

Analysis on the development and impact of public health emergencies and public health events on the hotel tourism industry

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Abstract: In recent years, due to people's lives are constantly improving, tourism has become an important form of public leisure and entertainment. Domestic tourism has also developed rapidly. In March 2020, The World Health organization has declared the outbreak an epidemic after more than 110 new cases were detected worldwide, and the new coronary pneumonia virus entered a stage of widespread global spread. The hospitality industry has been hit hard against this grim backdrop. In this environment, we make the following conclusions: (1) The better performance of T-BERT-FC is due to the better performance of the BERT model with the left and right commutator structure than the GPT model with only the left and right commutator structure. (2) At the end of 2008, my country's per capita GDP was only US\$3,313. The needs and desires of residents' tourism consumption have not been fully released. The development of the tourism market is still mainly to meet the basic needs of tourism consumption, and the market presents a clear seller's market development characteristics.

Keywords: Public health and public health emergencies; hospitality and tourism industry; development and impact analysis

1. Introduction

According to the "National Public Health Emergencies Report", monitoring data and information provided by other infectious disease monitoring agencies and other departments, the method for experts to meet with relevant national health departments and offices was issued for the first time. Occurrence and epidemiological characteristics were assessed [1]. Public health emergencies refer to large-scale outbreaks of infectious diseases, various unexplained diseases, serious food poisoning and occupational poisoning events that affect public health, and sudden events that cause or cause serious harm to public health. Public health problems may cause serious reactions on-site and off-site, and are directly related to public health, economic development, and social stability [2]. Health care is a major social problem related to the overall health and quality of life of the population. Public health emergencies are directly related to public health, economic development and community stability, and are becoming an increasingly common social problem. Current Issues The prevention of infectious diseases and the treatment of poisoning remain important current and future public health issues. Therefore, it is very important to conduct in-depth research on the prevention, control and emergency response of public health emergencies [3]. Public health is public health and aims to create a healthy social environment that enables people to lead healthy lives. Its responsibilities include preventing the occurrence and spread of disease, protecting the environment from harm, preventing unintentional harm, encouraging and promoting healthy behaviors, responding to and assisting communities in recovering from natural disasters, and ensuring respect for health efficiencies and access. She plans and implements interventions by identifying public health problems and priorities in the population [4]. Information review on establishing response mechanisms for Public Health Emergencies practice of Zhejiang provincial center for disease control and prevention. Conclusions and discussion establishing comprehensive Public Health Emergency management system: establish a comprehensive online system - direct reporting system; strengthen the prevention of basic diseases. Establish a monitoring system, establish a sensitive and flexible early warning mechanism: strengthen public health emergencies training and continuous capacity building [5]. The characteristics of the current situation, the existing problems and the reasons, and put forward suggestions from the aspects of hotels, personnel training units, relevant government departments and personnel themselves, in order to

narrow the gap between employers and education units, so that education can better serve the industry, to speed up the development of Shanghai's hotel industry[6]. With the entry of international hotel chains into the Chinese market, the pace of overseas expansion of local hotel groups is accelerated, the development of the hotel industry is internationalized, and the demand for professional talents is internationalized. The ever-changing market demand has brought a new topic to our hotel education. The article mainly discusses the content related to hotel professional education and learning space, curriculum system reform, teacher training, etc. [7]. By converting excess income into current column and indexing excess revenue, assessing systemic risk across the industry. Stock reform beta and R2 discussed the impact of stock reform on tourism and hotel industry [8]. It can be said that with the rapid development of social economy, tourism has achieved unprecedented development. With this rapid development, the demand for tourism industry and hotel management experts in the tourism industry is also gradually increasing. It is important to develop qualified and well-served professionals in the applied tourism industry. The article briefly analyzes how to train high-level talents in professional management of tourist hotels to adapt to the rapid development of tourism[9]. Tourist hotels are an important pillar in the field of tourism industry in our country, and the origin of hotels is related to the first related travel activities of human beings. At present, people are gradually paying more attention to the personalized service of tourist hotels. Personal service is an important part and an important part of the whole process of tourist hotels. You should understand the characteristics and methods of personal service in tourist hotels. In order to distinguish the personalized service of the tourist hotel from the standardized service of the tourist hotel, this paper provides, the same sensible suggestions for improving the personalized service of the tourist hotel [10]. Taking the current "Internet +" and the requirements of information service platform software development in the era of innovation and entrepreneurship as the starting point, the article summarizes and explains the development process of the microservice architecture, and discusses the microservice architecture from the aspects of development cost, speed, maintainability, etc. Advantages and disadvantages. With the development of the software industry and Internet+, changes are coming. Related industries, analyze the current and future impact of micro-service architecture [11]. Economy hotels have become a market that my country is focusing on. The article redefines the meaning and characteristics of economy hotels, and discusses the development status of economy hotels in my country, analyzes the obstacle factors in the development process of my country's economic hotels, aiming to provide the correct direction for solving such hotel problems in the future [12]. As a labor-intensive industry, hotels have a large number of employees and a high turnover rate restricts hotel personnel. The biggest problem of management. Effectively planning and managing the career development of hotel staff is an important way to solve this problem. Under the background of unlimited careers in the infinite era of knowledge economy, people have changed in terms of personal development, organizational commitment, employment relationship, career success, etc., and new development and changes have taken place [13]. The rapid development of China's hotel industry has attracted worldwide attention. However, the growth of scale has not eased the weak position of the domestic hotel industry in the division of labor in the global hotel industry. The lack of modern industries such as innovation capability is the biggest bottleneck for the limited competitiveness and sustainable development of the entire Chinese hotel industry. From a national macro-political point of view, tourism, including hotel tourism, has been identified as a national industry. Officially entering the national strategic framework, the development of tourism is regarded as an important step in the adjustment and positioning of the national economy [14]. In the past 10 years, the investment scale of China's hotel market has grown rapidly, and high-end hotel projects have been launched one after another. The nationwide infrastructure construction and the rapid development of the domestic tourism market have led to the rise of the hotel business in major cities across the country, which has become unprofitable. The report examines the impact of changes such as VAT business tax changes [15].

2. Hotel tourism industry

2.1 The main problems existing in the development of the hotel industry

1) Single hotel management mode

The management level of most hotels in my country is still based on the traditional independent management method. Today, hotels operating in this unique model are gradually dabbling in foreign hotels, which are gradually aware of the impending crisis. As a result, they began to rethink and adjust their business management model to meet the requirements of the new era. We found that an important factor in development is managing "quality of talent".

2) The quality of management talents is not high

At the 2017 Shanghai International Skills and Development Symposium, everyone focused on professional development. Therefore, the shortage of experts is an important factor limiting business development, so changes and updates in the restaurant industry must be accompanied by increased expertise. My country's domestic hotel industry was born too late, and most of them are still imitating foreign management models. At this time, the country's development environment provided a good "foundation" for tourism management capabilities, and the overall quality of many management practices continued to improve, promoting the rapid development of tourism. However, the imbalance between supply and demand is a headache for many businesses, and on the other hand, businesses require a lot of skills and leadership. So one wonders: isn't the practice of these skills enough? According to the students, students or parents do not want their children to work in the hospitality industry because there is usually a hotel that cleans toilets and supplies utensils, where there are few students. Therefore, hotels cannot employ staff for schools. On the other hand, from the teacher's point of view, there are not many people with real hotel experience, and the salaries of vocational schools are not as attractive as those of hotels or other companies, so the qualifications of teachers are not high. match really need. In such an environment, how can there be a gap in talent training? The lack of high-quality professional knowledge directly leads to repeated problems in hotel operation and management, which increases the company's operating risks. In addition, in the current hotel management process, the staff is unreasonable and the incentive mechanism is not perfect, resulting in a serious loss of hotel staff.

3) Insufficient construction of hotel corporate culture

Most hoteliers are highly competitive and if they want to enter another market, they will bet on marketing, but at a good time to increase hotel prices. Analysis of the reality shows that many hotels have unsound corporate culture, lack of unity among hotel staff, serious lack of job satisfaction, and the company's working mechanism is not mandatory, to facilitate the brain drain of the hotel. In today's era of hotel homogeneity, improving efficiency and corporate culture is an important part of what it means to be hotel-to-hotel and "modern." It is shown in Figure 1.

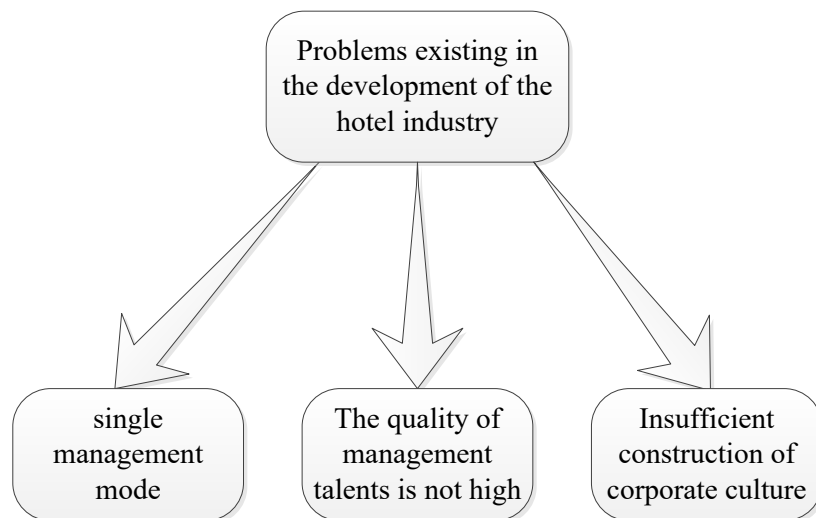


Figure 1: Problems existing in the development of the hotel industry

2.2 The influence of tourism industry structure optimization on the development of hotel industry

1) The relationship between tourism and the hotel industry

Tourism is an industry with complete characteristics. This applies not only to tourist destinations and travel agencies, but also to hotels, transportation, supermarkets, leisure areas, etc., in a wide range of industries. As an important part of tourism, the development of hotel industry represents the speed and level of tourism development from a certain perspective. On the other hand, behind the new era, the good development of tourism has also created more development opportunities for the development of the hotel industry. With mutual trust and mutual benefit, the two welcomed guests from all over the world with a prosperous attitude.

2) Optimize the tourism industry structure and provide opportunities for the development of the modern hotel industry

The hotel industry is growing rapidly due to the strong development of tourism and, of course, the demand for tourists in the hotel industry is also growing. With the support of national policies, business, leisure, long-stay, motel and other hotels have sprung up in front of tourists more awake. The hotel industry responds to the different needs of different tourists with great enthusiasm through the industrial integration of society, economy, culture and environment.

3) Stimulate the development potential of the hotel

Where there are opportunities, there are challenges. The state has created better development opportunities for all sectors of society. How to meet the challenges of the hotel requires analyzing the problems existing in the actual operation of the hotel industry, understanding the changes in the market environment, and taking timely and targeted actions to solve the problems and set an industry example. Based on this, in the actual management process, the hotel should establish a reliable hotel management mechanism, join the hotel management model of developed countries, formulate customized management plans, and analyze the real needs of tourists with different needs. Through targeted training, we can better serve and lay a solid foundation for the smooth development of later marketing activities. Finally, create a good corporate culture for the hotel. Create a strong hotel culture, continuously improve the coordination of employees, and promote the normal development of follow-up business.

2.3 Effective measures for hotel industry development under the background of tourism industry structure optimization

1) Innovate business management concepts and realize organizational management innovation

In the current operation and development process of the hotel business, management and leadership concepts need to be reformed in order to achieve stable and long-term development goals. By bringing various forms of training to the hotel industry, we will continuously improve the innovation ability and innovation awareness of industry practitioners, and create suitable ideological conditions for hotel innovation. Due to the high level of hotel marketing in the training process, we must first formulate a solid employee development plan, train employees on a regular basis, and continuously strive to improve the overall quality and professional knowledge of customers. Cooperation to optimize the structure of the tourism industry requires the judicious use of similar efficiency policies and rules, the establishment of certification systems, the training of hotel staff on star classification, and the analysis of actual investment results. 2. To reorganize the hotel, it is necessary to adapt to the market positioning of the hotel, create the concept of environmental management and cultural management, and formulate and formulate strategic operation plans with the interests and needs of customers as the strategic goal. Finally, with the formation of outsourcing management methods, hotel operation management is becoming more and more specialized. Strengthening marketing promotes the transformation of the organizational system. Hotels should provide adequate development space for employees, formulate appropriate reward and punishment mechanisms, select outstanding talents, and promote hotel development.

2) Establish a spirit of humanistic care, innovate marketing strategies, and create a good brand management concept

Behind the optimization of the tourism industry structure, the hotel must create a good spirit of people-oriented, adhere to the people-oriented management concept, further stimulate the professionalism of hotel employees, and effectively enhance the core competitiveness of the hotel. In order to further enhance the core competitiveness of hotel enterprises in the ever-changing market environment, they need to establish a good brand management concept, open up a broader market, and gradually win the recognition of consumers. With the changes of the times, the consumption concept of customers is also changing, and a good hotel brand image can win the trust of more consumers. Since hospitality is primarily based on providing service, the restaurant industry must focus on improving the quality of service to keep customers comfortable. Hotel services are also constantly changing based on the etiquette and attitude of the staff. Only by doing a good job in brand marketing and building the hotel into a global tourism image can we create a broader market for the hotel. In the current development process of the hotel, it is necessary to establish a correct concept of green consumption, pay attention to the development of the hotel's green culture, not only to enhance the image of the local international city, but also to adapt to the local economy and culture. Promote the concept of

sustainable consumption in hotel development and lay a solid foundation for innovative marketing strategies. Only by fully understanding the real needs of the market, including the main characteristics of consumers, and implementing individualized management, can the needs of the structural adjustment of the tourism industry be met to a certain extent. With the ever-changing consumption of tourism resources, it provides comprehensive services and utilizes consumer demands such as catering and leisure services to gradually expand the development space of the hotel market.

3) Build a hotel information management system and cultivate high-quality management talents

With the adoption of innovative technologies, the hotel industry must focus on developing information management systems that fundamentally meet the real needs of consumers and continuously improve service quality. High-tech service equipment is dedicated to the maintenance of various projects, such as: high efficiency and energy saving, and the protection of the hotel environment. Many hotel companies have gradually undertaken the renovation of production sites and equipment, increasing investment costs affected by many objective factors. The management of a single hotel, the lack of technological innovation ability and the factors that do not create it, but to promote the technological change of the hotel, it still needs to be implemented. "Talent development". For example, we can extend some network functions. On the network platform, we can implement marketing technology, combine the hotel market function, package the hotel, and then create different hotel marketing management systems to attract more High income to the hotel industry.

3. Algorithms under emergency public health

3.1 DWE-BiGRU-Att Model Construction

The model consists of four layers in total: performance layer, BiGRU layer, attention layer, and result layer. User-shared text data is first mapped to a vector matrix of words through an ensemble layer, and this matrix is then passed to a bidirectional shared recurrent network (Bi GRU) and attention layer to capture the vector representation entry. The outcomes layer is used to collect public responses to public health issues. Probability distribution of relationship identifiers. The role of the embedding layer is to initialize words by converting the previously trained word vectors into dense word vectors. These static noise vectors were chosen to test the transition analysis assumption that the motion data does not have to have the same distribution as the test data. If enabled, the pre-learned word vector becomes a word in the dataset, and this word vector can be transferred directly. When not in use, it randomly creates a word vector with the same latitude. The deep vector context of words provided by the ELMo language model improves the quality of word representation and solves the problem of word interpretation. It captures word representations of words based on context. The dynamic term vector ELMo is a fusion of representations from different layers of a bidirectional BiLM model.

$$p(t_1, t_2, \dots, t_n) = p(t_n | t_1, t_2, \dots, t_{n-1}) \quad (1)$$

$$p(t_1, t_2, \dots, t_n) = p(t_n | t_{n+1}, t_{n+2}, \dots, t_k) \quad (2)$$

$$bilm = \sum_{n=1}^k \log p(t_n | t_1, \dots, t_{n-1}) \quad (3)$$

For all words, each L layer computes 2L+1 representations:

$$R_n = \{x_n^{LM}, h_{n,j}^{LM} | j = 1, \dots, L\} = \{h_{n,j}^{LM} | j = 0, \dots, L\} \quad (4)$$

$$ELMo_n^{task} = E(R_n; \theta^{task}) = \gamma^{task} \sum_{j=0}^L s_j^{task} \quad (5)$$

3.2 BiGRU layer

The BiGRU level is designed to contain word representations with bidirectional information. The input to the BiGRU layer is a matrix of word vectors J. In the healthy entry and d is the size of the word. Each GRU creates a sequence of hidden states that encode past information about the current word and processed words. The unit adds two new ports L2 and M2 to solve the gradient loss problem of traditional RNNs. L2 decides how much history to store, and M2 helps the model decide how much

history to transfer to candidate actions. The L2 port reset process is as follows:

$$r_t = \sigma(W^r x_t + U^r h_{t-1}) \quad (6)$$

Similarly, the calculation process of the update gate is as follows:

$$z_t = \sigma(W^z x_t + U^z h_{t-1}) \quad (7)$$

The formula for calculating the current hidden state h_t is:

$$h_t = (1 - z_t) * h_{t-1} + z_t * h_t \quad (8)$$

Among them, the formula for calculating h_t is:

$$h_t = \tanh(Wx_t + r_t U W h_{t-1}) \quad (9)$$

Input the health information published by the user, summarize the input words, and combine the bidirectional information text information. The role of the fully coupled layer and the softmax scale in the vector compares the prime numbers between negative infinity and positive infinity in the n -dimensional vector, there are also real numbers k between 0 and 1. The calculation process is represented by formula (10):

$$y = \text{soft max}(z) = \text{soft max}(W^T x + b) \quad (10)$$

The calculation process of Softmax is as follows:

$$\text{soft max}(z_j) = \frac{e^{z_j}}{\sum_k e^{z_j}} \quad (11)$$

The probabilistic features of each class are as follows: w represents the weight vector consisting of the same color in the image:

$$y = \text{soft max}(z) = \text{soft max}(w_j \cdot x + b_j) \quad (12)$$

$$j = -\sum_{i=1}^k y_i \log(p_i) \quad (13)$$

3.3 FT-GPT model construction

Although many intensive research works have demonstrated the effectiveness of propagating immersion in pretrained words, it is best to improve pretrained language models with a small amount of annotated data. We propose generative fine-tuning of pretrained FT-GPT models based on transfer learning.

$$p(y | x^1, \dots, x^n) = \text{soft max}(h_t^n w_y) \quad (14)$$

$$L_2(c) = \sum_{(x,y)} \log(y | x^1, \dots, x^n) \quad (15)$$

BERTbase is supplemented with a small amount of labeled data. BERTbase includes 12 Transformer modules, 12 multi-head independent engines, and 768 hidden modules. BERTbase takes in a text sequence with up to 512 attributes and prints out a vector representation of the text sequence. The resulting vector is the probability distribution of the final opinion on the softmax layer, fully integrated with the public health issue.

$$p = \text{soft max}(C W^T) \quad (16)$$

Get the most out of your data using a 10-fold cross-validation approach. Treat each category as a binary classification and use the F-score to evaluate the results. In terms of overall performance, Macro-K is used as a multi-class evaluation metric. The processing macro computes the following data:

$$Macro - p = \frac{1}{n} \sum_{i=1}^n p_i \quad (17)$$

$$Macro - R = \frac{1}{n} \sum_{i=1}^n R_i \quad (18)$$

$$Macro - F_1 = \frac{1}{n} \sum_{i=1}^n F_i \quad (19)$$

Three transfer learning models are compared with traditional machine learning models as well as general deep learning models and general deep learning models.

$$Macro - F_1 = \frac{2 \times Macro - p \times Macro - R}{Macro - p + Macro - R} \quad (20)$$

4. Analysis of the development and impact of public health emergencies on the hotel tourism industry

4.1 Analysis of public health emergencies

In today's economic globalization, the international community is faced with repeated challenges from the epidemic, which is well known to mankind for its suddenness and high infectivity. From SARS in 2003 to Influenza A in 2009, from bird flu in 2013 to Ebola in 2014, from MERS in 2015 to today's new coronary pneumonia, all epidemics not only pose a threat to human life Serious threat and impact on development and financial stability. In March 2020, the World Health Organization declared that the new coronary pneumonia epidemic constituted a pandemic after confirmed cases of new coronary pneumonia appeared in more than 110 countries around the world, and the new coronary pneumonia virus entered a stage of widespread global spread. The virus spreads without borders. How to effectively curb the spread of the epidemic around the world is grim for all countries.

From the data in the figure. Figure 2 and Table 1 shows that FT-BERT-FC has the best average performance at 10-fold cross-validation. The macro-average P, macro-average R, and macro-average K are 0.619, 0.561, and 0.589, respectively. The second-best performer is FT-GPT-FC with 0.598, 0.549 and 0.572 for P-mean macro, R-mean macro and K-mean macro, respectively, the reason why FT-BERT-FC performs so well is because the ERT model can run left and right transform structures are more efficient than GPT models with left-to-right transform structures.

Table 1: Validation performance of public health events under different models

Methods	Macro-P average	Macro-R average	Macro-F1 average
Plain SVM	0.446	0.357	0.397
BOW-BIGRU-Att	0.54	0.439	0.484
WORD2VEC-BIGRU-Att	0.502	0.511	0.507
FastText-BIGRU-Att	0.542	0.52	0.531
GloVe--BIGRU-Att	0.56	0.517	0.538
ELMO--BIGRU-Att	0.577	0.537	0.561
FT-GPT-FC	0.598	0.549	0.572
FI-BERT-FC	0.619	0.561	0.589

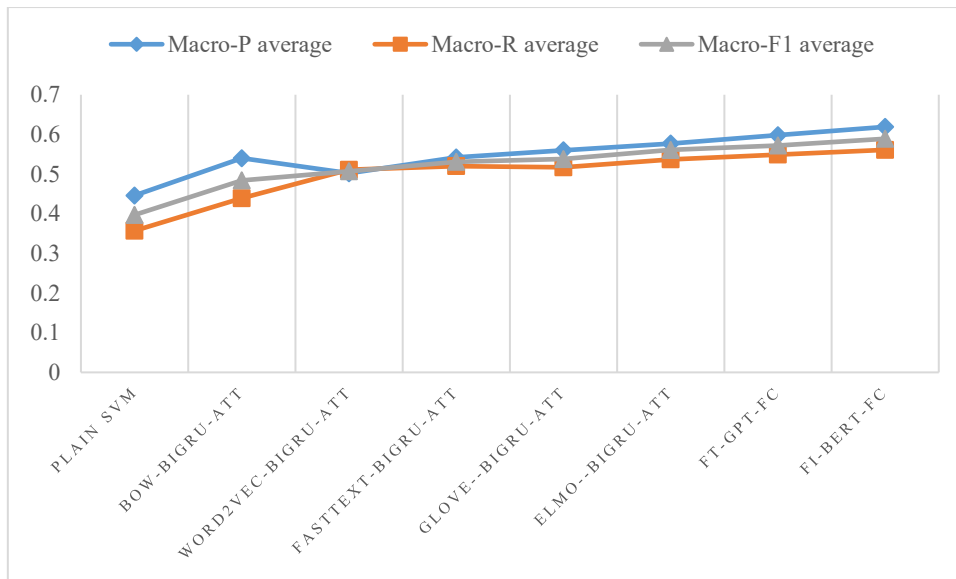


Figure 2: Validation performance of public health events under different models

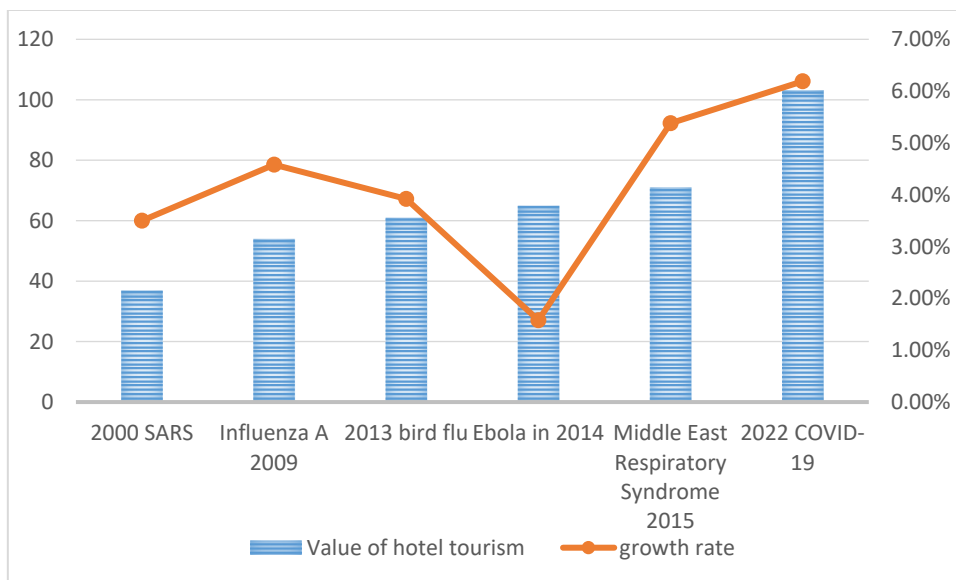


Figure 3: Hotel tourism output value under different public health events

From the data in Figure 3, we can see that when the public health incident occurs again, the growth rate of the output value of the hotel tourism industry has grown too slowly. In 2000, the output value of the hotel tourism industry was 3.7 billion yuan, 3.5%; in 2009, the hotel tourism output value was 5.4 billion yuan, and the growth rate was only 4.58%; in 2013, the hotel tourism output value was 6.1 billion yuan during the avian flu, and the growth rate was 3.92%; in 2015, the Middle East respiratory The output value of hotel tourism during the syndrome is 7.1 billion yuan, a growth rate of 5.38%; the output value of hotel tourism during the new coronary pneumonia in 2022 is 10.3 billion yuan, a growth rate of 6.19%.

From the data in Figure 4, it can be seen that compared to FHDO-BCSGE, the accuracy and F1 value of KFB-BiGRU-Att are 4% and 1% lower than those of FHDO-BCSGE, respectively, in comparison introduce. Past related work, but recalls 2% faster than FHDO-BCSGE. Compared with FHDO-BCSGE, KGB-BiGRU-Att-AdaBoost has 1% lower accuracy but 4% recovery and 1% higher F1 value.

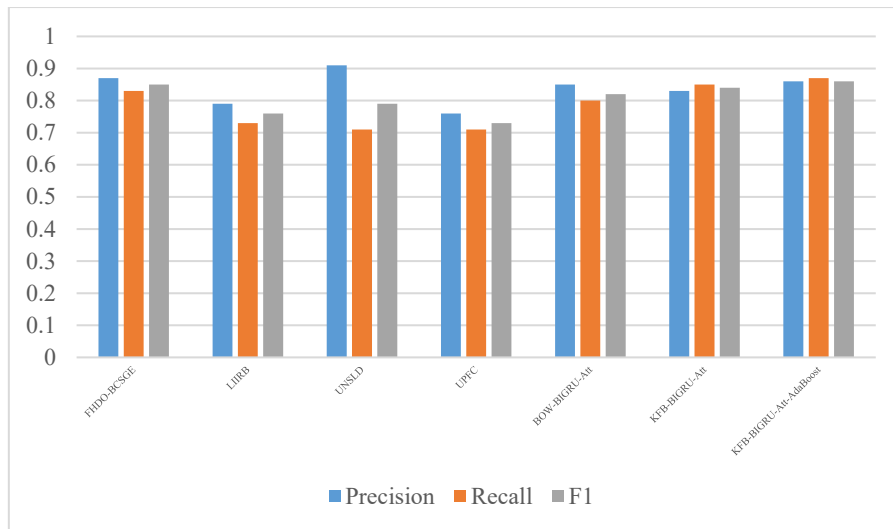


Figure 4: Results of hotel tourism data under different models

4.2 Economic development and impact of hotel tourism under public health emergencies

Hotel tourism is premised on tourism resources, provides tourism services, and engages in tourism and tourism social activities. As the main tourism infrastructure, the hotel industry is an important part of tourism and an important symbol of tourism development. In recent years, due to the continuous improvement of people's living standards, tourism has become an important form of common leisure and entertainment. Domestic tourism is also growing rapidly. The forecast and actual value of domestic tourism revenue from 2017 to 2022 are shown in Figure 5.

Table 2: Forecast and actual value of domestic tourism revenue from 2017 to 2022

	2017	2018	2019	2020	2021	2022
Predictive value	11893	18689	21706	24484	28988	32893
actual value	12576	19301	22706	26274	30312	28693
difference	683	612	1000	1790	1324	4200

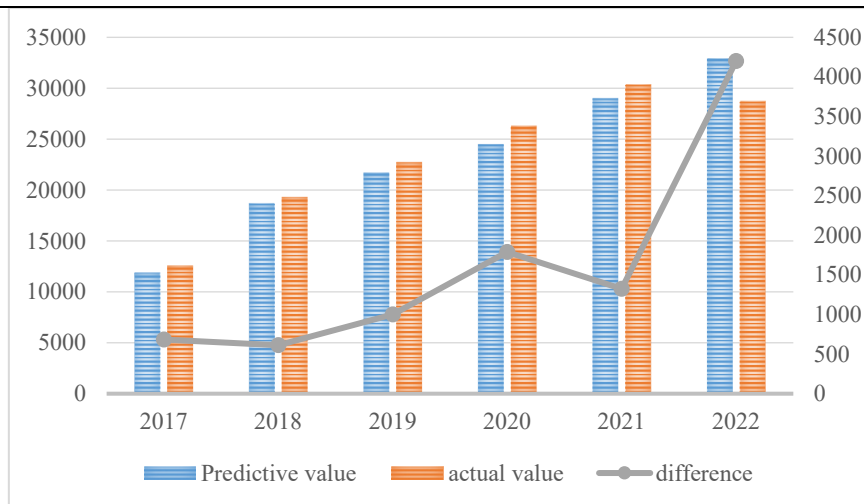


Figure 5: Comparison of domestic hotel tourism revenue from 2017 to 2022

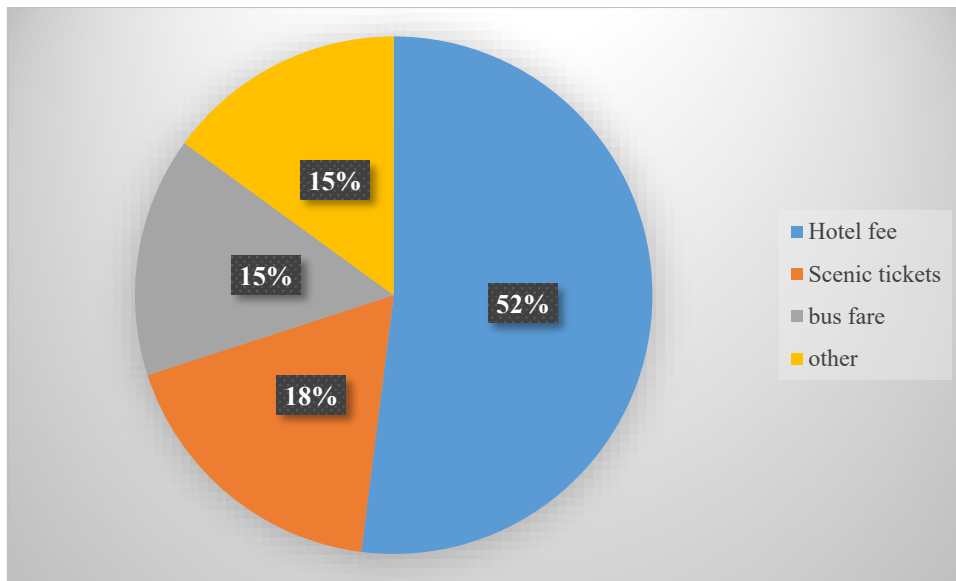


Figure 6: The proportion of tourism revenue

From the experimental data in Figure 5 and Table 2, we can see that with the increase of time, the domestic tourism revenue is increasing, showing a steady upward trend. In 2017, the domestic tourism revenue was only 1,257.6 billion yuan. In the following years the hotel tourism economy is constantly rising. When it comes to 2022, we find that the domestic hotel tourism revenue has declined compared with 2021 and the error value has also increased, indicating that the new crown pneumonia epidemic has affected the domestic hotel tourism industry economy. And sudden public health events will affect the domestic hotel tourism economic level.

From the experimental data in Figure 6, we can see that the most important proportion of tourism revenue is the hotel fee, accounting for 52%, followed by the scenic spot ticket fee accounting for 18%, and finally the bus fee accounting for 15%. The hotel industry is an important part of the tourism industry and one of the important symbols of the development level of the tourism industry. The increase in hotel revenue represents an increase in tourism revenue.

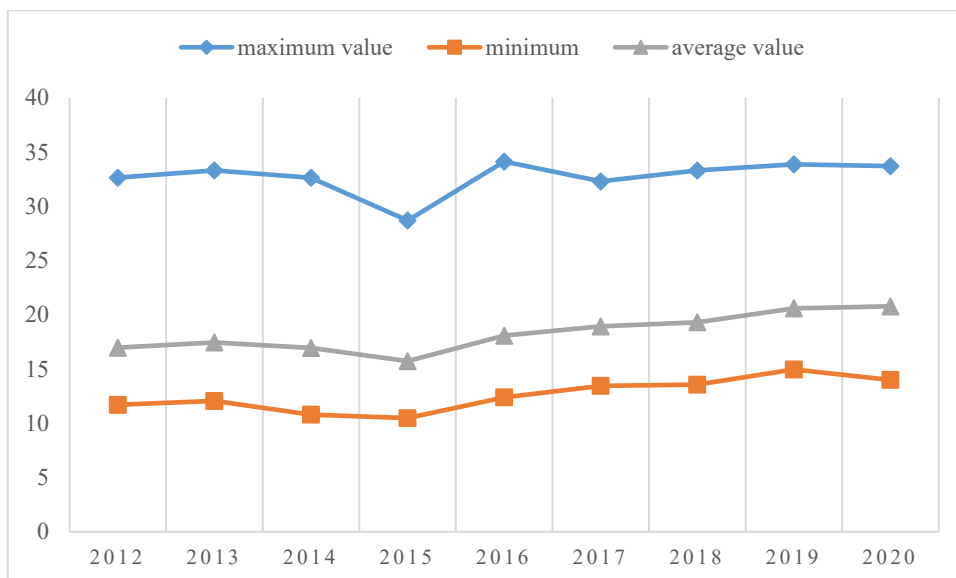


Figure 7: The comprehensive value of hotel tourism development from 2012 to 2020

From the data in Figure 7, we can see that economic development and the improvement of residents' income level cannot provide a strong material guarantee for the release of tourism consumption demand. Although the growth rate of GDP has shown a rapid development trend since the reform and opening up, the growth of per capita GDP still shows a slow growth trend. Statistics show that at the end of 2008, my country's per capita GDP was only 3,313 US dollars. The needs and desires

of residents' tourism consumption have not been fully released. The development of the tourism market is still mainly to meet the basic needs of tourism consumption, and the market presents obvious sellers characteristics of the market.

5. Conclusion

Hotel tourism is premised on tourism resources, provides tourism services, and engages in tourism and tourism social activities. As the main infrastructure of the tourism industry, the hotel industry is an important part of the tourism industry and an important symbol of the development of the tourism industry. In recent years, with the continuous improvement of people's living standards, tourism has become an important form of public leisure and entertainment. Domestic tourism is also growing rapidly. In March 2020, the World Health Organization declared the new crown pneumonia epidemic a pandemic after more than 110 countries around the world had confirmed cases. The hospitality industry has been hit hard against this grim backdrop.

Data Availability

The experimental data used to support the findings of this study are available from the corresponding author upon request.

Conflicts of Interest

The authors declared that they have no conflicts of interest regarding this work.

Acknowledgement

This work was sponsored in part by Research Fund for Hainan Federation of Humanities and Social Sciences Circles - Research on the impact of the entry of international high-end hotel brands on the promotion of tourism image in Hainan and their image fit (HNSK (ZC) 21-134)

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