

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

* * * * *

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

Rui Wang & Mengxi Zhou

Creative Design College, Hainan Tropical Ocean University, Sanya 572022, China

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

culture.

Objective: With the rapid rise of China's economy, tourism is becoming more and more prosperous. As the state puts forward the strategy of actively implementing rural revitalization, many villages have embarked on the road of getting rid of poverty and becoming rich. Taking the beautiful countryside in central and southern Hainan as a case, this paper carries out systematic research, hoping that through the research, it can contribute to enhancing the popularity of rural tourism brand image, improving rural tourism construction and enhancing rural economic development.

Subjects and methods: Consumer psychology can design rural tourism brand image and spread and promote rural tourism brand image through various forms. By studying the influence of consumer psychology, this paper can improve the overall image of the countryside, carry forward the rural characteristic culture and increase the income of the villagers.

Study design: Using the method of interview analysis, 50 builders and 200 tourists of beautiful villages in central and southern Hainan were interviewed to understand the effect of rural tourism brand image. The visit time for each person is about 15-25 mins.

Methods: The influence of consumption psychology on the design of rural tourism brand image is analyzed by using Excel.

Results: Rural tourism brand means that the local government, enterprises or individuals in the countryside take the countryside as the tourism scope, name it after the countryside, and use the unique resources and environment of the countryside to attract tourists, so that the tourists who come to visit can experience an atmosphere different from urban life, which can effectively improve the overall image of the countryside. By displaying rural resources, tourists can feel the nature closely and experience various local activities held by villagers, which can reflect the characteristic culture of rural tourism. The increase in the number of tourists has increased the income of villagers.

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 consumer psychology on rural tourism brand image design

Factor	Overall rural image	Rural characteristic culture	Villagers' income
Influence value	4	4	4

Conclusions: On the road of rural tourism development, the innovation and design of brand image can improve the popularity of the countryside and contribute to the development of rural tourism, so as to achieve the purpose of revitalizing the beautiful countryside. To develop rural tourism, we must first find methods, find the right methods, and learn to innovate. While vigorously developing rural scenic spots and building beautiful villages, we should help rural tourism construction and promote rural economic development by building rural tourism brand image. Integrating the characteristics of beautiful villages in central and southern Hainan into the brand construction, highlighting the characteristics and improving the publicity effect plays an important role in the publicity and promotion of rural tourism image. Through the understanding and innovation of the local geographical environment, cultural customs, scenic spots and historic sites, the characteristic elements are extracted and integrated, and the unique brand visual image belonging to the village itself is designed. Through on-the-spot detailed investigation, understand the characteristic highlights of beautiful villages in central and southern Hainan, transform them into new visual symbols, and reasonably apply them to brand design to design a unique brand image for rural tourism.

Acknowledgement: The research is supported by: Hainan philosophy and Social Sciences Planning Project: Study on the Branding of beautiful countryside Tourism Culture in Central and Southern Hainan under the Rural Revitalization Strategy (HNSK (YB) 19-72). General projects of education and teaching reform research in Hainan Province: Practical Teaching Research of applied undergraduate art and Design Majors under the background of modern apprenticeship (Hnjg2020-88). Research and practice of innovation and entrepreneurship education of art and Design Majors in Applied Universities (Hnjg2020-95).

* * * * *

CHANGES OF WOMEN'S CLOTHING IN TANG AND SONG DYNASTIES FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Fayuan Mai¹ & Wen Hua²