

questions and is required to be completed within 20 to 40 minutes. Using the excel tool to analyze the data.

Results: The phenomenon of the gap between the rich and the poor on campus has aroused much concern. The gap between the rich and the poor has had a negative impact on the current education management of students. The results of the statistics of poor students' inferiority complex are shown in Table 1. Through the questionnaire survey found that the vast majority of poor students have different degrees of inferiority complex.

Table 1. Statistical results.

Degree of severity	Severe inferiority complex	Moderate inferiority complex	Mild inferiority complex	Without inferiority complex
Percentage/%	12.20	30.10	46.20	10.50

Conclusions: In order to solve the psychological problems of the poor college students, the schools, families and the society should cooperate with each other and make joint efforts, not only to give the poor students economic aid, but also to give them spiritual help, to make full use of all kinds of resources to help the poor students get rid of their bad mood, to improve their own psychological quality in an all-round way and to set up positive and optimistic attitude towards life. Only in this way can the psychological health problems of the poor college students be solved fundamentally and the stable and harmonious development be achieved. In view of the above experimental results, this paper puts forward the concrete countermeasures of cognitive psychological education of college students' ideological and political education.

(1) Strengthen the theoretical emotion of ideological and political education. Ideological and political education can not only represent the knowledge of teachers and social standardization, because students tend to think about the psychological questioning caused by their life experience, surrounding environment and economic situation. Teachers should promote the resonance between theory and students' psychology, strengthen the psychological influence of theory, and make students obtain theoretical emotion from the curriculum.

(2) The correct education of outlook on life shall be enriched in the contents of ideological and political education. Successful teachers of ideological and political education must be good at and have the ability to teach students with reason, emotion, and increase the content of ideological and political education and human connotation.

(3) Strengthen the mental health education for poor students. Mental health education also belongs to emotional education. Ideological and political educators should not only use Marxist standpoint, viewpoints and methods to occupy the ideological position of college students, but also use rich psychological knowledge to teach poor college students the knowledge and application methods of psychological defense, cultivate their positive, optimistic and enterprising ideology, so as to make mental health education integrate into the process of ideological and political education and help college students form and develop complete personality.

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PROMOTION STRATEGY OF RESIDENTIAL SERVICE PRODUCTS IN SCENIC SPOTS BASED ON CONSUMER PSYCHOLOGY

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Background: The consumer psychology of the users directly affects the management of this scenic spot. At present, the scenic spot traveling develops to the leisure, the vacation, the entertainment synthesis experience direction, conforms to the market demand people's hostel arises at the historic moment. Different from the traditional hotel, the hotel, as a tourist reception facility, visitors can experience the warm and warm feeling of home, it will experience both leisure and tourist accommodation together, so that tourists feel the customs and culture of the tourist destination. In recent years, the rapid development of homestay industry not only solves the problem of lack of accommodation facilities in tourist season in

popular tourist areas, but also becomes an important part of tourist resources with its diversification and specialization. Tourists' demand for personalized consumption and experiential consumption is increasing. Traditional standardized tourist accommodation facilities cannot meet the needs of tourists' experiential accommodation in the new era. As one of the most competitive non-standard accommodation products in the tourism industry, how to meet the various needs of consumers to further improve the operating status of hostels is an urgent issue. However, with the increasingly fierce competition in the lodging industry and its disadvantages compared with the traditional hotel industry itself, the development of lodging service products in the counties with limited rural economic conditions and infrastructure is intermingled, the homogenization phenomenon is serious, there is a lack of business characteristics, service awareness, lack of brand concept, innovation, lack of in-depth cultural experience, lack of marketing and promotion, lack of innovative thinking on the Internet, and upgrading of lodging service products has become an urgent problem to be solved. Hostel service products are constantly being impacted and challenged in the development process. Therefore, upgrading hostel service products has become an urgent problem to be solved.

Objective: In the management of residential service products in scenic spots, there are some problems, such as the obstacles of development, the low level of service, the serious homogeneity, the lack of law and management system, and the lack of cultural connotation. These are not all the focus of attention to consumers, as long as we seize the psychological characteristics of consumers, we can provide a good guide for the management of residential products.

Subjects and methods: After consultation with the scenic area management department, in July 2019 on a scenic area of residential on-site investigation. First, the operator as the object of investigation, interviews 5 operators. Subsequently, a field visit was carried out and a questionnaire was distributed to 200 visitors, with an effective recovery rate of 87 per cent. The questionnaire consists of three parts: tourist experience measurement, tourist characteristics and behavior intention. The score ranges from 1 to 15. SPSS18.0 software was used to analyze the collected data.

Results: Using principal component analysis method to obtain the weights of different problems, the results of tourist's scoring on residential areas are shown in Table 1.

Table 1. Tourist rating results of accommodation satisfaction of scenic spots.

Partial problem	Influence weight
The furniture and bedding in the lodging are comfortable and beautiful to the touch	0.105
The food and other good food provided by the hostel is delicious	0.125
The residential building style gives me a good visual impression.	0.113
The overall ambience of accommodation is attractive	0.116
The lodging makes me want to buy the product it sells	0.010
Guest room theme atmosphere is very unique	0.023
The experience of this stay gave me a better understanding of the nature and humanities of the area.	0.201

Conclusions: Based on the survey results of the current management situation and tourist experience, three problems are found in residential accommodation:(1) The quality of accommodation products is not high;(2) Low level of management services;(3) Lack of experiential activities. Aiming at the current situation and problems of residential accommodation in scenic spots, this paper puts forward some countermeasures and suggestions to improve the quality of residential accommodation products, enhance the level of management and services, and enrich the experience activities of residential accommodation. According to the market changes and expectations of accommodation needs, from the guest rooms, front desk, catering and other aspects to provide tourists with a variety of service products. First of all, the promotion of room service is reflected in the type of rooms, should pay attention to the local customs and culture. The local service culture can be integrated into the residential service products while perfecting the service system and highlighting the characteristics of residential service products. While perfecting the service system, it also highlights the characteristics of residential service products. Encourage employees not to guide the provision of residential services as a work, pay attention to standardized services, but also pay attention to details of service, personalized service, as an art, a kind of beauty promotion, and improve customer satisfaction. Second, the catering service aspect promotion. Residential catering services should not only be based on the positioning of products, but also the characteristics of the local diet into which. At the same time, pay attention to the construction of dining atmosphere, so that guests in a good environment to enjoy delicious food, feel the local catering culture, decoration style and taste. Third, the entertainment

service innovation. The type, quantity and quality of entertainment service products directly affect customer satisfaction and brand loyalty. The promotion of residential entertainment service products shall, in light of the needs of the sources of tourists and in light of the geographical location and the characteristics of the humanistic environment, provide tourists with various kinds of healthy entertainment activities, and introduce various entertainment methods according to the nationality, gender, men and women, and age, such as fishing, mountain climbing, outing and other entertainment activities.

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CONSUMER PSYCHOLOGY OF ONLINE CATERING OPERATION MODE WITH BLOCK CHAIN

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Background: Consumer psychology is an important branch of psychology, which studies the psychological phenomena and behavioral laws of consumers in consumption activities. Consumer psychology is a new subject. Its aim is to study the rules of psychological activities and individual psychological characteristics in people’s daily purchasing behavior. The study contents of consumer psychology include the process of consumer’s psychological activities, consumer’s individual psychological characteristics, psychological factors influencing consumer’s behavior, psychological activities in the process of consumer’s purchase, the influence of social environment on consumer’s psychology, consumer’s psychology and behavior, consumer’s tendency and psychology, commodity factor and consumer’s psychology, marketing communication and consumer’s psychology, etc. Consumer psychology is a component of consumer economics. Study of consumer psychology, for consumers, can improve the efficiency of consumption; For the operator, it can improve the operating efficiency. The main advantages of blockchain are that no intermediaries are involved, the process is efficient and transparent, and the cost is low, and the data is highly secure, so any one of these three needs will have access to blockchain technology. Blockchains are now used primarily in six scenarios: digital currency, data storage, data authentication, financial transactions, asset management, and election voting. On this basis, the block chain has been developing and expanding. In the catering operation mode, the merchants need to know the amount of goods in and out transparently, and the consumers need to know the details of the consumption process.

Objective: As an important part of all human consumption behavior, the study of the law and characteristics of food consumption psychology will deepen the understanding of the law of human consumption behavior. Among the numerous consumption behaviors, catering consumption behavior is the most important, only to meet the needs of food consumption, can constitute or implement other consumption activities. In real life, people’s food and beverage consumption is full of all kinds of psychological activities, especially the formation of needs and motives, desire and reality, attitude and change, level and standard, interpersonal relationship and food and beverage etiquette, seasonal consumption and daily consumption, etc. Blockchain technology has significant application advantages: The decentralized distributed structure improves the team writing process, improves the system expansibility, and saves the intermediary cost. Open data information can make the information that consumer gets more transparent, consume a process more at ease; Untameably timestamp can solve the problems of data tracing and information anti-counterfeiting. A secure trust mechanism can address the core flaws of IoT technology. As an industry closely related to people’s livelihood, the blockchain technology has been applied to the catering industry. Therefore, it will be helpful for the sustainable development of catering industry to study the consumption psychology of catering operation mode by means of blockchain embedding.

Subjects and methods: The aim of studying customer’s consumption psychology is to make the