

* * * * *

THE CAUSES AND COUNTERMEASURES OF ANXIETY PSYCHOLOGY OF PROJECT MANAGERS

Guimei He

School of Civil Engineering, Wuhan Huaxia University of Technology, Wuhan 430000, China

Background: Under the situation of increasingly fierce market competition, each enterprise should take full responsibility for its own profits and losses, and at the same time strive for self-development. The system of bidding and tendering for construction projects is a great change in the management mode of the construction industry. It is not only changing the obsolete mode of contracting out construction tasks by administrative means for a long time, but also promotes the reform of the construction industry to become a common contracting mode of construction projects in the world, realizes the management system of construction projects and project managers, and achieves the goal of connecting with the world. The qualified project manager should not only have high professional skill and basic quality of management and commanding ability, but also be honest, self-disciplined, dedicated and responsible, do a good job in a project, set up a monumental spirit, and grow and develop in the fierce building competition market. The manager of the construction project is the construction enterprise, and its object is the construction project. The main particularity of construction project management is that the project has the characteristics of long period, diversity and uncertainty. In addition, the construction project is different from ordinary product production, it is difficult to completely separate production activities and market transactions. Therefore, the whole process of the construction project is a special and challenging project, which is quite different from the general production management. This leads to anxiety on the part of the project manager. Perhaps the project is always accompanied by the shadow of anxiety, schedule lag, unable to accept, scope spread, lack of resources, team laziness, anxiety seems to have become the norm, cannot avoid. The project manager can only coexist with it in some way because he has to face it.

Objective: Anxiety is an evolutionary instinct that produces diffuse anxiety when one feels that one's vital values are being threatened. Since it is a proliferation, that is, from a point, but will gradually be amplified, divergence, is a vague feeling, will bring a strong sense of uncertainty and helplessness, and often no specific target. So sometimes it's hard to externalize the threat that causes anxiety, so that you can't get away from it or overcome it. The reason why anxiety from the state of mind will produce, is the expectation and the real gap between the production. Falling means contradictions, either from within or between ourselves and the outside world.

Subjects and methods: Behind the anxiety is often that we want to do better, because to do our best, desire to succeed, the more pressure will be, the more anxiety will be the more serious, into a vortex cannot escape. Common types of anxiety from projects are "loneliness anxiety" when we can't maintain effective relationships and communication with others, "value anxiety" when we can't influence the project, and "class anxiety" when we can't maintain the level of department, team, or rank. In such a fast-paced society, customers or leaders don't have enough time to understand your efforts. In addition, the project is goal-driven, so only the results can be measured quickly. This simplified way of judging makes it easy for many project managers to feel anxious when they are under pressure.

Study design: Randomly selected 20 project managers were interviewed for 20 min-30 min. From the following aspects of the popularization of psychological knowledge of managers: First, the use of decision-making wisdom. When you are in a state of chaos or confusion, you will not know what you want, what you want to compromise, what you want to take on, you will be unable to make a decision, and you will begin to worry in the process of struggle. Therefore, the clarity of your goals will greatly reduce your anxiety. Second, use the refinement of the list. Sometimes anxiety isn't about wanting to do too much, but about being too informative to think and make decisions, list revolutions, or narrow agendas to focus on the key. Refinement is the ability to turn attention to detail, even if there is no way to solve the problem, but also at least a small step ahead, anxiety can be properly alleviated. Third, enrich the thinking toolbox. A single mode of thinking, will lead us into a hammer effect, of course, the face of pressure and threats will be helpless, natural anxiety, to create their own mode of thinking Swiss Army knife as a good choice. Fourth, keep your little quirks. In fact, everyone has their own unique hobbies to alleviate anxiety, such as backlog bags, yoga, running exercise, etc. In short, can find a way to relax, happy, relatively safe can be used.

Methods: The use of Excel statistics engineering project management staff anxiety and countermeasures to analyze the results.

Results: The results of this test, with 1-4 levels of quantitative specific factors influence value, 1 means

irrelevant, 2 means moderate, 3 means great, 4 means significant. In order to reduce the individual subjective errors in the evaluation, the evaluation of 20 participants and take the average value, the results rounded to determine the way, the specific statistical table as shown in Table 1.

Table 1. Causes of anxiety of project managers and its' countermeasures

Groups	Emotional aspect	Pressure relief aspect	Affective aspect
Participants	4	4	4

Conclusions: The project manager must manage the project well, create profits, and really realize the value of efficiency. In the whole process of construction management, in order to achieve the goal of each stage and the final goal, we must strengthen all kinds of management work, carefully set up good leading group and reasonable management organization, formulate and perfect all kinds of systems and plans in combination with reality, so as to make the technical plan work first and carry out the construction according to the schedule requirements. The production task shall be decomposed level by level, so as to achieve the development and expansion of the enterprise and make efforts to establish the enterprise image and quality credibility. Project managers play a decisive role in the whole project, so their psychology should be paid more attention.

* * * * *

PROMOTING RURAL TOURISM DEVELOPMENT BY SMART TOURISM PLATFORM FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Hongzhen Wan

School of Management, Guangdong Industry Polytechnic, Guangzhou 510300, China

Background: Social psychology is not only a basic subject, but also an applied subject. On the one hand, social psychologists use scientific methods to study the basic psychological processes and laws such as self, attitude, decision-making, values, interpersonal relationship, intergroup relationship and group motivation. On the other hand, the principles and research results of social psychology have been widely used in the fields of public opinion, happiness and dignity, inter group conflict and reconciliation, anti-corruption and social justice, social early warning, advertising and consumption, and have made important contributions to promoting the sustainable development of society. Therefore, in the field of social psychology, scientific problem research and solving social practical problems have been organically integrated. The social psychological phenomenon is very complex, involving not only the social and cultural level, but also the individual level. It involves not only the conscious level of groups and individuals, but also the unconscious level of groups and individuals. Therefore, social psychology neither excludes any existing psychological research methods, nor gives special priority to some research methods. On the contrary, it emphasizes the problem-centered methodological orientation and the mutual verification of multiple methods for the same research problem. As a complex multi-disciplinary phenomenon, tourism is concerned by different fields of social sciences, including psychology. In the field of psychological research, tourism phenomena mostly focus on social psychology and environmental psychology, including tourists' tourism motivation, tourism destination residents' attitude, subject object relationship, tourists' or residents' local attachment and community attachment, etc. Rural tourism, as a new form of tourism development in China, is also an important starting point for new rural construction and urban and rural co-ordination development. Under the background of the "Internet plus" era, the development of traditional rural tourism is facing urgent need of upgrading quality and upgrading. Based on social psychology, this paper analyzes the current situation and problems of rural tourism development under the smart tourism platform, and puts forward countermeasures and suggestions on how to promote its quality improvement and upgrading, such as building a smart rural tourism public service platform, establishing a rural smart tourism marketing system, and actively participating in building a smart rural tourism demonstration area.

Objective: The concepts of smart tourism and global tourism have been deeply rooted in the hearts of the people. Smart tourism makes use of new technologies such as cloud computing and Internet of things to realize the intelligent perception and convenient utilization of all kinds of tourism information through all-round information analysis of various resources. With the promotion of smart city construction, smart city tourism has developed by leaps and bounds, but smart rural tourism has not received enough attention. The development of smart rural tourism has important practical significance for the beautiful rural construction of the city and the transformation and upgrading of agriculture. Smart tourism breaks the limitations of