

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

Zhongyu Wan

College of Physical Education, Sichuan Agricultural University, Ya'an 625014, China

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

competition. Therefore, it is necessary to strengthen the psychological training of sports athletes. Competition behavior and facial expression are one of the most important explicit forms of psychological state, which can often reflect the psychological state of athletes in training and competition. Through professional statistical analysis of specific external behavior of athletes, combined with the measurement of special indicators, the psychological characteristics of athletes can be determined.

In order to get excellent results in the competition, we should not only improve the level of sports skills, but also strengthen the psychological training and improve the ability of psychological adaptation, so as to withstand various tests of life in the competition. Therefore, from the perspective of behavioral psychology, it is necessary to conduct a thorough and systematic combing of the current chaotic pre-competition psychological research of college sports athletes, so as to form a clear and clear system of psychological characteristics, in order to enhance the pertinence, systematisms and authority of pre-competition psychological regulation of college sports athletes. Therefore, this paper analyzes the pre-competition mental state of college sports athletes from the perspective of behavioral psychology, which lays a solid foundation for the design and implementation of the follow-up training plan.

Subjects and methods: In order to comprehensively analyze the psychological state of college sports athletes before the game, this article selects the physical education majors of a normal college sports college and the students of the social sports majors as the experimental objects, all aged 19-21 years old, of which 20 students majoring in physical education It is the experimental group, and 20 students majoring in social sports are the control group. Before the experiment, the pre-match mental state of the two groups of students was tested, and the results showed that there was no significant difference in the pre-match mental state of the students before the experiment.

Study design: The training progress, training frequency, training equipment and testing standards of the two groups are the same. The control group used traditional training methods and did not focus on special psychological training methods. The experimental group used targeted psychological training methods. Implementation plan: Before the experiment, two groups of students participated in a sports competition in a certain city to compare their mental states. In the experiment, 20 students majoring in physical education in the experimental group were mentally prepared before the competition, and various psychological training methods were used throughout the experiment to train and adjust the experimental group.

In the four behavioral psychology of excitement, tension, negative state, and blind self-confidence state, the psychological state of the two groups of students before the game after the suggestive psychological training is analyzed.

Methods of statistical analysis: The mental state of the sports players before the game was compared, and SPSS19.0 was used to statistically analyze the two sets of data.

Results: After suggesting psychological training, the pre-match psychological state of the two groups of students was analyzed. After five weeks of psychological training, the two groups of students were asked to fill out the questionnaire again. The scores are shown in Table 1.

Table 1. Analysis of the psychological state of the two groups of students after the suggestive psychological training.

Dimension	Test group	Control group	P
Excited state	1.32±0.60	1.51±0.60	P<0.05
Tension	1.15±0.53	1.52±0.53	P<0.05**
Negative state	0.95±0.41	1.33±0.43	P<0.05**
Blind self-confidence	1.23±0.55	1.78±0.57	P<0.05**

It can be seen from Table 1 that the scores of blind self-confidence, tension, and negative state of the experimental group students are significantly different from those of the control group, indicating that the implied psychological training has an effect on the blind confidence, tension, and state of the students before the competition. The negative state of these mental states has more obvious effects.

Conclusions: After 18 weeks of implied psychological training for physical education students, the results of the psychological state questionnaire test showed that after the implied psychological training before the game, the blind confidence, tension, and negative state of the students have a better effect. Physical education majors have a weak foundation, and their mental state is much worse than that of professional athletes. The results show that the students who have undergone pre-match psychological training are far higher than those who have not participated in the game. Therefore, in order for students to achieve good results in the game, it is necessary not only to have a solid basic skill, but also to have a pre-match mentality. Adjustment is also very important.

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ROLE OF PROPAGANDA PRINTS IN PROMOTING NATIONAL IDENTITY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Yanxin Zhang

Academy of Fine Arts, Jilin University of Arts, Changchun 130012, China

Background: According to the attitude theory of social psychology, people's sense of identity is a relatively stable and lasting psychological reaction tendency, which is an internal psychological structure composed of cognition, emotion and intention. People's sense of identity formation mechanism is the main body in the disseminator, mode of transmission, identity and spread, under the function of situational factors such as psychological activity in people's obedience, assimilation, internalize the three stages, people's psychological attitude through, utilitarian obey development of passive to active, voluntary approval, finally realize people's identity. For a long time, there has been a loyal, lasting and strong sense of belonging to "China" in the hearts of people of all ethnic groups in China, that is, Chinese identity, which includes Chinese land identity, Chinese national identity and Chinese state identity. The four basic connotations of identity and Chinese cultural identity are influenced by traditional established factors, persistence factors, inheritance factors and selection factors, which in turn are closely related to the satisfaction degree of acquired needs to realistic interests. The restriction of various factors has an important influence on the identity of ethnic Chinese. From the perspective of social psychology, it can be seen that in terms of being endowed, it is the strengthening of the historical identity that produces such identity that gets rid of the haze of historical nihilism. Analyzing their choice from the perspective of social psychology, we can see that starting from the driving role of interests, starting from the legal and institutional aspects, we can truly and thoughtfully realize the interests of a certain group and satisfy their pursuit of legitimate and reasonable interests. However, these two aspects are a whole, they cannot be independent or partial, and neglecting either of them could have extremely serious consequences. Therefore, strengthening people's Chinese national identity from the perspective of social psychology plays an important role and significance for social stability and national harmony, and for the great rejuvenation of the Chinese nation. Therefore, this paper focuses on the promotion of propaganda prints to people's sense of identity from the perspective of social psychology.

Objective: The simple propaganda and education will turn into pale preaching, so in the process of propaganda and education, we should grasp the psychological state of students and analyze the psychological state of learners from the perspective of social psychology, so as to improve the persuasion of propaganda and education. Therefore, one can flexibly analyze educational identity through social psychology. Publicity print is an effective means of verifying whether printed matter aims at improving people's identity from the perspective of social psychology.

Subjects and methods: Printmaking is made by printing the marks left by various knives on the wooden board, or with some special texture effects, and transferred by ink. The biggest advantage of printmaking is that it is highly reproducible. In ancient times, it played a great role in propaganda. Social psychology emphasizes the interaction between society and individuals, the discussion of social situations, and the internal psychological factors of individuals. Therefore, the relational methodology based on the perspective of social psychology focuses on exploring the role of propaganda prints in promoting people's sense of identity from the perspective of cultural value, and it can undoubtedly give more insightful and rational answers to many practical problems.

Study design: There are many classifications of modern prints, such as wood prints, copper prints, silk-screen prints, lithographs, digital prints, and comprehensive effect prints based on the materials used. This paper selects 100 prints for research, evaluates the role of these 100 prints in promoting people's sense of identity, and sets specific evaluation conditions in the evaluation:

- (1) Printmaking has the function of education, and the score is 20;
- (2) Printmaking has the function of ideological and political education, and the score is 20;
- (3) Printmaking has the function of image shaping, and the score is 20;
- (4) Printmaking has the function of enhancing people's sense of identity, and the score is 40.

Use SPSS13.0 software for data management and analysis.

Results: The attitude change theory in social psychology provides a theoretical reference for studying the promotion effect of propaganda prints on the people's sense of identity. Table 1 shows the evaluation results of the promotion effect of propaganda prints on the people's sense of identity.

Analyzing the data in Table 1, it can be seen that in terms of educational function, ideological and political education function, image shaping function, and function of enhancing people's sense of identity, publicity prints have all received higher scores, indicating that they can play a certain role in publicity, and in publicity. In the process, it plays a role in guiding the people's public opinion, thereby enhancing the people's sense of identity.