Exploring the Mechanism for Promoting the High Quality Development of Ideological and Political Classroom Teaching

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Abstract: *Introducing high-quality development requirements into ideological and political classrooms in universities, in response to a series of drawbacks such as outdated teaching concepts, single teaching methods, and outdated feedback methods in traditional ideological and political classroom teaching, a development mechanism for two-way interaction between ideological and political classrooms and red clubs is explored to improve the effectiveness of ideological and political courses. Constructing ideological and political classroom teaching as the main body, with red club activities and exchanges as the two wings, to activate the acceptance ability and interest of educational objects in ideological and political courses, thereby promoting the high-quality development of ideological and political classroom teaching. The era of digital economy has arrived, and informatization and digitization are the core of the current logistics industry. Logistics professional management talents must use modern information technology to propose accurate industrial layout based on Big data analysis, so as to achieve regional intensive development, reduce industrial logistics costs and improve management level. However, in the traditional teaching system of logistics management specialty, the training of scientific and technological means for students and the attention to Technological literacy have not been paid much attention, resulting in the lack of awareness and ability of trained talents to use modern scientific and technological means to deal with logistics activities, unable to adapt to the logistics environment in the scientific and technological era and deal with the impact of digital economic technology on logistics activities. Therefore, the research on the practical teaching system of logistics management in the context of the digital economy has certain novelty.*

Keywords: universities; Red Society; Teaching ideological and political courses; high-quality; Development mechanism.

1. INTRODUCTION

The high-quality development of ideological and political classroom teaching in universities is a higher requirement for teaching after entering the new era. The high-quality development of ideological and political classrooms, which this article focuses on, refers to allowing ideological and political classroom education to vertically penetrate into the minds of learners, shifting traditional acceptance and examination towards allowing educators' thoughts, perspectives, cognitive events, and ways of thinking to truly influence learners, thus achieving high-quality development with continuously deepening connotations. Educators should update their educational concepts and further expand their teaching methods and methods on the basis of traditional ideological and political classroom teaching in universities, especially by introducing red student clubs, in order to play the role of collaborative and comprehensive education between ideological and political classroom and club activities. Finally, a mechanism is proposed to enhance the high-quality development of ideological and political classrooms, and it is proposed to coordinate the role of red clubs and ideological and political classrooms, thereby improving the quality of ideological and political classroom teaching and providing reference for ideological and political education classrooms in universities. This paper aims to explore how to apply social network analysis to tourism planning, in order to improve the satisfaction and experience of tourists. To begin with, this article presents an introduction to the fundamental concepts and principles of social network analysis. Additionally, it explores the latest applications of social network analysis in tourism planning, such as tourism recommendation systems that use social media data, tourism path planning based on social network analysis, and tourism behavior prediction using social network analysis. Then, the advantages and challenges of social network analysis in tourism planning are analyzed, including improving tourist satisfaction and experience, promoting the development and innovation of the tourism industry, as well as issues of data quality and privacy protection, and the uncertainty of analysis algorithms and models. Subsequently, this article delves into the future prospects and development trends of social network analysis in tourism planning. These include the utilization of multi‑source data fusion and intelligent analysis technology, the implementation of personalized tourism planning and services, as well as the promotion of digital transformation and upgrading within the tourism industry. Furthermore, this article explores the integration and innovation of social network analysis with other fields to enhance tourism planning outcomes. Finally, the research conclusions are summarized, and the future research work and development directions are

outlined.

2. ANALYSIS OF THE MAIN PROBLEMS AND REASONS THAT AFFECT THE HIGH-QUALITY DEVELOPMENT OF IDEOLOGICAL AND POLITICAL CLASSROOM TEACHING

For many years, the ideological and political classroom in schools has been receiving attention from teaching reform. Both teachers and students hope to break through traditional indoctrination teaching, make the classroom atmosphere lively and lively, and make the ideological and political classroom a place for ideological exchange and a mentor for life growth. However, the long-term thinking mode and single teaching method have made ideological and political courses remain at the level of classroom teaching, centered around the "teacher podium", with the previous three rows of students serving as the "head up rate" radius, while the participation rate and attendance rate of students in the back row are low. The problems and reasons that exist in the current ideological and political classroom can be summarized as three obstacles:

One is that the conservative educational philosophy hinders the cultivation of students' three values. There is no doubt that the ideological and political classroom is the main battlefield of ideological and political education, but many educators simply focus on the word "education" in ideological and political education, thus conducting a large amount of preaching in the classroom. This traditional educational philosophy only focuses on imparting basic knowledge and theories, but neglects the need for continuous trial and error and exploration in the cultivation of human ideological understanding and the three values.
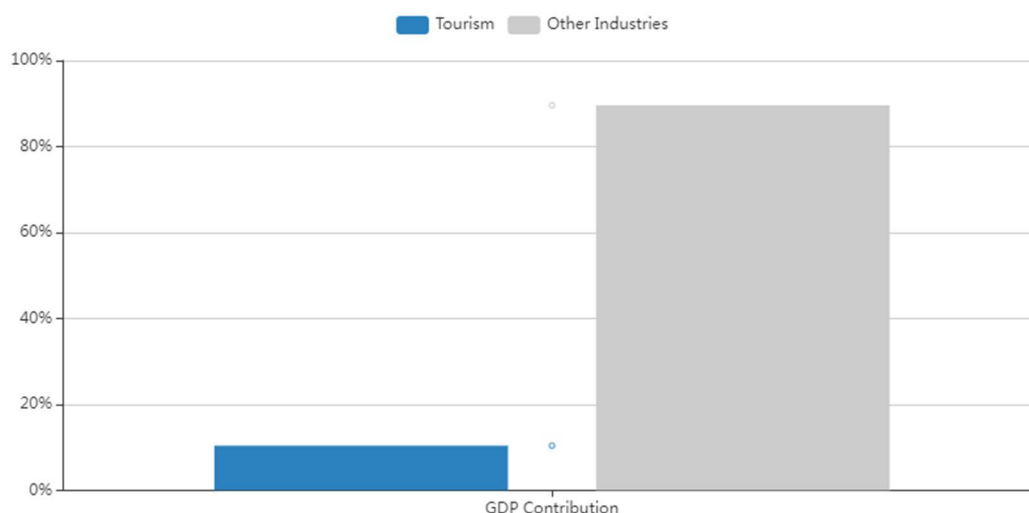

Figure 1: is a bar-line graph that shows the contribution of tourism and other industries to the global GDP. According to data from the World Tourism Organization, tourism accounts for 10.4% of the global GDP, while other industries contribute 89.6%.

The second is that outdated educational methods hinder the interaction and communication between teachers and students. The direct reason for the high-quality development of ideological and political classroom teaching is the outdated teaching methods. The ideological and political classroom adopts a method of full lecture, which has become a criticized approach in modern educational schools. The reason for this phenomenon is the simple preaching by educators in the classroom. Teaching and listening are the most basic and labor-saving methods for teachers and students, but one-way teaching does not provide feedback or answer questions. In this one-way education, students' creativity and initiative are ignored, and teachers are unable to enter the students' inner world, which leads to a lack of understanding of their ideological roots, making ideological and political education impossible to discuss.

Thirdly, the lag in teaching feedback hinders the improvement of educational effectiveness. Educational effectiveness needs to be achieved through. Measure based on feedback from the educated. Traditional teaching feedback is considered through a single test paper. With the continuous progress of the times, many universities have introduced some comprehensive evaluation systems, such as adding regular scores, practical teaching scores, and so on to the overall evaluation score. Although this seemingly detailed and quantitative teaching feedback

result is relatively comprehensive compared to the previous comprehensive feedback based solely on exam papers, it is still the feedback mode under exam oriented education, and students still hold a coping attitude when completing, lacking active thinking and enthusiastic investment.
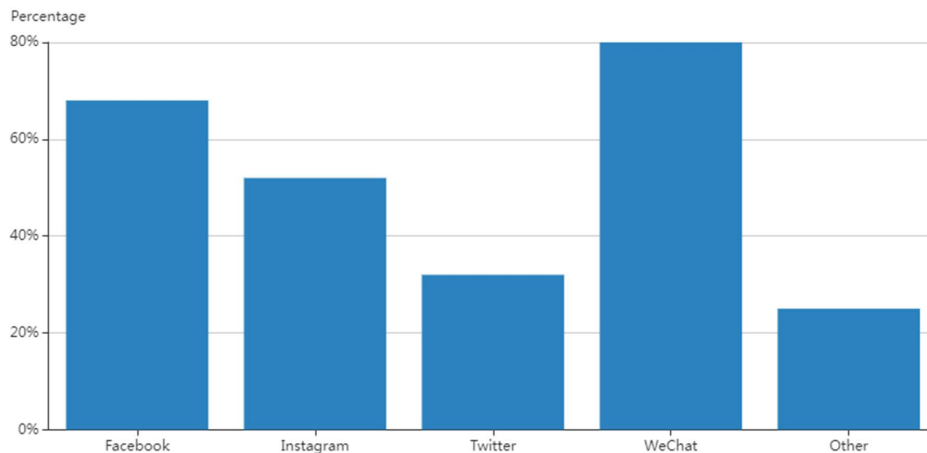
Figure 2: The Figureuses a bar graph to represent the usage percentage of different social media platforms by tourists. The X-axis displays the names of the social media platforms, including Facebook, Instagram, Twitter, WeChat, and other platforms. The Y-axis represents the percentage of tourists who use each platform.

3. FEASIBILITY ANALYSIS OF PROMOTING THE HIGH QUALITY DEVELOPMENT OF IDEOLOGICAL AND POLITICAL CLASSROOM TEACHING THROUGH RED SOCIETIES

Through analysis, we know that there are more one-way education and less interactive feedback in ideological and political classrooms nowadays; More theoretical lectures are given, but less is given to the mind and heart. The ideological and political classroom is our traditional "first classroom". In the ideological and political classroom, the teaching path is generally from the educator to the educated. This one-way educational path may lead to a decline in educational content and effectiveness during the transmission process, and the educational effectiveness of ideological and political courses cannot be guaranteed.
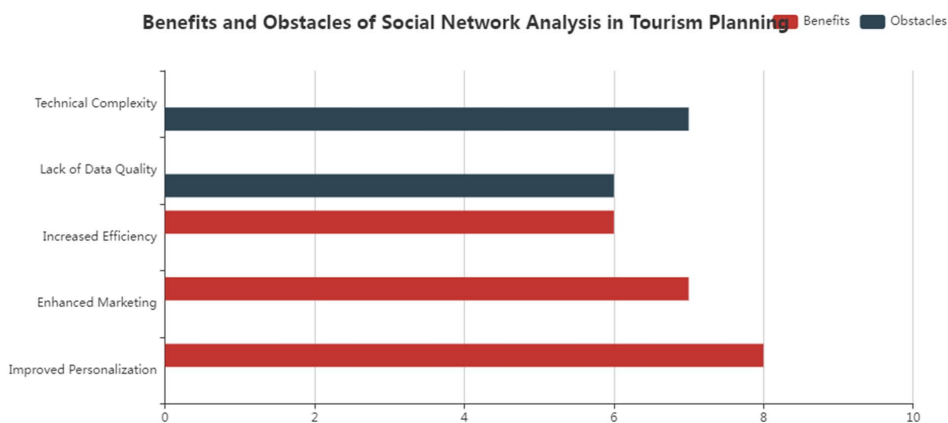
Figure 3: This bar graph is used to compare the benefits and obstacles of social network analysis in tourism planning. The y-axis represents the categories of benefits and obstacles, while the x-axis represents their level of impact.

This requires the introduction of the concept of "second classroom", and the red club is an effective representative of "second classroom". Introducing red clubs to complement, integrate, and develop with ideological and political classrooms can effectively combat a series of drawbacks such as outdated teaching concepts, single teaching methods, and lagging teaching feedback in traditional ideological and political classrooms. It is feasible to integrate the development of ideological and political classrooms with red clubs.

One is that different characteristics and properties create a foundation for the integration of ideological and political classrooms and red clubs. There is a commonly used concept in economics called "risk hedging". This refers to a risk management strategy that uses certain methods to offset potential risk losses of the underlying asset. There are also "risks" in the learning process of students' ideological and political character, which manifest as lack of mastery of knowledge, lack of understanding of theories, and lack of cultivation of concepts. A single method can easily lead to the frequent occurrence and continuous expansion of such "risks", but if two or more teaching mechanisms are used, the occurrence of such "risks" can be effectively resolved, resulting in a "risk hedging" effect. The risk hedging here can be understood as some students who are not educated in the ideological and political classroom, but have a clear ability to think independently. The one-way teaching in the classroom can easily cause more questions. The emergence of red clubs as a means of "target hedging" can alleviate this deficiency to the greatest extent. Students with reverse thinking in the classroom can use red clubs to answer questions and mainstream their thoughts.

The second is that the dependency characteristics of red clubs create conditions for the integration of ideological and political classrooms and red clubs. Generally, university student clubs have spontaneity, interest, and entertainment, but red clubs are different from other student activity clubs in that they have very obvious political attributes. This obvious political attribute requires red clubs to have ideological and political classrooms as their theoretical foundation,

Red clubs, as an extension of ideological and political classroom teaching and attached to classroom teaching, have become a practical teaching part beyond theoretical teaching. The natural dependence of red clubs provides feasibility for promoting high-quality development of ideological and political classrooms. Social network analysis is a potent instrument that can analyze and interpret substantial amounts of social media data, offering valuable insights into the behavior and preferences of tourists. By leveraging social network analysis technology, tourism planners can design more personalized and demand-driven tourism products and services, enhancing the competitiveness of the tourism industry.

Thirdly, the different functions of time and space provide convenience for the integration of ideological and political classrooms and red clubs. Due to the limitation of class hours in ideological and political courses in universities, teachers fill the classroom with lecture materials, leaving students with very limited time for thinking and communication. Red clubs, on the other hand, are not limited by time and space and can carry out activities at any time or place, with great flexibility. Club activities are generally held in the evening or on weekends, and clubs can also choose different activity locations based on the content and nature of the activities. The organizational form has a high degree of autonomy and diversity. For example, in combination with "Party History Education", red clubs can widely organize club members to visit revolutionary sites of red history, have discussions and exchanges with the old Red Army, and all of these can serve as important supplements to ideological and political classroom teaching.

4. ANALYSIS OF THE EFFECTIVENESS OF PROMOTING THE HIGH QUALITY DEVELOPMENT OF IDEOLOGICAL AND POLITICAL COURSE TEACHING BY THREE RED SOCIETIES

The "Marxist Theory Research and Construction Project" implemented by the Central Committee of the Communist Party of China and the well-known "Young Marxist Training Project" trained by the Central Committee of the Communist Youth League have sparked a learning frenzy in red clubs in universities. The introduction of red clubs can provide a good supplement for ideological and political classroom teaching. This supplement is not only related to teaching methods, but also comprehensively complements the shortcomings of traditional ideological and political classroom teaching. The two complement each other and spiral up, promoting the high-quality development of ideological and political classroom teaching. Red clubs have practical effects in promoting the high-quality development of ideological and political education.

Firstly, the educational philosophy ensures the high-quality development of ideological and political education. The introduction of red club activities can update the traditional one-way education concept of indoctrination in ideological and political class teaching, making education a "question answer internalization" ideological loop. The educational concepts advocated by educators can be used by students in this ideological loop, thereby promoting the high-quality development of ideological and political classroom teaching. The Red Club has always

advocated for students to ask more questions and communicate more, allowing them to freely.

Actively engage in independent communication on definitions, existing national governance systems, future development trends, and other aspects. When encountering difficulties, guide teachers to provide timely assistance, and help students rebuild their cognitive systems and ways of thinking. This paper is structured into five sections. The introduction section provides an overview of the research background, objectives, significance, and article structure. The second section presents the current status of social network analysis in tourism planning, including its applications in tourism recommendation systems based on social media data, tourism path planning based on social network analysis, and tourism behavior prediction based on social network analysis. In the third section, the advantages and challenges of social network analysis in tourism planning are analyzed, such as enhancing tourist satisfaction and experience, advancing the development and innovation of the tourism industry, as well as addressing issues related to data quality, privacy protection, and algorithmic uncertainty. The fourth section examines the future prospects and development trends of social network analysis in tourism planning, such as the utilization of multi-source data fusion and intelligent analysis technology, personalized tourism planning and services, as well as the promotion of digital transformation and upgrading within the tourism industry. Additionally, this section explores the integration and innovation of social network analysis with other fields. Finally, the conclusion section summarizes the research findings of this paper and outlines potential future research directions and development opportunities. The second is to enhance the high-quality development of ideological and political classroom teaching through educational methods.
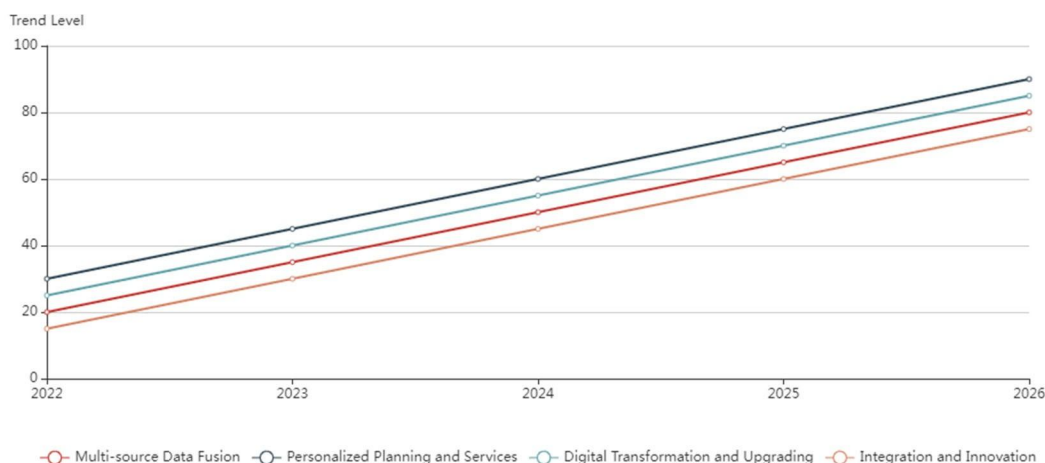
Figure 4: This line graph is used to display the future trends of social network analysis in tourism planning. The x-axis represents time, while the y-axis represents the level of trend.

The four lines respectively represent the application of multi-source data fusion and intelligent analysis technology, personalized tourism planning and services, digital transformation and upgrading, as well as the integration and innovation with other fields in social network analysis for tourism planning. The educational method emphasizes one-way indoctrination. The indoctrination method was an effective educational method during the revolutionary period when the basic knowledge of the people was relatively weak. But the educational object we are going to discuss today is young college students with great mental activity and high level of knowledge. One important characteristic of young college students is their ability to think. Red club activities have some very typical organizational forms, such as on-site teaching, keynote speeches, keynote discussions, etc. These immersive teaching methods can help improve the high-quality development of ideological and political classroom teaching. Its mechanism of action is to use the principles in the ideological and political classroom as the knowledge foundation, and transform the theoretical foundation into different forms through different forms of club activities, vividly presenting it to students. For example, during visits to the Red Education Base, students can systematically understand a period of revolutionary historical facts, historical roots, and historical significance through on-site visits. This comprehensive practical teaching can truly implement the comprehensive education goal of "three comprehensive education", which is to integrate ideological and political education into campus cultural activities and social practices.

Thirdly, teaching feedback promotes the high-quality development of ideological and political classroom teaching. One important consideration for the effectiveness of teaching is the situation of teaching feedback. Whether teaching feedback is timely and truthful will directly affect the high-quality development of teaching. Red clubs

can directly face students' thoughts. In club activities, students can lead the process and thinking direction of club activities, which is our good "observation window" for teaching feedback. In the red club activities, through group discussions, brainstorming, and other activities, club guidance teachers can discover these issues through the "observation window". At this point, the guidance teacher can timely intervene and provide feedback, using ideological and political theory as the educational foundation, to help college students improve their political determination, theoretical confidence, institutional confidence, path confidence, and cultural confidence, and to help them correct their thinking. The participation and timeliness of red clubs enable effective educational feedback. The tourism industry is among the largest and most rapidly expanding sectors worldwide, providing substantial contributions to both economic growth and job opportunities. In recent years, the proliferation of social media platforms has provided new opportunities for tourism planners to gain insights into tourist behavior and preferences, enabling them to design more targeted and personalized tourism products and services. The objective of this paper is to investigate the practical implementation of social network analysis in tourism planning. We will discuss the current status, advantages, and challenges of social network analysis, and its potential future prospects. Furthermore, we will provide implications for practice and suggestions for future research to promote the sustainable growth and development of the tourism industry.

5. RESEARCH PROSPECTS

In the future, social network analysis has vast application prospects in tourism planning, and further research can be conducted in the following areas:

1) In-depth exploration of tourist demand and behavioral characteristics to provide more personalized and demand-driven services for tourism planning requires a comprehensive understanding of the diverse needs and preferences of tourists. This involves utilizing social network analysis to identify patterns in tourist behavior and preferences, such as travel patterns, accommodation preferences, and activity interests. By analyzing this data, tourism planners can design more targeted and personalized tourism products and services that are tailored to the specific needs and preferences of tourists.

Furthermore, tourism planners can use social network analysis to gain insights into the motivations and decision-making processes of tourists. This can help to identify areas where improvements can be made to the tourism experience, such as enhancing the quality of tourist attractions or improving transportation infrastructure. Additionally, tourism planners can use social network analysis to monitor and respond to changes in tourist behavior over time, allowing them to adapt their strategies to meet evolving tourist needs.

Overall, in-depth exploration of tourist demand and behavioral characteristics through social network analysis can help tourism planners to provide more personalized and demand-driven services, enhancing the overall tourist experience and improving the competitiveness of the tourism industry.

2) Combining social network analysis with other technologies such as artificial intelligence (AI) and big data can achieve more intelligent and adaptive tourism planning and services. AI can be utilized to analyze and process large amounts of complex data, enabling tourism planners to gain deeper insights into tourist behavior and preferences. This can help to identify patterns and trends in tourist behavior, allowing tourism planners to design more targeted and personalized tourism products and services.

Moreover, AI can be used to develop context-aware and personalized recommendation systems that consider user preferences and behavior patterns. This can enhance the quality and relevance of tourism services, leading to a better overall tourist experience. Additionally, AI can be used to optimize tourism operations and management, such as predicting visitor flow and demand, improving resource allocation, and enhancing customer service.

In combination with big data analytics, social network analysis and AI can provide a powerful toolset for tourism planners to achieve more intelligent and adaptive tourism planning and services. By leveraging large amounts of data from multiple sources, tourism planners can gain a comprehensive understanding of tourist behavior and preferences, allowing them to design more effective tourism products and services that meet the evolving needs of tourists.

Overall, combining social network analysis with other technologies such as AI and big data can enable tourism planners to achieve more intelligent and adaptive tourism planning and services, enhancing the competitiveness and sustainability of the tourism industry.3)Exploring the integration and innovation of social network analysis in the tourism industry with other fields such as smart cities and environmental protection, promoting the sustainable development of the tourism industry.

3) Strengthening research on data quality and privacy protection is crucial to improving the credibility and security of social network analysis in tourism planning. As social media data often contains personal information, there are concerns about the privacy and security of social network analysis data. Future research needs to focus on developing more effective data privacy protection measures, such as implementing proper data encryption and access controls, to ensure the credibility and security of social network analysis in tourism planning.
Moreover, research on data quality is also important to ensure the accuracy and reliability of social network analysis results. Social media data can be biased, incomplete, or unreliable, which can affect the validity of social network analysis results. Future research needs to explore more effective data collection and integration methods, such as utilizing advanced data mining techniques and implementing standardized data collection protocols, to improve the quality and reliability of social network analysis data.

In addition, it is essential to conduct research on the ethical considerations of utilizing social network analysis in tourism planning. Since social network analysis involves gathering and analyzing personal information, it is crucial to contemplate the ethical implications of its implementation. To guarantee that social network analysis is utilized in an ethical and responsible manner, forthcoming research should investigate the prospective ethical concerns linked with social network analysis in tourism planning, such as data privacy, data ownership, and transparency.

Overall, strengthening research on data quality and privacy protection is essential to improving the credibility and security of social network analysis in tourism planning. By addressing these issues, tourism planners can leverage the power of social network analysis to gain valuable insights into tourist behavior and preferences while ensuring that the data is collected and used in an ethical and responsible manner.

6. FUTURE WORK

In the future, further research can be conducted to explore the potential of social network analysis in tourism planning. Specifically, future work can focus on:

1) Developing more effective data collection and integration methods to improve the accuracy and reliability of social network analysis could include utilizing advanced data mining techniques, incorporating multiple sources of data, implementing standardized data collection protocols, and ensuring data quality control measures are in place.

2) Strengthening data quality and privacy protection measures to ensure the credibility and security of social network analysis in tourism planning could involve establishing clear data management policies and procedures, implementing proper data encryption and access controls, adhering to relevant privacy regulations and laws, and regularly monitoring and auditing data usage to prevent unauthorized access or misuse. Additionally, educating and training stakeholders on the importance of data privacy and security can also promote a culture of responsible data management.

3) Investigating the integration and innovation of social network analysis in the tourism sector with other areas such as smart cities, environmental conservation, and transportation necessitates recognizing possibilities for inter-sectoral collaboration and knowledge exchange. This can be achieved by creating interdisciplinary research initiatives, utilizing emerging technologies such as big data analytics and the Internet of Things (IoT), and enhancing the efficiency and effectiveness of tourism planning and management. Furthermore, encouraging partnerships between academia, industry, and government can facilitate the joint development and implementation of creative solutions that tackle intricate societal challenges at the intersection of various fields.

4) Developing more accurate and reliable analysis algorithms and models to achieve more intelligent and adaptive tourism planning and services could involve leveraging advanced machine learning and artificial intelligence

techniques, such as deep learning and natural language processing, to improve the accuracy and efficiency of data processing and analysis. Additionally, developing context-aware and personalized recommendation systems that consider user preferences and behavior patterns can enhance the quality and relevance of tourism services. Furthermore, incorporating real-time data streams from sensors and other sources can enable more dynamic and responsive tourism planning and management. Regularly evaluating and refining these algorithms and models based on feedback and performance metrics can also help to continuously improve their effectiveness and adaptability over time.

5) Implications for Practice

The implications of social network analysis for tourism planning are significant and far- reaching. By leveraging social network analysis technology, tourism planners can gain valuable insights into tourist behavior and preferences, enabling them to design more targeted and personalized tourism products and services that meet the evolving needs of tourists.

In addition, social network analysis can be used to optimize tourism products and services by analyzing and interpreting large amounts of data, such as weather data, transportation data, and accommodation data. This can lead to improved quality and efficiency of tourism products and services, enhancing the competitiveness of the tourism industry and improving the overall tourist experience.

Furthermore, social network analysis can also contribute to the sustainable development of the tourism industry by enabling tourism planners to design more eco-friendly and socially responsible tourism products and services. By identifying areas where sustainable tourism practices can be implemented, such as reducing waste and promoting responsible tourism activities, social network analysis can help to promote the sustainable growth and development of the tourism industry while preserving the natural and cultural resources of tourist destinations.

Overall, social network analysis has the potential to transform the tourism industry by providing tourism planners with powerful tools and insights to enhance the effectiveness and efficiency of tourism planning and management. As such, it is imperative for tourism professionals to embrace social network analysis and leverage its capabilities to drive innovation and growth in the tourism industry.

6) Limitations and Future Research

Despite the significant potential of social network analysis in tourism planning, there are several limitations that need to be addressed in future research.

One limitation is the quality and reliability of data collected from social media platforms. Social media data can be biased, incomplete, or unreliable, which can affect the accuracy and validity of social network analysis results. Future research needs to explore more effective data collection and integration methods, such as utilizing advanced data mining techniques and implementing standardized data collection protocols, to improve the quality and reliability of social network analysis data.

Another drawback pertains to the confidentiality and safety of social network analysis data. Since social media data frequently contains personal information, concerns about the privacy and security of social network analysis data exist. To guarantee the dependability and security of social network analysis in tourism planning, forthcoming research needs to reinforce data privacy protection measures, such as deploying proper data encryption and access controls.

Furthermore, future research can examine the fusion and advancement of social network analysis in the tourism sector with other domains such as smart cities, environmental conservation, and transportation. By merging social network analysis with other technologies, more inventive and comprehensive solutions can be devised for the tourism industry, leading to more sustainable and responsible tourism practices.

Overall, future research needs to focus on addressing the limitations of social network analysis in tourism planning, such as data quality and privacy protection, and developing more effective data collection and integration methods.

Additionally, exploring the integration and innovation of social network analysis in the tourism industry with other fields, such as AI and big data, can achieve more intelligent and adaptive tourism planning and services. The application of social network analysis in tourism planning has significant implications for practice, enabling tourism planners to design more targeted, personalized, and sustainable tourism products and services, and enhancing the competitiveness of the tourism industry.

In conclusion, social network analysis is a promising technology for tourism planning with vast potential to contribute to the sustainable growth and development of the tourism industry. By leveraging multi-source data fusion and intelligent analysis technology, more personalized and demand-driven tourism planning and services can be achieved, driving integration and innovation between tourism and other industries. The future prospects of social network analysis in tourism planning are bright, and continued research can make a significant contribution to the digital transformation and enhancement of the tourism sector. This can lead to the provision of more worthwhile and personalized experiences for tourists, while also advancing the sustainable development of the tourism industry.

7. CONCLUSION

The ideological and political classroom is an organic whole composed of educators, learners, teaching content, teaching methods, teaching feedback, and other aspects. These factors interact and promote each other, and abandoning any aspect to discuss the high-quality development of the ideological and political classroom is one-sided. Integrating the development of ideological and political classrooms with red clubs is the mechanism explored in this article to promote the high-quality development of ideological and political classroom teaching. The introduction of red clubs can effectively revitalize the teaching relationship in rigid ideological and political classrooms, bridge existing nodes, and enable teachers to find students' ideological problems with targeted goals; Enable students to enhance interest, think independently, and internalize. Tourism recommendation systems based on social media data employ social network analysis techniques to analyze the tourism-related information shared by tourists on social media platforms, such as reviews, ratings, and comments. By extracting the semantic content of the messages, social network analysis algorithms can identify the key features that are important to tourists, such as location, price, and amenities, and generate personalized travel plans and destination recommendations accordingly. These systems can also take into account the user's past travel history, preferences, and social network connections to provide more accurate and relevant recommendations. Overall, tourism recommendation systems based on social media data have the potential to improve the quality of tourism services and enhance the satisfaction and experience of tourists.

This article has examined the utilization of social network analysis in tourism planning, including its current status, benefits, obstacles and potential future prospects. Our analysis indicates that social network analysis can offer more sophisticated and tailored services for tourism planning, which can facilitate the digital transformation and advancement of the tourism sector.

However, there are still challenges to overcome, such as data quality and privacy protection issues, as well as uncertainties in analysis algorithms and models. Future research needs to focus on practical applications, continuously improving relevant technologies and methods, and promoting interdisciplinary collaboration between tourism and other related fields.

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