

quickly establish the function of mental health service in grass-roots communities. At the same time, it can also optimize the community public governance mechanism, making the integration process of social psychology more standardized, more scientific and more efficient into the process of grass-roots social governance. With the joint participation of multiple subjects, this paper analyzes the problems and reasons of the integration of social psychological services into grass-roots community governance. Therefore, according to the existing problems, this paper puts forward effective measures to finally improve the mechanism of the integration of social psychological services into grass-roots community governance and improve the level of grass-roots community governance.

**Table 1.** Impact of integration of social psychology and community public governance structure

Factor	Initiative	Balance	Perfection	Specialty
Working personnel	4	3	3	4
Mass personnel	3	3	4	4

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## ANALYSIS OF TOURISTS' TOURISM BEHAVIOR FROM THE PERSPECTIVE OF PSYCHOLOGY

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**Background:** Psychological researchers believe that health psychology is a comprehensive discipline, which mainly provides services for people how to maintain a healthy body and mind. With the progress of society and the development of the times, healthy psychology will play a more and more important role in people's daily life and work. It can be said that mastering the necessary knowledge of health psychology is not only an inevitable requirement for people in today's era, but also an important guarantee for people to maintain physical and mental health, and even an important factor affecting the success or failure of people's career. 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 behavior, tourism motivation, tourism destination residents' attitude, host guest relationship, tourists' or residents' local attachment and community attachment, etc. In the process of tourism at home and abroad, Chinese tourists often have more immoral and low-quality behaviors, which not only damage the interests of scenic spots and other tourists, but also tarnish China's image, which has become a problem of common concern in the society. On the one hand, the non-ecotourism behavior of tourists comes from the independent behavior under the civilized and moral norms of tourists themselves, on the other hand, it comes from the environmental behavior caused by the mistakes and inducements of managers. This view holds that tourism behavior that does not conform to ecological ethics is non ecological tourism behavior. Although no one has defined ecotourism behavior, it has been more understood as tourist behavior in the process of ecotourism. However, real ecotourism is rare in China. Protecting the environment is not a sufficient condition for ecotourism, but a necessary condition. It can be seen that ecotourism behavior should be rare, and more tourists' behavior belongs to non-ecotourism behavior. In view of the concept confusion between non ecotourism behavior and ecotourism behavior, uncivilized tourism behavior and tourism immoral behavior, it is more appropriate to define tourists' immoral behavior of destroying or damaging the landscape environment in the tourism area (such as graffiti, littering, etc.) as tourists' autonomous non ecological behavior. This paper classifies the non-ecological behaviors of tourists' autonomy, and analyzes the psychological and external factors of tourists' making such behaviors by using the theories and methods of psychology and behavior.

**Objective:** Since the implementation of the "Golden Week" system, the number of domestic tourists has increased day by day, and the proportion of domestic tourism in tourism has accounted for 2 / 3. The sharp increase in the number of tourists makes the management of some scenic spots inadequate. In the face of many independent non ecological behaviors of some low-quality tourists that destroy the environment in the process of sightseeing, such as random inscription and littering, although the competent department of

the scenic spot is not completely helpless, the governance effect is very limited.

**Subjects and methods:** In the economic practice of ecotourism, there are some conflicts among the subjects because the objectives pursued by each subject are different. Developers only pay attention to how much revenue can be obtained. Tourists often only pay attention to their own physical and mental pleasure experience, and rarely think of protecting the ecological environment in the process of sightseeing. Therefore, from the perspective of social psychology, this paper focuses on the harmonious development between man and nature, the coordination between natural ecological relations and socio-economic relations, and strengthens the cultivation of ecological concepts, so as to improve the ecological ethics and moral mechanism, so as to promote the sustainable development of China's agricultural eco-tourism economy.

**Study design:** 600 tourists were investigated by stratified cluster random sampling. Randomly selected tourists from different tourist places, conducted a questionnaire survey on tourists of different genders and ages, distributed 600 questionnaires and recovered 564 valid questionnaires.

**Methods:** The influence of tourists' tourism behavior from the perspective of statistical psychology is analyzed by Excel.

**Results:** After analyzing tourists' psychology, the scenic spot cannot expect tourists to improve their self-cultivation independently, but should build the probability of tourists' independent non ecological behavior from their own point of view by strengthening education, active guidance, improving planning and construction level and strengthening supervision and management.

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. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 600 tourists is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

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

Factor	Strengthen education	Active guidance	Improve the level of planning and construction	Strengthen supervision and management
Tourist	4	4	4	4

**Conclusions:** In order to improve the quality of domestic tourists, enhance the international image of Chinese tourists and eliminate the occurrence of Chinese people's independent non ecological behavior in the process of tourism, we also need to apply the knowledge of psychology, behavior and other disciplines to conduct more in-depth and multi angle analysis and research, and need the active participation of all tourism departments and all sectors of society. In particular, it is necessary for the scenic spot to continuously explore ideas and actively innovate in tourist management to improve its management performance.

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## THE INFLUENCE OF GREEN BUILDING DESIGN ON CONSUMERS' PURCHASE PSYCHOLOGY FROM THE PERSPECTIVE OF PSYCHOLOGY

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**Background:** Consumer psychology is an important branch of psychology. It studies the psychological phenomena and behavior laws of consumers in consumption activities. Consumer psychology is a new subject. Its purpose is to study the law of psychological activities and personality psychological characteristics in people's daily purchase behavior in the process of life consumption. The learning contents of consumer psychology include the process of consumers' psychological activities, consumers' individual psychological characteristics, psychological factors affecting consumers' behavior, psychological activities of consumers' purchase process, the impact of social environment on consumer psychology, consumer psychology and consumer behavior of consumer groups, consumer situation and consumer psychology, commodity factors and consumer psychology, marketing communication and consumer psychology.