

important. In the research, we first consider the changes of students' psychological activities in aerobics teaching, and then take this as the basis of teaching scheme, combined with inverse thinking teaching and career education to promote students' aerobics technical level. From the results, it can be found that from the perspective of psychology, the basic level of students' aerobics has been significantly improved, and the level of students' mental health has also been cultivated. Therefore, in the professional teaching of higher vocational colleges, the appropriate use of students' psychological activities will effectively improve the efficiency of professional teaching and promote the development of students.

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ANALYSIS ON THE EFFECTIVENESS OF PARTY STYLE AND CLEAN GOVERNMENT CONSTRUCTION IN A CITY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: China's development has been ups and downs. Once again, there is no doubt about the guiding role of Chinese leaders in the process. In the development process of modern China, the determination of the Communist Party of China, as the core of the construction of socialism with Chinese characteristics, is also extremely strong. Therefore, in the process of building a harmonious society, the construction of Party style and clean government has become the core guarantee of national construction. The 5000-year history of the Chinese nation has created a country and nation with great dreams. In China's Millennium Development, it has always been developing towards the establishment of a prosperous, strong, civilized and harmonious society. After being weathered, the emergence of the Communist Party of China brought light to the establishment of new China. It is also under the leadership of the Communist Party of China that China began to gradually move from poverty to wealth. During the ruling period of the Communist Party of China, the most important thing is the construction of a clean and honest government, which is not only related to the reputation of individuals and organizations, but also related to the survival and development of the country. In the development of China in recent decades, the Party Central Committee has always attached importance to anti-corruption, and several generations of leaders have taken it as the main construction work. In the process of building a clean and honest government, it is the party organization that supervises individuals and supervises the organization. Therefore, how to build a good Party style and clean government is the primary goal of national construction.

Social psychology is scientific research that analyzes psychological activities from the social nature. In social psychology, communication is an important way to affect public psychology. The psychological mechanism of social psychology includes communication relationship and social culture. Using the communication psychology of social psychology, the rational and logical processing of communication relationship and social culture will be more convenient. In social activities, social behavior includes social behavior driven by human relations and social behavior acquiesced under the operation of power, in which psychological behavior is the basic requirement to determine explicit behavior. The generation of social psychology is generated by the communication and interaction between people. In the construction of a clean and honest government, the construction of a clean and honest government is a social activity between organizations and organizations, individuals and individuals, organizations and individuals, and a social interaction between organizations to examine individuals and individuals to supervise individuals. The communication between various leadership levels produces social-psychological behavior. From the perspective of social psychology, in the process of building a clean and honest government, we need to maintain smooth social relations, make the requirements of the region and the central government highly consistent, fundamentally ensure the construction of a clean and honest government in the region, and then gradually affect the construction of a clean and honest government in each region. In addition, in social psychology, some researchers put forward the theory of attitude change to explore the development direction of the construction of a clean and honest government. They believe that there is a specific psychological tendency between an individual and society. Attitude change is to change the social-psychological tendency into the party's behavior, and then produce a positive response in the

construction of a clean and honest government, which can change the organization and organization, organization and individual. The coordination of individual and individual opinions can promote the work efficiency of the construction of Party style and clean government. Therefore, it is of great significance to evaluate the progress of Party style and clean government construction with the help of social psychology.

Objective: Using the relevant theoretical knowledge of social psychology, this paper discusses the importance of building a clean and honest government, and analyzes the effectiveness of building a clean and honest government from the perspective of social psychology, in order to provide theoretical support for the construction of socialist harmony.

Study design: Taking the construction of party conduct and clean government in a city in China as the research object, this paper uses the literature method to obtain the current situation of the city's economic development and the construction of party conduct and clean government, and evaluates the impact of the construction of party conduct and clean government on its economic development. In order to more specifically understand the application effect of party conduct and clean government in urban construction, a questionnaire is used to conduct a random survey on urban residents. Get the citizens' satisfaction with the construction of Party style and clean government and the evaluation of urban construction and development.

Results: In the correlation analysis between the construction of Party style and clean government and economic development, it can be seen that the economic development of the city is positively affected by the construction of Party style and clean government, and the degree of influence is more obvious. In the citizens' evaluation of Party style and clean government and urban construction, it can be found that the construction of Party style and clean government improves the lives of urban residents and is conducive to the construction of urban harmony. 0-4 scale is used to evaluate the degree of impact, where 0 means no impact, 1 means slight impact, 2 means general impact, 3 means obvious impact, 4 means full impact, "+" means positive impact and "-" means negative impact. The correlation between the construction of Party style and clean government and economic development is shown in Table 1.

Table 1. The correlation between the construction of Party style and clean government and economic development

Project	Tourism economic development	Catering economic development	Construction and economic development
Construction of Party style and clean government	+3	+4	+4

Conclusions: Building a clean and honest government is the foundation and foundation of urban construction. It is effective to analyze the current situation and effectiveness of building a clean and honest government by using social psychology. From the perspective of social psychology, from the perspective of urban economic development, the results show that urban economic development is positively guided by the construction of Party style and clean government, which significantly improves the overall economy of the city and contributes to the harmonious development of urban society. Therefore, in order to build a harmonious and civilized society, the construction of Party style and clean government is essential, Leaders of all regions or cities need to give full play to their supervisory role and do a good job in the construction of Party style and clean government.

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THE REVITALIZATION OF RURAL TOURISM BASED ON THE PSYCHOLOGY OF SPORTS TOURISTS

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Background: After the 19th National Congress of the Communist Party of China, an important development strategy was put forward, which advocated the "rural revitalization" strategy with solving the "three rural" problems as the core. As the main strategy of China's current development, the "rural revitalization" strategy has been paid more and more attention by all sectors of society. In the "Rural revitalization" strategy, we take the countryside as the strategic point and drive the rural development by looking for the rural development path. At present, China's "rural revitalization" is mainly concentrated in the poorer inland areas. By opening up the road from the countryside to the economic market, with the help