

\* \* \* \* \*

## RESEARCH ON RURAL TOURISM BRAND IMAGE DESIGN FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY -- A CASE STUDY OF ANSHUN CITY

Shizhao Zhao

*School of Economics and Management, Anshun University, Anshun 561000, China*

**Background:** Rural tourism is a tourism model gradually rising in recent years. Its feature is to let urban residents get close to nature and experience the characteristic culture and ecological landscape of local villages. Rural tourism refers to the development of tourism with rural characteristics based on the local unique natural environment and rural culture, and the psychology of modern urban residents yearning for local life. Rural tourism can promote local economic development and improve the income of rural residents. It is an important link in rural poverty alleviation, so it has attracted the attention of local governments. In the process of rural tourism, tourists can experience and learn rural life. With the development of economy, the disposable income of Chinese residents has increased significantly, and the pace of life is faster and faster. Many people choose rural tourism to return to nature and get close to nature, so as to wash their hearts and return to tranquility. Therefore, the rural tourism industry has made great progress, gradually become an important economic source in some regions, and greatly improve the income level and quality of life of local residents. At present, China's rural vacation tourism has just started, so there are still many problems in the development process. One of the biggest problems is that due to the lack of experience in the design of rural tourism brand, the homogenization of rural tourism is becoming more and more serious, which has greatly affected the development of rural tourism industry and the income of local residents.

Consumer psychology is a discipline that studies the law of consumers' consumption decision-making psychology and consumption behavior. Its core idea is to take consumers as the core, provide consumers with high-quality products and services, and promote consumers' consumption behavior. The brand image design of rural tourism based on consumer psychology can better attract consumers for rural tourism, promote the improvement of local economic level and promote the development of rural tourism industry. Taking Anshun City, Guizhou Province as an example, based on the current situation of rural tourism and consumer psychology in Anshun City, this paper analyzes the cultural or landscape elements that can be applied to the brand image design of rural tourism, highlights the local characteristics of Anshun City, enhances its attraction, and makes the development of rural tourism projects in Anshun city more brand efficiency and brand competitiveness.

**Objective:** To design the brand image of rural tourism in Anshun City Based on consumer psychology, avoid homogenization, highlight the local characteristics of Anshun City, and improve the brand efficiency and brand competitiveness of rural tourism in Anshun City.

**Research objects and methods:** After talking with 50 local residents and extracting the cultural elements that can be used in the design of rural tourism brand image, the research designs the rural tourism brand image of Anshun City from the three aspects of vision, form and function based on consumer psychology. 100 rural tourists were selected for questionnaire survey. There are 20 items in the questionnaire survey. The score of each item is 1 - 5, and the full score is 100. The higher the score, the more satisfied the tourists are with the brand image of rural tourism and the higher the willingness to travel to the region.

**Research design:** Based on consumer psychology, this paper designs the rural tourism brand image of Anshun City from the three aspects of vision, form and function. A questionnaire survey was conducted among 100 tourists to count tourists' satisfaction with the brand image based on consumer psychology and the original brand image. The higher the score, the more satisfied the tourists are with the brand image.

**Methods:** The data of the questionnaire results were statistically analyzed by software SPSS 17.0.

**Results:** after making statistics on the results of the questionnaire survey, it is found that tourists' satisfaction with the brand image based on consumer psychology is much higher than the original brand image ( $P < 0.05$ ).

**Conclusions:** The application of consumer psychology can effectively understand and grasp the needs of consumers, and then make reasonable improvement and design. Therefore, the brand image design of rural tourism in Anshun City Based on consumer psychology can effectively highlight the local characteristics of Anshun City, improve the brand efficiency and brand competitiveness of rural tourism in Anshun City, and then improve tourists' satisfaction with the brand image and the number of tourists in rural tourism.

\* \* \* \* \*

## RESEARCH ON FARMERS' ANXIETY CAUSED BY THE SUSTAINABLE LIVELIHOOD OF LAND LOST FARMERS IN HAINAN UNDER THE BACKGROUND OF FREE TRADE ZONE (PORT) -- A CASE STUDY OF SANYA CITY

Yanrui Huang & Lijuan Lian

*International Tourism Institute, Sanya Aviation and Tourism College, Sanya 572000, China*

**Background:** With the development of economy and society and the accelerating process of urbanization, more and more farmers have lost their land for survival. There are many reasons for farmers' loss of land, among which some farmers' land has been expropriated because of urban expansion; some farmers' land has been expropriated because of the construction of expressways or railways. Many people think that cities and towns urbanization is an effective way to solve China's agriculture, rural areas and farmers' three rural problems, which can make China transition from an agricultural country to an industrialized country. However, in the process of urbanization, the living standard of landless farmers has not been improved, but they are gradually poor because they have lost their land for survival. In previous studies, it has been clearly stated that because the compensation system is unreasonable, there are also limitations and lack of foresight in the resettlement measures for landless farmers. In addition, farmers have low education level, narrow vision and great limitations in self-development. Therefore, landless farmers are often unable to maintain the original quality of life. In 2015, the number of landless farmers in China exceeded 40 million, and this number continues to increase with the acceleration of urbanization. Therefore, the sustainable livelihood of landless farmers must be faced and solved in the process of urbanization in China.

A free trade zone is a free trade zone, which means that goods between member countries that have signed a free trade agreement can flow freely without tax and quantity restrictions, which can greatly promote economic development. In 2018, Hainan Province of China began to build a pilot Free Trade Zone in an all-round way. Under this background, the number of land lost farmers in Hainan increased sharply, and many lands lost farmers were anxious and depressed. It has had a relatively negative impact on local social stability and economic development. Among them, the negative impact on social stability is reflected in the rapid growth of contradictions and disputes between landless farmers and the government, and the sharp rise in the frequency of mass and repeated petitions, which not only affects social stability, but also increases the cost of social management. The negative impact on economic development is reflected in a large number of landless farmers. People go to other cities to work for a living, so there is a large loss of local labor force, which affects the industrial development of Hainan city. Therefore, finding appropriate methods and policies to alleviate the anxiety of landless farmers is of great significance to maintain social stability and promote social harmonious development. Taking Sanya City as an example, to the free trade zone. This paper discusses the anxiety of farmers caused by the sustainable livelihood of landless farmers in Hainan under the background of (Hong Kong), and gives the corresponding solutions.

**Objective:** Combined with the investigation of the current situation of local landless farmers, this paper puts forward strategies to alleviate the anxiety symptoms caused by the sustainable livelihood of landless farmers in Hainan under the background of free trade zone (port).

**Subjects and methods:** 300 landless farmers, aged 29 - 57, were selected from Sanya City, using Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) Evaluate the mental health level of the research object. Use the self-made quality of life evaluation scale to evaluate the satisfaction of landless farmers with the policy. The quality-of-life evaluation scale has 20 items, and the score of each item is 1 - 5, with a full score of 100. The higher the score, the higher the living standard of landless farmers and the higher the satisfaction with the policy.

**Research design:** Take the following measures for landless farmers: improve the land acquisition compensation standard, diversify resettlement methods, promote farmers' flexible employment, improve the social assistance network system, vigorously develop the collective economy, establish collective security, and guide landless farmers to strengthen their livelihood sustainability, such as training skills and improving farmers' cultural level. After 6 months, count the income of landless farmers, SDS and quality of life scale scores.

**Methods:** The corresponding data were processed and analyzed by SPSS 17.0.

**Results:** After 6 months, the SAS and SDS scores of 300 landless farmers decreased significantly, and the quality of life increased significantly, as shown in Table 1.

**Conclusions:** Free trade zone in the context of (Hong Kong), the sustainable livelihood of land lost farmers in Hainan will cause farmers' anxiety, which will reduce the quality of life of land lost farmers, affect social stability and is not conducive to the harmonious development of society. Therefore, the following measures are studied to alleviate the anxiety of land lost farmers: improving the land acquisition compensation standard, diversifying resettlement methods, promoting farmers' flexible employment,