

practical and effective penetration methods, so as to cultivate students' good learning habits, information literacy, develop students' psychological potential. Cultivate a sound personality, comprehensively improve the psychological quality of middle school students, and promote their physical and mental health development.

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RESEARCH ON THE OPTIMIZATION OF NEW MEDIA MARKETING STRATEGY BASED ON MARKETING PSYCHOLOGY

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Background: Whether admitted or not, there are no more than two driving forces to promote new media marketing: the progress of technology and the change of consumer behavior. While constantly focusing on secret social networking, augmented reality and wearable devices, we always want to know what millennials think. When recruiting new media talents, we like not only the cute and reliable technical house, but also the fairy little Laurie who knows a little sociology and skillfully applies psychology. If social media and mobile Internet have spawned new media marketing, big data has helped new media marketing complete the transformation from "good-looking gimmicks" to "serious business". However, "rational" small data and big data, as well as micro customer service and social CRM with utilitarian color, are not enough for us to understand and predict consumer behavior and psychology. As Brian Solis, marketing director of altimeter group and social media expert, said, the user characteristics and user behavior reflected by big data are not enough to provide comprehensive and effective decision support for the brand. Winning the last yard of new media marketing requires psychological help: understanding of consumers' psychological motivation and Research on thinking mode.

Objective: The user characteristics and user behavior reflected by big data are not enough to provide comprehensive and effective decision support for the brand. Winning the last yard of new media marketing needs the help of Psychology: the understanding of consumers' psychological motivation and the research of thinking mode.

Subjects and methods: 1. *Lower cost.* The continuous emergence of new media not only provides great convenience for people's daily work and life, but also brings a way of publicity and promotion with lower cost and no capital to the marketing work. In the era of traditional media with relatively backward development of Internet information technology, if enterprises want to improve product and brand awareness, they must spend more capital cost to carry out publicity and promotion. However, in the current new media era, if the product information is rich and attractive enough, the audience will independently use the new media platform to help enterprises carry out product promotion, which greatly reduces the capital cost of enterprise marketing.

2. *More targeted.* Compared with traditional marketing methods, when enterprises use new media for marketing, the audience only needs to search keywords directly on the portal or microblog, wechat and other new media platforms to get the corresponding product information, which is highly targeted. In addition, consumers are more interested in personalized products. They all like to obtain corresponding information or product information in their own way. In this case, enterprises can use the advanced new media platform to investigate and master the actual situation of consumers, so as to formulate more targeted new media marketing strategies and provide greater convenience for their further development.

3. *More diverse means of transmission.* For a long time, word-of-mouth has a decisive impact on the effect of product marketing. Only having a good word-of-mouth can play a greater role in promoting product communication. In the new media era, with the rapid development of network technology, a variety of new media have sprung up, making the communication channels more diversified. Therefore, enterprises must change their marketing concept and comprehensively use diversified new media to carry out marketing work, so as to effectively enhance the marketing effect, improve the core competitiveness of enterprises and promote the coordinated and sustainable development of enterprises.

Results: 1. Strengthen the training of professional talents. Although with the continuous progress of reform and opening up and the continuous progress of science and technology, new media marketing has attracted more and more attention in China. However, through the analysis of the actual situation, it can be concluded that up to now, the development time of new media marketing is relatively short, and the number of domestic new media marketing talents is relatively small, which has also caused great constraints on its development and role. Therefore, in the new media era, in order to further improve their core competitiveness, enterprises must change their development concept, clearly recognize the dilemma of insufficient new media talents, and formulate a talent training mechanism more in line with their own actual situation, so as to cultivate more new media marketing talents in line with their own actual needs, In this way, we can play a greater role in promoting the quality of our new media marketing work, enhance our core competitiveness, enhance our popularity and influence, and help ourselves obtain more economic benefits.

2. Enhance in-depth interaction with consumers. Interaction can help consumers trust enterprises more and enhance consumers' sense of belonging to enterprises. Therefore, improving interactivity has a vital impact on the quality of new media marketing. In this context, enterprises can improve the interaction between enterprises and consumers through interactive activities such as questionnaire distribution and interesting games. Then, enterprises need to use interactive data to classify their potential consumer groups and find new media platforms with higher frequency of use, so as to formulate more targeted marketing plans and marketing activities in line with consumers' habits, so as to effectively improve the quality of new media marketing and product influence and enhance the effect of product marketing. In the past, enterprise publicity was only recorded and uploaded to the official website, which was not conducive to the development of small enterprises. With the help of the new media platform, small enterprises can also simply and conveniently achieve the purpose of enterprise self publicity.

3. Strengthen the value understanding of new media marketing. First, enterprises must keep pace with the development of the times, clearly recognize the important value of new media marketing, establish a special new media operation and management platform, comprehensively use existing resources to carry out marketing work, and accurately record marketing data; Second, carry out marketing through the effective use of diversified new media marketing platforms. For example, enterprises can carry out marketing work through smart phones and corresponding mobile platforms, so as to improve the marketing scope and expand the influence of marketing work; In addition, enterprises should also make comprehensive use of the latest new media technology to carry out new media marketing model innovation, provide consumers with safer and more convenient consumption ways, and let consumers have a deeper understanding and understanding of enterprises and their products and services, so as to further enhance the marketing effect of new media and obtain more market share.

4. Enrich new media marketing content. The main goal of marketing is to stimulate consumers' interest and guide them to consume. Therefore, in the process of new media marketing, enterprises must further enrich the marketing content, comprehensively analyze the actual market situation and the psychological needs of consumers, and formulate more targeted marketing strategies. Therefore, in the new media era, if enterprises want to give full play to the role of new media marketing to a greater extent, they should investigate people's living needs, and then enrich marketing content and optimize product quality on this basis, so as to improve the attraction of products to consumers and lay a solid foundation for the smooth development of marketing work. In addition, when using new media for marketing, enterprises should fully show their sincerity and add corresponding innovative content, so as to further improve product sales, enhance their core competitiveness and form a fixed consumer group.

Conclusions: With the continuous progress of science and technology, new media has brought new vitality and vitality to marketing methods. As a new media marketing, innovation is still its main theme, including content innovation and form innovation, which will bring permanent novelty and surprise to consumers and target markets. Enterprises should change their ideas, keep pace with the times and use new media marketing flexibly and effectively.

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PSYCHOLOGICAL PROBLEMS AND COUNTERMEASURES OF HOTEL PRACTICE FOR STUDENTS MAJORING IN TOURISM MANAGEMENT

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Background: The demand of tourism industry for tourism talents has practical requirements. The practice of tourism management students in hotels is an important way to cultivate applied talents, an indispensable link in higher vocational teaching, and an important way to improve students' application ability and innovation ability. As the most important talent reserve in the hotel industry, interns are related to the sustainable and healthy development of hotel enterprises and the hotel industry. As an important part of hotel staff, interns have similarities and differences compared with regular hotel employees. The particularity of the dual identity of students and employees determines the diversity and complexity of problems in practice.

Objective: The practice of Tourism Management Major in Colleges and universities is an essential link in realizing the teaching plan and training objectives. It plays a very important role in improving students' practical ability. Taking the hotel practice of students majoring in tourism management as an example, this paper summarizes the psychological problems of students in hotel practice, and puts forward the corresponding ideas and methods to solve the problems, in order to provide beneficial exploration for the hotel practice of students majoring in tourism management.

Subjects and methods: 1. Psychological problems in the preparation stage before practice. The practice mentality is impetuous and lacks clear practice objectives. After several years of theoretical study, college students have a certain grasp and understanding of professional knowledge, but they lack corresponding practical skills and experience. Most students are not clear about the purpose of professional practice, which makes them often become a mere formality in the process of practice. They think that as long as they complete the corresponding practice tasks, the practice mentality is too impetuous, lack the mentality of actively exercising their own ability, and the practice motivation is not strong.

2. Psychological problems in the learning stage of practice. Lack of understanding of practice and negative response at work. Most students lack a correct understanding of the importance of internship. They think that in order to complete the corresponding internship plan, internship is just a formality, and they are not aware of the importance of internship to them. In the process of practice, they are light and afraid of heavy, and even avoid practice. In addition, the long-term comfortable campus life makes them lack the spirit of hard work. In the process of internship, the relatively heavy work makes it difficult for them to digest for a while. In the process of internship, there will be a mentality of high work intensity and hard work, or a mentality of psychological imbalance.

3. Summary after practice and psychological problems in the reflection stage. High intensity physical exertion and relatively low paid labor lead to students' disappointment. With the deepening of internship work, students in different positions will compare with each other, and the increase of contact with the outside world, students face various temptations, which has greatly changed their concept of money and are no longer satisfied with the current situation. In addition, we have gradually realized that the hotel industry is only a job in which physical labor accounts for the main factor, lost the enthusiasm for learning professional knowledge, and felt that it was of little use to study for a few years. This contrast of reality makes students easy to cause disappointment.

Results: 1. Strengthen the ideological education of students in the preparation stage of interns. ① Emphasize the importance of practice and clarify the objectives of practice. Before internship, we should emphasize the importance of internship, cultivate students' correct internship concept and clarify internship objectives, so that each student can have a correct understanding of hotel internship, pay attention to it in thought and actively cooperate in action. In addition, the specific situation of the internship site and the job position are introduced in detail, so that students can have a preliminary understanding of the internship work before the internship, so as to avoid over idealization of the internship work. ② Establish a serious and down-to-earth working attitude. Many students in the process of internship, including before internship, listen to previous students say that internship work is very hard, which affects students' attitude in the process of internship. In addition, some students do not realize the importance of internship and think that internship is only a matter of form, while perfunctory internship work in the school is not down-to-earth. Who knows that being serious and down-to-earth is the basis for cultivating a good work style. Therefore, before the internship, the problems that may be encountered in the internship process should be explained in detail, and the students are required to establish a serious and down-to-earth working attitude.