Proceedings of the 2018 Euro-Asia Conference on Environment and CSR: Tourism, Society and Education Session (Part I)

Yanling Zhang (Ed.)

Proceedings of the 2018 Euro-Asia Conference on Environment and CSR: Tourism, Society and Education Session (Part I)

August 25-26, 2018 Munich, Germany



Bibliografische Informationen der Deutschen Nationalbibliothek

Die Deutsche Nationalbibliothek verzeichnet diese Publikation in der Deutschen Nationalbibliografie; detaillierte bibliografische Daten sind im Internet über http://dnb.ddb.de abrufbar

Edited by: ZHANG Yanling E-Mail: Zhangful@yahoo.com

ISBN 978-3-96138-087-9

© 2018 Wissenschaftlicher Verlag Berlin
Olaf Gaudig & Peter Veit GbR
www.wvberlin.de
Alle Rechte vorbehalten.
Dieses Werk ist urheberrechtlich geschützt.
Jede Verwertung, auch einzelner Teile, ist ohne
Zustimmung des Verlages unzulässig. Dies gilt
insbesondere für fotomechanische Vervielfältigung
sowie Übernahme und Verarbeitung in EDV-Systemen.

Druck und Bindung: SDL – Digitaler Buchdruck, Berlin Printed in Germany € 25,00

Acknowledgement

The 2018 "Euro-Asian Conference on Corporate Social Responsibility and Environmental Management" was organized jointly by TU Bergakademie Freiberg, Germany, the tourism department from Tianjin University of Finance and Economic, China. The conference was sponsored by the German Academic Exchange Service Foundation (DAAD) and the IMRE Alumni Network. We would like to thanks for all people who contribute for the publication of this book, especially Professor Udo. E. Simonis from the Science Center Berlin, Germany and Professor Jan. C. Bongaerts from the IMRE program TU Bergakademie Freiberg, Germany.

The edition of the proceedings was partially supported by DAAD, Germany and the Tourism Management Department from Tianjin University of Finance and Economics. In representation of the Conference Commission, we would like to show great appreciation to the above institutions and organizations.

ZHANG Yanling August 29, 2018 Freiberg Germany

| For | reword |
|-----------|---|
| 1. | A Research on the Evaluation System of Enterprise Hypocrisy under the Background of Social Responsibility |
| | CHEN Hua; BAO Ye; NIE Yanmei |
| 2. | A Research on Stimulating Practices for Employees' Voice Behavior in |
| | Hotel Based on the Organizational Supports |
| | SU Lei |
| 3. | On "The One Belt and One Road" Strategy and the Financial Higher |
| | Education Reform in China |
| | HU Jie |
| 4. | A Research on the Sustainable Cooperation Mode among Tourism |
| | Management Specialities of Higher Vocational Colleges, Enterprises and |
| | Government under Belt and Road Strategy |
| | XIE Dan; HE Yu |
| 5. | Analyses on the Behavioral Strategy of Participants on the Carsharing |
| | Market Based on Sharing Economy |
| | YIN Yan; YAN Mengying |
| 6. | A Research on the Problems and Countermeasures for Intercultural |
| | Management of International Hotel Groups in China |
| | LIU Jing |
| 7. | A Research on M-Learning Behavior Intention of Event Management |
| | Students based on the TAM Model |
| _ | MENG Yishuang; HU Shan; HU Bing |
| 8. | The Study on Pricing Problems of Retail Platform Enterprises with Users |
| • | Partially Multi-homing YU Xia; CAO Haiying |
| 9. | A Research on the Relationship between the Chinese Exhibition Industry |
| | Agglomeration and Economic Development-An Empirical Study of 31 |
| 10 | Provinces' Data LIAO Zhenjie |
| 10. | A Research on the Training Model of Innovative Talents in Tourism |
| | Management Specialty in Colleges and Universities |
| 11 | CHEN Lin |
| 11. | Visual Identity System of Intangible Cultural Heritage in Tianjin |
| 10 | ZHANG Jingjing; LIU Mengmeng |
| 12. | Study on the Course Construction of Social Media Marketing |
| | Communication Based on Online Education MILLin: WANG Ponzhi |
| 12 | MU Lin; WANG Renzhi A Passarah on Innovation Entraprensurahin Education in Chinese |
| 13. | A Research on Innovation Entrepreneurship Education in Chinese |
| | Colleges and Universities YI Rong |

| 14. | Analyses of China's Foreign Trade Technology Spillovers Based on the |
|------------|---|
| | Spatial Econometric Model MA Wenhui |
| 15. | On the Application of the Multiple Intelligences Theory in Physical |
| | Education in Colleges and Universities-Taking Basketball Teaching as an |
| | Example LI Na |
| 16. | "New Spore Phenomenon": A Case Study of Hollowing out in Rural Area |
| | of Guojiagou LIANG Zhi; LU Zhengying; DUAN Fengyan |
| 17. | Promoting the Sustainable Development of Chinese Higher Education |
| | Based On the Market Mechanism |
| | YANG Bo |
| 18. | Study on the 3D Scene Modeling Method for Tourism Resource Entities |
| | ZHAO Yuru |
| 19. | On the Spatial Structures of Tianjin Tourist Destination System |
| | WANG Zuzheng; SUN Hu; DUAN Xuefen |
| 20. | Social Enterprises in Italy: Existing HR problems and Reform Direction |
| | LI Yong |