

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

of China's relatively developed economic market, we can expand the rural external contact area, and then sell the relevant products in the countryside. In terms of the strategy, China will gradually expand its rural areas to the coastal areas with rich land resources, but gradually accelerate the revitalization of the coastal areas. With the growth of national economy, more and more people began to yearn for marine sports. On this basis, coastal rural areas began to gradually promote "rural revitalization" from the development of marine leisure sports, culture and tourism industry. With the development of "rural revitalization" in coastal areas and people's desire for new things, the development of new tourism industry has become a key step to speed up the pace of "rural revitalization".

Social psychology is a psychological science that studies communication psychology among social individuals, groups and organizations. In rural revitalization, coastal villages have adopted marine leisure sports and cultural tourism, emphasizing the use of social communication to promote cultural communication and achieve the goal of rural revitalization. In social psychology, social representation is the guarantee that determines the development of social communication. According to the research content of social psychology, social representation can help individuals have a clearer understanding ability in social communication. In addition, social psychology shows that social representation can help the specific analysis of a specific phenomenon in social communication and increase the ability of communication and interaction between societies. On the other hand, social psychology believes that the discourse sharing of social representation provides a development background for rural revitalization, enabling all sectors of society to communicate effectively and increase the conditions for rural revitalization. The development of "rural revitalization +" marine leisure, sports and cultural tourism industry mainly aims to expand the external influence of coastal villages with the help of tourism industry and attract more tourists to participate in the consumption of marine leisure, sports and cultural tourism. From the perspective of social psychology, the visit of tourists and the industrial development of tourism are social and psychological exchanges between groups. In the cognition of social psychology, the tourism behavior of tourists is a kind of behavior of participating in social activities. Its psychological activities determine social activities. The industrial development of tourism is also a kind of social behavior. The tourism industry determines the development direction of tourism industry through invisible communication with tourists or local residents. For the marine leisure sports and cultural tourism under the "rural revitalization", tourists are eager to participate in marine sports projects, and the tourism industry is eager for tourists to participate in the consumption of marine projects. There is a certain social relationship between them, that is, tourists get the corresponding services with social consumption psychology, while tourism obtains the corresponding consumption with social service psychology. According to social psychology, tourism and tourists complement each other and reach a certain agreement in social communication. When this kind of agreement comes into being, the purpose of "rural revitalization" has been achieved by coastal villages with the help of marine leisure, sports, culture and tourism industry. In order to speed up the development of coastal villages, it is of great practical value to explore the development direction of marine leisure sports culture tourism industry from the perspective of social psychology.

Objective: Understand the importance of "rural revitalization" to China's social development, explore the "rural revitalization" strategy of coastal villages, analyze the role of "rural revitalization +" marine leisure sports and cultural tourism industry in the development of coastal villages, and explore the development direction of marine leisure sports and cultural tourism industry, so as to provide theoretical support for China's "rural revitalization".

Study design: Using the method of literature, this paper collects the development status of coastal villages and the development status of marine leisure sports and cultural tourism industry in coastal villages under the "rural revitalization", analyzes the changes in social and psychological activities in the development of marine leisure sports and cultural tourism industry, and puts forward the development direction of tourism industry to promote rural development. Finally, the development prospect of coastal villages is predicted through simulation analysis.

Results: With the development of the marine leisure sports culture tourism industry, the social and psychological activities of tourism and tourists have changed significantly. Simulation analysis is used to predict the development of coastal villages. The results show that after determining the development path, the leisure sports culture of post coastal villages can be coordinated and the rural economy can be significantly improved. See Table 1 for the specific situation.

Table 1. Prediction results of coastal rural development

Index	3 months	6 months	9 months
Economic growth rate (%)	7	11	19
Coordination degree	0.22	0.39	051

Conclusions: "Rural revitalization" is one of the important strategies for China's development.

Promoting the process of “rural revitalization” is of great practical significance. In the development of coastal villages, it is effective to use social psychology to find the development of marine leisure, sports, culture and tourism industry, which can significantly accelerate the “rural revitalization” efficiency of coastal villages and drive the development of regional economy. Therefore, on the basis of “rural revitalization” strategy, implementers need to make full use of the social and psychological activities of regional development participants and determine the development direction in order to ensure the normal development of “rural revitalization”.

Acknowledgement: The research is supported by: Guangxi Philosophy and Social Science Planning Research Project: “Research on the Development of Coastal Leisure Fishing and Sports Tourism in Guangxi Beibu Gulf Based on Rural Revitalization Strategy” (No. 20BTY005); Guangxi University Humanities and Social Sciences Key Research Base “Beibu Gulf Ocean Development Research Center” (No. 2018BMCC09).

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A STUDY ON THE INFLUENCE OF FEMALE CONSCIOUSNESS IN VICTORIAN BRITISH FEMALE NOVELS ON WOMEN’S POSITIVE PSYCHOLOGY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology pays attention to the psychological changes of individuals and groups in social activities, and is committed to summarizing some universal laws, and advocates the application of these methods and models to deal with social relations and social problems. Compared with traditional psychology, social psychology pays more attention to the psychological patterns of groups in society, such as group subconscious thinking mode, group cultural habits, group initiation and group bias, etc., but paying attention to groups does not mean that social psychology society despises the influence of individual psychology. Therefore, social psychology is more suitable than traditional psychology to analyze the social problems obviously affected by the social environment and the psychological related problems of individual members in the society. From the perspective of research methods, social psychology attaches importance to case study on the basis of using traditional psychological research methods. Therefore, sociological research methods such as questionnaire survey, expert consultation, comparative experiment and interview are often used in the research of social psychology. Female consciousness is gender consciousness, which is the understanding of women’s role and status, and the experience of women’s value as human beings. Female consciousness exists in female literature and changes with the development of the times. Female consciousness is prominent in British women’s literary works, and has played an important role in enlightening and leading British women’s female consciousness. The female consciousness in female literary works is not suitable for separate analysis. It should be analyzed in combination with the social environment and female group psychology at that time. Therefore, this study uses the method of social psychology to study the female consciousness in Victorian British female novels, hoping to provide some reference and inspiration for China to stimulate and improve women’s positive psychology through literary works.

Objective: By analyzing the female consciousness in Victorian British female novels, to find out the elements of female consciousness affecting the positive psychology of female groups in female novels at that time, so as to provide some references for guiding the development of female consciousness through literary works in China.

Objects and methods: Collect several famous Victorian British female novels, such as the tragedy of mares, virginity, pride and prejudice, and study these novels to extract the female consciousness that may have an impact on the positive psychology of female groups at that time. Then 35 female consciousness experts and social psychology experts from home and abroad are selected to form an expert group, and these elements are sent to the expert group. Members are required to judge and supplement whether the influencing elements are accurate and whether there are omissions. At the same time, the degree of influence of various factors on the extreme psychology of British women at that time is evaluated. The evaluation is divided into five levels: no influence, slight influence, general influence, obvious influence full impact.

Results: After the members of the expert group reached an agreement, stop the feedback cycle, sort out the final opinions of the expert group, and get Table 1.

Table 1. Statistical results of final opinions of the expert group