

innovation, so as to make green technology innovation more suitable for the industrial economy. Promote the continuous improvement of green technology, and thus promote the continuous growth of the industrial economy. We shall establish a reasonable and scientific concept of economic development, combine the sustainable development of industrial economy with the sustainable development of economy and society, formulate effective industrial economic policies, increase investment in environmental protection, create an industrial economy led by green technology and an industrial economy with green environment, and make contributions to the sustainable development of regional industrial economy.

Table 1. Effects of green technology innovation on industrial economic growth in the context of social psychology

Factor	Industrial environment treatment expense	Technical fund for industrial research	Industrial water pollution discharge
City 1	4	3	3
City 2	4	3	4
City 3	3	4	3
City 4	3	4	4

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THE PSYCHOLOGICAL ORIENTATION OF MODERN COLLEGE STUDENTS IN TOURISM CONSUMPTION

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Background: The special campus environment makes the college students become a special consumer group in the society. College students have different consumption needs and psychology from other consumers. Contemporary College students have their own unique consumption psychology and behavior. However, with the rapid development of our country's tourism, college student tourism has gradually become an important part of our country's tourism consumption. The contemporary university student is in the society special community, they both are one of current expense main bodies, have the independent expense consciousness and the expense characteristic. To some extent, it is also the main force of consumption and the guide of consumption trend in the future in China. Their consumption view reflects their living status and value orientation. Through the analysis of the psychology of tourism consumption of college students, the psychological characteristics and coping strategies of tourism consumption of college students are studied in this paper. Tourism, a new consumption hot spot, is being accepted by more and more people. In order to understand the current situation of college students' tourism consumption, explore the law of college students' tourism consumption, study the impact of tourism on college students' growth, and how to guide college students' tourism behavior correctly, further research is needed.

Consumption psychology refers to the series of psychological activities of consumers in the whole process of purchasing behavior. It is the comprehensive response of consumers to objective consumption objects and their subjective consumption needs. According to its occurrence, psychologists have summed up it as three stages: cognitive process (feeling, perception, memory, thinking, imagination), emotional process and volitional process. Consumption psychology is a decision-making process of consumer purchase, which is not known by the consumers themselves, but can be observed and analyzed by the consumption behavior. At the same time, college students are full of physical strength, energy, active thinking, curiosity, adventurous spirit, with great interest in tourism. On the one hand, the wonderful outside world has a strong and magical attraction for college students, full of the charm and adventure color that college students yearn for. on the other hand, with the fierce competition for study, the range of activities of college students is often limited to the line of three points one, and this narrow activity space makes the study life become monotonous and boring. Tourism in the enjoyment of the United States to expand the space of life, but also to eliminate the era of knowledge-based economy is facing a variety of tensions and pressures. Therefore, they have the desire to travel, at the same time they want to travel rich and colorful content.

Objective: With the development of our country's economy, the topic of tourism is not uncommon, and college students become the important consumer group of tourism consumption because of time and other

specific factors. However, college students as a special consumer group, the education received by college students in the campus environment, the age characteristics of college students and other factors are very special. Therefore, the university student and other social groups have the completely different expense demand and the expense psychology.

Subjects and methods: Motivation is the subjective factor to motivate people's behavior and the form of expression of need, while tourism motivation is the internal motivation for people to travel. Through a series of analysis of the psychological status quo of college students' traveling consumption, their motives of traveling consumption and their traveling behavior, this paper explores the law of college students' traveling consumption, studies the influence of traveling on college students' growth and how to guide college students' traveling consumption behavior correctly. Using the method of questionnaire survey, statistics of modern college students' psychological orientation of tourism consumption.

Study design: Stratified cluster random sampling method was used to investigate 500 college students. Randomly selected 10 universities, each grade randomly selected 20 students, a total of 25 classes of students to conduct a questionnaire survey. A total of 500 questionnaires were distributed, with a recovery rate of 97.8% and 489 recovered, of which 477 were effective and 95.4% were effective. In this survey, the proportion of male and female college students surveyed is basically the same, the age is about 20 years old. The content of the questionnaire involves the factors of knowledge seeking, curiosity, extrication, obedience, fashion, comparison and visiting friends.

Methods of statistical analysis: Using Excel statistics of modern college students' tourism consumption psychological orientation results.

Results: The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective errors in the evaluation, 500 college students were evaluated and the results were rounded off. The statistical table is shown in Table 1.

Table 1. Investigation and research on the psychological orientation of tourism consumption of modern college students

Factor	Psychology of seeking knowledge	Curiosity	Liberating mind	Submissive mind	Fashionable mind	Comparison's psychology	Psychology of visiting friends
Male undergraduate	2	3	1	1	2	1	1
Female undergraduate	3	3	1	1	1	1	1

Conclusions: Grasped the contemporary university student traveling expense psychology tendency and the present situation basically, university student's basic traveling expense psychology is generally realistic, reasonable. But the discrete tendency is obvious, the individual difference is big, this mainly comes from the national each place, because the family situation and so on different and the traveling expense custom difference creates. Therefore, it is very important to cultivate the independent ability of self-reliance, accurate judgment, scientific concept of value and credit, and healthy and positive psychology of tourism consumption.

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THE ANIMATED FILM CREATION CONCEPT BASED ON THE PERSPECTIVE OF AUDIENCE PSYCHOLOGY

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Background: Audiences are the basis of the survival and development of the animation film industry. A good ecological environment for audiences is the basic premise of the artistic value, social value and market value of animation film. Since 2010, three consecutive years, the output of Chinese animation films than the United States, Japan, South Korea and other animation powers and firmly ranked first. But behind this