

corporate culture. It has become an irreplaceable brand, with both brand product quality and its own characteristics.

Cognitive psychology is a psychological trend and research direction rising in the West in the mid-1950s. In a broad sense, it refers to the study of human advanced psychological processes, mainly cognitive processes, such as attention, perception, representation, memory, creativity, problem solving, speech and thinking. Based on the background of cognitive psychology, this paper studies the dressing style, psychological needs and cultural ideas of dressers, so as to improve the cultural and artistic characteristics and design style of clothing.

**Objective:** The admirers of each style of clothing are different, and their knowledge structure and cultural connotation are also different. The admirers of each style have their own value tendency and value angle. Therefore, the main task of fashion designers is to use the knowledge of cognitive psychology, connect their hearts with the hearts of the wearers, find out what elements of these wearers produce this value tendency, and then integrate this element and emotion into the clothing and display it in front of the world. In the process of display, designers can carry out bold artistic processing of clothing from their own subjective emotions. It should be noted that in the process of processing, the inherent ideological connotation and attributes of the wearer must be integrated into the design. In this way, the work can be meaningful and the connotation of clothing can be truly displayed. Because this is a “display”, the designer’s desire to give clothing is that the wearer can understand and understand his own personal aesthetic image and aesthetic cognition from the clothing style.

**Subjects and methods:** The service object of clothing culture and art characteristics and design style is the wearer, who is also a person, with independent consciousness, agile talent, keen insight and speculative ability. They are also picky about clothes. They no longer want to just let clothes have the function of covering up shame and cold, but hope to feel some thoughts and emotions from this brand, so as to integrate their emotions with those on clothes. Generally speaking, it is to let clothes express their emotions and thoughts. In the process of buying this brand of clothes, the wearer does not buy clothes, but the cultural idea contained in this brand of clothes, which is the kind of beauty he needs. This beauty can be expressed in style or style. Therefore, when designing clothing, designers need to integrate their own cultural connotation, thought and aesthetic style, so as to meet people’s particularity of this kind of clothing.

**Study design:** Using the method of interview analysis, 20 fashion designers and 50 people were randomly selected for interview. Based on cognitive psychology, interview and analyze from three aspects of art culture, art style and art characteristics to understand the trend of today’s clothing culture and art characteristics and design style. The visit time is about 15 -25 min.

**Methods:** Using Excel to study the influence of dress culture and art characteristics and design style under the background of statistical cognitive psychology.

**Results:** 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	Art and culture	Style of art	Artistic characteristics
Fashion designer	3	4	4
Object	4	4	4

**Conclusions:** It is undeniable that in fashion design, the characteristic style of clothing can become a brand and then form a brand culture, so that enterprises can have their own soul. It is the magic weapon for enterprises to open the market, win in the competition, develop in the competition and realize human culture. Therefore, we should pay great attention to it.

**Acknowledgement:** The research is supported by: Shaanxi Provincial Department of Education Project, Extraction and translation of historical heritage and cultural factors in Xianyang and Han Dynasties (NO:19JK0919).

\* \* \* \* \*

## APPLICATION OF PSYCHOLOGICAL PERCEPTION FACTORS IN ANIMATION ARTISTIC EXPRESSION

Jingjing Xiong

*Art Institute, Xiangtan University, Xiangtan 411100, China*

**Background:** The concept of animation is different from animation in the general sense. Animation is a comprehensive art. It is an artistic expression form integrating many art categories such as painting, film, digital media, photography, music, literature and so on. It originated in Britain in the first half of the 19th century and flourished in the United States. Chinese animation originated in the 1920s. The more standardized definition of animation technology is to form a moving image technology by taking pictures of objects frame by frame and playing them continuously. No matter what the subject is, as long as its shooting method is grid by grid, and continuous playback forms an active image when watching, it is animation. Design psychology is based on psychology. It is a knowledge that people's psychological state, especially people's psychology for demand, acts on design through consciousness. It also studies people's mentality in the process of design creation and the psychological response of design to society and social individuals, which in turn acts on design. It can make the design more reflect and meet people's psychology. Design art psychology intersects design art and psychology. It is a marginal discipline of applied psychology. It is a science to study the psychological phenomena of design subject and design target subject in the field of design art. Animation product is a form of media art. It is also necessary to make animation works that can meet the needs of consumers and have a far-reaching impact on consumers according to the psychology of the target subject.

**Objective:** Animation art products are based on design psychology and create people's psychological state, especially the psychology of demand, through the function of consciousness. As one of the digital media art products, animation can not only express and convey people's emotions, but also transform the impossibility in reality into possibility in animation. It is the product to meet people's spiritual needs.

**Subjects and methods:** This paper mainly studies and analyzes the influence of psychological perception factors on the artistic expression of animation. It is studied from four aspects: color, light and shadow, composition and sound effect. Randomly select a third-tier city and issue a questionnaire to animation designers.

**Study design:** 600 animation designers were investigated by stratified cluster random sampling. 600 questionnaires were distributed, 591 were recovered, and the number of valid copies was 582.

**Methods:** The application effect of psychological perception factors in animation artistic expression is analyzed by Excel.

**Results:** People's understanding of color is often accompanied by daily experience, and these colors are associated by daily experience. For example, red will remind the audience of festivity, enthusiasm and, of course, blood, while black will remind us of heaviness and darkness. Therefore, color can improve the appeal of animation, and its importance is self-evident. The role of light and shadow is generally more infectious where there is a strong contrast. In animation works, the light and shadow contrast are strong. Whether it is natural light or artificial light, it is almost very strong and more infectious than soft light. Moreover, under the irradiation of hard light, the light dark ratio is also stronger. In terms of psychology, people are used to balanced things. Even when unbalanced pictures appear, people will feel uncomfortable and uncomfortable. Therefore, some animation lenses will create balanced pictures. The clean and pleasant music is integrated into the wonderful pictures to create a romantic and dreamy fairy tale kingdom. Through the sound effect, it awakens the pursuit of goodness in the hearts of countless people, and constantly touches the audience to have deep feelings and resonance for the stories in the animation.

In this survey, 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, 600 animation designers are adopted to evaluate the values and take the average to obtain the results, which are rounded, the specific statistical table is shown in Table 1.

**Table 1.** Application effect of psychological perception factors in animation artistic expression

Factor	Color	Light and shadow	Composition	Sound effect
Animation designer	4	4	4	

**Conclusions:** In the production of animation, we need to consider the elements of consumer psychology and design psychology. Most other media products should also firmly grasp the core view of design psychology in the production, that is, we should always be people-oriented, take understanding people's aesthetics and needs as an important means to promote our own artistic achievements, create for people, and put ourselves in the position of consumers to consider the experience effect, will make the design work successful.

\* \* \* \* \*

## “BEAUTIFUL CHINA” AND “TOURISM POWER” FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY: HAS ENVIRONMENTAL GOVERNANCE PROMOTED THE DEVELOPMENT OF TOURISM ECONOMY—EMPIRICAL EVIDENCE FROM 282 CITIES ABOVE PREFECTURE LEVEL IN CHINA

Feifei Zheng

*Humanities and Arts School, Nanjing Institute of Tourism and Hospitality, Nanjing 211100, China*

**Background:** With the progress of society and the improvement of living standards, people’s vision has gradually shifted from material life to spiritual life and their own health. As the tourism industry, “beautiful China” and “tourism power” attract people to participate in and feel the interest of the combination of outdoor activities and nature, which has brought many benefits to people’s physical and mental health, and has increasingly become an important part of people’s life. At present, the tourism demand of “beautiful China” and “tourism power” is becoming stronger and stronger, and the tourism market is becoming larger and larger. Rural tourism has become a new development opportunity in the eyes of tourism developers and operators. We will start with tourists’ consumption psychology and understand a series of problems such as market demand, consumers’ tourism habits, consumption direction and personal preferences through research, put forward strategies and suggestions to effectively improve and meet “beautiful China” and “tourism power”. As a non-governmental diplomacy, tourism will greatly promote the dissemination of national image, so as to promote economic prosperity and cultural exchanges. However, from the existing research, the research on national image mainly focuses on the fields of communication, media and literature, and has little impact on economy, trade and consumption behavior, and the research on the attraction of national image to international tourism is rare. Therefore, it has strong theoretical research value and practical significance to explore the impact of the national image of “beautiful China” and “tourism power” on the development of tourism economy, enhance the soft power of Chinese culture and enhance the external communication of cultural self-confidence from the perspective of consumer psychology.

**Objective:** Environment is the basis for the development of tourism activities. Tourism activities not only play a positive role in the natural environment and cultural environment of tourism destination, but also inevitably have a negative impact. In order to ensure the sustainable development of tourism, we should strengthen environmental protection and make environmental protection planning for tourist scenic spots. Expand tourism supervision in the recording area. Using economic means and administrative measures to carry out macro-control. Strengthen tourism environmental legislation and scenic spot environmental management, and strengthen governance measures. Improve the energy structure and vigorously develop ecotourism. Engage in greening and beautification projects. Do a good job in publicity and education to ensure the sustainable development of tourism.

**Subjects and methods:** Environmental governance under consumer psychology can effectively promote the development of tourism economy. This paper mainly discusses the realization path of rural tourism environmental governance by studying the impact of consumer psychology, analyzing environmental protection planning, expanding tourism capacity and strengthening management measures.

**Study design:** Using the method of interview analysis, 500 tourists were randomly interviewed to understand the tourism desire and choose the tourism location after environmental governance. The visit time for each person is about 15 - 25 mins.

**Methods:** Excel is used to count the impact of environmental governance of “beautiful China” and “tourism power” of consumer psychology on tourism economy.

**Results:** Establish the idea of long-term planning and systematic development, adhere to the policy of “protection first and development second”, protect the natural landscape resources as the life source of tourism development, and formulate a scientific, rigorous and predictable tourism environmental protection plan for the rational development and utilization of natural wind resources, so as to ensure the sustainable and stable tourism activities of economic development, so as to expand tourism the purpose of developing economy without damaging the environment of tourist areas. The tourism capacity of scenic spots includes traffic capacity, sightseeing capacity and accommodation capacity, which are related to ecology, natural resources and environmental quality. Traffic capacity directly affects the temporal and spatial distribution of tourists, and often plays a decisive role in tourism capacity and accommodation capacity. Expanding tourism capacity can alleviate environmental pressure. Regularly carry out environmental monitoring to accurately grasp the changes of environmental quality in scenic spots, so as to provide scientific basis for the development and construction of tourism and environmental 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