

In Table 1, tourists score the interest, aesthetics and culture of the application effect of rural cultural tourism industry development measures as 5 points, 4 points and 4 points respectively. The overall effect score is very high, indicating that tourists have high recognition of the development measures of rural cultural tourism industry, and are full of expectations for the development of rural cultural tourism industry.

**Conclusions:** The interesting landscape design has won the love of tourists, and the overall design of rural cultural tourism industry meets many tourists needs of tourists. In the landscape design, we make full use of various rural resources, highlight the advantages of the countryside, and the whole landscape reveals a traditional charm. In the landscape design, the rural traditional culture is deeply excavated to strengthen the protection of rural culture. In addition, pay attention to details in landscape design to ensure the overall quality.

\* \* \* \* \*

## ECONOMIC FITNESS ANALYSIS OF REGIONAL TALENT FLOW AND REGIONAL ECONOMIC DEVELOPMENT BASED ON PSYCHOLOGICAL FITNESS MODEL

Xiaodan Nong

*Department of Trade, Ningbo City Vocational and Technical College, Ningbo 315100, China*

**Background:** Nowadays, with economic globalization and the rapid development of science, the intellectual economy based on talent is definitely the essential element of international competition. Therefore, the development of talent has become particularly prominent. The methods of the regional industrial structure and talent structure caused by regional talent mobility can be accommodated, so as to promote sustainable development of the regional economy, and that is the issue need to focus on. In the view of the industrial economy, the paper has analyzed the fitness of regional talent structure and industrial structure so as to reflect the fitness of regional talent mobility and economic development. Furthermore, it has proposed some suggestions for adjustment of inter-regional talent mobility, the optimization and upgrading of regional industrial structure as well as the sustainable development of regional economy.

**Study design:** From the view of regional talent mobility, this paper has studied the matching degree model of regional talent structure and economic development, which is with the fitness evaluation index system of regional talent structure and economic development, and then empirically tested the fitness of regional talent structure and economic development in east, northeast, middle and west of China.

**Subjects and methods:** Foreign researches on talent mobility are relatively systematic, and it formed a set of scientific theory system. Classical theories of talent mobility have the following three theories. Push-and-pull theory. British statistician Ravenstien is one of the earliest scholars who started the study of modern western migration theory. He deeply studied on the domestic migration of the UK and twenty other countries, and then concluded the law of population migration, including "Seven Laws of Migration" which was the earliest theoretical model of the western macro migration research.

**Methods of statistical analysis:** The construction of the fitness evaluation index system of regional talent structure and economic development is mainly based on the theory. According to the relevant theories of synergetic, the regional economic development system is a cooperative system. It is comprised of many subsystems. In the view of industrial economics, the paper has selected and confirmed the evaluation indexes which affect the regional talent structure and economic development by the means of literature review and consultation with experts. It also built an overall framework of the fitness evaluation index system of regional talents structure and economic development.

**Results:** The information entropy EI of each index and its weights are shown in Table 1.

From the perspective of the development of time series, coordinative fitness of regional talent structure and economic development in the four regions of China is developing from imbalance to coordination. This trend of development in the eastern region has emerged. The coordinative fitness function value of the talent structure and regional economic development in the eastern region has already crossed the boundary of 0.5000. It has already developed from the imbalance state to the coordination state, and gradually developed from a weak degree of coordination to high coordination.

**Conclusions:** This paper has analyzed the relationship between the talent structure and regional economic development in each region through the researches on the related domestic and overseas literature of classical theory of talent mobility and the theory of regional economic development, and constructed the fitness evaluation index system of regional talent structure and economic development, and established the fitness model of regional talent structure and economic development. It has empirically tested the coordinative fitness of talent structure and regional economic development in east, northeast,

middle and west of China. Based on relevant theories of talent mobility, the paper concluded that we should explore the motivation and function of the regional talent mobility in our country, and make full use of opportunities of globalization.

**Table 1** Information entropy and weight coefficient of each index

Index	Information entropy EI	Weight coefficient WI
The share of educational input in GDP	0.04	0.66
Growth rate of educational input	0.03	0.73
The share of higher education input in GDP	0.05	0.55
Higher education input growth rate	0.04	0.56
The share of R&D input in GDP	0.05	0.71
R&D input growth rate	0.03	0.67
Ratio of talent to population	0.04	0.62
Proportion of talents in primary industry	0.02	0.77
Primary talent growth rate	0.03	0.76
Proportion of talents in secondary industry	0.04	0.67
Secondary talent growth rate	0.05	0.57
Proportion of talents in tertiary industry	0.04	0.67
Tertiary industry talent growth rate	0.02	0.77
Employed talent accounts for the ratio of talents	0.03	0.74
Structural deviation of the employees in the primary industry	0.04	0.62
Structural deviation of the employees in the second industry	0.03	0.73
Structural deviation of the employees in the tertiary industry	0.03	0.72
Patent application per 10000 people	0.07	0.32
Patented authorization per 10000 people	0.08	0.23
An increase in the amount of authorization for a patent application	0.03	0.77
Number of transaction contracts in the technical market	0.09	0.18
Amount of money of transaction contract in technology market	0.10	0.12
Productivity of social employees	0.04	0.65

\* \* \* \* \*

## THE APPLICATION OF CHINESE TRADITIONAL CULTURE PROMOTED BY INTERNET + MASS PSYCHOLOGY IN MODERN PRODUCT DESIGN

Yu Chen<sup>1</sup> & Hui Li<sup>2</sup>

<sup>1</sup>*College of Art, University of Jinan, Jinan 250002, China*

<sup>2</sup>*School of Design, Shandong Management University, Jinan 250357, China*

**Background:** In the era of the Internet+, China proposed the main task for the country to develop cultural and creative industries. The government should vigorously develop cultural and creative industries from the policy level. China has made many attempts and efforts to improve the development level of cultural products. For example, major provinces hold cultural product creative competitions to promote the research and development of traditional cultural product design. Under the premise of such a big trend, China has also responded to the development of the times and has begun to create product designs related to traditional concepts, and organized cultural and creative design contests. After several years of efforts, the design of traditional Chinese cultural products has achieved great development.

**Study design:** As a developing country with a long history and rich cultural connotation, China has become a new favorite with the development of the Internet + era, especially with the development of traditional cultural industries in recent years. While embedding traditional cultural symbols into products and increasing the added value of the products, the promotion of China's traditional cultural status is the focus of this study.

**Subjects and methods:** Chinese traditional culture application of hierarchical structure model of