

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.

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

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**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

traditional tourism space. It can eliminate the urban-rural dual structure and realize urban-rural integration through the collection and analysis of tourism big data. It is a new concept and model to drive and promote the coordinated development of economy and society with tourism. Under the background of the “Internet plus” era, the traditional rural tourism industry is facing the urgent need and development opportunity of upgrading and upgrading in order to adapt to the development of the times. Therefore, it is of great theoretical and practical significance to study how smart tourism promotes the improvement and upgrading of rural tourism.

**Subjects and methods:** Rural tourism based on smart tourism is a new tourism format that applies the Internet of things and modern information technology to rural tourism services. It can be said that it is a new upgrade of the future development mode of rural tourism. The demand of tourists for tourism products guides the development direction of rural tourism. At present, the demand of tourists for rural tourism products has changed greatly. Using the knowledge of social psychology, through the psychological analysis of tourists, the smart tourism platform improves and promotes the development of rural tourism by meeting the psychological needs of tourists.

**Study design:** Using the interview analysis method, 5 rural tourism developers and 30 tourists were interviewed to understand the development of rural tourism, the current situation and problems of rural tourism development under the smart tourism platform. The visit time is about 15-25 mins.

**Methods:** The impact of smart tourism platform on promoting rural tourism development from the perspective of Excel statistical social psychology.

**Results:** Based on the perspective of social psychology, this paper promotes the development of rural tourism from the aspects of tourism service, marketing and management of tourism enterprises and professional quality of service personnel.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

**Table 1.** Impact of social psychology on the development of rural health resort tourism

Factor	Natural resources	Green consumption	Development resources
Economics	4	4	4

**Conclusions:** With the rapid development of economy and society, the pace of urban life is accelerating day by day, and various competitions are intensifying. With the continuous increase of income, people’s psychological pressure is increasing, and they are more eager to return to nature than ever before. This demand is rigid and increasingly strong. Therefore, the demand for relatively short-term and cheap rural tourism products is gradually increasing. As far as tourists themselves are concerned, their educational background, working environment, living standards and cultural literacy are different, and their tourism needs are also different. They show personalized and diversified development, and pay more attention to participation and experience. They expect that rural tourism can be obtained in e-payment, online reservation, online travel and other smart scenic spots like other urban scenic spots Intelligent services in information retrieval and query. Therefore, this change in demand for rural tourism products can promote the transformation and upgrading of rural tourism. Rural tourism should be based on the new forms of “Internet plus tourism” and “smart tourism”. With reference to tourists personalized and diversified demands for rural tourism, we should appropriately adjust and improve the existing rural tourism industry by using modern information technology such as the Internet, so as to achieve upgrading and upgrading of rural tourism industry.

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## THE RELATIONSHIP BETWEEN COLLEGE STUDENTS’ SELF-DIFFERENTIATION AND ANXIETY IN THE PERSPECTIVE OF IDEOLOGICAL AND POLITICAL EDUCATION

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