WHAT IS CLAIMED IS:

1. A method for determining a serving cell, performed by a user equipment (UE), wherein a current serving cell of the UE is a non-terrestrial network (NTN) cell, the method comprising:

when an acquisition situation of location information of the UE does not meet a preset condition, determining a new serving cell.

2. The method according to claim 1, wherein the preset condition comprises:

the location information not being obtained by the UE.

3. The method according to claim 1 or 2, wherein determining the new serving cell comprises:

determining the new serving cell via a cell selection, wherein the UE is in a non-connected state.

4. The method according to claim 3, wherein determining the new serving cell via the cell selection comprises:

based on a preset frequency priority configuration, determining the new serving cell in an order from a high frequency priority to a low frequency priority, wherein the preset frequency priority configuration is configured to indicate that a priority of a frequency used by an NTN cell is lower than a priority of a frequency used by a terrestrial network (TN) cell, wherein the frequency used by the NTN cell is different from the frequency used by the TN cell.

5. The method according to claim 3, wherein determining the new serving cell via the cell selection comprises:

based on a preset cell priority configuration, determining the new serving cell in an order from a high cell priority to a low cell priority, wherein the preset cell priority configuration is configured to indicate that a priority of an NTN cell is lower than a priority of a TN cell; wherein the NTN cell and the TN cell use a same frequency.

6. The method according to any one of claims 3 to 5, further comprising:

based on a preset measurement standard, performing a cell measurement.

7. The method according to claim 6, wherein the preset measurement standard comprises at least one of:

when a signal quality of the current serving cell is greater than a preset co-frequency measurement threshold, and the acquisition situation meets the preset condition, the cell measurement not being performed for a co-frequency cell; otherwise, the cell measurement being performed for the co-frequency cell, wherein the co-frequency cell has a same frequency as the current serving cell;

when the signal quality of the current serving cell is greater than a preset inter-frequency measurement threshold, and the acquisition situation meets the preset condition, the cell

measurement not being performed for a first type of cell; otherwise, the cell measurement being performed for the first type of cell, wherein a priority of a frequency used by the first type of cell is equal to or lower than a priority of a frequency used by the current serving cell; or

when the signal quality of the current serving cell is greater than the preset inter-frequency measurement threshold, the UE is configured with a high-priority measurement relaxation, and the acquisition situation meets the preset condition, the cell measurement not being performed for a second type of cell; otherwise, the cell measurement being performed for the second type of cell, wherein a priority of a frequency used by the second type of cell is higher than the priority of the frequency used by the current serving cell.

8. The method according to any one of claims 3 to 7, further comprising:

recording information that the acquisition situation does not meet the preset condition via a minimization drive test (MDT) record.

9. The method according to claim 1 or 2, wherein determining the new serving cell comprises:

handing over a serving cell of the UE from the NTN cell to the new serving cell according to preconfigured handover information, wherein the preconfigured handover information is configured to indicate a TN cell that is capable of being used as the new serving cell when the acquisition situation does not meet the preset condition; wherein the UE is in a connected state.

10. The method according to claim 1 or 2, further comprising:

sending a first message to a network device, wherein the first message is configured to indicate the network device to hand over a serving cell of the UE from the NTN cell to a TN cell, wherein the UE is in a connected state.

11. The method according to claim 1 or 2, wherein determining the new serving cell comprises:

determining a TN cell as the new serving cell via a connection reestablishment process, wherein the UE is in a connected state.

12. A method for determining a serving cell, performed by a network device and comprising:

based on a message sent by a user equipment (UE), determining a new serving cell for the UE, wherein a current serving cell of the UE is a non-terrestrial network (NTN) cell, and the message is sent by the UE when an acquisition situation of location information does not meet a preset condition.

13. The method according to claim 12, wherein the preset condition comprises:

the location information not being obtained by the UE.

14. The method according to claim 12 or 13, further comprising:

handing over a serving cell of the UE from the NTN cell to a TN cell.

15. The method according to any one of claims 12 to 14, wherein determining the new serving cell for the UE further comprises:

sending a measurement indication message to the UE;

receiving a measurement report reported by the UE after performing a cell measurement based on the measurement indication message; and

determining a TN cell as the new serving cell according to the measurement report.

16. An apparatus for determining a serving cell, wherein a current serving cell of the apparatus is a non-terrestrial network (NTN) cell, the apparatus comprising:

a processing module configured to determine a new serving cell when an acquisition situation of location information does not meet a preset condition.

17. An apparatus for determining a serving cell, comprising:

a processing module configured to determine a new serving cell for a user equipment (UE) based on a message sent by the UE, wherein a current serving cell of the UE is a non-terrestrial network (NTN) cell, and the message is sent by the UE when an acquisition situation of location information does not meet a preset condition.

18. A user equipment, comprising:

a transceiver;

a memory; and

a processor,

wherein the processor is connected to the transceiver and the memory respectively, and configured to perform the method according to any one of claims 1 to 11.

19. A network device, comprising:

a transceiver;

a memory; and

a processor,

wherein the processor is connected to the transceiver and the memory respectively, and configured to perform the method according to any one of claims 12 to 15.

20. A non-transitory computer-readable storage medium having stored therein computer-executable instructions that, when executed by a processor, cause the method according to any one of claims 1 to 15 to be implemented.