

students have anxiety, proper psychological counseling can effectively relieve students' anxiety.

**Objective:** Anxiety is a kind of inner uneasiness or groundless fear without obvious objective reason, and a kind of nervous emotion expected to face bad situation soon. In today's society, anxiety has become a very common negative emotion among people. Strong anxiety will seriously affect the physical and mental health and academic performance of college students. When college teachers find that students have anxiety, they should give them psychological counseling in time to improve and relieve the anxiety of college students and promote their mental health development. Therefore, psychological counseling plays a vital role in alleviating anxiety among college students.

**Subjects and methods:** Effective psychological counseling can help college students to relieve anxiety and establish a correct view of learning and values. It can be seen that the negative emotions of college students can be effectively alleviated through psychological counseling. This article mainly from the psychological counseling on college students' learning anxiety, anxiety to people, loneliness tendency, self-accusation tendency, physical symptoms and so on five aspects of the alleviation of the research. Primary school, junior high school and senior high school were selected as the research objects, and questionnaires were issued to their students to statistics the impact of psychological counseling on their various aspects.

**Study design:** The stratified cluster random sampling method is adopted to investigate 500 college students in our city. One primary school, one junior high school and one senior high school in our city were randomly selected from each grade, and one class was randomly selected from each grade. A total of 500 copies were sent out to students in 12 classes, 486 copies were recovered, and 479 copies were valid.

**Methods:** Excel was used to make statistics on the anxiety relief of college students of all ages by psychological counseling.

**Results:** Psychological counseling has different effects on alleviating anxiety of college students at different ages. Because primary school students are not mature, their anxiety problems are generally simple and simple, so they can effectively relieve their anxiety after psychological counseling. High school students need psychological counseling because of their complicated anxiety in study and life.

The survey results, using a scale of 0-4 quantitative value of the influence of specific factors, 0 said irrelevant, 1 said slightly, 2 said general, 3 said relieve obviously, 4 said full relief, in order to reduce the subjective causes bigger error during evaluation, evaluation value and take 500 students take average, calculated results determine rounded way, the specific statistical table is shown in Table 1.

**Table 1.** Influence of psychological counseling on anxiety relief of college students.

Factor	Learning anxiety	Anxiety to people	Lonely tendency	Remorse tendency	Physical symptoms
Primary School	3	4	4	3	3
Junior high school	3	4	3	2	3
High school	4	4	3	4	3

**Conclusions:** Students' problems are not independent problems, but are often inextricably linked with schools and families. Psychological counseling can effectively reduce the anxiety of college students and promote their mental health development. Scientific and efficient psychological counseling can effectively ease the negative emotions and psychological burdens of college students. Through psychological counseling activities, reduce the anxiety of college students, make them calm, optimistic, positive in the face of setbacks and difficulties encountered in study and life, comprehensively improve their psychological qualities, fully develop their potential, and promote the sound development of personality.

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## THE INNOVATION OF ENTERPRISE HUMAN RESOURCE MANAGEMENT MODE FROM THE PERSPECTIVE OF BEHAVIORAL PSYCHOLOGY

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**Background:** Behavioral psychology believes that psychology should not be a part of psychology. It believes that a truly objective psychological science should only study observable events, that is, the stimuli from the environment and the reactions of organisms. Behaviorism is a science that studies behavior

and measurable environmental conditions that affect behavior. In short, psychology should be limited to the study of observable behaviors and environmental stimuli that affect behaviors. From the perspective of behavioral psychology, it is believed that personal thoughts and emotions are not important, and only behaviors that can be measured and observed are useful. It opposes inferring internal processes from external behaviors.

The competition between enterprises is increasing, enterprises want to ensure long-term and stable development, to ensure that they have comprehensive quality talents, in order to promote the development of enterprises. Therefore, in the actual development of enterprises, we should pay attention to the development of human resource management, effective management of employees, so as to enhance the core competitiveness of enterprises. Enterprises should actively innovate the management mode, improve the staff's work enthusiasm and the sense of belonging.

Therefore, from the perspective of behavioral psychology, it is of great practical significance to analyze the innovative methods of enterprise human resource management mode.

**Objective:** At present, the rapid development of social economy, enterprises in the economic market, the traditional human resource management model has been unable to meet the needs of social development, is not conducive to the development of enterprises. In recent years, psychology has been widely used in human resource management in enterprises, and has achieved remarkable results. It is of great significance for enterprises to improve the level of human resource management and work quality.

**Subjects and methods:** In the innovative design of enterprise human resource management mode, a control experiment is adopted for enterprise human resource management. 40 people with different positions in an enterprise are selected and divided into control group and experimental group. In the experimental group, the 20 people are managed with innovative mode, and the actual behavior of employees is taken as reference without taking the original position of employees as the main consideration, Design different enterprise positions, better integrate the overall quality of individual employees, improve the work enthusiasm of employees, and constantly develop the potential of employees. At the same time, the observation group enterprises in the design of posts, can appropriately increase the post responsibilities, increase the challenge of the work, so that employees have greater development space. The control group was based on the original position, without post adjustment.

**Study design:** After 20 different positions were re planned according to the personality, psychological objectives and actual behavior of the personnel, the observation group completed a relatively difficult group of projects, with a deadline of 50 days. At the same time, the control group completed the same project according to the original position, and the deadline was 50 days.

**Methods:** The project completion and actual completion time are investigated to determine whether the innovation mode is feasible and whether the utilization rate of personnel is effective.

**Results:** The completion of projects in different groups is investigated, as shown in Table 1. It can be seen that the two groups of personnel can complete the project within the expected time, and the actual completion time of the control group is less than that of the observation group. However, due to the fact that the observation group itself is not in a professional position, and its on-the-job training and specific responsibilities and scope of work are not fully understood, the actual completion time of the two groups of personnel is still in a state to be optimized compared with that of the control group, The team members can complete the project in the expected time, and the project completion status is 100%, which shows that the innovation management mode designed is effective and feasible on the premise of continuous promotion and management training.

Therefore, from the perspective of behavioral psychology, enterprises can carry out human resource management from the following aspects:

(1) Do a good job of enterprise personnel training. Personnel training is the main way to increase the value of human resources in enterprises. Personnel training can improve the working ability and performance of employees, and improve the business efficiency of enterprises.

(2) Effective incentive system. Effective incentive system can stimulate the enthusiasm of employees and encourage them to make continuous progress. Enterprises should fully consider the needs and abilities of employees and formulate scientific and reasonable incentive system.

(3) Scientific and reasonable behavior standard. Behavioral psychology research shows that when people do a certain behavior and are rewarded, they will do more such behavior. On the contrary, when a certain behavior is criticized, they will escape this behavior. In the human resource management of enterprises, we can use behavior reward to promote the behavior standard of employees and promote the continuous development and progress of enterprises.

**Conclusions:** From the perspective of behavioral psychology, it is of great significance for enterprises to carry out human resource management. In the actual work, managers should fully grasp the psychological state of employees, meet the needs of employees to the greatest extent, give care to employees, so that employees can realize their importance to the enterprise. Therefore, the application of behavioral

psychology to human resource management can effectively enhance the enthusiasm of employees, mobilize their enthusiasm, and promote the long-term and stable development of enterprises.

**Table 1.** Project completion of different groups.

Group	Project completion/%	Actual completion time/d
Observation group	100	49
Control group	100	46

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## INFLUENCE OF INNOVATION MODEL DEVELOPMENT ON CONSUMER PSYCHOLOGY OF NON-POSTHUMOUS TOURISM RESOURCE

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**Background:** With the acceleration of the global trend and industrial process, the intangible cultural heritage and its living environment are seriously threatened, and the lack of many excellent intangible cultural heritage successors are in danger of loss, and it is very difficult to properly protect a lot of precious material data, so it is very important to strengthen the protection of intangible cultural heritage.

Among them, Nature causes the protection and utilization of intangible cultural heritage, in particular, heated debate on protection and tourism development. Both experts and tourism development have proved that moderate tourism development of intangible cultural heritage can provide financial support for the protection of intangible cultural heritage, another way has been added to better protection and inheritance.

At present, many tourism enterprises have participated in the development of intangible cultural heritage tourism products, and the intangible cultural heritage tourism resources of many scenic spots have become important tourism attractions, which has attracted many tourists to travel and also brought considerable economic income to the tourism enterprises. However, the current tourism development mode is mostly based on static display, and the tourism activities carried out in this way are not highly participatory. The tourists passively watch them, and the tourism products still stay at the low level of sightseeing. With the arrival of the experience economy era and the change of tourist consumption mode from passive sightseeing to active participation, this leads to the dislocation of the development mode of intangible cultural heritage tourism products and the consumption mode of modern tourists. In order to meet the needs of tourists' participation, individuation and diversification, tourist attractions should guide tourism planning and tourism product development with the idea of experience economy, enhance the experience of tourism products, dig deeply into cultural connotations, and carry out the structural adjustment of tourism products. So that tourists travel experience unforgettable.

**Subjects and methods:** Taking into account the overall survey and case interviews, and from the content of tourists' willingness to participate in non-legacy recreational tourism, tourism activity preferences, tourism measures requirements, suggestions on tourism development, and the visiting rate and influencing factors of non-legacy tourism in the surrounding areas, using the questionnaire (network survey and field survey) and interview outline, in-depth research, analysis and statistics of relevant data, to conduct a random survey of nearly 400 different groups (such as white-collar workers, college students, government officials and migrant workers) in the Pearl River Delta, eastern Guangdong and western regions, Ensure that research is as comprehensive and representative as possible in terms of age, occupation, education and frequency of tourism participation.

**Study design:** The experience theme selection of intangible cultural heritage tourism resources is based on thorough and meticulous market research, through market research to further accurately locate tourism product development categories and product mix, On the basis of resource theme creativity, guided by the consumption trend of tourists, Market segmentation based on tourist preferences, Design experiential tourism products to meet the psychological needs of tourists, Finally realize the economic benefit of tourism. Therefore, Market research generally includes the following aspects :1 tourist destination market environment survey; 2 Tourism market demand survey; Survey on the supply of tourism markets; Tourism Marketing Survey. Wulingyuan scenic spot is located in Zhangjiajie City, Hunan Province, the scenic area includes four parts: Zhangjiajie National Forest Park, Soxiyu Nature Reserve, Tianzi Mountain and Yangjiajie. 1992, It is included in the World Heritage list. And then the world geopark, China's first 5 Some level tourist