

improve the comprehensive pressure resistance of enterprises, and give full play to the role of financial management in enterprise strategic planning and decision-making, it has become an important means for enterprises to get rid of the bottleneck of development. Enterprises can improve the positive role of financial management in the survival and development of enterprises through psychology, so as to realize the value-added and efficiency of enterprises in the current increasingly severe economic environment, and escort the further progress and development of enterprises.

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## INFLUENCE OF TEACHER DEVELOPMENT ON ANXIETY AND EMOTION OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF INTERNET PLUS

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**Background:** With the advent of "Internet Plus" era, higher education is facing opportunities and challenges. University teachers are the cornerstone of the development of colleges and universities, which determines the development direction of higher education in the future. From the perspective of development mode of college teachers, college teachers are faced with the opportunities and challenges of teaching reform brought by the Internet, as well as the pressure of updating their own knowledge system in order to better enhance their scientific research level. From the perspective of organizational system of university teacher development, it is urgent for TDC to provide university teachers with all kinds of development resources needed in the "Internet Plus" era. From the perspective of university faculty development motivation, the university faculty development in the "Internet Plus" era faces the situation of surplus external motivation and insufficient internal motivation. From the content of university teacher development, the way of university teacher development mainly includes teaching development and scientific research development. First of all, the "Internet Plus" era has subverted the traditional way of learning. It is more convenient for college students to acquire knowledge. College teachers' learning methods and teaching methods should also change accordingly. Secondly, the speed of knowledge updating in the Internet Plus era accelerates the aging of the original knowledge structure and knowledge system of university teachers. Scientific research can not only promote university teachers to better learn how to effectively obtain information and reorganize information in the vast ocean of knowledge, but also promote university teachers to further update their own knowledge system. The Internet Plus era provides more space and more options for university teachers to develop scientific research. From the perspective of university teacher development organization system, the university teacher development center is the institution most closely related to university teacher development. In the "Internet Plus" era, the development of university teachers faces unprecedented external impetus. Along with the development of the times, the network technology makes the knowledge change with each passing day, the channel for university students to obtain teaching resources is pluralistic, which leads to the situation that university teachers face the accelerated aging of their own knowledge structure and the lagging of their own teaching level, the external impetus faced by university teachers has destroyed the stability of university teachers' self-value judgment, and triggered the huge internal development demand of university teachers in teaching and research development.

**Objective:** Anxiety refers to a state of anxiety and fear in which a person's self-esteem and self-confidence suffer setbacks, or feelings of failure and guilt increase, as a result of a failure to achieve a goal or to overcome the threat of obstacles. Since the intensity of anxiety can only be directly assessed by experienced individuals, the researcher must have an indirect way to assess his or her phenomena and physiological characteristics. Competition in various fields has become a social phenomenon. The psychological pressure borne by people is increasing. Especially, the psychological health of college students is on the rise, especially anxiety. If students' anxiety is not adjusted in time, students' self-esteem and self-confidence will be affected, and the sense of guilt in learning will increase sharply. In the long run, there will be a kind of nervous and even fear of learning psychology, on our late music learning will also bring great obstacles.

**Subjects and methods:** A total of 800 questionnaires were randomly selected, including 500 questionnaires online and 300 questionnaires offline, using both online and offline methods. The questionnaire includes the impact of Internet plus times on students' life and learning style, how to treat the development of college teachers and the change of college students' anxiety and emotion. The

questionnaire was collected on the spot, with a total of 800 questionnaires and a 100% response rate. If there is more than one blank or most options are the same continuously or all options are the same, the questionnaire will be invalidated. The final valid questionnaire is 729 and the effective rate is 91.125%. The questionnaire results were analyzed by SPSS 17.0 software.

**Results:** The results of the survey show that some students are skeptical about the challenges of faculty development in the Internet Plus era, believing that there are deficiencies in the mode, organization and motivation of faculty development. The results are shown in Table 1.

**Conclusions:** The “Internet Plus” era has put forward higher requirements for the quality of teaching and the level of university teachers. How university teachers reorganize their knowledge and build their ability to innovate their teaching and research level is a field worthy of further study. From the perspective of the development mode of university teachers, university teachers in the “Internet Plus” era are faced with the opportunities and challenges for teaching reform brought about by the Internet and the pressure to update their own knowledge systems to better enhance the level of scientific research. From the perspective of the organizational system for university teacher development, the university teacher development center in the “Internet Plus” era is faced with the new opportunities and challenges of how to make better use of network technologies and platforms to provide national university teachers with development projects that they can participate in at any time. From the perspective of the development momentum of university teachers in the “Internet Plus” era is faced with the situation of surplus external motivation and insufficient internal motivation. According to the challenges faced by university teachers in the “Internet Plus” era, combined with the research results of university teacher development at home and abroad, it is concluded that the countermeasures of university teacher development in the “Internet Plus” era are that university teachers should take online teaching as the main theme and achieve interdisciplinary research through the Internet, which will not only greatly help teacher development, but also have a positive impact on students’ anxiety.

**Table 1.** Results of students’ emotional and psychological responses to faculty development in the internet plus era

Psychological emotion	Mode of development	Organizational system	Power
Percentage of population/%	21.3	47.3	37.4

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## BRAND IMAGE DESIGN OF RURAL TOURISM FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY-TAKING THE BEAUTIFUL COUNTRYSIDE IN CENTRAL AND SOUTHERN HAINAN AS AN EXAMPLE

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**Background:** Consumer psychology has a strong personal subjective consciousness, which will have a significant impact on consumers’ cognition, emotion and other psychological factors, and ultimately determine consumers’ purchase behavior. Consumer behavior generally comes from two kinds of consumer psychology, one is instinctive consumer psychology, the other is social consumer psychology. Instinctive consumption psychology depends on the temperament, personality, will and ability of individual consumers. Social consumption psychology is not only a social behavior with specific meaning, but also a key factor affecting and dominating consumption behavior. Compared with the average income of residents, rural tourism is a high consumption product. When choosing, consumers will generally understand and compare the tourism sites in advance, and make detailed inquiries on brand image, local customs and climate characteristics.

Since the reform and opening up, more and more people are willing to go out, broaden their horizons and enrich the spiritual world. Therefore, tourism has become one of the choices for people to relax. People often choose scenic spots such as places of interest. However, in recent years, people’s consumption concept seems to have changed, and gradually began to transfer from places of interest to rural areas through self-driving travel. Therefore, rural tourism has gradually developed, which has also brought development opportunities to many villages with relatively lagging economy. Analyze rural tourism brands from the perspective of consumer psychology to improve rural economy, Achieve the effect of inheriting history and