map is as follows:

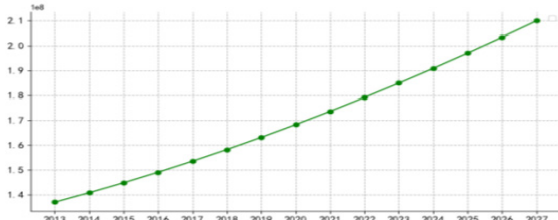


Figure 1 Forecast of the elderly population

The above can finally get the population prediction value for each age group, and the legally statutory age is 65 and older. Therefore, in the predicted age group, the population of 65 and above is regarded as the total number of elderly populations, and then multiplied by the pension willingness ratio 10%, and finally get the total market size of elderly care beds, as shown below:

Table 2. The total market size of the number of elderly care beds

years	Number of beds (pieces)
2018	15826456
2019	16317251
2020	16829797
2021	17363781
2022	17918826
2023	18494499

3. CLASSIFICATION FORECAST THE NUMBER OF ELDERLY CARE BEDS

3.1 Grey prediction to determine the number of urban and

rural elderly population

The above-mentioned market size forecast for the number of elderly care beds only considers the number of elderly population and age structure, and does not actually consider other social factors. Therefore, we have made corresponding improvements to the market size prediction of the number of elderly care beds. From the analysis of the proportion of elderly care and the number of elderly populations, that is, the urban-rural difference is first used as the general classification, and then the urban-rural elderly population is obtained. At the same time, after CLASS data survey [4], it is found that the elderly's willingness to provide for the elderly is related to the education level and annual income. Therefore, based on the Analytic Hierarchy Process and the CLASS survey data, and combined with the different proportions of the education level of the urban and rural elderly and the corresponding annual income data, the market demand scale is classified and predicted based on the difference between urban and rural areas and economic level.

Since it is impossible to obtain the number of elderly people in different age groups in my country's urban and rural areas, we change the prediction model, That is, using the gray prediction model to use the urban and rural elderly population from 2003 to 2017 to get the bottom 16 urban and rural elderly population. The specific operations are as follows:

First list the original time series of the urban or rural elderly $X^0(k)$

Then accumulate the sequence and get its mean sequence. Thus the $GM(1,1)$ grey differential equation model is established; the formula is as follows:

$$X^0(k) + az^{(1)}(k) = b \quad (2)$$

In the formula, a is called the development coefficient, and b is the gray effect. And a and b satisfy the whitening equation, as shown below:

$$\frac{dx^{(1)}}{dt} + ax^{(1)} = b \quad (3)$$

Remember $\hat{\alpha} = (a, b)^T$, Then the least squares estimation parameter sequence of gray differential equation satisfies

$$\hat{\alpha} = (B^T B)^{-1} B^T Y_n \quad (4)$$

$$B = \begin{bmatrix} -z^{(1)}(2) & 1 \\ -z^{(1)}(3) & 1 \\ \dots & \dots \\ -z^{(1)}(n) & 1 \end{bmatrix}, Y_n = \begin{bmatrix} x^{(0)}(2) \\ x^{(0)}(3) \\ \dots \\ x^{(0)}(n) \end{bmatrix}$$

The final prediction model can be obtained by using the least square method and its corresponding formula [5]. Through the forecast result data we get.

3.2 Analytic hierarchy process to determine the proportion of willingness to provide for the aged

We divide the decision-making problem into three levels, the first is the target level: the relationship model of the influencing factors of the willingness to provide for the elderly, and the criterion level. Personal factors, family factors, and psychological factors are taken as the three

criterion indicators, and finally the program level, which is 7 Influencing factors: age, gender, economic income, personal care, family type, health self-assessment, marital

status. Without a specific model building process, the final

Indicator weights are as follows

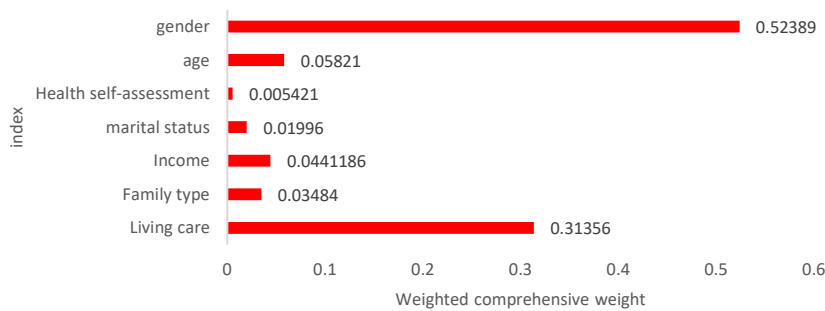


Figure 2 Weighted comprehensive weight of each indicator

Finally, based on the data of each indicator we searched, the data indicates the proportion of urban elderly and rural elderly willing to provide for the elderly under different indicator types X_1, X_2, \dots, X_7 . Combined with the weighted weight $\varpi_1, \varpi_2, \dots, \varpi_n$, And get a value as the pension ratio, the formula is as follows:

$$\beta = X_1 \times \varpi_1 + X_2 \times \varpi_2 + \dots + X_n \times \varpi_n \quad (5)$$

The results are as follows:

Table 3 Urban and Rural Elderly Care Willingness Table

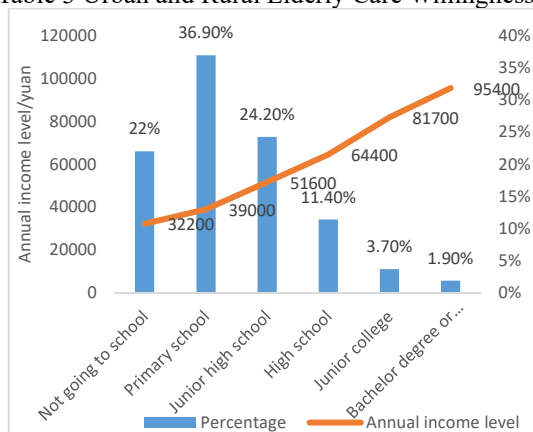


Figure 3 Educational and annual income level of urban elderly

Combining the above data, we use the education level of the urban and rural elderly and the corresponding annual income level to make a grade. That is, the education level of not going to school corresponds to the low level of annual income; the education level of elementary school corresponds to the low level of annual income; the education level of junior high school corresponds to the average annual income; the level of high school education corresponds to the higher level of annual income; The education level corresponds to the middle to high level; the education level above the bachelor degree corresponds to the high level of annual income.

Then predict the classification of the market demand for elderly care beds. That is, suppose that the urban and rural elderly population in a certain year are respectively y_1, y_2 ; The proportion of willingness to provide for the elderly in urban and rural areas is β_1, β_2 ; The education level ratios of the urban and rural elderly are $\alpha_i, \lambda_i (i =$

Types	Urban care willingness (%)	Rural care willingness (%)
Weights	13.22%	2.18%

3.3 Classification forecast of the market size of the number of elderly care beds

The survey data shows that the different educational levels of the urban and rural elderly will affect the annual income and thus the consumption of the elderly care institutions selected. As shown below:

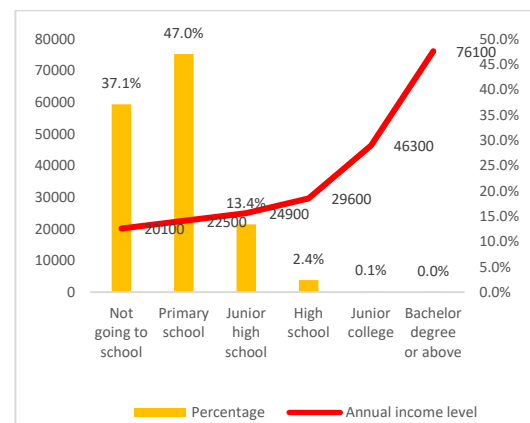


Figure 4 Educational and annual income level of rural elderly

1,2, ..., 6). The number of beds classified by education level in urban and rural areas is n_1, n_2 . Therefore, the final classification formula for pension scale is as follows:

$$n_1 = y_1 \beta_1 \alpha_i \quad (i = 1, 2, \dots, 6)$$

$$n_2 = y_2 \beta_2 \lambda_i \quad (i = 1, 2, \dots, 6)$$

Finally, the classification results of the market demand for the number of beds based on urban-rural differences and economic level differences in 2018-2023 obtained from 2018-2023 are shown in the following figure:

It can be seen from the above two figures that the number of beds in urban and rural elderly care institutions will increase in the next few years, mainly related to their economic level. According to the previous predictions, in the next few years, the number of elderly people willing to go to nursing homes for the elderly will increase year by year, and the mental and health status of the elderly will be different. In order to meet the various services required by the elderly, a pension model based on the

combination of Internet + blockchain technology is established [6]. The problem that the model currently needs to solve is how to design an Internet system to connect the elderly with the elderly care service company.

In order to ensure the privacy of elderly information and the elderly care service company can receive and dispatch suitable caregivers in time, blockchain technology is used here to build the underlying design or a set of algorithms.

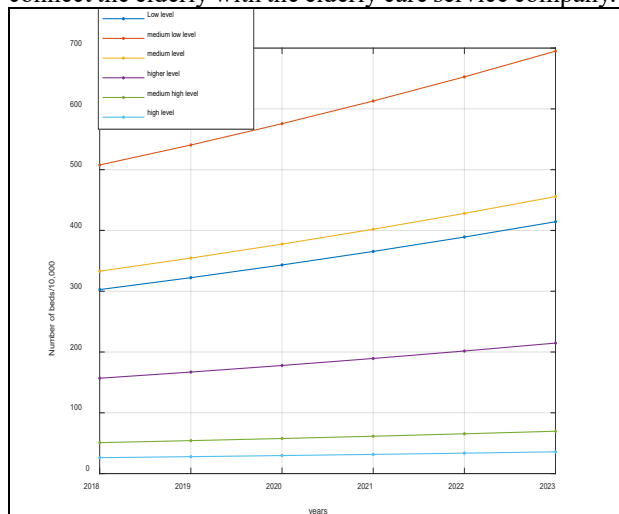


Figure 5 Number of beds and annual income in urban elderly care institutions

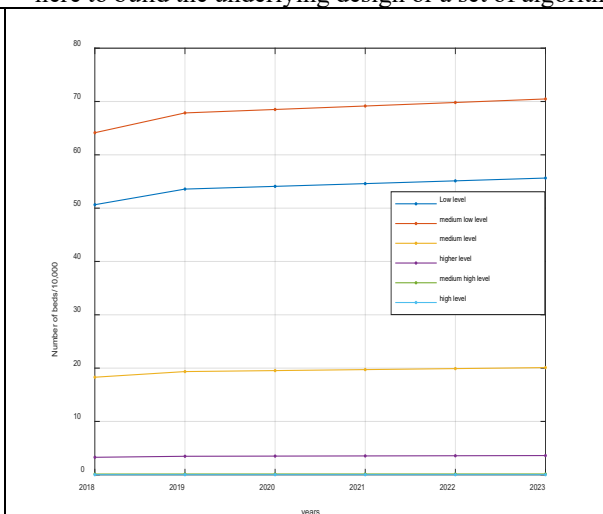


Figure 6 Number of beds in rural elderly care institutions and annual income level

3.4 Operation Model

According to the previous forecast data, affected by various factors, the number of elderly people willing to go to nursing homes for the elderly has been increasing year by year. In order to facilitate the operation and management of nursing homes for enterprises, the elderly in need of care are divided into three categories according to their health conditions: good, good, and poor. Considering the government subsidies and volunteer donations, the elderly is divided into two grades according to their economic conditions: excellent and good. The per capita income of the elderly is closely related to the level of education. Considering government subsidies and volunteer donations, the economic level of the elderly is divided into two categories.

The types of services that the elderly need in nursing homes are closely related to their physical conditions. Considering that the elderly have many types of diseases, the model divides them into three categories: excellent, good, and poor, and their proportions are summarized by data from the National Bureau of Statistics.

Table 4 The health status of the elderly

State of health	Excellent	Good	Bad
Percentage of population	25.88%	57.65%	16.47%

Table 5 Proportion of people in each series

Series type	A	B	C	D	E	F
Percentage of population	2.6%	5.8%	1.6%	27%	83%	81%

There are many types of services that the elderly need. In order to allow the elderly to better enjoy the services and facilitate business management, the economic and health conditions of the elderly are mainly considered, with a weight of 0.5 for each, and the specific proportion is as

follows.

In order to arrange services accurately, predict the number of beds required for each series based on the previous forecast results and the proportion of the population of each series.

4. CONCLUSIONS

This paper establishes a general business model and launches a series of elderly care services through the prediction of the number of elderly populations in the next few years and the analysis of indicators that affect whether the elderly is willing to go to elderly care institutions. At the same time, in the operation of the enterprise, from the perspective of the government, it has achieved the goal of returning to the society, achieving the goal of not only meeting the basic needs of the society, but also promoting social employment and maintaining the sustainable development of the enterprise.

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