

influence degree of these four psychological factors were 4.58, 4.37, 4.12 and 3.93 respectively. In view of this common psychological problem of the person in charge of safety management, we can deal with it by strengthening regular safety management education, linking the results of safety management with the salary of personnel, and stimulating the sense of responsibility and responsibility of the person in charge, so as to reduce the probability of accidents and financial losses caused by psychological factors in the university chemistry laboratory.

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## RESEARCH ON THE DEVELOPMENT PATH OF FOREST RESOURCES MANAGEMENT AND ECOLOGICAL FORESTRY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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**Background:** Social psychology is a subject that focuses on the psychological status and change law of individuals and organizations in social activities. It is an interdisciplinary subject of sociology and psychology. The research contents of social psychology at the individual level mainly include individual behavior mode, language, social process, etc., while the research contents of social psychology at the organizational level are different, specifically the expression forms of collective thinking such as organizational attitude, organizational behavior mode, organizational values and so on. Social psychology emphasizes the interaction between society and individuals, and also pays attention to the role of social situations and the internal psychological state of individuals.

With the awakening of people's awareness of environmental protection, people's enthusiasm for managing forest resources is higher and higher. Scientific management of forest land, trees, wild animals and plants in forest areas, such as forest cultivation measures, will not only help to maintain the balance of ecosystem, but also help to realize the healthy and sustainable development of forest resources and ecological environment. At the same time, the ecological forestry industry mainly develops forestry products with commercial value through existing natural resources, so as to diversify the functions of the forest, and coordinate the development with the surrounding environment and other industries to ensure that the whole forest ecology is in a balanced state. However, there are some significant problems in the current management of forest resources. For example, some criminals will drill the loopholes of relevant laws and regulations, but the illegal collection of forest resources cannot be punished by the law. Besides, some managers and front-line employees of forestry and forest scenic spots overexploit forest resources in pursuit of short-term commercial interests, resulting in irreparable damage to the forest area. It can be seen that the current forest ecological problems are mainly caused by human excessive demand or improper development. In essence, this problem is closely related to human behavior and psychology. Therefore, in terms of ecological environment improvement, it is more important to study human psychology and behavior from the perspective of social psychology than from the perspective of natural science.

**Objective:** To understand the current situation of China's forest resources management and forestry development path, so as to find the deficiencies in the current forest resources management, and then combined with the method of social psychology to analyze the psychological status of forest managers, workers and tourists, and put forward the countermeasures to improve the effect of forest resources management, so as to provide some references for adjusting and optimizing China's ecological forestry development path and improving the sustainable development ability of ecological industry in the future.

**Objects and methods:** Ten 5A forest scenic spots were randomly selected from China and artificially divided into experimental group and control group according to business scale, forest geographical environment, forest area, number of tourists and management mode, with 5 scenic spots in each group. After ensuring that there is no significant difference in basic information between the two groups of scenic spots, the managers of the experimental group shall be trained in the analysis of tourists' social and psychological state during tourism, and on this basis, the managers shall be required to formulate relevant management measures. However, the control group did not make any management intervention. In addition, the managers of scenic spots are required to randomly select 20 tourists from their respective scenic spots before training and half a year after training to conduct SAS (Self-rating Anxiety Scale) and SDS (Self-rating Depressed Scale) surveys to understand the impact of the reform of management mode combined with social psychology on the psychological experience of tourists.

**Results:** After all the experimental steps are completed, the SAS and SDS data of tourists are shown in Table 1.

The measurement data in the study are displayed in the form of mean  $\pm$  standard deviation, using *t*-test, and the significance level of difference is set to 0.05. The scores of the two groups were significantly lower than that of the control group ( $P < 0.05$ ).

**Table 1.** Statistics of SAS and SDS scores of tourists

Index	Experience group	Control group	<i>t</i>	<i>P</i>
SAS score	41.6 $\pm$ 3.5	52.4 $\pm$ 4.8	0.481	0.000
SDS score	48.7 $\pm$ 4.0	56.9 $\pm$ 4.2	0.124	0.002

**Conclusions:** In order to solve the problem of ecological environment deterioration of forest scenic spots in China, after collecting and analyzing a large number of academic literatures on ecology and scenic spot management, this study carried out a scenic spot management experiment. In the experiment, the scenic spot managers of the experimental group need to be trained. The training content is the social and psychological state and characteristics of tourists when traveling in the scenic spot and their coping methods. The experimental results show that after the training intervention, the average SAS scores and SDS scores of tourists in a single scenic spot in the experimental group are significantly lower than those in the control group, and the *t*-test output *P* values of various scores between the two groups are far less than the significance level of 0.05, which shows that the data difference is significant. The experimental results show that taking into account the social and psychological characteristics of tourists and taking targeted measures can improve some bad psychological states of tourists. The research results will provide some data support and useful suggestions for optimizing the development route of ecological forestry in China.

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## ON THE APPLICATION OF TRADITIONAL LANDSCAPE PAINTING FROM THE PERSPECTIVE OF ART DESIGN PSYCHOLOGY

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**Background:** Art design psychology is a subject that studies the creative process of art, the feelings of the audience, and the psychological activities and laws of art works. It is an interdisciplinary subject produced by the combination of literature and art, psychology and other related majors. The main research contents of art design psychology include: how artists accumulate and refine materials through observation, experience and analysis of real-life; how to imagine the material creatively on the basis of perception and memory; the artist's interests, hobbies, abilities and personality; temperament and its influence on creation; how do people feel and understand literary works and produce emotional resonance in the process of appreciating literary works; how to enrich spiritual life through literary works and artistic activities, inspire people's will and enthusiasm, and how to cultivate teenagers' literary interest, appreciation and creative ability. In the field of traditional landscape painting, some painters agree that integrating graphical elements into landscape painting can improve the artistic value of landscape painting. However, how to integrate graphical elements into landscape painting is a problem perplexing for a painter in the industry. This study analyzes the psychological impact of different elements of traditional landscape painting on viewers from the Perspective of art design psychology, so as to explore how to skillfully integrate graphical elements into paintings.

**Objective:** To understand the drawing process of Chinese traditional landscape painting and the aesthetic methods and mainstream aesthetics of this kind of artwork, and consult the expert group to get their methods of integrating graphical elements into traditional landscape painting and the impact of these methods on the positive psychology of viewers, so as to provide some ideas for improving the beauty of Chinese landscape painting and innovating traditional culture and art.

**Objects and methods:** Collect the research materials of art design psychology and the teaching materials of traditional landscape painting, and summarize the functions and methods of applying graphical elements to traditional landscape painting. Using the Delphi method, 30 traditional landscape painting masters and teachers who are willing to participate in the research are selected from China to form an expert group to share the proposed methods with experts and ask them to provide feedback. Specifically, it is to provide the methods of integrating graphical elements into traditional landscape painting and the impact of these methods on stimulating the positive psychology of admirers. Then adjust and integrate the