

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.

**Methods of statistical analysis:** Using Excel statistics tourism shopping psychology and tourism commodity development research between the influence degree.

**Results:** With the psychological analysis of tourist shopping, find out the direct reasons that affect the shopping, point to adjust and improve the tourist goods, to increase the proportion of tourist shopping in the tourist consumption, and recommend the development of tourist shopping.

In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the relatively large error caused by individual subjective evaluation, the evaluation value of 500 consumers shall be rounded off and the result shall be determined by means of rounding off the average. The specific statistical table is shown in Table 1.

**Table 1.** Influence degree between tourism shopping psychology and tourism commodity development

Factor	Commodity Features and Innovations	Commodity practicability	Commodity quality	Commodity price
Consumer	4	4	4	4

**Conclusions:** Shopping is an important part of tourists' consumption behavior. Doing a good job of this service can not only bring huge economic income to the tourism industry, but also promote the development of tourism. Therefore, the salesman should deeply understand the tourists' shopping psychology, actively take effective strategies, create a good soft environment for tourism services, provide tourists with high quality and efficient tourism shopping services, make the tourists come with pleasure and return with satisfaction, promote the sale of tourism commodities and promote the development of tourism economy.

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## APPLIED TRANSLATION TEACHING AND TALENT TRAINING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** Educational psychology is the study of human learning, the effect of educational intervention, the psychology of teaching, and the social psychology organized by schools. Educational psychology helps to improve the level of teachers, the focus of the construction of teachers is teachers, and teachers' quality includes both professional quality and education quality. Educational psychology is an important part of educational theory and technology. It not only helps to improve teachers' theoretical accomplishment, but also helps to improve teachers' ability to solve practical problems. Educational psychology helps teachers understand students more deeply and improve the pertinence of education and teaching. By studying educational psychology, we can understand the psychological basis of teaching measures more deeply, so as to control teaching methods and means more actively and scientifically, enrich our teaching art and improve teaching quality comprehensively.

With the increasingly close global economic ties, English translation plays a more and more significant role in the world economic exchanges. However, language is only the cloak of thinking, and the behavior is also accomplished under the control of psychological activities. It is obviously difficult to reveal the law of translation process if we only focus on the study of the appearance of psychological activities such as language and translation behavior. Based on the market demand and professional translation ability, this paper analyzes the problems in the training of translation talents in independent colleges, and puts forward some suggestions. At present, enterprises, colleges and universities are generally concerned about a problem that employers need practical talents, while many college students pay more attention to theory than practice, knowledge is too narrow, and practical ability is poor. Therefore, after the transformation, local universities should guide students to practice more in real translation scenes and improve their practical translation ability on the basis of maintaining their characteristics. Taking the translation of English majors in a university as the main research object, this paper constructs an employment-oriented talent training model of translation, and how to use this model to cultivate more application-oriented translation talents in line with social and market demands.

**Objective:** Modern translation teaching aims at cultivating students' comprehensive translation competence, which is also the ultimate goal of foreign language teaching. Modern translation teaching keeps pace with the times, and employment-oriented translation teaching is also conducive to training