

**Study design:** Stratified cluster random sampling method was used to randomly investigate 600 ceramic consumers. 600 questionnaires were sent out and 568 valid questionnaires were collected.

**Methods:** Research on the design and development of ceramic cultural creative products from the perspective of Excel statistical consumption psychology.

**Results:** With the development trend of socioeconomic and cultural diversification, cross-industry integration has become an inevitable topic in the next development exploration of each industry. Enterprises in the development of products if the use of cultural and creative product design concept, through different forms of stimulation behavior, enhance product creativity.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding off the average of 600 ceramic consumers. The specific statistical table is shown in Table 1.

**Table 1.** Research on the design and development of ceramic creative products from the perspective of consumer psychology.

Factor	Function	Morphology	Color	Decorative technique
Consumer	4	4	4	

**Conclusions:** Consumption psychology mainly studies the psychological phenomenon and behavior law of consumers in consumption activities. Its aim is to study the psychological activity law and individual psychological characteristics of people in the process of daily consumption and daily purchasing behavior. Through the study of consumer behavior in the whole process, psychological changes in the ceramic culture creative product design. These psychological activities are the intrinsic determinants that motivate consumers to buy or give up a product and dominate the implementation of consumer behavior. Through the study of the psychological process of consumer behavior, we can provide theoretical basis for designers to create ceramic cultural creative products. Designers and consumers can be easy to operate, manufacturers will be able to produce according to computer drawings out of his production. The creation of this software not only allows designers to reduce the design cycle, the concept is to emphasize the idea that everyone is a designer. Consumers create their own products independently, in order to show their uniqueness. Simultaneously this kind has the entertainment psychology to be able to increase the consumer when the creation joyful feeling.

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## THE PROMOTION OF HEALTH PSYCHOLOGY TO CULTURAL TOURISM

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**Background:** Psychological researchers believe that health psychology is a comprehensive subject, mainly for people how to maintain a healthy body and mind services. With the progress of the society and the development of the times, healthy psychology will be more and more important in people's daily life and work. Although psychologists have two views on the future development of psychology: One is the optimistic view that psychology will be valued by millions of people, even religious worship; Another is a pessimistic view, that "psychology has a long past, a short history and a vague future", that even after 10 years, psychology will not become a real science. But one thing cannot be ignored is that modern people to improve the quality of life, we must master some necessary knowledge of health psychology. It can be said that mastering the necessary knowledge of health psychology is not only the inevitable requirement of the times, but also an important guarantee for people to maintain physical and mental health, and even an important factor affecting people's career success or failure. Tourism, as a complex multidisciplinary phenomenon, has been concerned by many social sciences, including psychology. Most of the researches on tourism focus on social psychology and environmental psychology, including tourists' motives, residents' attitudes, relations between host and guest, tourists' or residents' attachments and community attachments. But looking at the field of psychology, especially its application in cross-cultural psychology, it is found that tourism literature rarely talks about the theory of cultural adaptation. Cultural adaptation is a process of adapting to the new cultural environment, including a person's attitude, behavior and cognitive changes in the new environment. Most acculturation studies have been conducted among groups such as migrants,

expatriates and persons employed abroad. Interestingly, though tourism is the most common form of face-to-face cross-cultural contact, it has been ignored by the cultural adaptation theory. In fact, cultural adaptation has the most direct relationship with tourism, which involves the extent to which individuals wish to accept foreign culture and maintain their own culture in an intercultural environment. It is no exaggeration to say that the theory of acculturation can give the most comprehensive and integrated interpretation of many tourism phenomena. Few scholars pay attention to the acculturation problem caused by tourism development and frequent visitors, let alone the antecedents, consequences and internal mechanism of this problem. The influence of cultural adaptation is usually recessive, it involves individual value system and most of them are intangible, not only difficult to measure but also often overlooked. The result of being ignored is the negative impact of tourism community development, residents in the social and cultural, psychological and behavioral discomforts will occur. Therefore, the study of community residents' acculturation in tourism destination development is not only a vacancy in related fields, but also a problem that must be faced by tourism destinations.

**Objective:** Although tourism is the most common form of face-to-face cross-cultural contact, it is rarely involved in the theory of cultural adaptation. Therefore, it is not only beneficial to the development of tourism industry, but also to the cultural exchange to integrate culture and tourism and study the promotion of health psychology.

**Subjects and methods:** From the perspective of local cultural tourism cities, this study explores the changes of local people's thoughts, behaviors and attitudes in urban cultural tourism, and disseminates knowledge of health psychology to local residents.

**Methods:** 50 residents of a cultural tourism city were interviewed after disseminating the knowledge of health psychology. Interview time is set to 40-80 minutes, interview form is a one-to-one interview, then the respondents were divided into 5 groups, the form of discussion by the group to summarize the views of the group. The contents of the interview include the views of current urban cultural tourism, the impact of tourism on the city, and how to spread urban culture and the focus of urban culture. In the process of discussion, the group explored the knowledge background of health psychology, the changes of community residents' thinking and so on. The whole process of interview and discussion were recorded, then the results of interview and discussion were arranged.

**Results:** From the perspective of health psychology, most of the local residents who know the basic knowledge of health psychology express that they are inspired by it. Health psychology drives the local residents' psychological fluctuation. Among them, 32 residents said local cultural tourism, community residents are often ignored psychological, cultural and behavioral changes, which in fact are also a subtle impact on tourism development. Twenty-seven residents said they would pay more attention to personal behavior and behavior, establish a better image of the local people, and actively disseminate local cultural connotations to contribute to the city's cultural tourism.

**Conclusions:** From the point of view of health psychology, the city should show the core value and cultural connotation of culture and make the cultural communication more influential in cultural tourism planning. Activating urban culture and exploring the mode of creative communication is an effective way to develop urban cultural tourism. Therefore, the city should grasp this change, narrow the distance between the city culture and the tourists in the creative dissemination, and let the tourists understand the city and taste the culture in the immersion experience. The city should break the thought limitation in the development of cultural tourism, actively integrate cultural resources, excavate cultural connotation and design cultural experience products. Using modern technology to widen the impact of urban cultural tourism and promote product mix, so as to improve the dissemination effect, show the charm of urban culture, and promote the healthy and sustainable development of cultural tourism industry.

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## THE INNOVATIVE DEVELOPMENT OF NETWORK EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF PSYCHOLOGY

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**Background:** While acknowledging the advantages of web-based education, many scholars also objectively point out the shortcomings of its current existence. These reflections focused on the following three main areas:(1) Education economists question the necessity of web-based education mainly from the perspective of economic costs and benefits;(2) Educational technologists have questioned the possibility of