

“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

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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

and 4 means full influence. The specific statistical table is shown in Table 1.

Conclusions: Green ecotourism emphasizes that tourism should not only delight the body and mind and increase knowledge, but also be truly friendly to nature. By establishing corresponding and perfect laws and regulations, encourage relevant enterprises to carry out green production and operation, and strengthen tourism consumers' confidence in the green concept. While developing tourism projects, we should strictly follow the standard of not damaging the ecology, reduce environmental pollution as much as possible in arranging the clothes, food, housing and transportation of tourists, publicize and educate consumers on environmental protection concepts through network public relations, advertising, product packaging instructions, etc., and use highly authoritative media as much as possible to promote the popularization of publicity and education, So as to establish a good psychological impression of tourists on the tourism market of "beautiful China" and "tourism power".

Table 1. Impact of environmental governance of "beautiful China" and "tourism power" in consumer psychology on tourism economy

Factor	Environmental protection planning	Expand tourism capacity	Strengthen management measures
Influence value	4	4	4

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THE EXPRESSION AND SOLUTION OF ANXIETY IN THE INNOVATION OF FASHION DESIGN EDUCATION AND TEACHING IN COLLEGES AND UNIVERSITIES

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Background: Anxiety refers to the frustration of self-esteem and self-confidence, or the increase of sense of failure and guilt due to people's inability to achieve goals or overcome the threat of obstacles, forming an emotional state of tension and fear. Because only experienced people can directly evaluate the intensity of anxiety state, researchers must have an indirect way to evaluate his phenomenon and physiological characteristics. Competition in various fields has become a current social phenomenon. People are under increasing psychological pressure, especially the mental health problems of college students are on the rise, and the social psychology of anxiety is particularly prominent. How to reduce or eliminate the level of anxiety has been related to the physical and mental health of college students. Anxiety disorder in learning is mainly the emotional disorder produced by students in the learning process. If they fail to make adjustment in time, students' self-esteem and self-confidence will be affected, and their sense of guilt in learning will increase sharply. In the long run, there will be a nervous and even fear of learning, which will also bring great obstacles to our later learning. Students' learning anxiety has a significant negative effect on the education and teaching of fashion design in colleges and universities. With the continuous progress of social culture and the influence of new consumption concepts, people's way of wearing has gradually changed from meeting the basic needs of life to paying attention to formal beauty. Therefore, people have higher and higher requirements for the garment industry, more and more difficulties in the teaching of garment design, and more contradictions such as high employment pressure, lack of innovation by students and low stickiness between teachers and students are becoming more and more prominent, the anxiety of students in fashion design teaching is becoming more and more obvious, which has seriously hindered the development of fashion design specialty. Therefore, it is urgent to strengthen the teaching reform of fashion design specialty to alleviate students' learning anxiety.

Objective: The education and teaching innovation of fashion design in colleges and universities. Middle school students' anxiety mainly comes from not adapting to the unstable teaching mode, which makes students change from the traditional dependence on teachers to the process of independent thinking after innovation, which cannot be fully accepted, resulting in students' inactivity, inactivity, dull atmosphere,