

Table 1. Display of questionnaire survey results

Consumer psychological reasons	Explain	Mean score of influence degree	Standard deviation of influence score
Group psychology	Consumer behavior is influenced by other consumers	4.06	0.31
Conservative psychology	Once consumers get used to a product, their interest in other similar products will decrease	3.28	0.28
Comparative psychology	Consumers' perception of the value of products depends on the selected reference object	3.67	0.19
Pursuit of scarcity	Consumers are more interested in scarce products	4.25	0.25

Conclusions: In view of the marketing problems of some enterprises in China, such as low marketing efficiency and marketing content that cannot be recognized by consumers, after collecting and analyzing the classic marketing and consumer psychology papers and books published at home and abroad, this study summarizes some consumer psychological factors that will affect enterprises to improve marketing efficiency from the perspective of consumer psychology, and carry out a set of questionnaires to cross verify the rationality of these factors. The survey results show that consumers believe that the four psychological phenomena of conformity, conservatism, contrast and the pursuit of scarcity have an obvious impact on the marketing efficiency of enterprises, among which the pursuit of scarcity and conformity have the greatest impact. The analysis shows that this is because consumers are naturally more interested in scarce products, and consumers' consumption psychology will tend to be consistent due to the interference of other consumers to a large extent. Therefore, the reasonable use of marketing teams of hunger marketing, word-of-mouth publicity and community publicity in the market can usually achieve better marketing results.

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RURAL TOURISM DEVELOPMENT AND ECO-TOURISM INNOVATION PATH FROM THE PERSPECTIVE OF TOURISM PSYCHOLOGY

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Background: There are two logical starting points of tourism psychology, which are also closely related to the diversity and development of their own definitions. Firstly, tourism psychology is a subject with tourism psychology as the main research object and core concept. Secondly, it takes tourism as the research object and psychology as the research perspective. No matter which logical way, the final relationship between human tourism behavior and tourism psychology is the main starting point. From the perspective of tourism psychology, the psychological and behavioral phenomena of tourists, tourism workers and local residents have a significant impact on the whole set of social tourism behavior. Tourists' tourism psychology includes both static and dynamic psychological factors. Static psychological factors include tourists' inherent tourism emotion, tourism concept, tourism interest and other almost attribute factors. These factors will not change due to the dynamic changes in tourism behavior. It is the main psychological motivation for tourists to choose tourism destination and tourism behavior. Dynamic tourism psychological factors are caused by the dynamic psychological phenomena in the process of tourism behavior, such as tourism traffic psychology, tourism accommodation psychology, tourism psychology, tourism diet psychology and so on. In the process of developing rural ecotourism, both static tourism psychological factors and dynamic tourism psychological factors of tourists need to be taken into account. These innovative designs around tourists' psychological factors can be shown through rural ecotourism construction, and rural ecotourism construction with different emphases can be favored by different tourism groups. Therefore, through the innovation of rural ecotourism construction path, we can effectively grasp the psychology of tourists, accurately divide tourism groups according to the existing rural characteristics, and lay the foundation for further marketing and publicity means, so as to achieve the effect of revitalizing rural tourism and developing rural economy.

Objective: This study starts from the perspective of tourism psychology, by grasping the static tourism psychological factors and dynamic tourism psychological factors of tourists' psychology, provides path

innovation for the development and construction of rural ecotourism, and then promotes the development of the rural economy.

Subjects and methods: This study combines structural equation method and social network analysis method to analyze rural society, economy and tourism from the perspective of tourism psychology. Structural equation model is used to model and evaluate rural ecotourism, social network analysis is helpful to confirm the action position and individual role of a single actor in the overall social and psychological motivation network.

Study design: This study uses the structural equation method to establish the attribute data model through the social action and psychological motivation of stakeholders. This part of the attribute data includes the quantitative values of individual psychological motivation, psychological attitude and actual behavior. These elements will be analyzed as individual attributes. In the process of model analysis, the social network analysis method is used to analyze the action principle and psychological motivation of individuals in the overall model network, so as to analyze the relationship and function of individuals in the network more specifically.

Methods: Amos software is used as the main analysis software in this study. The software can analyze multiple variables simultaneously in the process of processing structural equation model, and its function is consistent with the purpose of this study.

Results: The evaluation of multi-functional rural ecotourism is shown in Table 1.

Table 1. Multifunctional rural tourism evaluation

Type of function	Normalized priority	Limit matrix value
Economic function	0.6113	0.1082
Residential function	0.1146	0.0203
Environmental function	0.1117	0.0198
Psychological function	0.1624	0.0287

Table 1 evaluates the four main functions of multi-functional rural ecotourism: economic function, residential function, environmental function and psychological function. The results show that strong economic function is the most important factor in multi-functional rural ecotourism and the main support for ecotourism innovation. In addition, the good psychological function can also provide tourists with choice motivation. On the whole, economic function and psychological function are the two main functions of the development of multi-functional rural ecotourism. The economic function can expand the customer group of rural tourism to a greater extent and improve the basic customer experience, while psychological function can add cultural characteristics to the rural tourism base and enhance the tourism attraction of local villages on the basis of infrastructure construction, provide tourists with greater psychological motivation.

Conclusions: In the development and construction of rural ecotourism, the psychological factors of tourists are very important. By using tourism psychology to grasp the static and dynamic psychological factors of tourists, we can provide behavioral cues for tourists from the level of psychological motivation, and then help tourists complete their psychological choices. The application of tourists' psychological factors can be reflected through the construction of economic function, residential function, environmental function and psychological function in the construction of rural ecotourism. Through the innovation of rural ecotourism construction path, it can promote the development of rural tourism, provide jobs and promote the development of rural economy.

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THE ROLE OF URBAN ENVIRONMENTAL PLANNING IN ALLEVIATING CITIZENS' PSYCHOLOGICAL PRESSURE UNDER THE PSYCHOLOGY OF ART AND DESIGN

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Background: In the process of social and economic development, people's pace of life is faster and faster,