

TABLE OF CONTENTS

目 录

A Study on the Satisfaction of Chinese Tourists to Da Nang

(中国游客对岷港旅游满意度研究)

To Tra My Nguyen.....19

Study on the Promotion Strategy of Mountain City Walkway from the Perspective of Recreation

(基于游憩视角下山城步道体验提升策略研究)

Y. GAO, Y. Y. ZHANG.....26

Explore the Changing Speed of Unmanned Retail Market Size and Its Implications

(探究无人零售行业市场规模的变化速度及其启示)

C. L. HUANG, Y. XU, S. M. ZHANG, L. X. SHAO.....32

Research on the Construction of Digital Publishing Platform for Teaching Auxiliary Books under the

Demand of Precise Publishing

(精准出版诉求下教辅图书数字出版平台构建研究)

W. J. FAN, T. LIN.....37

Analysis of Consumers' Evaluation of Domestic Cosmetics Brand Based on Python Text Mining

(基于 Python 文本挖掘的消费者对中国彩妆品牌评价的分析)

L. LIN, J. GU, Y. JIAO, H. Q. YAN.....44

Based on the Analysis of Chongqing Tourism Official Microblog Marketing

(基于重庆旅游官方微博营销的分析研究)

Q. WEI.....52