

construction of the land property rights system, provide stable system expectations and market expectations for farmers, increase farmers' income, further stabilize farmers' income expectations, and have a positive impact on farmers' consumption behavior and consumption trend. Finally, we should follow the principle of moderate development, pilot the development of rural consumer credit policy, gradually eliminate the constraints of the consumer credit system, and change the expected consumption into immediate consumption, so as to realize the reasonable guidance of rural residents' consumption behavior from the perspective of psychology.

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EMBODIMENT OF HUMANISTIC PSYCHOLOGY IN THE ECOLOGICAL ENVIRONMENT PROTECTION OF TOURIST ATTRACTIONS

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Background: Background: With the development of tourism, especially the development of historical and cultural heritage as a tourism resource, the destruction of the human and ecological environment has continued to deteriorate. For example, serious architectural pollution and destructive construction, serious destruction of cultural relics, proliferation of antique buildings, destruction of local traditional culture and customs, the sale of imitation antiques in tourist attractions, uncivilized tourist behavior by tourists, etc., these tourist activities not only destroy tourism The natural landscape of the district has reduced the value of cultural tourism resources, and will even cause irreparable damage to it, and at the same time have a negative impact on the local traditional culture. Although my country's Environmental Resources Protection Law has relevant provisions on the development of tourism resources and ecological environment protection, it has played a certain role in the protection and development, planning, construction, and management of scenic spots and key cultural relics in my country. However, it involves the content of humane ecological environmental protection is scattered and scattered, and there is a lack of regulations on rectifying the destroyed ecological environment. The protection of the humane ecological environment is a systematic project. Compared with developed countries with high levels of protection of the humane ecological environment abroad, my country's humane ecological environment management system is not perfect. Therefore, the humane ecological environment needs to be protected in the development of tourism resources, and analyze the main factors that cause the destruction of the ecological environment of tourist attractions from the perspective of humanistic psychology. Humanistic psychology refers to human rationality, emphasizing human value and respecting human needs. Individuals are the process of understanding self-concept through the cognitive process of their own behavior, attitudes, feelings, desires, motivations, ideas, etc. In the humanistic psychology, the motives of environmental destruction can be divided into negative environmental attitudes, habitual behaviors, negative conformity psychology, and personal entertainment needs. Master the motives of destroying the ecological environment of the scenic spot, so as to control the destruction of the ecological environment of the scenic spot from the root.

Objective: Scenic spots are mostly distributed in high mountains and deep valleys, areas that are difficult for humans to reach, and religious areas. The ecology of these areas is often extremely fragile and can easily cause irreversible damage to the natural ecosystem. Another example is the Beijing Forbidden City, the Great Wall and many other ancient human sites, ancient buildings and other historical relics. With their extremely high historical, cultural and artistic value, they have become precious world cultural heritages. Once they are destroyed, they cannot be restored to their original appearance. Even if it pays a huge price to imitate, its meaning is completely different. Therefore, this paper investigated the relevant personnel who caused damage to the scenic spot, and analyzed their psychological state through the data results.

Subjects and methods: Tourists' uncivilized tourism behavior is an important reason for the imbalance of the humane ecological environment ecosystem. Many tourists engraved on ancient trees, inscriptions, ancient architectural beams and pillars, trampled on the surface vegetation, picked flowers and trees, and threw garbage everywhere in the tourist area. These bad habits seriously damage the cultural landscape

and reduce the value of cultural tourism resources. As a result, vegetation in the scenic area is scarce and plant diversity is reduced. In the process of ecological environmental protection in this scenic spot, it is necessary to consider humanistic psychological factors, that is, the psychology of environmental destroyers. For this reason, this research takes environmental destroyers as the research object. Conduct interviews and investigations.

Study design: In order to ensure the reliability and validity of the survey results, a random sampling method is adopted. Fifty environmental destroyers were randomly selected to conduct interviews and investigations. Enter the experimental results into SPSS for statistical analysis. Compare the data results obtained. Analyze the psychological state of different individuals when they destroy the environment.

Methods: In order to verify the relationship between humanistic psychology and uncivilized tourism behavior, the ecological protection of scenic spots was carried out from the perspective of humanistic psychology, and the psychological state of saboteurs was investigated. The environmental protection system of the scenic spot is formulated according to its psychological factors, so as to highlight the humanistic psychological characteristics in the environmental protection work of the scenic spot, and fully reflect the respect and care for people. On the basis of respecting tourists, from their psychological point of view, manage their travel behavior in scenic spots. Interviews the tourists with sabotage behavior, categorize the results into four kinds of psychology, and conduct SPSS data analysis.

Results: The results of the interview are shown in Table 1.

Table 1. Different individuals destroy environmental psychological states.

	Pollution of cultural relics	The surface vegetation in the scenic spot was trampled arbitrarily	Flowers and trees are picked	Throw garbage everywhere
Negative environmental attitude	3	2	4	4
Habitual behavior	0	8	1	4
Herd mentality	5	0	3	0
Personal entertainment needs	6	1	9	0

It can be seen from Table 1 that for each sabotage behavior, the main psychological state of the individual is quite different. First of all, in terms of pollution of cultural relics and historical sites, most tourists focus on entertainment and herd mentality, while a small number of people are due to their negative attitudes towards environmental protection. In terms of trampling on vegetation, most people are out of habit, but also because of their weak awareness of environmental protection. In terms of picking flowers and trees, more tourists are due to their own entertainment needs. In terms of littering, it is mainly due to tourists' negative attitudes towards the environment and their usual bad habits.

Conclusions: The occurrence of environmental damage behavior is closely related to the attitude, motivation, negative environmental psychology and irrational decision-making of the actors. This research attempts to explain the motivations of environmental destruction behaviors in tourist attractions from the perspective of humanistic psychology, and uses this as a basis to explore related governance models, in order to provide a certain reference for the ecological environment protection of tourist attractions.

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ANALYSIS METHOD OF COLLEGE SPORTS ATHLETES' PSYCHOLOGICAL STATE BEFORE COMPETITION BASED ON BEHAVIORAL PSYCHOLOGY

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Background: Nowadays, with the rapid development of competitive sports level, the requirements for college sports athletes in all aspects are increasingly high, especially the requirements for psychological ability. To achieve excellent results in the competition, not only depends on the physical quality and athletic skills, but also to improve the ability of athletes to withstand various psychological pressure in the