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An Experimental Study of Flipped Classroom English Teaching Based on Autonomous Learning Theory

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Abstract: In order to improve students' English autonomous learning abilities, the study applied the flipped classroom teaching model based on autonomous learning theory. According to the experimental data analysis and the survey, it is found that flipped classroom teaching plays a more positive role in cultivating students' autonomous learning ability, improving their comprehensive English proficiency, and building their confidence and interest in college English learning.

Keywords: Flipped classroom; College English teaching; Autonomous learning theory

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1. Introduction

In 2007, the College English Curriculum Requirements by Department of Higher Education of Education Ministry called for enhancing students' ability to study independently.^[1] No more than ten years later, the Guidance for College English Teaching(2016), when talking about the curriculum provision, demanded that colleges and universities should balance classroom teaching and learners' autonomous learning, establish teaching models suited to different types of courses and different levels of requirements, and promote the forming of learners' individualized learning strategies and development of learners' autonomous learning skills. What's more, colleges and universities should take network courses into consideration of curriculum provision, and pay much attention to the construction of online courses, putting related courses on the network teaching platform, seamlessly integrating classroom teaching and net-based learning.^[2]

Under the curriculum requirements and teaching models, it is the primary task for college English teachers to cultivate learners' autonomous learning abilities, making

full use of the network teaching platform. Teachers help to develop learners' autonomous learning and improve their comprehensive language abilities. Also, learners develop the abilities of self-management and self-learning, and the cognitive competence of observation, memory, imagination and thinking.

In recent years, the emergence of flipped classroom teaching has expanded the range of English teaching. This study stemmed from a concern in 2016 that my non-English major students' performances were reflecting lower autonomous learning. For example, students 'seemed' to be doing what I assigned to them at the last minute, copying and pasting the answers from online sources. When I asked them to raise their questions, most of them could say nothing, which indicated that they hadn't previewed or reviewed. To satisfy the curriculum requirements and help students to improve their autonomous learning abilities, in 2016, my colleagues and I introduced the teaching model of "flipped classroom", attempting to develop the college English teaching towards "learner-centered" teaching, providing learners with more time and space for autonomous learning.

Subject: This article is the initial achievement of the teaching reform program "Study of College English Teaching Based on the Idea of Flipped Classroom" in Hunan Agricultural University.

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2. The Theory of Autonomous Learning and the "Flipped Classroom" Teaching

Background of autonomous learning theory: With the development of cognitive psychology, humanistic psychology and constructivism learning theory, the research focused on learners, especially adult learners, and their abilities of autonomous learning strategies. First, in the early 1960s, western educationists advocated that cultivating learners' responsibilities was the ultimate goal of education. The issues such as "learner training", i.e. "learn to learn" or "intelligence development", "learner-skill training" and "key-skill training" attracted educationists, who transferred their research from learners' external environment to the development of learners' subjective initiative. What's more, the theory of humanistic learning put forward by Carl Rogers, an American humanistic psychologist, which put emphasis on the learning process, learners' dominant role and their potential, and emphasized the importance of self-assessment, provided theoretic bases for viewpoint of foreign language learners' autonomy. Therefore, the teaching should focus on promoting learners' learning process, meaningful learning and learners' all-round development of personality.^[3]

Furthermore, Jean Piaget, a Swiss psychologist and outstanding representative of constructivism, stated that learning was under a certain cultural interest, with others' help, making use of necessary resources, through the way of meaningful access to knowledge construction process. Constructivism also stressed that learner-centered create a free and relaxing learning environment, practice cooperative learning, checking and revising one's recognition by communicating with others, and make it in accordance with the learning law.

The constructivism of autonomous learning has often been misunderstood. Some wrongly think it is learners' self-study, without teachers' instructions, and even teachers' role is unnecessary. In fact, we can interpret autonomous learning from different aspects. Holec (1981) defined learners' abilities from learning objects, contents and course, learning methods and strategies, learning process as well as learning effects/outcomes.^[4] Dickinson(1987) stated that autonomous learning was both a kind of attitude and an independent learning ability.^[5] Zimmerman(1989) thought autonomous learning was related to learners' environment, both physical and social conditions.^[6] Little(1991) from cognitive psychological aspect summarized that learning was the ability of critical thinking, making decisions on their own, emphasizing teachers' role in autonomous learning.^[7] Weiguo Pang(2007) revealed the collocation of autonomous learning from the horizontal and vertical dimensions. From the horizontal dimen-

sion, he defined autonomous learning from many aspects, such as the driving motivation, the choosing of learning contents, the adjustment of learning strategies, and time allotment, etc. From vertical dimension, he explained the essence of autonomous learning through the whole learning process.^[8]

3. Flipped Classroom

"Flipped classroom" teaching is an instructional strategy and a type of blended learning that reverses the traditional learning environment by delivering instructional content, which is often conducted online, outside of the classroom. It moves activities, including those that may have traditionally been considered homework, into the classroom. In a flipped classroom, students watch online lectures, collaborate in online discussions, or carry out research at home and engage in concepts in the classroom with the guidance of a mentor.

According to "Flipped classroom" teaching models, learners choose the best way for them to learn. Although teachers' authority is challenged, learners' knowledge internalization is strengthened (reinforced). It is more convenient to have communication between learners and between teachers and learners.

In the field of flipped classroom teaching, there is a substantial body of research relating to the importance of flipped classroom teaching and students' English competence improvement, the design and construction of flipped classroom teaching(SHAO Hua & YU Hui-qun 2015; LONG Han 2015; CUI Yanhui & WANG Yi 2014; DENG Di 2016; BU Caili &ZHANG Baohui2016),^[9-13] or the prospect of flipped classroom teaching in the future (HE Kekang2014).^[14] However, the autonomous learning ability of students has not been carefully explored. It should be noted that without careful investigation of flipped classroom teaching, it is impossible to know how it affects students' autonomous learning ability. Further study of flipped classroom teaching based on autonomous learning theory is needed. For that reason, this research aims at applying flipped classroom teaching model in English teaching for non-English majors and promoting learners' autonomous learning abilities.

4. Experimental Research of Flipped Classroom Teaching

4.1 Research Plan

4.1.1 The Object of Experiment

Under the instructions of autonomous learning theory, we applied the flipped classroom teaching model in the English teaching for non-English majors, which lasted for a semester, to find a better teaching model more suitable to

learners, and to promote learners' comprehensive ability.

4.1.2 Hypothesis

Hypothesis 1: The experimental group and control group are of the same level in English.

Hypothesis 2: Besides that the language comprehensive abilities, the experimental group are better than the control group in autonomous learning.

4.2 Experimental Subjects

The study chose two undergraduate classes of non-English majors of Grade 2016, of which the population was the same, both 27, and the percentage of male and female was nearly the same. To guarantee the accuracy of the experiment, we compiled a set of test paper which was as difficult as the National College Entrance Examination English paper in 2016, and whose question patterns were the same as those of CET4, to test the two groups, which was the pretest. The time was 130minutes. And the total score was 100. According to the test results, the experimental group and control group were confirmed.

4.3 Research Methods

The study adopted qualitative and quantitative methods. Qualitative research mainly made questionnaires, interviews, homework-check, etc., while quantitative methods included the pre-test and post-test, which indicated the difference between pre-experiment and post-experiment.

4.4. Implementation of the Experiment

(1) The two groups were taught by the same teacher, one adopted the flipped classroom teaching model while the other in the traditional way, although the other conditions were the same. Action research method required that the experimental group know what they were doing, while control group did not.

(2) Both groups used the same teaching materials. Intensive reading materials and listening materials were New College English Integrated Course and New College English Course Listening and Speaking published by Shanghai Foreign Language Education Press, Besides, students had a two-period autonomous learning course, during which time students must finish the book of New Horizon College English Viewing, listening & speaking, edited by Shutang Zheng and published by Foreign Language Teaching and Research Press. The two groups had the same teaching hours, that is, six periods a week, including intensive reading, listening and autonomous learning, with the same teaching progress and took part in the final ex-

amination held by the university, which was also the post-test.

(3) The teachers have their own website. Before every class, teachers either uploaded the video or micro-course or PPT related to the teaching to the website or send the files to the students through QQ or WeChat. Students watched or read these materials in their free time, most of which were detailed explanation or analysis of vocabulary and grammar as well as background information of each topic. Students were asked to try to figure out the questions by themselves, otherwise they wrote down their questions and brought to the classroom to discuss with teachers or classmates. For those typical ones, teachers explained to the whole class. While with regards to the control group, the teacher adopted the traditional teaching, mainly lecturing and asking students questions. Students answered teachers' questions passively. At the same time, both the experimental group and the control group also had autonomous learning lesson, during which time they finished the book of viewing, listening and speaking.

4.5 Analysis of the Experiment Result

During the one-term experiment, the students had two tests, one pretest and the other final examination, i.e. post-test. Both the tests were of the same pattern, with the total score 100, of which writing takes up 15%, listening 30%, reading 30%, translation 15%, cloze 10%. The scores of both the groups are as the follows.

From Table 1, we can see that the two groups were of the same level. The control group was a little better than the experimental group except for the listening and cloze. And from the general scores, there were little disparity between the two groups. And as the following table shows, $p > 0.05$, the difference is not significant.

t	Degree of Freedom	Significance Level
-.499	52	.620

Therefore, we concluded that the two groups' English disparity would not affect the study.

At the end of the study, we had a comprehensive assessment of the two groups, including formative assessment and summative assessment. Formative assessment consisted of attendance (10%), autonomous learning (10%), classroom participating (10%) and group cooperation (10%). According to the records, generally, the experimental group did a better job than the control group.

The post-test was more difficult than the pre-test. From

Table 1. Mean and standard deviation of pre-test

Class	Population	General Mean	Standard Deviation of the General Score	Writing	Listening	Reading	Translation	Cloze
The Experimental Group	27	60.54	5.7	11.82	16.79	16.44	11.54	4.52
The Control Group	27	61.35	5.4	11.93	16.64	16.85	11.83	4.48

Table 2. Mean and standard deviation of post-test

Class	Population	General Mean	Standard Deviation of the General Score	Writing	Listening	Reading	Translation	Cloze
The Experimental Group	27	67.55	5.6	11.22	16.70	20.89	13.24	4.61
The Control Group	27	65.37	7.9	11.00	16.54	20.89	12.42	4.59

Table 3. Comparison of general mean scores between pre-test and post-test

Class	Type	Total Marks					
		MD			SD		
		Pre-test	Post-test	Deviation	Pre-test	Post-test	Deviation
The Experimental Group		60.54	67.55	7.01	5.7	5.6	-0.1
The Control Group		61.35	65.37	4.02	5.4	7.9	2.5

Table 2, we can see that there was an obvious disparity between the two groups, that is, the experimental group did a better job than the control group in writing, listening and translation by 0.22, 0.16 and 0.17 more than those of the control group respectively. And the total score was 1.18 more. As is shown in Table 3, the total mean score of the pre-test of the control group was 0.81 more than that of the experimental group, but that of the post-test was 2.18 less. From the result of the post-test, we can see that the disparity between the experimental group is smaller than that of the control group. According to the formula of

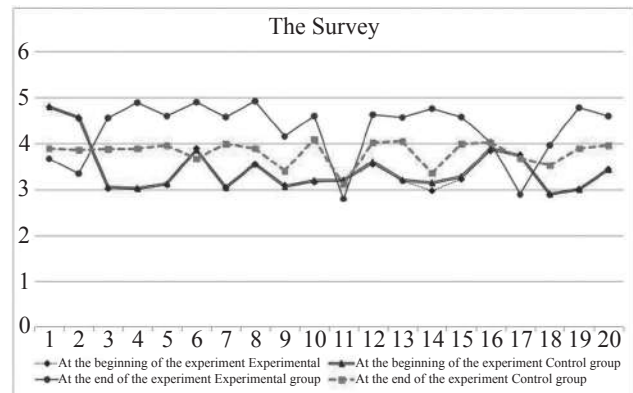
$$t = \frac{X - \mu_0}{S / \sqrt{n-1}}, \text{ we got } t = 6.384 \text{ (} X=67.55, U_0=60.54, S=5.6,$$

$n=27$). In view of the table which provided the lower 100 α %point $t(n)$ for the students' distributions for different values of α and n , we find $t_{0.05}(26)=2.007$, and $t > t_{0.05}$. Therefore, Hypothesis 1 was turned down, and we concluded that flipped classroom teaching was better than the traditional teaching in developing students' comprehensive ability.

To learn about the students' autonomous learning ability, the researcher devised a questionnaire, which was delivered to the students at the beginning and at the end of the experiment respectively. The questionnaire consisted of 20 items in seven aspects, such as dependence on teachers' lectures, independent thinking, cooperative learning, independent learning, confidence, interest and learning strategies. The students' responses were divided into degrees: 5 (strongly agree), 4 (moderately agree), 3 (slightly agree), 2 (moderately disagree) and 1 (strongly disagree). The following chart demonstrates the results of the survey.

From the chart, we can see the attitudes of the experimental group towards English learning changed more greatly than those of the control group. The average degree of the experimental group at the end of the experiment was higher than that at the beginning. They were more independent of the teacher's lectures, and could make their own study plans, were more cooperative with

classmates, more confident of themselves than before, and than those in the control group. Therefore, we can conclude that flipped classroom teaching has a more positive effect on students' autonomous learning, especially on promoting their independent thinking, critical thinking, collaborative learning, confidence and interest in English learning as well as learning strategies.



Moreover, we interviewed 20 students randomly about how flipped classroom teaching affected their autonomous learning. All of them agreed that flipped classroom teaching played a more positive role in promoting their autonomous learning abilities, cultivating their confidence and interest in learning English well, although a few students who were poorer in English found it difficult to accept the flipped classroom teaching at the beginning and preferred the traditional teaching more. Therefore, Hypothesis 2 was true.

5. Conclusion and Consideration

Having analyzed the collected data and results, three main trends emerged, providing insight into direct flipped classroom teaching.

5.1 The Change of Teachers' Role

In flipped classroom teaching based on autonomous learning theory, teachers' role is very important and their role has changed. Teachers are not the controllers or dominators in the class any more, but the organizers of the class, guides of the students. And the most important, teachers

are the resource provider, participant and tutor. Therefore, in teaching, teachers spend more time and energy in preparing teaching materials for students to study, preview or to discuss, which is a very tough task. Moreover, teachers should encourage students, no matter whether they are right or not, to express their thinking, and to question any authority.

5.2 The Change of Students' Role

The role of the object of being duck-filled and passive receiver became the subject of the information processor, constructor. Students should actively participate in building the atmosphere of autonomous learning. Those students poor in English should be more active in designing tasks, carrying out tasks and evaluating, so as to promote the interest in English learning and to be more autonomous.

5.3 The Change of the Teaching Materials

Teaching materials should not be monotonous. The official teaching materials are the reference ones compared with those informational teaching resources. And the teaching media play the role of both teachers' teaching tools and the tools promoting students' learning, communicating.

This study has raised a lot of points for consideration. The results of this study may not be generalized to other classrooms. As the experiment lasted for only one semester, the result may not accurately reflect the effect of the flipped classroom teaching. And the role of teachers is not addressed in the data; clearly, teachers play a prominent role in the flipped classroom teaching in terms of guiding and promoting students' participation. Despite these limitation, it is hoped this study serves as an opportunity for reflection on the interplay between flipped classroom teaching and traditional teaching. Students need to participate in flipped classroom teaching, but the teacher must also consider that, for some teaching materials, it prefers the traditional teaching.

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Appendix I. The Results of the Survey

item \ average	At the beginning of the experiment		At the end of the experiment	
	Experimental group	Control group	Experimental group	Control group
1. I think teacher's lectures are very important, without which I cannot study the language.	4.8	4.8	3.67	3.89
2. I enjoy listening to the teacher and taking notes.	4.56	4.57	3.34	3.86
3. I can solve the problems in English learning by myself.	3.02	3.05	4.56	3.88
4. When the teacher asks us to raise questions that we have met with in our learning, I always have questions to ask.	3.01	3.02	4.89	3.89

5. I like to discuss with my classmates about the problems in English learning.	3.10	3.12	4.60	3.96
6. By discussing with my classmates, I often discover ideas that have never come into my mind.	3.89	3.86	4.90	3.67
7. I often discuss with my teacher in English.	3.04	3.04	4.58	3.99
8. I always preview before I go to the classroom.	3.55	3.55	4.92	3.89
9. If I have difficulties in English learning, I'll ask my teacher for help.	3.09	3.06	4.15	3.40
10. If I have difficulties in English learning, I'll try to solve them by myself before asking my teacher or classmates for help.	3.16	3.19	4.60	4.09
11. When others give me advice, I will follow it	3.19	3.20	2.79	3.11
12. When others give me advice on learning, I will consider about it to see whether it is suitable for me	3.54	3.6	4.63	4.02
13. When I disagree with my teacher, I will state my own opinion.	3.19	3.20	4.57	4.05
14. I can make my own learning plan.	2.97	3.14	4.76	3.35
15. I can finish the work by myself.	3.22	3.27	4.58	3.99
16. I prefer teacher's positive comments to negative ones.	3.84	3.89	4.02	4.02
17. I would like our teacher to assign us a lot of after-class work, otherwise I don't know what to do in my free time.	3.76	3.73	2.89	3.68
18. When I find something in English worth reading, I always read it at once and take notes.	2.89	2.90	3.96	3.52

19. I'm confident of learning English well.	3.00	3.00	4.78	3.89
20. I have my own learning method and strategies..	3.43	3.43	4.60	3.96

Appendix II. Pre-test Control Group

Serial No.	Writing	Listening	Reading	Translation	Cloze	Total Scores
1	11	22	17	8	3	61
2	9	13	16	15	7	60
3	6	15.5	13	12	4	50.5
4	10	16	15	11	3	55
5	12	18	12	11	6	69
6	11	19	17	6.5	3	56.5
7	12	9	16	12.5	7	56.5
8	11	16	18	8	4	57
9	12	12.5	12	10	4	50.5
10	12	21	18	11.5	4	66.5
11	13	12	17	8.5	4	54.5
12	12	20.5	15	10.5	6	64
13	13	15	18	14	5	65
14	10	20	15	14	6	65
15	12	18	19	7.5	3	59.5
16	12	13	16	6	2	49
17	12	12	17	14.5	5	60.5
18	13	20	13	14	6	66
19	12	15.5	18	11	3	59.5
20	13	19	20	14.5	9	75.5
21	12	19	17	13.5	1	62.5
22	13	20.5	17	14.5	5	70
23	12	18.5	16	10.5	9	66
24	9	14.5	17	13	3	57
25	12	18.5	19	12.5	5	67
26	11	6.5	19	13.5	1	51
27	12	19	17	14	4	66

Appendix II. Pre-test Experimental Group

Serial No.	Writing	Listening	Reading	Translation	Cloze	Total Scores
1	11	18.5	14	7	6	56.5
2	12	14	18	11.5	7	62.5
3	12	9.5	18	11	6	56.5
4	11	15.5	18	14.5	6	66.5
5	12	14.5	20	12	6	64.5
6	12	17.5	20	11.5	3	64
7	13	19	20	12.5	6	70.5
8	12	15	12	13.5	4	56.5
9	13	20.5	13	14	5	65.5
10	12	15	20	12	4	63
11	12	17	15	14	4	62
12	14	16.5	13	12.5	5	65
13	13	20.5	16	12.5	5	67
14	11	19	14	11	3	58
15	12	13.5	16	13.5	4	59

16	13	18.5	16	13.5	5	66
17	12	22.5	20	6.5	4	65
18	12	13.5	14	14	6	59.5
19	11	19.5	20	10	4	64.5
20	13	12.5	16	12	7	60.5
21	10	18	17	10	4	59
22	11	14	16	11	2	54
23	13	18.5	9	14	4	58.5
24	12	10	16	10.5	2	50.5
25	12	18.5	18	14	4	66.5
26	12	19	16	10	4	61
27	13	14.5	20	11	1	59.5

Appendix II. Post-test Control Group

Serial No.	Writing	Listening	Reading	Translation	Cloze	Total Scores
1	10	10	13	13	5	52
2	10	17	13	11.5	2.5	49
3	13	19	20	13	2.5	67.5
4	12	21	25	12.5	4	74.5
5	9	19	21	12.5	5.5	67
6	12	13	21	14	3.5	63.5
7	13	15.5	21	13	3.5	66
8	11	20.5	19	13.5	5	69
9	10	16	24	9	4.5	63.5
10	9	19	27	9.5	5.5	70
11	9	16	23	14	5	67
12	9	18	22	12	6.5	68.5
13	11	18	25	14	2.5	70.5
14	10	10	10	8.5	5	43.5
15	12	16.5	16	13.5	5.5	63.5
16	10	18.5	16	11.5	3.5	59.5
17	12	18	23	10	6	69
18	13	11	25	12.5	5.5	67
19	11	19.5	24	12.5	6	73
20	10	15.5	19	14.5	3	62
21	12	15.5	22	13.5	5.5	68.5

22	13	20.5	18	13.5	6.5	71.5
23	11	13.5	23	11	5.5	64
24	10	22.5	26	12.5	3	74
25	12	13.5	18	13	3.5	60
26	13	19.5	22	13	5.5	73
27	10	10.5	28	14	5.5	68

Appendix II. Post-test Experimental Group

Serial No.	Writing	Listening	Reading	Translation	Cloze	Total Scores
1	10	18	14	13	5	60
2	12	19.5	21	13	4	69.5
3	10	19	18	12.5	7.5	67
4	12	14	24	13.5	4.5	75
5	12	19	14	13	4.5	52.5
6	10	15.5	19	9.5	6	58
7	13	14	14	5.5	2.5	49
8	10	15	22	13.5	5	66.5
9	12	13	18	13.5	6	62.5
10	12	16.5	22	13.5	3.5	67.5
11	10	17.5	18	13.5	5	64
12	12	24	16	14	5	61
13	12	21.5	20	13	4	70.5
14	10	12	24	14	4.5	64.5
15	12	12.5	26	13	4	62.5
16	12	19	18	13.5	5	57.5
17	11	16	28	13	4	72
18	13	16	20	14	2.5	65.5
19	10	11.5	20	14	5.5	61
20	11	18.5	22	14	7.5	63
21	11	18	23	13.5	4	69.5
22	10	16	22	14	2	64
23	12	14	30	12.5	5	73.5
24	11	14.5	22	14	2	65.5
25	10	17	22	14	5.5	68.5
26	12	10.5	24	12.5	3	62
27	11	12	23	13.5	5.5	65

Problems and Cause Analysis of Classroom Teaching in Higher Vocational Colleges

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Abstract: At present, as the development of vocational education speeds up and its scale is expanded gradually, many problems begin to arise from classroom teaching in higher vocational colleges. In order to improve the classroom teaching quality in higher vocational colleges, countermeasures should be proposed. Based on the classroom teaching environment and means in higher vocational colleges, this paper discusses problems in classroom teaching and also countermeasures.

Keywords: Higher Vocational Colleges; Classroom Teaching; Teaching Environment; Cause Analysis

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1. Problems in Classroom Teaching in Higher Vocational Colleges

1.1 Problems in Classroom Teaching Environment in Higher Vocational Colleges

Teaching environment refers to specific environment in the teaching process and mainly includes physical environment, cultural environment and psychological environment. Among them, the physical environment and cultural environment cover various physical factors in classroom, such as the design of tables and chairs, multimedia facilities and walls. Whereas, the psychological environment refers to emotional exchange in the teaching process, such as emotional exchanges with teachers and classmates and personal psychological changes.

1.1.1 Physical Environment

In classroom education of higher vocational colleges, the physical environment constitutes an important part of its educational environment and also material basis for students to carry out learning activities. Its main factors include teaching facilities and environment. In a college's physical environment, what is the most important element lie in teaching facilities. Different quality, cleanliness and layout of facilities would render different feelings. Effective and full utilization of teaching facilities can enable

teachers and students to be showered in a relaxing, happy and harmonious atmosphere, make students' learning environment better and as a result fully stimulate students' various sensory responses. In this process, besides enhancing students' understanding on information, their learning efficiency can also be greatly improved.

Students in higher vocational colleges do not have great dependence on classroom. Relevant surveys have shown that students in higher vocational colleges have a poor self-learning status. Therefore, both students and colleges hold an indifferent attitude towards such learning environments as classroom in general. For instance, I am a teacher of a certain major. Most students of this major have a general admission score and poor comprehensive quality and competency. Very often, classrooms where they have attended class are thrown to great disorder and many classrooms are left with food remains. Under such a teaching environment, many students fail to produce any interests in study and teachers are also often distracted from teaching for poor hygiene. Let alone self-learning after class.

1.1.2 Cultural Environment

Cultural environment refers to universal, repeated and relatively stable collective behavior style in a college and class and mainly includes school spirit and class atmosphere.

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School spirit refers to a kind of atmosphere in a school and represents a kind of prevailing collective behaviors. It is rather closely related to a school's teaching style, academic atmosphere, class atmosphere, leadership style and mental outlook of teachers and students. Sound academic atmosphere will produce certain good influence on each aspect of students, including students' learning attitude, interest, hobbies and cultural accomplishments. In addition, once formed, a school's atmosphere will generate an intangible strength to restrain students' behaviors and play a positive mental role among all students. In spite of hard efforts in building good school spirit, some higher vocational colleges still have many to be improved in their school spirit.

Class atmosphere refers to a common emotion and style trend developed by all members in a class and once developed, it will exert tremendous influence on each member of the class. For a class, different class atmospheres will lead to different influence. Excellent class atmosphere will contribute to a positive learning environment, bring tremendous learning power and strengthen students' cohesion and constraining force, as a result of which students can throw themselves to learning in a better manner. Therefore, it will generate direct influence on students' learning attitudes and learning behaviors. For instance, good class atmosphere has been established upon students' admission and its dense studying atmosphere encourages to make good competition among students. Compared with other classes, students in this class can greatly finish tasks in general. However, there are some classes with poor class atmosphere, for students are indifferent to their poor performance and often break classroom disciplines. Due to overall poor performances in the whole class, teachers are also rather suffering in teaching and even have repulsive psychology, thus affecting the teaching effect. At the meantime, students also have psychological conflict to teachers, thus leading to a vicious circle and increasingly poor learning situation in the whole class.

1.1.3 Psychological Environment

Psychological environment refers to the social life environment influenced by people's minds. Whereas, psychological environment refers to a kind of psychological and emotional change that influence teachers and students' mental health and emotion. As for higher vocational colleges, a sound psychological environment plays a rather significant role in higher vocational colleges' management work. As present, as the national economy, culture and politics exert their respective influence, people's conception of thinking has also changed a lot. In addition to certain change of the social environment, rather quick changes have occurred in the economic circle. However,

under the influence of corruption thoughts, students in many higher vocational colleges have had great changes in their value and outlook on life, thus producing certain hindering effect on the psychological environment building of higher vocational colleges.

Students in higher vocational colleges gain certain understanding on the colleges' academic atmosphere building, rules and regulations and other aspects in the contact with the campus and at the same time, their thinking also changes to different degrees. Ideological education is a distinctly important part in campus culture and classroom environment building and can positively promote students' growth in physical and psychological health. However, in this process, corruption is unavoidable and thus produces certain influence on students. For instance, some teachers seek personal interest by taking advantage of their convenience of duty and even are involved in black case work together with class cadres. As a consequence, the purity of higher vocational colleges is decreased and also the construction and optimization of psychological environment in higher vocational colleges is hindered.

The psychological environment is under the influence of both school and family. For each child, family education and parents' value and outlook on life will generate direct influence. Parents' outlook on life and morality will directly influence students' cognition and attitude towards things, while parents' relationship also influences students' attitude towards marriage. Many trifling things in family life will have huge influence on students' outlook on life and value. A poor family environment will exert great influence on students' growth and further have certain impediment impact on the construction of higher vocational colleges' psychological environment in class.

1.2 Problems in Classroom Teaching Means in Higher Vocational Colleges

1.2.1 Analysis on Students' Situations in Classroom Teaching in Higher Vocational Colleges

Many higher vocational colleges follow the traditional "cramming" teaching means" where the teacher plays a dominant role, while students passively receive knowledge, thus greatly dampening students' learning initiative. Under such a teaching mode, students' life world is generally neglected by teachers and as a result is dominated by textbooks. Students are fully bothered by operation of various symbolic and logic operations. As a consequence, students will be reduced to the slave of textbooks gradually. Students simply learn knowledge rather than wisdom and thus fail to grasp life skills. Thus, their ability cannot be fully tapped. Students from class under the traditional teaching mode "have intelligence but no wisdom, have future but no lofty idea and have knowledge but no

thought", thus leading to spiritual loss of students.

In addition, the traditional class is featured with lecturing by teachers and listening by students and very little interaction between the teacher and students. As a result, many teachers cannot make it clear whether students are listening. Whereas, the loneliness of teachers and students mainly comes from emotional alienation. In the tradition class, the teacher is a lonely classroom dictator, while students are controlled by teachers. The teacher does not know well students' life, what students really need and what students are wondering in their innermost. At the same time, students also have no proper understanding on their teachers, thus resulting in direct estrangement between teachers and students and making students isolated in study.

1.2.2 Analysis on Teachers' Situations in Classroom Teaching in Higher Vocational Colleges

Teachers in classroom teaching in higher vocational colleges have some shortcomings themselves and one of the main shortcomings is that students' right of speech is deprived by teachers in class. Exactly, students have certain right of speech in the class. Nevertheless, students do not really enjoy and employ their right of speech. In general, each teach will make a reasonable teaching plan before each class and proceed in strict compliance with their teaching plan in the class. In this process, students are compelled to learn following the teacher's thought and thus cannot express their real ideas. Moreover, given questions raised by the teacher in the class are directly answered in the textbook and need no thinking, students' divergent thinking cannot be fully stimulated and lack independence in taking part in and selecting the teaching contents. Though they have answered teacher's questions, they made no thinking over the questions but found the answers from the textbook. At the meantime, in the teaching process, the teacher does not give full consideration to students' own thoughts and does not provide enough time and space for students to think, thus greatly dampening students' creativity. In classroom teaching, though the teacher seems to give students the chance to express themselves, they neglect students' thinking and thus the desired outcomes cannot be achieved. Given teachers do not make full consideration from students' perspectives and neglect students' thoughts while making class questions, questions raised by teachers cannot stimulate students to think and thus restrict students' thinking to a certain extent. Under such a teaching mode, teachers deprive students' right of speech unintentionally. Over time, students will become lazy in thinking, thus unfavorable for students' growth and development.

In addition, poor educational background and knowl-

edge structure of teachers and lack of opportunities to receive professional training will lead to obvious shortcomings of teachers in teaching experience and knowledge. In recent years, as the enrollment number of higher vocational colleges increases gradually, there arises a shortage of teachers. Under such a context, some higher vocational colleges will arrange teachers of other majors temporarily for classroom teaching. In the process of theoretical teaching, many teachers act like a machine of lecturing and do not spare much time and efforts to make further in-depth research on teaching and lack enthusiasm and motivation to carry out scientific research. Many teachers in higher vocational colleges only grasp relatively dusty knowledge and do not clearly grasp the knowledge structure and have no motivation to learn and relearn. In addition, in making a curriculum plan, teachers lack innovative ideas in format and contents and only explain abstract theories by some relatively abstract nouns, thus making the lecturing contents rigid, empty, inanimate and out-of-date, leading to plain classroom teaching in the end.

2. Problems and Cause Analysis of Classroom Teaching in Higher Vocational Colleges

In recent years, the continuously increased enrollment scale of higher vocational colleges and increasingly decreased enrollment standards and students' quality, coupled with insufficient existing resources in higher vocational colleges, lead to frequent problems in classroom teaching and as a consequence direct affect the teaching quality.

As the society and economy moves forwards, teaching media and vehicles have witnessed certain improvement, changing from the previous blackboard-writing to multimedia teaching today. At the same time, textbook contents are also updated continuously; students are provided with more learning means; the area of classrooms is increased gradually; each aspect of schools see different degrees of changes. All of the these changes will exert tremendous influence on students' learning situation.

However, in the actual teaching process, teachers do not increase their attention to students' psychology and emotion. In students' growing-up process, students learn through constantly absorbing knowledge. Nevertheless, in the learning process, many students simply finish tasks arranged by teachers but lack certain thinking. The traditional teaching only includes knowledge learning but involves rare other aspects. Such a teaching neglects the cultivation of students' value and emotion, making the class only an one-sided training venue rather than a place to cultivate well-rounded talents.

In recent years, as higher vocational colleges' physical environment changes constantly, students' psychology and emotion does not receive deserved attention and coupled with the influence of traditional education, the value orientation of China's higher vocational education is becoming more and more clear. Under the pressure of the society, employment and other aspects, higher vocational colleges attach great importance to "production, construction, management and practice talents in the first production line", thus unintentionally neglecting the education on ideological and cultural quality for students. Though some higher vocational colleges stress the cultivation of comprehensive quality, they only stay on the surface and take no substantial actions, mainly manifested in major setting and class setting. In the process of practical teaching, some higher vocational colleges focus on market and occupation and put their main efforts in improving employment rate. Nevertheless, great shortcomings in scientific research funds of many higher vocational colleges and failure to meet the actual demands by hardware equipment will make it hard to realize the desired teaching effect.

2.1 From Students' Perspective

From the perspective of students, sleeping, poor concentration and fiddling with cell phones in class are rather severe. Some students in higher vocational colleges have poor learning enthusiasm and initiative and lack the consciousness to make speeches in class and take part in discussion. Moreover, there is little communication and interaction between the teacher and students. The teaching process is plagued with depressing classroom atmosphere, negative students and passive learning and even students' resistance to teachers.

2.2. From Teachers' Perspective

Some teachers in higher vocational colleges are unfamiliar with the teaching contents, repeat what the book says while lecturing, employ no humorous and vivid speeches and do not link the teaching contents with practice. For most students, it means just teaching through the traditional teaching means where the teacher plays a dominant role in classroom teaching, while students lose their dominant role. In actual teaching assessment, schools only pay high attention to teachers' performance while rare attention to students' learning effect. Moreover, summative assessment is mainly provided for students with the absence of process assessment.

2.3 From the Perspective of Teaching Carrier

At present, some vocational education teachers employ modern multimedia rather than traditional teaching means for teaching. However, most teachers do not receive professional training and only demonstrate the slides in teaching through the multimedia. Further, they neglect the teaching objectives, teaching methods and other aspects, leading to decreased teaching effect as a result.

2.4 From the Perspective of Teaching Materials

At present, though most higher vocational colleges apply the latest teaching materials, there is a gap between the teaching contents and the actual teaching. The progress of teaching materials far lags behind the quality requirements of the society for technical talents.

No change of the utility value in higher vocational education will make it impractical to realize the real objectives of higher vocational education and to realize all-round development of students, while which can promote all-round, long-term and sustainable development of China's higher vocational education.

Reform and Construction of Tourism Management Major in Higher Vocational Colleges under the Background of Global Tourism

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Abstract: Based on a lot of research on the tourism employers, the employment demands in the current tourism industry have been clear. By communicating and exchanging with the relevant units such as the scenic areas and travel agencies, the tourism posts in the actual work have been combined with the classroom teaching tasks to carry out the school-enterprise cooperation mode, highlight the combination of learning with working with the market as orientation as well as conduct the teaching reform and explore the new mode for the teaching reform of tourism management major combined with the suggestions raised by the tourism units and the current situation of tourism management major so as to contribute to improving the students' employability.

Keywords: Whole-region tourism; Tourism management; Reform and construction

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1. Overview

Currently, China's tourism industry has comprehensively blended in the national strategic system, has moved towards the leading edge of the national economic construction and has become the strategic pillar industry of the national economic and social development. During "the 13th Five-year Plan" period, building a moderately well-off society in an all-round way, carrying out five major development ideas and promoting the supply-side structural reform has provided the significant opportunities for the development of the tourism industry, and China's tourism industry will usher in a new round of golden period of development. Facing new circumstances, new tasks and new demands, and based on a lot of research on the tourism employers, the employment demands in the current tourism industry have been clear. By communicating and exchanging with the relevant units such as the scenic areas and travel agencies, the tourism posts in the actual work have been combined with the classroom teaching tasks to carry out the school-enterprise

cooperation mode, highlight the combination of learning with working with the market as orientation as well as conduct the teaching reform and explore the new mode for the teaching reform of tourism management major combined with the suggestions raised by the tourism units and the current situation of tourism management major so as to contribute to improving the students' employability.

2. Target Location and Connotation Construction

2.1 Target location

With the talent cultivation mode of innovative combination of learning with working, to reasonably set the course system of tourism management major focusing on post demand, and to established the practice and training base integrated with theory teaching, serving society and social training through the multiple channels; to further strengthen the establishment of the security system and build "double-qualified-teacher type" teaching team of the reasonable structure; meanwhile, to pay attention to the students' comprehensive quality, improve their employability, promote the social service and radiation and

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driving ability and strengthen the strength of the economic and service industries in the professional service area.

2.2 Connotation Construction

With the demands of the tourism industry as the starting point, the course system with the mass entrepreneurship and innovation as the subject will be set up, and the innovation and entrepreneurship-type tourism talents comprehensively developing in quality and ability will be provided for the tourist attractions, the relevant industries and the relevant management departments by taking the industry and academy as approach. The talent cultivation mode shall be deepened continuously to improve the comprehensive quality of the students majoring in tourism so that the students of this major will have the vocational ability of tourism management before stepping into society and taking the working post due to have the gracious personality and moral charter and strong learning ability as well as the innovative skill of using the working post; finally, the seamless connection with the employers will be reached.

3. Course System Construction

"The 13th Five-year Plan" period has been the gold stage of tourism development that the state has paid attention to. As the tourism age comes, the current tourism departments' demands on the professional talents have also had the new characteristics so the high vocational colleges and universities cultivating the tourism talents shall comprehensively consider and plan according to the market demands. As the important content of tourism education, the course system construction of tourism management major has played very important role in the construction and development of tourism management major as well as the cultivation of the professional high-quality talents.

3.1 With Quality Cultivation as the Fundamental Point

- 1) Strengthening the quality education cultivation will enable the students to have the solid theoretical knowledge in the tourism management major after study for a period of time.
- 2) Strengthening the cultivation of various skills will enable the major students to have the public relation ability, information technology application ability, communication ability, practice and training operation ability and strong innovation and entrepreneurship ability adapting to the market demands.

3.2 With the Logistical Thinking of Innovation and Creation as Breakthrough Point

With the logistical thinking of innovation and creation as breakthrough point, the talent cultivation system in line with the tourism management major shall be created,

focusing on the mass entrepreneurship and innovation ability cultivation, and the 3D model position (integrated with time, space and manner) shall be adopted to conduct cultivation combined with practice and training.

4. Teaching Resource and Teaching Content Construction

In order to effectively promote the connotation construction of course system and cultivate the truly high-quality talents majoring in tourism according to the demands of the market and employers, the online and offline course systems shall be united to integrate the course resource and give play to the resource advantages of tourism major to optimize the talent cultivation course system.

- 1) The relevant online and offline courses shall be united and interacted to integrate the innovation and entrepreneurship talent cultivation courses into a complete ecological chain. For its course system form, first, (the high vocational colleges) set up the online courses according to the actual situation, develop more video courses, Moocs and some public resource courses and establish the WeChat public accounts and QQ group with the course as unit by taking advantage of the modern information technologies; in addition, they can simulate and establish the professional course supermarket to make the major students select their required courses online according to their actual demands in order to realize the intelligent learning of the courses. Second, for some offline courses, the innovative teaching will also be required. In addition to the interactive learning in class, the filed teaching can also be conducted. Additionally, the organic interaction between the offline and the online courses can be conducted so that the students can systematically and comprehensively learn the major courses.

- 2) Combined with the extracurricular and in-class association, they shall construct the innovation and entrepreneurship course construction platform, establish the course education platform integrated with theory, interaction, experience and practice, initiate the platform for the off-campus enterprise part-time tutors and the on-campus professional tutors to conduct the online exchanges and set up the innovation and entrepreneurship club, innovation and entrepreneurship mass organization, innovation and entrepreneurship teacher-student exchange platform and innovation and entrepreneurship practice and training platform based on the course demands to link the extracurricular with the in-course classrooms with the professional course resources as the link so as to provide the major students with the professional, systemic and practical innovation and entrepreneurship consulting and guidance.

- 3) With the high-quality courses as support and based on

the talent cultivation course system, they shall integrate the off-campus course resource system, the current professional course resource system on campus, innovation and entrepreneurship new development course resource system and course resource system of network information to build the high-quality courses, further exploit the course resources, organize and improve the teaching content, improve and promote the high-quality courses of innovation and entrepreneurship, in order to improve the course resources of innovation and entrepreneurship professional cultivation

5. Strengthen Teaching Staff Construction

5.1 Cultivate the "Double-Qualified-Teacher Type" Teaching Group of Tourism Management Major

To build the target of the "double-qualified-teacher type" teaching group of tourism management major through innovation based on industry, academy and practice. Firstly, they shall take advantage of the education and teaching ability of the teaching of the current resources on campus. Secondly, they shall provide the professional teachers will the practice and training bases by the rich resources such as the practice bases, including the tourist attractions and travel agencies so that they can contact the industrial exercise. Finally, the teachers shall promote their own professional quality combined with the learning of the theoretical knowledge and practice knowledge to accomplish the "double-qualified-teacher type" in a real sense.

5.2 Improve the Scientific Research and Operational Ability and High-quality Transformation of Scientific Research Achievement of the Professional Teachers

1) They shall correctly guide the professional teachers to be able to correctly know the importance of scientific research innovation and have the good innovation and scientific research motivation according to the school management system so that the teachers will improve their comprehensive quality by scientific research instead of conducting research for research.

2) They shall continuously strengthen the scientific power of the professional teacher team so that the teachers can continuously learn and innovate based on the current scientific research ability to improve the scientific research quality, build the strong and powerful scientific research teaching team and build the good scientific research atmosphere and academic research.

3) They shall establish the scientific research award and punishment system suitable for the teacher team development and shall strongly support the domestic and international high-quality paper publishing, all-level horizontal topics, various vertical topics as well as professional pat-

ent applications.

4) The high vocational colleges shall accelerate the industry-academy-doing integration construction and build the platform of cooperation between the industry and teaching unit with the school as the leader, positively concern the new situation of the tourism development, timely find the new phenomena and new problems, timely make summary and take advantage of the professional scientific research team to positively serve the society, promote the transformation of the scientific research results in to the achievements in the tourism industry and improve the transformation efficiency, in order to continuously promote the sustainability of the ecological development of China's tourism industry.

5.3 Build the Teaching Staff in Conformity with the International Tourism Major

2014-2015 China's Travel Development Forecast and Analysis released by Tourism Research Centre, Chinese Academy of Social Sciences has pointed as follows: China should play more core role in the global tourism value chain. With the rapid development of outbound tourism, "The Belt and Road Initiative" policy practice as well as the globalization of China's tourism enterprises, the teaching staff construction of tourism management major will certainly conform to the globalization trend, and the international level of the teaching staff shall be further increased. For this purpose, combined with the current tourism industry, the teaching concept shall be required to be changed and the ideology reform shall be conducted. The tourism major teaching staff shall positively conform to international requirements; meanwhile, the high vocational colleges shall increase the professional teachers' opportunities of going out for study, encourage the professional teachers to attend the international professional academic conferences and expand their horizon; additionally, they shall also encourage the professional teachers to be able to be competent with bilingual teaching and reflect the international characteristics.

6. Reform measures for team construction

6.1 Scheme Design

They shall build the reform thought of "three teaching platforms", that is, first, teaching management work; second, technical connotation of teaching; third, tracing and monitoring of teaching quality. The high vocational colleges shall utilize the teaching management system platform, innovation and entrepreneurship course system platform and teaching monitoring and supervision platform to realize higher vocational education system which will cultivate the students of the high comprehensive quality and strong innovation and entrepreneurship ability, to which

the professional teachers will actively participate and in which and the overall quality education will be improved.

6.2 Establish the Improved Teaching Management System Platform in Higher Vocational Colleges.

The college shall build the teaching team based on tourism major, establish the lecturer system in courses of the basic tourism discipline and the teaching management system according to the function division and unified management, establish the comprehensive research-type innovation and entrepreneurship teaching management system, develop the tutor responsibility system and found the professionally constituted Teaching Guidance Commission.

6.3 Establish the Comprehensive Innovation Course System and Construct the Technology Platform of Teaching

The high vocational colleges shall comprehensively promote the construction of innovation and entrepreneurship course system, strengthen the basic course construction, enhance the vision and exploit the approach, highlight the characteristics and personality, comprehensively promote the major students' comprehensive quality level, and the specific content shall contain developing the teaching plan task, teaching outline of professional courses and course reform content, reforming the training teaching system and cultivation of the talents of the innovation ability; they shall regularly and irregularly hold the academic lectures; they shall reform the teaching methods and content and strengthen the teaching material construction and key course and good course construction; they shall strengthen the construction of the internship base and improve the internship teaching conditions; they shall vigorously carry out the scientific research and teaching research.

6.4 Construct the Comprehensive Teaching and Learning Quality Monitoring Platform System

After a series of teaching reforms, the improved and effective teaching management and quality management system shall be established, and the main content are as follows:

- 1) The high vocational colleges shall reemploy the retired teachers with rich teaching experience and from the well-known colleges and teachers to serve as the teaching quality inspector at schools to regularly trace the teaching quality problems at the fixed time and hinder them and feed them back.
- 2) They shall construct the system of the school's leader attending the lectures to enable to the schools' leaders and the relevant teaching commissions to regularly attend the lectures as the fixed time and timely concern and learn about the situation and major teaching.
- 3) The leader mainly managing teaching in the depart-

ment, education administrator, class messenger and supervisor shall constitute the teaching quality management team to regularly or irregularly hold the centralized discussions for the teaching content, monitor and feed back the problems occurring in the teaching work and timely solve them to guarantee the smooth teaching.

4) With the semester as the unit, the high vocational colleges shall require the students to evaluate teaching at the end of each semester to comprehensively and timely learn about the students' mastery degree of the major courses and make adjustment.

5) The high vocational colleges shall construct the education and teaching assessment system to take the course teaching reform and actual teaching as one of the standards for measuring the teachers' assessment and fully mobilize the enthusiasm and activity of the professional teachers.

6.5 Construction of the Practice and Training Base Conditions

The high vocational colleges shall organize the on-campus and off-campus internship and training center integrated with professional technical ability verification, training, teaching and social service and perfect the management system so that they can carry out the post training and conduct the professional practice and training, and they can organize the qualification verification and examinations of the relevant tourism skills and simulate the actual environment to conduct the physical teaching in order to create the more favorable conditions for the tourism professionals' continuous knowledge updating, professional technical ability verification and promotion of new methods and new skills finally.

7. Conclusion

Major connotation construction is the important core of the high vocational colleges, is also one of the important signs to measure the talent cultivation schemes and the important reflection of school-running level. Currently, with the rapid development of tourism, the high vocational colleges having tourism major should seize this favorable opportunity to feasibly plan the tourism management major with the thinking and form of project mode management and accelerate the rapid development of the tourism management major. Diversification has been raised for the talent cultivation mode. The high vocational colleges shall follow the construction thoughts of "taking the working process as direction, taking the vocational ability cultivation as the course target, taking the vocational standards as the course content, taking the practice projects as the carrier of course teaching, taking the combination of teaching, learning with doing the course teaching method,

taking the double-qualified-teacher type teachers as the course leaders, taking the students as the subject, taking the latest technology as the vocational expansion, taking the lifelong education and personal education as the education target" to establish the characteristic school-enterprise cooperation in the process of connecting to the vocational post and vocational work and the diversified ability-based course system of learning and working combination. For the long-term sustainable development of the tourism management major, the schools shall conduct the continuous research from the high starting point and with high requirements to explore a way of sustainable development for the construction projects of tourism management major.

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National Characteristics and Art Composition Characteristics of Tujia Brocade Art

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Abstract: As one of China's national minorities, Tujia nationality has exerted an important role in the development course of modern national culture. In the development course of national culture of Tujia nationality, its brocade art inherited generation by generation has been extensively applied in art inheritance in modern society. It has also been applied in practical teaching to manifest the unique style and special artistic expression of Tujia brocade art. Under such a context, it is necessary to strengthen analysis on its national characteristics in the art development course and art composition characteristics. For this purpose, this paper makes special analysis on the national characteristics and art composition of Tujia brocade art in the sequence of analysis on the basic components of Tujia brocade art, analysis on its national characteristics and then detailed analysis on its composition characteristics. The author hopes to help people to understand the unique characteristics and results of Tujia brocade art after the analysis in this paper.

Keywords: Tujia nationality; Brocade Art; National Characteristics; Art Composition; Characteristics

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Introduction: Amidst the development and inheritance of China's minority culture, Tujia brocade art, as an important inheritance form in the development of minority culture, holds an important in both the development and inheritance of modern minority culture. It is believed that Tujia brocade art has arisen to be the symbol of Tujia people in modern time. Further, the development trend of this art has also kept changing and the progress of its artistic characteristics is employed in teaching work and arrangement, which effectively facilitates the rapid development of Tujia brocade art. Therefore, this paper analyzes the national characteristics and art composition characteristics of Tujia brocade art and is of great research importance for inheritance of Tujia national culture. In addition, the study in this paper can also help people better understand the basic information of Tujia brocade techniques and Tujia brocade art.

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1. Analysis on Basic Components of Tujia Brocade Art

1.1 Pattern Ornament of Tujia Brocade

In the development course of Tujia nationality brocade art, a relatively perfect development pattern has been developed. Capturing of the aesthetic elements in life and then further processing of these elements in the design process of brocade patterns make the artistic development of Tujia brocade come true. The pattern ornaments of Tujia brocade incorporate metaphors of Tujia nationality people to their art works and regard metaphor as special bailment to apply it in the handling of realistic works. Through processing of the line structure of patterns in works, flowers, grass and tree in real life as well as birds and animals are presented in patterns^[1].

1.2 Color Expression of Tujia Brocade

In the development course, Tujia brocade has placed great emphasis on color processing of brocade works. As a result, bright colors are employed for color processing in analysis and processing of actual works. Bright colors in brocade works not only demonstrate Tujia people's longing for and pursuit of life but also imply their expectation and blessing for life. In addition, in the color processing of brocade works, Tujia people also apply green and environment-friendly elements in the color presentation, echoing with the green development trend of modern brocade works and also meet the color application demands of modern brocade works.

2. Analysis on National Characteristics of Tujia Brocade Art

2.1 Diversified Forms

As an important symbol of spirit as the Tujia nationality moves forwards, Tujia brocade art has played an important inheritance role in art inheritance and development of modern culture. The national progress of Tujia brocade art is accompanied with the gradual formation of a relatively active inheritance system and also sees the effective diversified development of Tujia brocade art in the application process of this inheritance system. In the development course of Tujia brocade art, Tujia people like to embroider animals, flowers, grass and trees on cotton.^[2] Further, in actual design, special transition analysis has been made in the actual design process, ensuring diversified development of brocade art. For instance, to show Tujia brocade art, Tujia people like to decorate the cotton clothes by animals and plants, make a special theme for each piece of cloth, and then decorate it based on the theme and in the end a piece of artistic works on cotton cloth comes into being. In addition, as such artistic works proceeds, the inherited themes have also kept changing and thus its forms of art also change accordingly, thus contributing to the diversified national characteristics.^[3]

2.2 Bright and Vivid Color

Color represents one of the most important forms to express artistic charm. Tujia brocade art has also attached great importance to color application in its development and application course, effectively ensuring national development of its Tujia brocade art. In color processing of cotton clothes, Tujia people like to decorate the clothes by various colors and choose some bright colors in decoration, such as blue, yellow and red. Color processing of the cotton clothes and special treatment coupled with the brocade art contribute to a new kind of national art style. In other words, bright colors provide a sound development and research direction for brocade art lovers and the application of such a technique has always kept with the progress of Tujia brocade art.^[4]

2.3 Ideographic Patterns

Pattern processing is of significant study importance for brocade art. Tujia brocade art has also placed much emphasis on pattern construction and management of brocade in its development course. Invariable combination of patterns in brocade art with a certain ideographic form and special analysis in the combination process guarantee that the application of each pattern is integrated with its special theme. In addition to ensuring the art inheritance of Tujia brocade, this also provides mystical color for its national development. As a member of China's ethnic minorities, Tujia has developed its own important ethnic belief in the its development course. As a result, Tujia people can integrate the faith elements of brocade art with brocade techniques in brocade treatment. The combination of the two contribute to artistic works with national features.

2.4 Symmetrical Design

Given symmetry acts as an important aesthetics exhibition means in brocade art application, Tujia brocade art has also put much stress on symmetry construction and management of brocade in its development and inheritance course and as a result, the aesthetic symmetrical effect is ensured through symmetry construction. In the symmetry construction and research of brocade works, Tujia people like to construct aesthetic elements by decorating the pattern by colors and effectively realizes the integral development of brocade art works in the construction of symmetrical aesthetics factors. Therefore, among art inheritance and development in the modern society, Tujia people have attached great importance to symmetrical processing of inherited Tujia art works. As a result, in addition to real national development of Tujia brocade art, some elements with national culture features are applied in the symmetrical construction of brocade works and the aesthetic visual effect is ensured.^[5]

3. Analysis on Composition Characteristics of Tujia Brocade Art

3.1 Unique Art Composition

As Tujia brocade art is inherited and proceeds, a relatively conspicuous art inheritance characteristics have been developed and kept ongoing and transforming. After nearly one thousand years of development, the composition characteristics of Tujia brocade art are also presented in different aspects gradually. First, as the Tujia brocade art progresses, a unique art composition has been developed, for the artistic expression is always analyzed by an abstract form in its development course. In addition, a relatively perfect artistic structure has been developed in the construction and analysis of its art inheritance forms. According to the development forms of Tujia brocade art, its basic artistic form has been dominated by "planer structure" in modern times and further such a

unique art structure has also constantly exerted influence on the development of Tujia brocade art.

3.2 Artistic Patterns and Structures

Sound pattern processing is necessary in brocade art processing and pattern treatment also represents a kind of aesthetic processing with national characteristics in Tujia brocade art. Among the art composition of Tujia brocade art, the abstract art form by horizontal and vertical lines is applied as the pattern structure. In addition, its basic pattern structure is defined in such an art inheritance form and then pattern design and processing is done based on the existing art inheritance structure. The pattern processing is finished through pattern line process, analysis on pattern's tetragonal structure and special alternate structure processing based on pattern development in sequence. In such a process, stress should be put on pattern's alternate structure processing and plane-to-line intersection position processing of patterns so as to timely well process the artistic structure of brocade works.^[6]

3.3 Application of Artistic Elements

The application of artistic elements in Tujia brocade art also represents an important art structure. In the development of modern brocade art, amidst the constant application of artistic elements in Tujia brocade art, art works are effectively combined with brocade art through the description of mountains and rivers in art works. As a result, in such a combination process, featured development of Tujia brocade art is realized in an effective manner. For instance, in the development course of Tujia brocade art, art works and brocade works are combined through description and construction of lines, such as the description of ecology and nature and presentation and analysis on flowers, grass and trees. All of these lay a good foundation for the development of Tujia brocade art and in the process of brocade art development, artistic elements have been kept constructed and applied.^[7]

3.4 Selection of Traditional Culture Connotation

As the Tujia brocade art progresses, high stress has been put on the construction of traditional cultural elements and its cultural inheritance and development is integrated with modern cultural development. A kind of plain artistic and cultural inheritance form is adopted in the development course of Tujia brocade, integrating the overall brocade art and the development of traditional culture. After nearly one hundred years of development, a trend integrating development of Tujia brocade art and traditional culture development has arisen and the application of its brocade techniques is also seen constant integration with traditional culture. The art inheritance and integration with traditional culture effectively contributes to the sound art composition characteristics of Tujia brocade art. In addition, it makes Tujia brocade art keep up-to-date

in the modern society and such a status will linger on as the Tujia brocade art develops and exists.^[8]

4. Conclusion

To sum up, as Tujia brocade acts as a traditional folk culture and art, the cultural inheritance and development connotation of it in its development and inheritance in the modern society should be well mastered and national development of Tujia brocade art should be achieved. Therefore, technical management on it should be strengthened and special art structure analysis made in an effort to ensure that the application of its brocade techniques can meet the technical management and application demands in the developing modern society and also the art teaching management demands. After analysis and summarization, the national characteristics and art composition of Tujia brocade art are mainly summarized into the following aspects. The national characteristics of Tujia brocade include diversified forms, bright and vivid colors, ideographic patterns and symmetrical design. The composition of Tujia brocade art is featured with unique art composition, artistic patterns and structures and application of artistic elements and selected connotation of traditional culture.

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From Cultural Resources to Cultural Capital - Strategies for Brand Development of Tai Chi Health Culture

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Abstract: As one of the oldest countries in the world, after more than 5000 years of development, our country has left many excellent traditional cultures. Tai Chi health culture is one of them, which is an important cultural resource in our country. In recent years, the continuous development of our economy has brought China closer to other countries, and a large number of foreign sports culture have entered into our country. Moreover, backward concept of inheritance has made it more difficult for the health culture of Tai Chi in our country to develop. Therefore, this paper studies strategies for the brand development of Tai Chi health culture from cultural resources to cultural capital. First, it elaborates the dilemma of the development of resources of Tai Chi health culture. Then, it puts forward strategies for the development from Tai Chi health cultural resources to cultural capital to lay a good foundation for the better development of Tai Chi health culture in our country.

Keywords: Culture resources; Culture capital; Tai Chi health culture

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In recent years, with the rapid economic development in our country, the emphasis on traditional culture has been raised. In particular, at the 18th National Congress of CPC, a scientific system of inheritance of traditional culture has been developed and strategic deployment of excellent culture has been established, laying a good foundation for the development and inheritance of traditional Chinese culture and to a certain extent promoting the development of Tai Chi health culture in our country. However, after further study, it can be found out that there are still some difficulties in the development of Tai Chi health culture, which is not conducive to the further development and inheritance of Tai Chi health culture in our country. Therefore, it is of great significance to study strategies for the brand development of Tai Chi health culture from cultural resources to cultural capital, which will provide important help for the better development of Tai Chi health culture.

1. Dilemma in the Development of Tai Chi Health Cultural Resources

1.1 Dissolution of Earthbound Society

The progress of society and the growth of economy have promoted the pace of urbanization and continuously raised the scale of cities, which has had a serious impact on rural

society and gradually changed in the direction of urbanization. For the sake of a better life, people in the earthbound society constantly leave their hometowns and go to live in the cities, which has gradually disintegrated the earthbound society and made people pay less attention to traditional culture. In particular, it's more obvious for Tai Chi health culture and contents related to Tai Chi health culture have gradually decreased. With the influx of increasingly more urban culture, a good atmosphere for the health culture of Tai Chi cannot be built, which has had a negative impact on the development of Tai Chi health culture. In addition, as time elapses, death of the older generation of Tai Chi health artists and the progressive decrease of the number of new artists has brought a serious crisis to the inheritance of Tai Chi health culture. As an advocate of the major inheritance and development of intangible cultural heritage, if an artist of the older generation passed away, this culture often gradually disappears as time elapses and becomes a memory of people.^[1]

1.2 Lag of the Concept of Inheritance

China is one of the countries with a long history. Feudal society is mainly farming society. In this case, inheritance of culture is mainly done through blood and clans, as is inheritance of Tai Chi health culture and Tai Chi health culture has been inherited to this day. Although rapid

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economic development has improved people's life quality and changed some people's concepts, the concept of Tai Chi health culture inheritance still has not been changed obviously. In the process of inheritance, most artists still use the method of blood and clans to inherit, and even has the backward concept of Tai Chi inherited by men instead of women still exists, having affected the development of Tai Chi health culture to a large extent, which is the main internal factor that inhibits its further development. At the same time, in the process of the development of Tai Chi health culture, the concept of "focusing on skills followed by principles; skill is the upper layer and Tao is the lower layer" has been maintained, the theory of Tai Chi health culture has not been well innovated and developed. There are still some theories of the past, such as Yin and Yang and the five elements, etc., a better theoretical system has not been formed, which could not better guide the development of Tai Chi health culture.^[2]

1.3 Invasion of Foreign Sports

In the context of economic globalization, sports are also gradually developing in the direction of globalization, and compared with Western countries in the whole world, the sports level of our country is lagging behind and at a disadvantage, resulting in the domination of Western countries in the process of sports communication, so that sports communication is not really fair. Since the beginning of the last century, the influx of foreign sports culture into our country has brought certain opportunities for the development of traditional Chinese culture, and in the meantime, it has destroyed the atmosphere of the development of traditional culture. Therefore, it has two sides. There are many schools in Tai Chi health culture of our country, and there are some differences in the concepts and health care methods in each school. However, the sports culture in foreign countries is united, which is mainly based on "faster and stronger", and this idea is more in line with the requirements of current people. Therefore, most people love foreign sports culture with lack of interest in Tai Chi health culture in our country, which has exerted some influence upon its development. In addition, in the process of learning sports in foreign countries, results can be obtained in a short period of time. On the contrary, Tai Chi often requires more than ten years of practice to achieve certain results. In the fast-paced society, it will not be favored by people.^[3]

1.4 The Inevitable Trend of Transformation into Cultural Capital

In the process of the development of Tai Chi health culture, it is not a wise choice to make an appeal just to inherit Tai Chi health culture, which is not effective. In recent years, under the influence of many factors, the at-

mosphere for the development of Tai Chi health culture has been severely damaged. Therefore, if we want it to develop better, we should separate from the existing atmosphere and build a more favorable atmosphere for the development of Tai Chi health culture. The entry of foreign sports culture has made it difficult for the development of Tai Chi health culture in our country, but it also can provide some help for Tai Chi health culture. At the same time, fast-paced life style makes people anxious and they cannot settle down to learn Tai Chi health culture. However, the process of practice of Tai Chi health culture can relieve stress, which is suitable for the current lifestyle of people. Therefore, in the process of communication of Tai Chi health culture, selective inheritance through dominant cultural communication can better integrate Tai Chi health culture into society and change people's lives. Through the study of the development of foreign sports culture, it can be found out that sports culture is regarded as cultural capital and is spread through commercial means. Therefore, in the process of Tai Chi health culture communication in our country, the development of cultural resources towards cultural capital has become an inevitable trend.^[4]

2. Strategies for the Development of Tai Chi Health Culture from Cultural Resources to Cultural Capital

2.1 Re-shape the Cultural Concept of the Brand Based on "Cultural Self-awareness"

The process of creating the cultural brand is not completed by repeatedly using methods in the past but by integrating and optimizing cultural resources based on the development of the times and changes in the ideas. The so-called cultural self-awareness is the profound understanding of the role of cultural status, the correct grasp of the law of cultural development and the active shouldering of responsibilities to develop culture and history of people in a period of time, and from the perspective of making use of other cultures, discriminate different cultures and add some new contents based on the traditional culture. Cultural self-awareness is not simply "copying" but gradually integrating other cultures based on their own cultures. Therefore, to conform to the economic and social development concept, in the process of the inheritance and development of Tai Chi health culture, we should carry out the brand development strategy so that it can effectively change from cultural resources to cultural capital. In this process, we can learn from foreign sports culture and reasonably integrate successful elements into the health culture of Tai Chi to maximize the application of the value of cultural capital.

2.2 Focusing on "Masses-Oriented", Build a Brand-oriented Path that Focuses on the Future

In the current consumer society, the emphasis on brand culture has been gradually enhanced. Brand culture can bring people higher spiritual enjoyment and reflect the unique characteristics of the times. As the quintessence left in the history of our country, Tai Chi health culture has strong applicability and attractiveness in the current sub-healthy society. There are many types of Tai Chi health culture with a variety of ways of practice, which has strong health effects. It's an activity widely liked by people. In the process of current social and cultural communication and exchange, the masses complete it through the power of media. At the same time, they are also the driving force that promotes cultural development and the major carriers for the establishment of cultural brands. Therefore, in the highly competitive cultural market, only by focusing on "masses-oriented" can Tai Chi build up a brand-oriented development path that focuses on the future so as to make Tai Chi health culture more satisfy the requirements of the masses.

2.3 Centered on "Market First", Build the Brand Culture of the Industrial Chain

In the process of utilization and inheritance of national cultural resources, it is of great significance to build a unique national culture brand. Establishing a good Tai Chi health culture brand not only creates a good atmosphere for the promotion of Tai Chi health culture, but also promotes the inheritance of traditional culture. In the current stage, the development of Tai Chi health culture in our country is still in the stage of blind development. We have just inherited it according to our own ideas instead of establishing the brand culture of the industrial chain centered on "market first". Only by establishing the good brand culture of the industrial chain can the Tai Chi health culture be continuously developed and applied, and other products related to the Tai Chi health culture will be integrated to bring about better development through a unified banner. Therefore, in terms of Tai Chi health culture branding, we should have new understanding of Tai Chi health culture and integrate all the relevant products to build the corresponding "brand alliance". Guided by the market, we should effectively find out the value of Tai Chi health culture and help improve people's health.

2.4 Tai Chi health culture Development with "Tai Chi Zen" as an Example

In the current stage, there have been some Tai Chi health culture-oriented enterprises, and the most famous of which is Tai Chi Zen. This enterprise was founded by Jack Ma and Jet Li. Through the transformation from cultural resources into cultural capital, it has provided help for the

inheritance and development of Tai Chi health culture. As Tai Chi has many schools and rich ways of practice with differences in the difficulty, different people have different requirements for Tai Chi. For this feature, Tai Chi Zen launched two products, namely Tai Chi Cloud Hand and Tai Chi FIT. When Tai Chi Zen is running, the abstract Tai Chi culture is embodied so that the learning effect can be displayed by means of measurement. For example, the dan grading system, which can help people to know more accurately about their own learning, it can also stimulate to a certain extent, making people better involved in Tai Chi health culture. At the same time, the company has also designed two kinds of products of tea and costumes according to Tai Chi health culture, so that Tai Chi health culture is effectively integrated into people's lives, which has brought people closer to Tai Chi health culture and has enhanced the promotion of Tai Chi health culture.

Conclusion

In summary, as the quintessence left in the history of our country, Tai Chi health culture has been influenced by various factors in the current stage. Some difficulties have gradually emerged. If we want to better develop Tai Chi, we should deeply extract the value of Tai Chi health culture, so that it can develop in the direction of branding to provide more help in the healthy life of people.

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Inequality of Rights of Senior Executives, Expected Performance Feedback and Management Efficiency

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Abstract: As China's manufacturing industry is advancing the upgrading of its industrial structure, this paper discusses the influence of power imbalance in the top management team on enterprises' management efficiency, and also discusses, on such a basis, the contextual effect of expected performance feedback and joint contextual effect of expected performance feedback and product market competition in combination with the organizational behavior theory and principal-agent theory.

Keywords: Power Imbalance in Top Management Team; Expected Performance Feedback; Management Efficiency

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1. Introduction

Under the grand context of the post-economic era, China's "world factory" advantages have faded away and the increasing factor cost has put the "outshining" position of China's manufacturing industry to a complete end. To cope with this, China proposed "The 12th Five-Year" Plan and "The 13th Five-Year" Plan and raised and stressed China's upgrading of its industrial structure to transform from "Made in China" to "Created in China". Under such a circumstance, China's manufacturing enterprises are bound to bear heavy burden. As a result, decreased cost and improved corporate management efficiency become important means to improve enterprises' competitiveness.^[1]

So far, most studies of the academic circle on management efficiency mainly focus internal and external factors. The internal factors mainly includes nature of property right, business costs, investment in human capital, debt structure, allocation of factor capital, etc.^[2,3,4,5,6], while

external factors mainly include degree of internationalization, market position of enterprises, labor market and product market competition degree, etc.^[7,8,9].

Researches have shown that the top management team plays a significant role in making enterprises' business decisions and improving enterprises' performance.^[10] The power of members of the top management team determines resources possessed by them and the power difference of them is reflected as power imbalance of the top management team. Therefore, we can believe that power imbalance of the top management team influences resource distribution and as a result influences the decision-making direction, decision-making efficiency of the top management team and enterprise performance. This is also an opinion held by some experts in the strategic management field, such as Smith.^[11] In addition, though some scholars argue that power imbalance of top management team can benefit organizations in China, study on this is still less so far. Therefore, the author integrates the

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organizational behavior theory, principal-agent theory and other theories to discuss how the power imbalance of top management team influences on management efficiency in China. As China is featured with great power distance, Chinese people hold a sense of collectiveness but have poor sensitivity for class gaps. Thus, we believe that in China, power imbalance of top management team is expected to contribute to increased management efficiency.

2. Theoretical Analysis and Research Hypothesis

2.1 Power Imbalance and Management Efficiency of Top Management Team

What is management efficiency? Management efficiency refers to the ratio between the input and output of an enterprise in management and can act as a basis to measure the enterprise's operation performance. Whereas, the top management team, as the important management of an enterprise, plays a decisive role for an enterprise's operating conditions. Thus, it can be deduced that the power distribution of the top management team can exert influence on the management efficiency. Given China has a high power distance and superior collectivism, team members can better accept the commands from their superior and thus make positive contributions to the team. Hence, the author of this paper believes that the power imbalance of top management team in China can produce positive influence on management efficiency. The specific influencing mechanism will work from the following three aspects.

First, the orientation of power distance and collectivism is an important measure to analyze the cultural background differences of different countries and regions. The difference in these two orientations will lead to great importance on the relationship between power and behavior.^[12] Numerous studies have shown that China is featured with high power distance and superior collectivism.^[13] On the one hand, in the high power distance-oriented culture, members of the top management team tend to have a stronger psychological sense of empowerment, pay greater attention to respecting and observing authority and tend to be easier to accept commands and suggestions from the superior. Under such a scenario, the inferior inclines to rely on their leaders' decisions and as a result the middle- and upper-level leaders of the team have the centralized decision-making power, which may even be favorable for the improvement of the inferior's work satisfaction. On the other hand, in high collectivism-oriented countries, team members become more interdependent in the process of finishing tasks and thus much more needs to be done for coordination and communication through power grades. Therefore, it can be inferred that hierarchy can play a more active role in China.

In addition, based on the theory of hierarchy, power and identity define an organization's hierarchy. Higher power and identity means that the higher an organization's hierarchy is, the higher the possession degree of valuable and scarce resources of the organization will be and the higher the respect by others will be.^[14] In general, an organization will grant higher hierarchy to its members who have made contributions, and vice versa. Therefore, in case of power imbalance in a top management team, the organization's hierarchy will encourage some individuals to behave in a manner beneficial to the team's success and improving the management efficiency.

On the contrary, power balance in the top management team will make executives with the balanced power contend for resources and positions in the organization, which tends to lead to destructive conflicts.^[15] and is bad for information sharing and teamwork. Identity balance is also prone to making executives' query on each other's decisions, thus lengthening the decision-making process and unfavorable for the improvement of enterprises' management efficiency.

Therefore, based on the above analysis, assumption 1 below is raised in this paper: In China, power imbalance of top management team is favorable for enterprises' management efficiency.

2.2 Situational Functions of Expected Performance Feedback Effect

Based on the organizational behavior theory, enterprise management will set a control point, i.e. expected performance to measure and judge the current performance. That is, they will employ the gap between the current performance and the expected performance to make the follow-up operating decisions and behavior patterns.

Expected performance refers to the minimum enterprise performance satisfactory to the senior management calculated based on the enterprise' historical performance and industry performance. Expected performance higher than the actual performance will throw an enterprise to a disadvantageous position. In such a condition, the senior management with concentrated power is likely to get out of the "dilemma" by finding means to improve the enterprise's performance, such as improving the management efficiency.

First, according to the organizational behavior theory, an actual performance lower than the expected performance indicates the necessity for an organization or enterprise to improve the current situation^[16] and that its senior management will definitely take measures to improve the management efficiency, thus propelling its development. Second, when an enterprise's actual performance is poorer than the expected performance, the enterprise will be con-

fronted with greater pressure from the capital market and increased operation risks. As a consequence, the management's competence and reputation will be thrown to tremendous challenges. In order to avert "reputation" losses, the management will take the initiative to seek the causes and solutions against the problems.^[16] In this regard, the senior management with different powers in the top management team will make clear their own work roles and responsibilities, finished sound interactive, improve management efficiency and actively explore the channels and methods to cope with the problems under the leadership of the management with higher power. In addition, performance deficit will motivate the enterprise's owners to strengthen supervision on their agents in an attempt to weaken the agents' opportunist behaviors. In confrontation with such a circumstance, leaders in the management team with centralized power more accord with the assumption of the management theory,^[17] for they will improve the management efficiency in an attempt to raise the enterprise's performance. In the end, when the enterprise's actual performance is lower than the expected performance, the expected deficit will break the senior management's arrogance and self-confidence and stimulate them to acquire much more information concerning the enterprise's operation.^[18] In order to maintain internal harmony of the top management team and avoid conflicts among the senior management of the team, other members tend to obey their suggestions. Learning of enterprises' competitors' operation modes is favorable for the improvement of management efficiency.

On the contrary, based on the principal-agent theory, enterprises' management will have the "self-benefitting" motive.^[19] For the purpose of preventing the management to seek personal interest and damage the major shareholders' interest by making use of the rights granted by the Board of Directors, enterprises' owners will continue to supervise the management's management behaviors after the management acquires the enterprise right of management. When an enterprise's actual performance is higher than the expected performance, the enterprise has sound performance when the major shareholders decreases the supervision on the management and the management relaxes "vigilance". At this moment, if the power of the top management team is in an imbalanced status, for the sake of maintaining the team's harmony, other management members may sustain the above status, which will dampen the enterprise's management efficiency.

Based on the above analysis, assumption 2 is raised in this paper:

Assumptions 2: if the actual performance is poorer than the expected performance, the positive influence of the top

management team's power imbalance will be intensified on the management efficiency and vice versa.

3. Conclusions

The manufacturing industry has exerted a crucial role for China's rapid economic development in the past 20-odd years, making China the "world factory". However, since the financial crisis in 2008, western countries raised the "reindustrialization strategy", posing tremendous challenges for China's manufacturing industry. To cope with this, China must upgrade its industrial structure, improve enterprise efficiency and develop competitive edges of enterprises.

The above discussion can provide certain enlightenment for China's enterprise development and policy making: (1) To improve enterprises' management efficiency, enterprises are suggested to establish reasonable power hierarchy, provide promotion goals for the management with lower power and decrease destructive conflicts and improve management efficiency of the team. (2) This paper holds that if the actual performance is poorer than the expected performance, the positive influence of the top management team's power imbalance will be intensified on the management efficiency and vice versa. Therefore, enterprises should set up reasonable hierarchy and choose senior management who has made contributions to the enterprise and can lead the enterprise to revitalize even the enterprises' performance is poor.

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Study on the Willingness to Pay the Tourists in the Ecological Environment Protection of Huashan Scenic Spot

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Abstract: In this paper, CVM method (conditional value evaluation method, also known as willingness investigation method) is used to investigate the willingness to pay about the ecological environment protection cost of Shaanxi Huashan scenic spot in July and August, 2013. By establishing the Logistic regression model, the per capita willingness to pay (WTP) of the tourists is calculated to be 79.2 yuan / person. The results show that the tourists' awareness of environmental protection is increasing day by day, and the visitors are fully aware of the importance of protecting the ecological environment. 57.85% of the tourists will be willing to pay, including civil servants, self-employed persons, college degree or above, family monthly income in the 8000-10000 yuan visitors will pay higher. This provides a reference for the sustainable development and development of ecotourism in Huashan Scenic Spot.

Keywords: CVM; willingness to pay; Huashan scenic area; ecological environment protection

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1. Introduction

The ecological environment is of great significance to the survival and reproduction of mankind, in addition to ecological functions, but also both economic functions and sustainable use and other functions. Xiyue Huashan known as "odd risk the world's first mountain," said, with its unique natural landscape and cultural landscape to attract a large number of Chinese and foreign tourists, and the number of tourists was increasing year by year trend. Which undoubtedly greatly promoted the local economic and social development. However, the surge in the number of tourists, the excessive invasion of mankind will inevitably cause a great threat to the local ecological environment. Although Huashan scenic management authorities are constantly taking measures to carry out

scientific and rational ecological environment construction, but due to Huashan scenic area of its own eco-tourism carrying capacity constraints, along with the rapid economic development of the ecological environment problems cannot be ignored.^[1] In order to reduce the many adverse impacts of tourism on the ecological environment of Huashan scenic area, this paper has carried on a series of research on the willingness of tourists to pay about the ecological and environmental protection cost of scenic area, so as to provide the protection policy of ecotourism resources and environment in Huashan scenic area some reference.

2. The Area of the Study

Huashan is located in the eastern part of Shaanxi Prov-

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ince, Weinan City, with a total area of 148.4 square kilometers. Since ancient times, Huashan on its Xiongjun odd dangerous natural landscape is famous, but also because of its deep cultural heritage into the worship of the Chinese nation Worship Mountains. In 1982, Huashan was promulgated by the State Council of the People's Republic of China as the first batch of national scenic spots.

Huashan scenic area is still one of China's rich biodiversity areas, in the study of bio-geographical distribution, succession and biological evolution has important value. According to the survey in recent years, Huashan scenic plant species up to more than 1,200 species, animal species is huge, many of which are rare in the world of rare things. From the perspective of tourism value, Huashan's "5A-class tourist attractions," the title to the real return. Huashan famous scenic spots as many as 210, cliffs clinging to the sky along the cliff, three sides without the kite stand up, as well as cliffs in the cliffs cut out of thousands of feet, hundred feet gap and other landscapes are breathtaking. Among them, the Huayue deity palm is listed as "The first in Guanzhong Eight King".^[2] According to statistics, Huashan scenic area in 2012 the total number of tourism exceeded 2 million people, an increase of 6%, tourism comprehensive income reached more than 30 billion yuan.

3. Research Theory and Research Method

3.1 Research Theory

3.1.1 Analysis of the Value of Scenic Tourism Resources from Economics

Economic penetration into all aspects of real life. We can analyze the value of tourism resources in Huashan scenic area from the perspective of welfare economics and environmental economics, that is, the theory of utility value and the theory of consumer surplus in economics are the most direct theoretical support. The value of a consumer's measure of an item depends on the size of its marginal utility, and at the same time the welfare economist thinks that the most complete expression of the value of a thing is willingness to pay the value, specifically that people are willing to acquire a product, the amount of money to enjoy and voluntarily pay. Huashan scenic eco-tourism economic value can be expressed in terms of consumer surplus, according to the definition of consumer surplus in microeconomics explained that the consumer surplus is the consumer willing to pay the price and the actual price paid by consumers.^[3] Based on this, we have to explore the Huashan scenic ecotourism resource value assessment is the key to determine the willingness of consumers to pay, that is, this article to study the content.

3.1.2 Analysis of the Value of Tourism Resources from the Ecology

The continuous development of the whole society to promote the pursuit of people's living standards is from quantitative to qualitative change, which is obvious that tourism is watching the rapid development of many industries in the trend of continuous expansion of tourism because of its environment closely related to lead to a series of problems, natural scenic tourism resources is particularly prominent.^[4] How to coordinate the relationship between the two in the process of tourism development and realize the sustainable development of tourism has always been a hot topic in tourism research.

The pursuit of anything is not subject to the constraints of a certain condition, but the Earth's ecological environment is the greatest capacity to have a specific limit, so the health of the ecological environment will be from all aspects of the threat, this basic barrier of human survival has finally aroused the constant attention of mankind, but also raised the issue of ecological compensation. Ecological compensation is the compensation for the (and potentially) damage caused by human social and economic activities to natural resources and the ecological environment through the investment of funds, technology, labor and other forms for the purpose of ecosystem services. The most important and effective means of ecological compensation is to pay the cost of the ecological environment, and pay a certain amount of protection costs, which is the content of this article to be studied.

3.2 Research method

3.2.1 Contingent Valuation Method (CVM)

According to the theoretical framework, we use the most widely used, but also the most popular willingness survey method, the Contingent Valuation Method (CVM) to carry out the study of visitors' willingness to pay. CVM is a typical statement of preference assessment method, in the case of hypothetical market, the use of questionnaires in the form of direct investigation and ask people to improve the environmental benefits or a measure of the willingness to pay (willingness to pay, WTP), according to people's WTP to carry out value assessment^[7]. In 1963, R.K. Davis^[8] first used the CVM method in the study of the value of recreation in Maine. Today, the CVM approach is one of the most widely used non-use value assessments of natural resources in the world, particularly in the ecosystem services valuation. Since the 1990s, CVM has been accepted by Chinese researchers, has been used in environmental resources, and has made a breakthrough in the valuation of government decision-making.^[5]

Conditional value assessment method, according to the theory of utility in western economics, that is, consumers

in the consumer goods are feeling the degree of moral satisfaction, the use of consumers to maximize the pursuit of utility psychology, to explore the amount of a commodity is willing to pay the highest price, that is, under different conditions of the willingness to pay, in order to reveal the respondents of environmental goods and services preferences, and ultimately get public goods non-use of economic value.

3.2.2 Data Sources

In July 2013, the study was conducted in the Huashan Scenic Area to fill the questionnaire with the domestic tourists. After the formal questionnaire survey was conducted in August. A total of 600 questionnaires were distributed to domestic tourists. The number of questionnaires was about 56.5, and the recovery rate was 94.5%. The number of issuers and recycle questionnaires met the requirements of CVM survey.

The questionnaire uses a combination of open-ended questions and closed-ended questions. The questionnaire is divided into three parts: the first part is the basic information of the visitors which including its basic social information and basic economic information; the second part of the tourists to the Huashan scenic area of travel satisfaction which including the degree of understanding of the scenic area, the overall satisfaction and the satisfaction of the scenic areas such as air quality, natural landscape characteristics, infrastructure, public health, noise pollution, service attitude, security situation and local cultural characteristics; The third part inquired about the willingness, payment motive and acceptable payment method of tourists' compensation for the ecological environment protection fee of Huashan Scenic Spot.^[6]

3.2.3 Regression and Correlation Analysis

In this paper, SPSS 19.0 statistical software and binary logistic model were used to analyze and analyze the survey data to get the relationship between each variable and whether the tourists were willing to pay the environmental protection expenses.

In the binary logistic regression model, it is assumed that y is a binary categorical variable of 0 or 1, that is, the "willing" assignment is 1 and the "unwilling" assignment is 0. (K) is the probability that y is 1 under the covariate x_i condition. Let k have the k covariates x_1, x_2, \dots, x_k , then $P(y) = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_k x_k$. The corresponding Logistic linear regression model is:

$$\text{logit}(p) = \ln\left(\frac{p}{1-p}\right) = \ln\left(\frac{p}{1-p}\right) = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_k x_k,$$

$$\text{Where } p = \frac{\exp(\beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_k x_k)}{1 + \exp(\beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_k x_k)}$$

3.2.4 Estimation of Per Capita Willingness to Pay (WTP)

In this paper, the average individual willingness to pay the

same type of tourists, that is, WTP, is calculated by the sample survey. The formula is as follows:

$$Y = \sum_{i=1}^n (P_i \times \frac{N_i}{M})$$

Where n indicates that the total number of visitors to be visited is divided into n types, Y represents the average willingness to pay for environmental costs, and P_i indicates the different willingness to pay for that type of tourists, and N_i indicates that the type has the same willingness to pay of the number of visitors, and M represents the total number of visitors visited in this type.

4. Investigation and Analysis on Willingness to Pay for Ecological Environment Protection of Tourist Attractions in Huashan Scenic Spot

4.1 Analysis of the Basic Characteristics of Tourists and Their Willingness to Pay

In the process of calculating the WTP, we counted the social properties of the tourists, that is, according to the data in Table 1, the proportion of men and women in the respondents accounted for 56% and 44%, the majority of tourists to occupy the largest proportion, almost half is the teacher / researcher. At that time during the summer vacation, these two parts of the tourists are also in the holiday period, so the largest proportion. The number of soldiers and peasants is the least, and because of the limited freedom of the military and the limited economic conditions of the peasants, these are in line with our expectations. Second, it is not difficult to find a simple law, with the education level from junior high school and below to college undergraduate education, the proportion of tourists also increased, while the graduate students and above 567 visitors only 36 people; family Monthly income shows the higher the number of tourists, but the less the number of tourists do not rule out the reasons for the deviation, but also reflects the higher income of the crowd is often not too much play time.

From the intuitive data of Table 1, the willingness of men to pay is higher than that of women. In the occupational distribution, although the students occupy half, the WTP of individual operators and civil servants is generally higher than that of other occupations. The seven soldiers Willing to pay a certain environmental protection costs, that is, the payment rate of 100%. The level of education in the college or higher, have a higher level of payment. In addition, visitors with the family monthly income increases, WTP value also increases with the trend. In the study of WTP in other related scholars' literature, we can estimate the non-use value of Huashan scenic resources by calculating the WTP, which is of great significance to

the protection of Huashan scenic resource value.^[7]

Table 1. The statistical result of the samples and the average WTP

Investigate List		Sample (person)	Payment rate (%)	WTP mean (yuan / year)
Gender	Male	321	57.63	59.13
	Female	246	58.13	52.34
Career	Vocational teachers/researchers	70	57.14	44.07
	Enterprise management staff	56	44.64	27.59
	Civil servants	34	58.82	81.47
	Professional technical staff	40	67.50	71.2
	Health care workers	19	36.84	16.58
	Self - employed	29	62.07	92.62
	Retirees	9	55.56	28.44
	Soldier	7	100.00	66.43
	Students	225	63.11	60.18
	Workers	15	40.00	26.67
	Farmer	7	14.29	71.43
Cultural level	Other	56	53.57	50.97
	Junior high school and below	49	61.22	48.96
	High school/secondary school	123	56.10	50.97
	University College	113	56.64	54.72
	Undergraduate	246	58.97	59.2
Family monthly income	Graduate and above	36	61.11	58.67
	less than 4,000 yuan	172	54.07	50.42
	4001-6000 yuan	170	57.65	52.68
	6001-8000 yuan	98	59.18	54.69
	8001-10,000 yuan	61	63.93	62.07
More than 10,000 yuan	66	56.06	65.88	

4.2 Analysis of the Motivations and Payment Methods of Tourists' Eco-Environmental Protection Expenses

In the survey, we also made the corresponding statistical analysis on the motivations and methods of paying the ecological environmental protection expenses of the scenic spots, and drawn the bar graphs accordingly. The meaning of the coding in the chart is shown in Table 2.

Table 2. The variables and the codes

Variable	Encoding
Payment motive	1 For the next time I can enjoy the better scenery and enjoy a better environment
	2 In order to this valuable eco-tourism resources left to future generations, so that they can enjoy the beautiful ecological environment
	3 Do not want beautiful natural scenery and valuable tourism resources disappear
	4 Other reasons
Payment method	1 Direct donation to the official protection of the area dedicated
	2 Donated directly to the Environmental Protection Fund and commissioned by its dedicated
	3 In the form of tax to the national unified domination
	4 Willing to include in the tourist attractions tickets to pay
	5 Other ways

Figure 1 shows that most of the tourists on the scenic area of environmental protection costs is out of the second kind of payment motive, which is also consistent with sustainable development does not harm the descendants of the content requirements, which for the sustainable development of sustainable operation has laid a strong , Which shows that people are fundamentally consistent with sustainable development. There are still very few tourists due to the need for scenic areas of the lack of knowledge of environmental protection and do not know their specific payment motive,

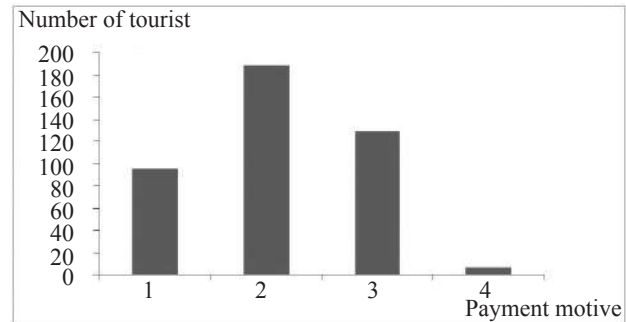


Figure 1. The statistics of the visitor with different payment motivations

Figure 2 is the tourist environmental protection fees to pay the way statistics, tourists generally believe that the cost should be included in the tourist attractions tickets, such a payment method is more convenient, and will think that donated to other departments may not really earn to environmental protection. Some visitors can also accept the other three payment methods, and the number of visitors is almost close. It was also learned that most people did not understand the significance of the measure to cover environmental costs and did not realize that the environment could be protected by payment.

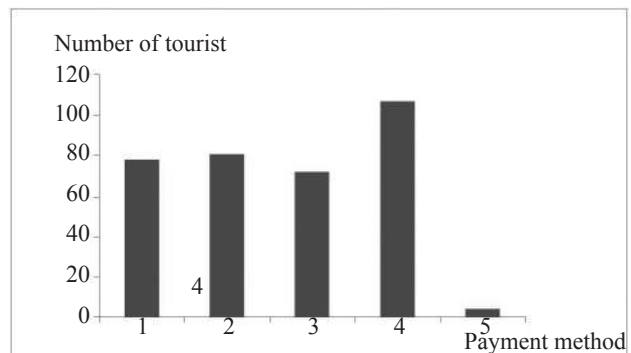


Figure 2. the number of visitors to the different payment methods statistics

4.3 Regression and Correlation Analysis

4.3.1 Related Analysis

According to the data show and correlation analysis of each chart in the preceding article, there is a close rela-

Table 3. The correlation between the basic information of the interviewers and their willingness to pay

		Age	Gender	Occupation	Education	Monthly income	Marriage
Willingness to pay	Pearson correlation	.026	-.005	-.099*	-.025	-.098*	-.093*
	Significant (bilateral)	.542	.906	.019	.545	.020	.050
	N	567	567	567	567	567	567

* Significant correlation at 0.05 level (bilateral).

** Significant correlation at .01 level (bilateral).

Table 4. Analysis of willingness to pay and visitor satisfaction

		Scenic spot natural resources	Scenic spot public health	Service attitude	Local culture characteristics	Traffic	Accommodation	Catering
Willingness to pay	Pearson correlation	.139**	.080	.087*	.154**	.071	.064	.101*
	Significant (bilateral)	.001	.058	.039	.000	.090	.126	.016
	N	567	567	567	567	567	567	567

* Significant correlation at 0.05 level (bilateral).

tionship between the willingness to pay and the subjective and objective factors. In order to exclude the information deviation of the data in the above figure, further correlation analysis results are shown in Table 3 and Table 4. That is, in Table 3, the occupation, monthly income and marriage and willingness to pay shown a significant correlation, the interview learned that unmarried people are more willing to pay the cost of environmental protection, married people because of the family more spending do not want pay. Table 4 is based on the tourist area of the various aspects of satisfaction and willingness to pay the relevant analysis. There is a significant positive correlation between natural resources and willingness to pay, that is, visitors only show that only the scenic resources are sufficient to make them willing to pay the environmental protection fee, followed by the local cultural characteristics, catering and service attitude satisfaction and willingness to pay is also different. The degree of correlation, the results are consistent with the actual situation. The results also reflect the tourists are more concerned about the situation is still scenic resources.

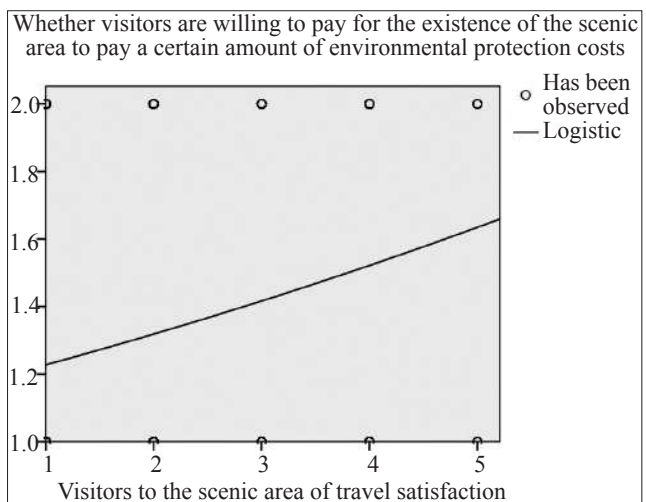
4.3.2 Regression Analysis

In order to further find out the relevant models of willingness and willingness to pay, according to the description and elaboration of Logistic model in the previous paragraph, the following is a specific logistic regression test and analysis of satisfaction degree and willingness to pay. As "whether the tourists are willing to continue paying for the existence of the scenic area to pay a certain amount of environmental protection costs," independent variables for the "scenic travel satisfaction." The correlation coefficients between the two variables in Table 5 and the other reference coefficients demonstrate the significant regression relationship between the variables, and Figure 3 further visualizes the regression trend between the two variables, as described above, with the satisfaction of the visitor. The decline in the degree of tourists willingness to pay for the scenic area also showed a weakening trend.

This process provides a strong proof and support for the degree of visitor satisfaction and willingness to pay.^[8]

Table 5. Regression results between the WTP and the satisfactions

Equation	Model summarizes					The estimated values	
	R2	F	df1	df2	Sig.	Constant	b1
Logistic	.026	15.239	1	565	.000	.875	.931

**Figure 3.** Logistic model

5. Conclusion and Discussion

Good environment is the foundation of the tourism industry, Huashan scenic area must pay attention to the tourism resources and ecological environment protection and sustainable development. In some cases, the conflict between the development of the tourism economy and the protection of the ecological environment will stimulate and promote the tourism destination to take scientific and rational measures to protect the fragile environmental ecosystem. But often to be aware of the need to protect the environment, the damage has reached a difficult level to save. In this paper, the value evaluation method (CVM) is used to investigate the willingness to pay about the ecological environment protection cost of Huashan scenic spot in Shaanxi Province. The results show that: (1) According to

Pearson correlation analysis, visitors' willingness to pay is closely related to their occupation and monthly income. (2) Civil servants, professional and technical personnel, individual operators, some high-income farmers and soldiers (3) Through the logistic regression model, there is a significant correlation between the willingness to pay and the satisfaction degree of the tourists, especially the natural resources of the scenic area, the local cultural characteristics and the local cultural characteristics, and the willingness to pay (WTP) is 79.2 yuan / person; (4) Visitors have realized the importance of the ecological environment, people's awareness of environmental protection is growing. 57.9% of the respondents are willing to pay for environmental protection, of which 57.3% of the respondents pay the motive is "in order to the precious eco-tourism resources left to future generations, so that they can enjoy the beautiful ecological environment" 32.6% of visitors said they can accept the payment method for the environmental costs included in the ticket to pay a unified payment.

In the process of correlation analysis, it is found that the use of CVM method to calculate the willingness to pay will be affected by the number of samples and the random error, how to improve the quality of the questionnaire survey data and reduce the impact of errors in the future questionnaire design and questionnaire research process to consider problem. It also shows that the CVM

method plays an important role in the non - market value evaluation of ecotourism resources.

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