

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.

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

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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,

the urban environment is destroyed seriously, the high-speed life rhythm makes people in a state of constant pressure, many people appear double “sub-health” in physical and psychological aspects, have the idea of “escaping from the city”, and then have the rural health resort tourism. At present, China’s rural health resort tourism is still in the primary stage, there are still many problems in the development process.

Objective: China has a vast territory. The vast rural areas have very rich tourism resources. Only on the basis of reasonable development of natural tourism resources, can we better meet the needs of consumers. Macroscopically grasping the development of tourism resources to create a unique local characteristics of rural health resort tourism. From the strategic goal, we should make the rural health resort tourism system efficient cooperation, each play an important role in order to improve the quality of regional tourism development.

Subjects and methods: Social psychology can guide social groups to reasonably use natural resources and green consumption through various forms. Reasonable development of rural health resort tourism. This paper mainly from the impact of social psychology, people can effectively and reasonably use of natural resources, green consumption, rational development of resources, such as three aspects.

Study design: Interview 10 rural tourism developers and 50 tourists to understand the development of rural health resort tourism, the existing problems and specific recommendations for rectification. Visit time is about 15min-25min.

Methods: The impact of Excel statistical social psychology on the development of rural health resort tourism.

Results: In order to promote the development of rural health resort tourism, it is necessary to make use of natural resources rationally, promote the green consumption of tourists, and develop effective resources rationally.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. Influence of social psychology on the development of rural health preserving vacation tourism.

Factor	Natural resources	Green consumption	Exploit resources
Economy	4	4	4

Conclusions: Rural health tourism not only effectively pull the rural economic development, but also meet the needs of the urban population’s individual health requirements. In view of the problems existing in the development of rural health care and vacation tourism at the present stage, we shall take the market development as an important orientation and government policy support as an important support, give play to the core role of health care cultural resources, promote the deep integration of rural tourism resources, and escort the healthy and sustainable development of rural health care and vacation tourism.

Acknowledgement: The research is supported by: The research Project is supported by the Philosophy and Social Sciences of Nanjing Vocational University of Industry Technology. “Research on the Development Path and Mechanism of Medical Tourism Industry in China from the Perspective of Rural Revitalization” (NO. 2019SKYJ04); the Philosophy and Social Science Foundation of the Jiangsu Higher Education Institutions of China. “Research on the path and mechanism of rural tourism development in China from the perspective of epidemic normalization prevention and control” (NO. 2021SJA0650).

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RURAL COMMUNICATION STRATEGY OF MEDIA ADVERTISEMENT IN NEW ERA BASED ON COMMUNICATION PSYCHOLOGY

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Background: John Wernameck of the famous “Father of Department Stores” famously said, “Half of my investment in advertising is useless, but the problem is I don’t know which half is.” This sentence not only expresses the perplexity of advertisers to the waste of advertising investment, but also puts forward higher requirements and expectations for the actual effect of advertising communication. Indeed, all enterprises or organizations advertising, very much hope that advertising effectively convey their own ideas, images and products to influence and persuade consumers, and ultimately profitability. When the effect of