

innovative college students, new media form is mainly used to expose students to various social information so as to spread social information pertinently. Mainly from three aspects:

(1) Content of Information Transmission.

First, consider the authenticity of the information content. The more reliable the source of information and the more correct the content, the easier it is to be accepted and accepted by the educated. Secondly, information should have certain value and can reflect the development needs of people themselves and the society. Finally, the content of information should be reasonable and reasonable in organization.

(2) Presentation order of information.

The presentation order of ideological and political education content will also affect the acceptance effect of the educated. In the process of ideological and political education, we should arrange the order of information to be disseminated according to the importance of the information to be disseminated, put the important information in the first order of expression, and deepen the memory of the educates of important ideas.

(3) Mode of dissemination of information.

In the dissemination of ideological and political education information, we should flexibly adopt various methods according to the personality characteristics of the students. For example, the method of activity can be used to test the scientificity and rationality of information in the practice of ideological and political education. If we can adopt the propaganda way, we can try our best to diversify the propaganda way, we can propagate the information of ideological and political education through the network, media, newspaper, magazine and so on. Therefore, 120 college students were randomly selected to receive ideological and political education from the perspective of psychology. The experiment lasted for 2 months. After the experiment, the students were interviewed one-on-one for 40 - 90 minutes. The content of the interview included the students' active involvement in the learning process, calmness and evaluation of learning fatigue, ideological and political education forms. The score of each subscale ranged from 0 to 15.

Results: The resulting data statistics are shown in Table 1. It is found that students in good physical and mental state can be actively involved in the study of ideological and political courses, and the evaluation score of this form of education is higher.

Table 1. Statistical results (The average value±variance).

Emotions	Evaluation of ideological and political education form	Peace of mind	Exhaustion of study	Exhaustion of study
Score	12.15±1.08	9.65±4.18	4.71±1.52	11.57±2.84

Conclusions: Ideological and political education focuses on moral education in order to improve people's ideological consciousness and moral quality; Mental health education focuses on mental health education to improve people's psychological quality, the two permeate each other and complement each other. Acceptance psychology provides a broad vision and new research orientation for the development of ideological and political education in colleges and universities. It is used to guide ideological and political education of college students, promote the combination of ideological and political education and mental health education, help college students tap their potential from a positive perspective, stimulate their youthful vitality, learn to study, work and live healthily and happily, and train them to become builders and successors of the socialist cause with Chinese characteristics.

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NEW THOUGHTS ON IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: It is of great significance to integrate positive psychology into ideological and political education in colleges and universities. First of all, ideological and political education is to cultivate high-quality personnel needs. With the fierce competition in all walks of life, science and technology and personnel training are the main factors to improve their competitiveness. The achievements of higher

education in each university are mainly embodied in whether the trained talents can be in an advantageous position in the fierce market competition. Therefore, the current education work of colleges and universities needs to be carried out from all aspects, and strengthening the quality education work of college students is mainly embodied in promoting the all-round development of moral, intellectual, physical and aesthetic education, and strengthening the cultivation of psychological quality of college students, so as to highlight the comprehensive location of higher education in colleges and universities. Secondly, with the rapid development of social economy, the society is in a fast-paced state of life, and there is a lack of necessary communication between people. If this kind of unhealthy mood lasts for a long time and is not timely dredged, it will lead to a certain degree of mental health problems, which will hinder the development of college students, social harmony and stability, and hinder social development. At the stage of accepting higher education, its educational work can effectively guide and shape the college students' outlook on life, world outlook and their values. College educators need to guide the three views of college students from a positive psychological point of view, so that students can adjust their way of thinking in time, and better integrate into social development. Secondly, the psychological perspective can effectively promote the virtuous circle of ideological and political education in colleges and universities. Among many courses of college students, ideological and political education is of great importance. It is a good and consistent moral norms, ideological concepts and political and ideological views of social development. It is also a purposeful and planned activity to improve the ideological and political quality of college students. With the prosperity and development of socialism with Chinese characteristics, college students have played an important role in the process of social construction, and their educational achievements have been widely recognized and concerned by the society.

Objective: Ideological and political education in colleges and universities is a far-reaching and significant project. The success of ideological and political education in colleges and universities directly affects the sustainable development of talents. Ideological and political education is a general law to study the formation and development of people's ideological and moral character, which inevitably involves people's psychological activities. Psychology is a science that studies people's psychological process and psychological characteristics. The theories and methods it provides can be used for reference and applied in ideological and political pedagogy. Positive psychology is based on certain theoretical research results, learning from and combining the advantages of other psychology. Combining positive psychology with ideological and political education can not only enrich the teaching content of ideological and political education, but also effectively improve the effectiveness of education and promote the development of this major.

Subjects and methods: Stratified cluster random sampling method was used to investigate 500 students. A total of 500 questionnaires were distributed and 479 valid questionnaires were collected, with a recovery rate of 95.8%. The score range is 1-10. The higher the score is, the better the students' autonomous learning ability, interest and mental health are. Again, 120 students were randomly selected from 500 students, which were divided into experimental group and control group. 60 students in each group were divided into experimental group and control group. The experiment lasted for half a year, and the experimental group added psychological guidance in the ideological and political education in order to improve students' psychological quality. The control group was only given general ideological and political education, not special psychological consideration.

Methods: Using excel statistics of the students' questionnaire results.

Results: Statistical data of the two groups before and after the experiment, the results are shown in Table 1.

Table 1. Statistical results before and after the experiment.

Group	Before and after the experiment	Autonomous learning ability	Interest in learning	Mental health development.
Experimental group	Before the experiment	5	6	4
	After the experiment	7	9	9
Control group	Before the experiment	5	5	4
	After the experiment	6	5	6

Through the data in Table 1, we can see that the experimental group can improve students' autonomous learning ability, enhance students' interest in learning, and promote the healthy development of students' mental health. The control group did not show any improvement after the trial.

Conclusions: Positive psychology, respecting the personality difference of human body, combining the characteristics of ideological and political education, carries out the teaching idea of humanism in the teaching process, and strengthens the humanistic care to students. At the same time, in the process of ideological education work, actively combine positive psychology and excellent service concept. College

counselors and class advisors should show full concern for the students and give them necessary help from the perspective of respect, so as to make them fully feel the importance of their teachers and enhance the influence of ideological and political education. Positive psychology and ideological and political education have the same teaching goal. From the view of psychology and pedagogy, it is the premise of educational reform to carry out comprehensive education for college students. We should pay attention to the ways and means in the process of education, strengthen the organic combination of positive psychology and ideological and political education, and carry out all-round analysis at different levels from all angles to realize the complementary advantages and exert the maxi.

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ON THE SERVICE MANAGEMENT STRATEGY OF HOTELS IN TOURIST ATTRACTIONS FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Mastering the psychology of tourists is helpful to enhance the popularity and influence of hotels in the service of tourist attractions. At the same time, the hotel management service, the hotel environment, the hotel sanitation, the hotel hardware and software are all the important factors that affect the hotel sales. And it is also a decisive factor to decide whether the tourist hotels can have a strong competitiveness in the local tourist hotel market. Under the traditional mode, there are still many problems in the hotel operation and service management in the actual operation process of the tourist hotels in scenic areas. Therefore, only by solving the problems existing in the operation and service management of tourist hotels and making corresponding innovations, can we meet the needs of the social situation and promote the progress of the whole tourism era.

In the hotel market of tourist attractions, the traditional mode of operation and management cannot meet the needs of the tourist market, and cannot meet the growing needs of tourists. Hotels in tourist attractions must change the traditional consciousness, eliminate narrow consciousness, in the era of global tourism, change the business model, improve the management model. Tourist attractions in the hotel to learn to cooperate with each other to achieve win-win hotel survival and common development. In the peak season, the hotel room set up to be reasonable, to leave a good impression on visitors, when tourists come back to visit the hotel will be preferred, and recommended to friends and relatives. Tourist peak season is the busiest time of the hotel in the tourist area. Make sure to arrange the guests according to the actual rooms booked by the guests on the website. Therefore, good hotel service management will directly affect the operation and management of the hotel, but also affect the hotel's image, atmosphere and economic benefits, the quality of service directly affects the satisfaction of guests.

Objective: From the point of view of modern enterprise marketing, mastering certain psychological theory and skills is of great help to improve marketing skills and achieve rapid and efficient marketing objectives. Because marketing is customer-oriented, under the background of market economy, consumers are important resources, and they occupy certain initiative in the consumer market. Only by continuously improving the satisfaction of consumers, can we achieve effective management. Therefore, we need to grasp some psychological characteristics of consumers. This paper analyzes the hotel room service management in tourist attractions, explores the psychological management strategy of hotel room service management, and provides some reference for hotel optimization.

Subjects and methods: The questionnaire is designed to reflect the psychological tendency of tourists based on their experience of themed culture. The questionnaire includes the importance of expectation and satisfaction. These two aspects are measured according to Li Cott's five-point scale. Guests are asked to rate their satisfaction with the hotel 1 = very poor, 2 = relatively poor, 3 = average, 4 = better, 5 = very good). The survey lasted from July 1, 2019 to July 31, 2019 and lasted for one month. The survey was conducted in a tourist area near a scenic spot. In order to explain the questions that tourists don't understand in time, the questionnaire is combined with interview, which further improves the correctness and validity of the questionnaire. A total of 300 questionnaires were distributed and 276 were recovered, with a recovery rate of 92%. Among them, 251 questionnaires were effective and the effective rate was 90.94%.

Methods: SPSS15.0 was used to analyze the results.

Results: Statistical tourists to tourist attractions hotel service satisfaction, the results are as shown in Table 1.