

Proceedings of the 10<sup>th</sup> Euro-Asia Conference on Environment and CSR:  
Tourism, Society and Education Session (Part III)



**Yanling Zhang (Ed.)**

**Proceedings of the 10<sup>th</sup> Euro-Asia  
Conference on Environment and CSR:  
Tourism, Society and Education Session  
(Part III)**

**August 29-30, 2014 Berlin, 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 978-3-86573-825-7

© 2015 Wissenschaftlicher Verlag Berlin  
Olaf Gaudig & Peter Veit GbR  
[www.wvberlin.de](http://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: Schaltungsdiensst Lange o.H.G., Berlin  
Printed in Germany  
€ 30,00

<b>Foreword.....</b>	<b>1</b>
<b>1. People's Perception Towards the Contribution of Community Malls to Local Environment and Quality of Life – A Case Study on Three Community Malls in Bangkok</b> RATTANAKRITTANON Suwimolwaree; AMREHN Jochen; ROSS William.....	<b>2</b>
<b>2. A Research on Reaction Mechanism of Environmental Information Disclosure Based on “7. 3” Contamination Accident of ZIJIN Mining Company</b> CHEN Hua .....	<b>10</b>
<b>3. Study on Natural Disasters Risk Assessment of Tourist Resources - the Case of Tianjin</b> LIU Huiyuan.....	<b>19</b>
<b>4. Study on Problems Associated with Tourism Development of Intangible Cultural Heritage</b> ZU Ling.....	<b>26</b>
<b>5. A Research on the Relation of Destination Images, Perceived Value and Tourists' Destination Selection- A Case Study of Tianjin Fifth Avenue Theme Blocks</b> MA Peng; HUANG Zhen. ....	<b>34</b>
<b>6. Sustainable Chinese Tourism Product Exploitation Strategies Based on the Creative Industry</b> WANG Tianyou; HU Xiaoli; ZHOU Rongze.....	<b>42</b>
<b>7. Rural Tourism Cooperatives-A New Economic Entity in Rural Areas of China</b> XIE Fang; YUAN Jiayu; QI Wang.....	<b>51</b>
<b>8. Environmental Oriented Garden Design – the Case of an Agricultural Hi-Tech Demonstration Garden</b> YANG Chuangui; DABU Xifu; YU Jianan; HAN Bing.....	<b>59</b>
<b>9. On the Evolution of Tourism Rites: the Sahlins Path and Process Analyses</b> LU Zhengying; ZHANG Yaning.....	<b>64</b>
<b>10. Literature Review on the Study of Chinese Heritage Corridors</b> WANG Hui; ZHANG Peiru .....	<b>71</b>
<b>11. Alternative Tourists: Soft Constraints of Tourism Environmental Carrying Capacity</b> LIANG Zhi; LU Zhengying; JI Zhicong .....	<b>77</b>
<b>12. A Research on Low Carbon Economy and Ecological Civilization</b> WANG Danfeng.....	<b>84</b>
<b>13. Study on the Sustainable Cultivation of Talents Needed by Tourism Enterprises in the Mobile Internet Era</b> LIU Suheng; JING Yiwei.....	<b>89</b>
<b>14. A Research on City Tourists Information Required Service Based on Intelligent Mobile Terminal under Tourism Cloud Platform</b> SHAO Lei; ZHANG Yanling; SHI Yafang.....	<b>96</b>
<b>15. Study on the Protection and Inheritance of Hainan Li Intangible Cultural Heritage-A Case Study of the Bamboo Pole Dance</b> WU Xiaohuai; ZHANG Lijuan; LIU Kang; WANG Teng.....	<b>101</b>

<b>16. On the Construction and Innovation of the Conference &amp; Exhibition Brand</b>	ZHEN Yuechao .....	105
<b>17. A Research on the Construction of Eco-cultural Scenes under the Scenic Park Management System</b>	HUANG Jinkui; CHEN Liang.....	109
<b>18. Cultural Changes Reflected from the Tourism Concept of in the Late Ming Dynasty of China</b>	SUN Yang.....	117
<b>19. A Research on Market Changing Trade of Listed Companies in the Multi-layer Capital Market</b>	ZHANG Mian....	122
<b>20. A Research on the Leisure Life Quality Evaluation for Urban Elderly People-A Case Study in Beijing</b>	WANG Lei; WANG Run; LIU Tong...	129
<b>21. A Research on the Overall Improvement of Guizhou Forestry Credit System</b>	XI He; CHEN Yueting .....	136
<b>22. Study on the Recreational Quality of Visitors for Zhangjiajie National Forest Park</b>	SU Juan; WANG Ning.....	142
<b>23. Professional Audience Effects on Exhibition Service Quality-East China Fair in Shanghai as an Example</b>	WANG Shangjun .....	149
<b>24. A Research on the Internal Control Efficiency Model Based on the Input-output Analysis</b>	SU Xiuhua .....	156
<b>25. A Research on Medium-sized City Transportation in the Context of Low Carbon Economy</b>	LI Min; WANG Xiaochun.....	165
<b>26. Discussion on the Sustainable Development of Hunan Tourism Shopping in the Context of the New Chinese Tourism Law</b>	ZHANG Liping.....	171
<b>27. CSR Analyses in the The Tourism Industry and CSR Education to Tourism Majors</b>	ZHANG Mengjia .....	177
<b>28. The Role of CSR in Overseas Operation of Chinese Enterprises</b>	ZHE Ru.....	184