

As can be seen from the results in Table 1, in the hotel service management of tourist attractions, managers are required to do the following:

**Table 1.** Tourists' satisfaction with hotel services in tourist attractions.

Expectation - actual perception pairing metrics	Pairing difference			T	Sig.
	Mean value	Standard deviation	Standard deviation Mean value		
Restaurants showcasing themed culture	0.638	1.039	0.087	7.601	0.000
Hotel rooms showcasing themed culture	0.299	0.931	0.074	3.890	0.000
Themed cultural activities in hotels	0.155	1.152	0.098	1.713	0.089
Hotel staff's temperament and behavior are in line with the theme culture	0.513	0.969	0.944	6.601	0.000
Hotel staff can provide culturally appropriate services.	0.421	1.005	0.079	5.603	0.000

(1) Accurately grasp the demands of the target market. Some tourists have a strong desire to travel and strength, but also on the tourist attractions have higher expectations. Therefore, the scenic spot hotel should accurately grasp the target tourist demand and develop and design the corresponding theme hotel.

(2) Enrich the concept of theme culture of tourist attractions. Tourists have a high degree of concern about the hotel's theme culture characteristics, theme culture and cultural harmony with the actual perception of the scenic spot. At the same time, the related staff are required to have rich knowledge of theme culture, which requires hotel managers to explore and enrich the hotel's cultural connotation and enhance the value of tourists.

(3) Creating an environmental atmosphere in tourist attractions. Tourists have a high expectation of the theme atmosphere of the hotel in the scenic area, which requires the hotel to strengthen the construction of the theme atmosphere.

**Conclusions:** Against the background of the continuous improvement of people's material living standard and quality of life, with the increasing number of outbound tourists, the scale and number of tourism industry has made a breakthrough. To some extent, the management service, environmental sanitation and hardware facilities of the hotel have a direct impact on the sales of the hotel. Therefore, it is necessary to innovate the management service system of the hotel from the perspective of consumption psychology, which is the important basis and fundamental premise for promoting the development of regional economy.

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## THE INFLUENCE OF MARXIST PHILOSOPHY ON THE FORMATION OF HEALTHY PERSONALITY OF COLLEGE STUDENTS

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**Background:** The key of how to make the students get the most benefit from one course and improve the ability of debugging psychological problems lies in cultivating dialectical thinking, possessing the ability of thinking, constantly changing, knowing how to think and how to act. Dialectical thinking can help college students to better examine themselves and form correct self-consciousness. Take inferiority complex and pride as an example. Inferiority complex is essentially an obscene experience caused by excessive self-denial. Low self-esteem of individuals often because of negative experience and make their own consciousness is limited, blindly rejected everything, it is rarely able to think about their positive side. Dialectical thinking helps college students to deal with emotional problems actively and reduce emotional distress. When it comes to emotions, especially negative ones, such as sadness, anger, tension, anxiety, and pain, the first reaction is that these emotions are not good, because they limit our thinking,

reduce our efficiency in work and study, and affect our quality of life. Therefore, many people cannot accept their own negative emotions. Not being able to accept your negative emotions is exactly the problem, so we should guide them to accept their negative emotions. Based on the theory of evolution, any kind of emotion is preserved by human beings in the process of evolution, so any kind of emotion has its positive significance. There is no such thing as a good mood, it's how you treat it. What is used here is still a dialectical dichotomy.

The working method of concrete analysis of concrete problems is the basic method and important principle of materialist dialecticism and the living soul of Marxism. In the work of psychological analysis of healthy personality of college students, the working method of concrete analysis of concrete problems requires us to correctly understand the universality and particularity of contradictions, clarify the connection between them, and use the viewpoint of unity of opposites to comprehensively analyze the essence, general law and special law of contradictions, so as to find out effective methods to solve contradictions. In the process of forming healthy personality psychology of college students, there will be various problems, each of which has its own personality. At this time, we should base ourselves on reality, analyze specific problems concretely, and vary from person to person, from time to time and from matter to matter within the scope permitted by the principles. We should not only stress policy and principle, but also find the essence in the intricate contradictions, grasp the key points and properly solve the contradictions.

**Subjects and methods:** Among the 360 college students, 191 were male and 169 were female, with an average age of 21.65±1.81 years.

**Study design:** Randomly divided into two groups, the study group uses Marxist philosophy to teach students to dialectically view the problem; The control group received only general education.

**Methods of statistical analysis:** Symptom self-rating scale was used to test the scores of each variable in the two groups after 2 months of experiment, and SPSS18.0 software was used for statistical analysis.

**Results:** The results of both experiments are shown in Table 1.

In Marx's theory, contradictions have universality and particularity. Contradictions exist in all things, all the time, all the time, and different things have different contradictions, the contradictions of different parts of the same thing at different stages are also different. At the same time, the universality and particularity of contradiction are dialectical unity. Universality exists in particularity, and they are interrelated and inseparable from each other. Therefore, in carrying out ideological and political work, we should base ourselves on the fundamentals, apply Marxist philosophical theory, correctly understand and deal with the universality and particularity of contradictions, and adhere to the working methods of concrete analysis of specific problems.

**Table 1.** Comparison of scores of indicators (average±variance).

Indicators	Research group	Control group	t value
Coercion	1.96±62	1.59±0.56	11.50**
Interpersonal sensitivity	1.83±65	1.62±0.48	7.58**
Depression	1.79±59	1.48±0.57	8.51**
Anxiety	1.59±58	1.42±0.45	12.19**
Hostility	1.69±63	1.45±0.58	6.05**

**Conclusions:** Starting from Marxist philosophy, is to use the perspective of development to look at pressure and frustration. On the one hand, to guide college students to realize that most of the psychological problems they encounter are common phenomena accompanied by their age, not the performance of psychological problems. For example, with the awakening of self-consciousness, the self has been divided, and a series of contradictions have appeared, such as the contradiction between subjectivity and objectivity, the contradiction between ideal self and reality self, the contradiction between independent consciousness and attachment psychology, the contradiction between communication needs and self-locking, the conflict between desire for success and self-depression, the conflict between reason and passion, the conflict between attention and passivity, and so on. These conflicts will be experienced by everyone more or less in his youth. Our whole life is developing in a more active, perfect and powerful direction, and the pressure or frustration brought about by each stage of life is only temporary. As long as we actively deal with the development task of this stage, solve the contradictions and puzzles brought by growth, with the growth of people, psychological and physiological maturity, the accumulation of experience, the intermediary system of stress will continue to improve, the ability to resist stress will be enhanced, and many pressures and setbacks will be solved.

**Acknowledgement:** The research is supported by: Analysis of the Social Psychological Mechanism of

College Students' Participation in Network Cluster Behavior and Research on the Educational Guidance Strategies of the Mainstream Network Ideology(20BKS129).

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## PSYCHOLOGY OF IDEOLOGICAL AND POLITICAL EDUCATION

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**Background:** Whether any discipline can be established, the most fundamental condition is to see whether it has a special object of study. That is to say, a specific research object is an internal basis for the establishment of a discipline, is different from the essence of other disciplines. Therefore, whether the research object is scientific and accurate has become an important sign to measure the maturity of a discipline. Since the subject of psychology of ideological and political education was founded, its research object has become one of the basic theoretical problems that the relevant scholars focus on. At present, there are still many disputes, not yet formed a more unified understanding, which is bound to affect the ideological and political education of the development of psychology and research process. Psychology of ideological and political education is a new subject which is produced by the combination of ideological and political education and psychological practice. Only China is unique, it was formally born in the nineties of last century is based on the needs of socialist modernization and reform with Chinese characteristics. China's reform and opening up is a brand-new revolutionary undertaking, which calls for the concerted efforts of the people of all ethnic groups in the country, unity of thought and unity of purpose. In view of this, a large number of theorists, experts and scholars have established the scientific status of ideological and political education through in-depth theoretical discussion, practical experience and scientific summary.

The psychological activity of ideological and political education is a complete process with its own law of movement. Ideological and political education is the work of being a man. In Ideological and political education, the law of psychological activities exists objectively. Whether in the complicated interpersonal relations or in the activities of dredging, guiding and educating, there are psychological activities and their laws of people. In a sense, the process of ideological and political education is also the process of people's psychological activities. If we want to do it well, we must follow the law of people's cognition, emotion, will, belief and behavior. In the process of ideological and political education, the law of psychological activities of educators and objects of education exists objectively. Only by deeply studying and grasping it and consciously following it, can ideological and political education be vigorous and fruitful. Therefore, this research proposed the anchor type teaching pattern, aims at enhancing the ideological and political education psychology the study efficiency.

**Subjects and methods:** Anchored teaching mode refers to the teaching mode in which teachers create infectious real events or real problem situations for students to solve problems, and achieve the goal of learning knowledge and improving ability through the clever setting of problems and the interaction and exchange between students. It is a kind of teaching mode based on constructivism learning theory. In fact, anchored teaching is to use the knowledge to solve the problem in the real situation. Therefore, in the teaching process, students need to address a problem, independently complete the design planning and material collection, interactive exchange or practical operation, and finally form a result and solve the problem.

**Study design:** This research selects 100 students, carries on the anchor type ideological and political education curriculum study, tests before and after the study the result change situation.

**Methods of statistical analysis:** The basic procedure of the anchored teaching mode is to create the situation so that the students have the corresponding learning needs; Identify the problem to stimulate students to participate in interactive learning initiative; Autonomous learning makes students become the active receivers of knowledge information and constructors of knowledge structure. Exchange and cooperation to promote students' reflection and sublimation; Sum up and evaluate, form feedback to the students, make them clear their autonomous learning ability, contribution in the process of cooperation and whether to meet the requirements of meaning construction.

**Results:** Ideological and political education is the process of transforming the political concept, value viewpoint and moral norm required by the society into the inner quality of the educates. Psychology course of ideological and political education is one of the core courses for students majoring in ideological and political education. It belongs to both pedagogy and applied psychology. Statistical 100 students in the anchor ideological and political education before and after learning the changes in academic performance,