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## TEACHING PRACTICE OF DANCE BASED ON BEHAVIORAL PSYCHOLOGY

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**Background:** Behaviorism appeared in the United States. At the beginning of the 20th century, the natural science developed rapidly. Some young psychologists were not satisfied with the Wundt School. Behavioral psychology is a school of psychology originated in the United States in the early 20th century. Its founder is American psychologist Watson. According to behaviorism, psychology should not study consciousness, but only study behavior. Behavior is the combination of various bodily responses that an organism uses to adapt to environmental changes. These responses are nothing more than muscle contraction and glandular secretion, some of them in the external performance of the body, some hidden in the body, the intensity of large and small. Behaviorists believe that people's psychological awareness, spiritual activities are unpredictable and unapproachable, psychology should study people's behavior. Behavior is a combination of bodily responses of an organism to environmental changes. These responses are nothing more than contractions of muscles and secretions of glands. Psychology studies behavior by identifying the relationship between stimuli and reactions in order to predict and control human behavior by inferring responses from stimuli and reactions. Behavioral psychology is characterized by creativity, activeness, adaptability and richness. On the one hand, it can increase the interest of dance learning, make students easy to accept and get into, and greatly enhance the enthusiasm and initiative of students in dance learning. On the other hand, under the guidance of Behavioral psychology, beginners can grow up along a systematic and normative path, neither too loose and random, nor can they erase creativity. Therefore, the study of dance teaching practice based on behavioral psychology has innovated the teaching method, enriched the teaching form, developed the students' interest in learning, enlightened the students' artistic and aesthetic ability, broadened the students' vision, protected the students' imagination, cultivated the students' creativity, and made the students form a comprehensive and healthy physical and mental development simultaneously.

**Objective:** In recent years, there are many problems in the creation of teaching environment, the setting of teaching objectives, the organization of teaching contents, the selection of teaching methods and the construction of teaching staff. And there are graduates in school to learn the basic skills of dance, folk dance, early childhood dance skills, works are not practical, dance teaching is very difficult, teaching effect is not good, etc. These problems not only affect the growth and employment of dance students, but also hinder the improvement of dance teaching quality in schools, as well as the improvement of dance teaching quality. Based on the perspective of behavioral psychology, this research analyzes the teaching practice of dance, and effectively carries on the school education specialized dance teaching.

**Subjects and methods:** Take 100 students in a school as the research object, randomly divide them into experimental group and control group. There is no significant difference between the two groups before the experiment. Using the same teacher, teaching the content of the same dance class, using two different teaching models, the experimental group teachers applied the knowledge of behavioral psychology. In the control group, only ordinary teaching was carried out, and two classes were videotaped. In the experimental group, the students should be divided into three levels according to their different learning ability, learning level and psychology, and different teaching methods should be adopted to meet different requirements. In the classroom teaching let the result good student do have the certain difficulty the practice, achieves the enhancement the goal. Make sure the middle school students do some exercises to protect their study enthusiasm, and let the poor students do some easy exercises to increase their self-esteem and confidence. Thus, each student has the opportunity to practice the dance movements. Students should be treated equally in class regardless of whether their grades are good or bad. In teaching, teachers should give priority to praise and encouragement, and should not damage students' self-esteem in public. Some poor students, after class, the lack of knowledge and skills, respectively, to take different measures, enthusiastically give timely help and counseling. Test the enthusiasm of the two groups.

**Results:** The results of this test are determined by using 1 to 3 grades to quantify the influence values of specific factors, 1 to indicate general preference, 2 to indicate great preference, and 3 to indicate special preference. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 100 students are adopted and the average values are obtained by rounding off the results. The specific statistical table is shown in Table 1.

**Conclusions:** The teaching of dance in all schools should meet the requirements of the socialist modernization construction of our country and the educational development of all colleges and universities,

have comprehensive professional accomplishment and ability, analyze and study the problems existing in the teaching practice of dance, and then apply the knowledge of behavioral psychology to the teaching practice, select appropriate teaching contents and methods to carry out teaching reform, and effectively carry out the teaching of dance specialty.

**Table 1.** Students' preference for traditional music

Groups	Before experiment	After the experiment
Experimental group	1	3
Control group	1	2

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## TOURISM SHOPPING PSYCHOLOGY AND TOURISM COMMODITY DEVELOPMENT

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**Background:** As an important part of tourism industry, tourism shopping can promote the development of tourism economy, which shows the trend of enlarging the industrial scale, diversifying the development trend and optimizing the industrial structure. Tourist shopping is one of the six elements of tourism, which is an important force to promote the development of local economy. In order to make tourism shopping flourish, it is necessary to study the psychology of tourism shopping, analyze the current situation of tourism commodities and develop tourism commodities. Tourism shopping in tourism consumption, there is a larger value-added space, we must develop tourism commodities, research tourists shopping psychology, strengthen shopping services to attract and meet the needs of tourists. Tourism commodity service is an indispensable part of the tourism service system, which plays an important role in meeting the physiological and psychological needs of tourists, developing tourism economy and prospering tourism market. The proportion of the revenue from the sale of tourism commodities in the total revenue of tourism shows the economic benefits of tourism in a country or a region. Many countries and regions in order to improve tourism revenue, have played a tourism shopping card, known as "shopping paradise" known as Hong Kong, and even launched a "shopping trip" to attract more visitors. At present, the average consumption index of tourism shopping in the world is 30%, the figure in the developed countries of tourism is 40% - 60%, and the tourism commodity income of our country only accounts for about 20% of the total tourism income. Are tourists not shopping? Obviously, it is not that tourists don't want to shop, but that the domestic tourism market doesn't offer the goods that tourists want. Therefore, in order to develop tourism shopping, we must develop tourism commodities, study tourists' shopping psychology, stimulate tourists' shopping motivation and promote the development of tourism shopping.

**Objective:** In the process of tourism development, tourism shopping is the basic link of tourism activities, the basic carrier and realization unit of tourism consumption. Tourism shopping can promote the growth of tourism consumption and is an important part of tourism producing economic value. The economic value brought by the development of tourism shopping can promote the development of tourism industry and the transformation of industrial structure, which directly reflects the development of tourism. Tourism commodity is the foundation of tourism shopping. As one of the attractions of tourism destination, it is necessary to develop tourism commodity vigorously. At present, our country's tourism industry is increasingly developed, the number of tourists increases year by year, the GDP produced by tourism increases year by year, but the development of tourism shopping is relatively slow, and does not match the development of tourism industry.

**Subjects and methods:** Tourism shopping in tourism consumption, there is a larger value-added space, which has become the consensus of China's tourism industry. Based on tourist shopping psychology, this paper studies the development of tourist commodities, stimulates tourists' shopping motivation, develops distinctive tourist commodities, makes them innovative, increases the practicability of tourist commodities, improves the quality and credibility of tourist commodities, and sets reasonable prices. Based on the analysis of tourists' shopping psychology, this paper studies the characteristics innovation, practicability, quality and price of tourist goods.

**Study design:** A stratified cluster random sampling method was used to conduct a random survey of 500 consumers of different ages, genders and occupations. 500 questionnaires were distributed, 488 questionnaires were collected, and 482 effective questionnaires were collected. Among them, 6 questionnaires that did not reach 50% of the questions were deemed invalid.