

intention of equity incentive plan is to improve corporate performance, the relationship between equity incentive and corporate performance is uncertain due to the influence of such factors as the design and implementation of equity incentive plan by different companies and the difference of companies. The relationship between equity incentive and corporate performance includes: Significant positive correlation, negative correlation, correlation but not significant, complex correlation and no correlation. Equity incentive is a long-term incentive mechanism for enterprises to encourage and retain the core talents. Equity incentives conditionally give certain shares of the company to the incentive recipients, so that they and the interests of the company's shareholders tend to agree, thus promoting the company's long-term development.

Table 1. Positive psychological impact of equity incentives on economic development.

Factor	Development philosophy	Production efficiency	Transformation and upgrading
Enterprise A	4	3	3
Enterprise B	4	3	4
Enterprise C	4	4	3

Acknowledgement: The research is supported by: Soft science research special project of science and technology department of Hebei province, Research on equity incentive reform of transformation of scientific and technological achievements in colleges and universities(194576111D).

* * * * *

COLLEGE TEACHERS' PHYSICAL EDUCATION RESEARCH MODEL UNDER THE BACKGROUND OF PERSONALITY PSYCHOLOGY

Peixuan Wang & Jian Liu

School of Physical Education, Nanchang University, Nanchang 334000, China

Background: Psychology is a science that studies the mental phenomena, mental functions and behaviors of human beings and other animals. It is not only a theoretical subject, but also an applied subject. Psychology, including theoretical psychology and applied psychology, involves many fields such as perception, cognition, emotion, personality, behavior and interpersonal relationship, and also relates to daily life, such as family, education and health. Personality psychology belongs to applied psychology, which studies human learning, the effect of educational intervention, teaching psychology, and social psychology organized by schools in educational context. The emphasis is on applying psychological theories or research to education. The object of study is the basic psychological law of students learning from teacher education in the school education context. Personality psychology has three major functions in education and teaching: guiding students to study efficiently, optimizing teachers' teaching behavior; Promote students' all-round development and teachers' professional growth. Teachers, as the educators entrusted by the society to educate the educates, play a leading role in the process of education. Therefore, the study of teachers' psychological characteristics is not only the focus of psychological research, but also the focus of educational and teaching research. The psychological characteristics of college teachers are divided into cognitive characteristics, personality characteristics and behavior characteristics. Cognitive features include basic abilities, such as observation, memory, imagination, thinking and attention, teaching design, language expression, organization and management, teaching in accordance with students' aptitude, teaching monitoring, self-education, education and scientific research, and educational tact. Personality traits include educational belief, devotion to one's job, selfless dedication, caring for students and respect for friendship. Honesty and trustworthiness, strict self-discipline; Trust, understanding and tolerance; Enhance comprehensive strength, lofty ambitions. Behavioral characteristics include educational and ideological nature, social and purposeful nature, scientific and cultural nature, normative and legal nature, strategic and artistic nature.

Objective: The development of the times challenges the school physical education, and it is urgent to build a high-quality, self-development innovative teachers, continuing education is an effective way to mature teachers. It is not only the need of promoting the professional prestige of PE teachers, but also the guarantee of the quality of higher education to establish a dynamic and open teacher education mode in line with the development trend of the world today, and to give new connotation to the form and content of continuing education, so as to improve the professional level of PE teachers from a deeper level and

make it adapt to the development of education and physical education in the 21st century.

Subjects and methods: Personality psychology can effectively promote the physical education of college teachers, guide teachers to practice correct teaching methods, and improve the comprehensive ability of college students. This paper investigates and analyzes personality psychology from three aspects: improving teachers' teaching ability, promoting students' learning ability, healthy mentality and willpower. Through the way of sending out questionnaires, statistical analysis of personality psychology on college teachers physical education research model.

Study design: Stratified cluster random sampling method was used to investigate 500 college students. Random sampling of 3 universities, each grade randomly selected 1 major, a total of 12 professional students to conduct a questionnaire survey, a total of 500, 489 recovered, the number of effective 474.

Methods: The influence of Excel statistical product personality psychology on college teachers' P. E.

Results: Personality psychology plays an important role in the construction of college teachers' P. E. study mode. Through the active guidance of college teachers, college students' learning anxiety has a significant downward trend.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Influence of personality psychology on physical education training mode of college teachers.

Factor	Learning ability	Healthy mentality	Willpower
University	4	4	4

Conclusions: Whether it is through teaching activities to inherit human civilization and wisdom, or through practical actions to interpret social and professional ethics, teachers have never stopped moving forward. While continuously improving the visible ability of teaching, it is undoubtedly of great practical significance to care about teachers' psychology and pay attention to the study of psychological characteristics.

* * * * *

DEVELOPMENT STATUS AND IMPROVEMENT STRATEGY OF RURAL HEALTH PRESERVING AND VACATION TOURISM BASED ON SOCIAL PSYCHOLOGY

Zhijia Chen¹ & Lei Peng²

¹*School of Business and Trade, Nanjing Vocational University of Industry Technology, Nanjing 210023, China*

²*Sol International School, Woosong University, Daejeon 34606, South Korea*

Background: In recent years, rural tourism in China has been developing rapidly and its forms have been innovated, which has given birth to new types of tourism. With the acceleration of urbanization process, people's health concept continues to improve, rural health resort tourism as a new economic support came into being. Rural health tourism, which is popular by all circles of the society, breaks through the restriction of traditional industries, has far-reaching influence on the growth of economic benefits, strengthens the interaction and exchange between urban and rural residents, and promotes the sustainable development of rural regional economy. The rapid development of tourism industry not only helps to increase rural economic income and employment, but also plays a positive role in promoting the integration of rural industries. Under the background of urban-rural integration, rural health tourism, as a new economic form, is an important way to achieve urban-rural integration, effectively narrowing the distance between urban and rural areas, and is also important for the positive transformation of agricultural structure. At present, China's economy is in the stage of rapid development, people's living standards continue to improve, the consumption capacity of residents greatly improved, the quality of life put forward higher requirements. On the one hand, China's population of over 65 years old reached 150 million, the one-child policy has given birth to a large number of empty nesters living alone. Influenced by the traditional concept of health preserving, the retired middle-aged and old people not only have enough money and leisure time, but also have a great demand for health preserving tourism products, which provides conditions for the rapid development of health preserving resort towns. On the other hand, with the rapid development of the city,