

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.

Fourth, tourists are more dependent on online publicity and marketing. With the transparency and sharing of information, as well as the strengthening of online life during the epidemic, many tourists will use new media forms such as short videos, live broadcasts and VLOG related to scenic spots, vacation areas or tourist areas to enhance their understanding of the area. At the same time, the scenic spot website online tour, will also form a huge attraction for them. Nearly 90 percent of those surveyed said they would select destinations based on information they found on the Internet.

Fifth, the price is more popular than the high travel items. The long duration of the epidemic and the severe economic impact on people in a wide range of industries have caused people to rethink their consumption behavior. According to the data, 75 percent of people think more money should be spent on savings and deposits, while 60 percent choose to spend a large proportion of their funds on investment, insurance, and financial management. Most people will pay more and more attention to the cost performance of tourism and attach great importance to their own sense of economic stability and control.

Conclusions: After the COVID-19 epidemic, the desire of tourists to travel was obvious because of the depression caused by the long-time home isolation. However, after experiencing this difficult period, their consumer psychology has undergone some changes, and their travel demands are also different from those in the past. Faced with the new demand of tourists after the epidemic, the tourism-related enterprises and the whole tourism industry that have been hit hard by the epidemic should think about solutions more fully, comprehensively, and objectively, and start the road of tourism recovery in an orderly way.

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PROMOTION OF SCHOOL FOOTBALL ON MENTAL HEALTH EDUCATION OF CHILDREN AND TEENAGERS

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Background: In recent years, Chinese campus football is facing a good opportunity for development. In the “China Football medium and long term development plan (2016-2050)” issued by the national development and Reform Commission in 2016, it is clearly pointed out that as an important measure to implement moral education, cultivate and practice the core values of socialism, it is an important measure to cultivate the interest of youth football. The basic project of enlarging the size of football population and consolidating the foundation of football talents, making more young students and children love football and enjoy football, making participating in football become an effective way to experience and adapt to social rules and moral standards. In 2019, the Ministry of Education launched the notice on pilot work of football featured kindergartens, which clearly stipulates that kindergartens are the carrier and every 3 years as a cycle. The goal is to expect 10000 football characteristic kindergartens in 2020. And in 2020, it is proposed to include kindergarten into the campus football system. Football is a comprehensive sport which is equal to collective ability, skill, intelligence, endurance and psychology. Children can develop their basic physical activities, such as reaction ability and judgment ability, improve body coordination, and promote the development of skeleton and muscle, digestive system and digestive system. The school football is the basic project of the development of campus football, and it is the enlightenment stage for teenagers to participate in football. Through the correct, systematic and stable development of children’s football, the quality of the reserve force of campus football can be improved, and the sustainable development of campus football can be promoted.

Objective: Football rules play a unique role in establishing good norms for children and teenagers. It not only has a positive role in promoting children’s physical and mental health, but also can promote the firmness of children’s sports consciousness. The positive influence of parents accompanying children to participate in campus football on their mental health is imperceptible. Campus football activities establish an efficient communication link among school, family and students. Football is conducive to children and adolescents to establish a correct outlook on life, values and world outlook, promote adolescent mental health, and provide a theoretical basis for primary and secondary schools to promote campus football planning, and provide a reference for the development and implementation of campus football policy.

Subjects and methods: This study takes the students of football characteristic kindergartens and primary and secondary schools as the research object, randomly selects the children and primary and secondary