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PSYCHOLOGICAL DETERRENCE EFFECT OF XU VILLAGE'S ARCHITECTURE

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Background: In the Dabie Mountain area of rural settlements in central China, preserves a considerable construction of traditional Xu village building (the periphery of the village design with walls and the building of the moat), from the building's location, inward architectural layouts, to moats, walls and constitute elements with strong defensive ability, reflected in the end of the Qing dynasty to the period of the republic of China, In the context of continuous social turbulence, there are rich social psychological factors implicit in the design of architecture. In order to protect themselves, the appearance design of buildings often shows the powerful psychological deterrence effect to the attackers. The inner action reveals the inevitable reality and analyzes the influence of the building environment on behavior and psychology.

Objective: To analyze the inducement of local people in constructing the village buildings from a macroscopic perspective, which can meet the thought of peace in psychological research. In short, it refers to how the architectural environment is created to achieve the safety, comfort and pleasure psychological of the residents, and how the architecture deals with the social unrest and restless. Combined with the effect of historical events and social development on the construction of the Xu village's buildings, followed the Xu village's buildings development path, verified the psychological influence of historical events on the public in the turbulent period, thus directly bringing about the formation of the Xu village's buildings, and found out the direct and indirect reasons of psychological factors influence the construction of the architecture. Through various theories of environmental psychology, this paper studies people's behavior in the place and seeks for the relationship between people's behavior and the buildings and the surrounding environment.

Research objects and methods: The main body of the object of study is the Xu village building elements, including stone assembled doors and walls, more peripheral trenches, the suspension bridge, turret, and Other defense facilities, reflects the social order chaos, in the history, the Taiping army, Nian army, Huai army, Xiang army compete between each other in Dabie Mountain area, people to seek comfort of life, have to adopt composite element of defense. This extremely introverted building reflects the defensive psychology of the resident. The defensive psychology has reached its peak and they feel that they are about to be broken at the touch. In the long history of our country, this should be the environmental stimulus of the adaptive level, but this mentality of the public has always existed, judging that it is the ideal level of stimulus.

The research methods include investigation methods, in-depth field investigation and interpretation of the defensive characteristics of the buildings in the Xu villages, and analysis of the psychological reactions of the public. Test method, through the organization of person, to carry out psychological shock effect experience research in the Xu village buildings.

Research Design: 48 famous historical copycats in the whole Dabie Mountain region were investigated, and 10 copycats with intact preservation and strong deterrence ability were selected, and the psychological deterrence ability of personnel was tested.

Statistical analysis method: SPSS statistical software package and double-item technology were used to conduct statistics on the research database and analyze the influence indexes of psychological test. Analogize the reasons for the construction of village buildings and establish a contingency table.

Results: Ancients build Xu village construction is intended to work on, meet the needs of the psychological withdrawal and security reality, is a positive, happy, and worth pursuing experience, thus the village construction can endure for a long time, so impregnable defense facilities become the eternal memory of scenes, shock of the soul is a Method of building, Address the need for self-protection in a time of social unrest.

Conclusion: Dabie Mountain area of architectural defense capability is strong, in the process of the whole building, do not hesitate to use total cost 50% of the money, to build all kinds of defense facilities, is the chaos of the society makes people panic, remote and remote building location selection, layer upon layer of fortification architectural layout and the representative of the "strong" the stone material of choice, for the deterrent to the enemy, This is the instinctive response, also it is the last refuge. So, finally to explore the relationship between the people with the surrounding buildings and the environment, to solve the contradictions and problems between people and the environment, analysis village problems base on the environmental psychology, which is the intersection of Architecture, Planning, and Psychology, only

deterrent effect to reach the enemy heart, will continue to maintain the construction and development.

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A PSYCHOLOGICAL SURVEY ON CONSUMPTION OF DOMESTIC TOURISTS DURING COVID-19 EPIDEMIC

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Background: The COVID-19 outbreak at the beginning of 2020 has greatly impacted China's tourism industry, and even almost stagnated for a period. Fortunately, after months of strict prevention and control efforts, the epidemic in China has been significantly improved, and major tourist attractions have gradually resumed their normal operations while continuing to strengthen prevention and control. However, we can find the typical consumption phenomenon under the background of the epidemic: many hoardings, the change of consumption concept of young people, the increase of online consumption, etc. The emergence of the COVID-19 epidemic has also brought a non-negligible impact on the consumer psychology of domestic tourists, making the tourism market demand tend to be more refined. At the same time, tourists' cognition of COVID-19 epidemic and the new demands of consumer psychology caused by it will have a profound impact on the development of tourism after the epidemic and the measures that tourism should take in the face of the crisis. Therefore, the domestic tourism development direction after the outbreak of identifying needs to be concern focused on the study of the changes in tourist consumption psychology, tourism comprehensive benefits during the outbreak fell under the background of comprehensively, careful analysis after the epidemic characteristics of domestic tourist consumption psychology, and explore the solution in time, local governments, tourism enterprises and tourism academic circles must face an important problem.

Subjects and methods: The psychological state of consumption of domestic tourists after COVID-19 epidemic was analyzed through on-site and online questionnaire survey. The survey was conducted on September 1, 2020, solstice, September 30, 2020. A total of 400 questionnaires were sent out, 395 of which were recovered, 380 of which were valid. Investigation for the disease is a willingness to travel of tourists after questionnaire contents include the basic attributes of respondents with an outbreak of tourists after way of tourism, tourist destination and the choice of type, the base, the propensity to consume, the consumption structure and consumption patterns, etc., from the above aspects can clearly see that the change of the domestic tourist's consumption behavior, and analyze the changes in consumer psychology.

Methods of Statistical Analysis: Using mathematical statistics and cross-analysis Methods to conduct systematic investigation, analyze the consumption psychology and consumption mode choice of tourists after the epidemic, infer the development trend and trend of domestic tourism consumption after the epidemic, and put forward suggestions for the recovery of tourism after the epidemic.

Results: After experiencing the epidemic, the consumer psychological demands of domestic tourists can be briefly summarized as "more health and sanitation" and "more economical", which are mainly manifested in the following aspects:

First, the popularity of group travel is reduced. It can be found from the collected data that 70% of people are not willing to participate in group travel. Indeed, in the context of the epidemic, in order to avoid close contact with strangers as much as possible, domestic tourists in the future will have an increased demand for personalized and individual services such as booking hotels, air tickets and scenic spots on their behalf. As a result, traditional group travel will continue to decline, and there may still be some room for the few group travel businesses that specialize in the sinking market, but the overall market is likely to show a clear trend of decline.

Second, low frequency or contactless tour is concerned. 85% of the respondents believe that the convenience of online payment, reservation system of scenic spots and scenic spots in advance, electronic bill and automatic gate for import and export will be the key considerations of tourists before choosing a tourist destination.

Third, health care, sports projects full of staying power. Influenced by this outbreak, the public is keenly aware of the importance of health. In the survey, more than 80 percent of people said that their attention to fitness, sports, health care significantly increased. Therefore, the sports and leisure category, especially the outdoor sports tourism consumption items will inevitably show a rising trend in the future. But the industry should accurately analyze the supply and demand of the market, a little careless will produce a lot of oversupply, thus forming vicious competition.