

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

Li Cheng

School of Economics and Management, Sanmenxia Polytechnic, Sanmenxia 472000, China

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

attractions. As a tourist destination with rich natural resources, beautiful landscape and outstanding cultural characteristics, every year attracts a large number of tourists to play. According to the data, with 24.5063 million visitors in 2019, The tourism-related income reached 30.681 billion yuan. The Baidu index of Wulingyuan in Zhangjiajie (weighted by Baidu users' search frequency for keywords) shows users from February 2 to March 2, 2020, the daily activity of the search index for this keyword is more than 2000, The index reached 11530 on February 20. Data show Wulingyuan scenic spot in the network. On the high level of attention.

Methods: The design of the questionnaire is divided into three parts: the first part is the scale design of three variables: network word-of-mouth, destination image and tourist behavior intention. The second part is the network word-of-mouth platform for information acquisition and trust, the form of network word-of-mouth acquisition that is willing to accept, and the network word-of-mouth that is willing to believe. The next content is the statistics of the questionnaire's personal situation. The questionnaire items of network word of mouth are divided into three parts: direction, quality and quantity of network word of mouth, and 14 test items. The questionnaire items of destination image are divided into four parts: social environment image, service image, facility image and emotional image, and 14 test items. Tourist behavior intention is one part ,4 test items. The questionnaire is a Likert 5 scale commonly used in academic circles.

Results: To ensure that the questionnaire is true, effective and reliable, it does not affect the subsequent model fitness and validation assumptions. First, the reliability of the formal scale was tested. The main observed values of reliability analysis are two terms, the first is the α coefficient (Cronbach's Alpha) of Clone Bach, the higher the value, the better the reliability. The coefficient is mainly the reliability of the observation scale. Scholars think that the α coefficient of Clonbach should be greater than 0.7 to show that the scale has a more suitable reliability, and after the item of the scale is deleted, the α coefficient of Clonbach will not be significantly improved. It shows that the scale has good reliability. A second item is the revised item-total correlation CITC (Corrected Item-Total Correlation). The numerical value mainly observes the correlation within the item. CITC greater than 0.5 is considered to be highly correlated. This study is also based on the above two points as the basis for the purification of scale items. The experimental results are shown in Figure 1.

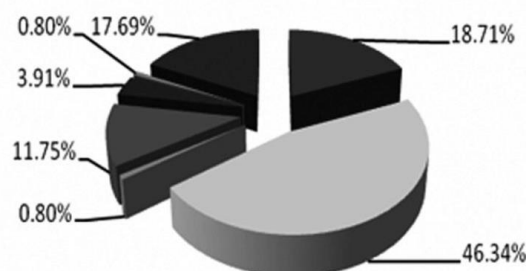


Figure 1. Variable validity analysis results.

As shown in Figure 1. Cronbach α coefficients of the variables studied are above 0.8. A coefficient of Cronbach after item deletion is not higher than the α coefficient of variable dimension. All the measurements of the scale have good reliability. Dimensions of variables to measure the CITC. of items All questions have a CITC greater than 0.5. The internal correlation of each dimension of the questionnaire is high. In summary, the design of the questionnaire meets the basic requirements, and the internal consistency is also high.

Conclusions: Non-legacy tourism pursues returning to nature and does not pay attention to excessive economic and commercial development. Therefore, in the construction of non-posthumous tourist attractions, as far as possible to do local materials, not extravagant waste, to build a characteristic, can let tourists close to nature, relax the body and mind of the accommodation environment and facilities, at the same time can provide the city's rare farm food and beverage, as well as convenient for tourists to carry out star-watching, fishing, moon-watching, picnics and other experiential activities simple facilities. In addition, the non-posthumous tourist souvenirs should also reflect the environmental protection, with a simple, elegant style to attract tourists.

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