

multinational students, this study provides mode optimization strategies for the “home” cultural education mode of college system in colleges and universities from the perspectives of moral cultivation, learning motivation, psychological attribution and self-awareness, so as to help multinational students successfully pass the period of cross-cultural psychological adaptation. It provides a solution platform for the learning and living difficulties and psychological confusion caused by cultural differences in the daily life of multinational students, and provides theoretical support for the development of international college system “home” culture of domestic colleges and universities in line with the actual psychological situation of multinational students.

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THE INFLUENCE OF TRADITIONAL VILLAGE LANDSCAPE DESIGN ON TOURISTS’ TOURISM PSYCHOLOGY UNDER ENVIRONMENTAL PSYCHOLOGY

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Background: According to the theory of environmental psychology, at the psychological level, human individuals have a great degree of consistency with the environment, that is, human beings require the environment to change due to their own needs, and the environment also has the ability to change human beings. Therefore, the starting point of harmonious coexistence between human and environment is the change of the concept of consistency between human and environment. In modern people’s environmental psychology, this consistency is often ignored because human beings will give priority to their own needs at the level of psychological cognition, such as individual financial needs, physiological preferences, changes in cognitive ability, and even individual needs caused by social factors. In the process of giving priority to needs, human beings subconsciously attribute the environment to constants that are difficult to change at the psychological level, and then ignore its impact on themselves. This misconception is still very common even in modern times. In environmental psychology, the interaction between human and environment is divided into two dimensions, namely, the cognition of interaction and the behavior form of interaction. In the two dimensions, there are two force directions of positive force and negative force respectively. By combining the two dimensions with the forces in two directions, we can get four models of psychological interaction, namely interpretation model Evaluation model, operation model and response model. The cognitive model of individual and the interpretation of the main characteristics of personality. The evaluation model mainly involves personal psychological tendency and attitude towards the environment. The operational model mainly involves the relationship between individual psychological activity space and environmental space. The response model mainly involves the positive or negative psychological perception of individuals in the environment. This study applies the concept of environmental psychology to the landscape design of traditional villages, and analyzes the psychological preferences of tourists in the process of tourism from the perspectives of interpretation, evaluation, operation and response, so as to lay a theoretical foundation for the landscape design of traditional villages and provide an optimized path for the development of traditional rural tourism industry.

Objective: This study analyzes the psychological needs of tourists for traditional villages and the psychological changes in the process of playing through environmental psychology, and applies it to the traditional village landscape design of the rural tourism industry to help the rural tourism industry improve the landscape design level and design a traditional village landscape more in line with the psychological needs of tourists.

Subjects and methods: This study combines the clustering algorithm with the factor analysis method, extracts the leading factors from the complex and diverse psychological states of tourists, and based on the leading factors, combines the traditional village landscape design with environmental psychology to study in the form of factor analysis.

Study design: This study uses the clustering algorithm to cluster the tourists’ personal psychological preferences in the traditional village tour, and finally forms several psychological preference classifications that dominate the tourists’ tour experience. On this basis, the elements of tourists’ psychological

preferences and the elements of traditional village landscape design are analyzed together through the element analysis method.

Methods: This study uses clustering algorithm program to cluster the psychological state of traditional village tourists, uses Excel table to sort out and count the element data, and uses the five-level quantitative method to analyze the impact analysis. The higher the level, the higher the degree of impact.

Results: The impact of tourists' psychological preference on the landscape design of traditional villages is shown in Figure 1.

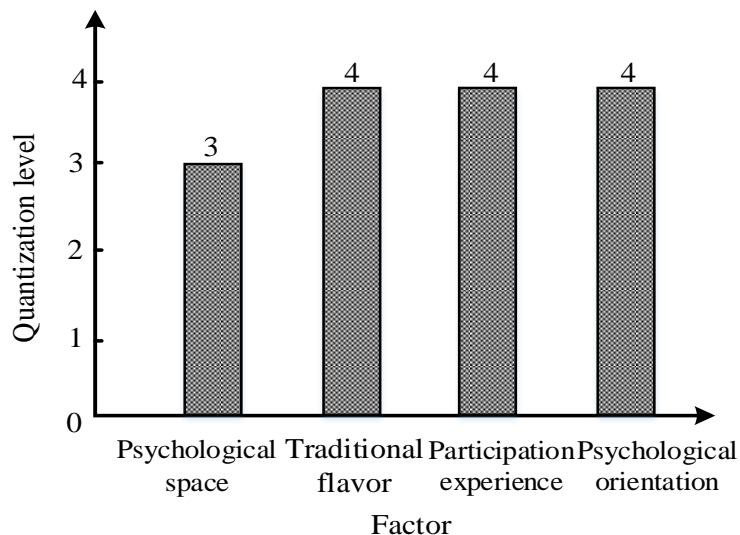


Figure 1. Tourist psychological elements

In Figure 1, among the four psychological elements of tourists' psychological space, aesthetic preference, participation experience and psychological guidance, the three psychological elements of aesthetic preference, participation experience and psychological guidance have a greater impact on the landscape design of traditional villages, reaching level 4, while the psychological space only reaches level 3. This is because the scope of tourists' personal psychological space is constantly changing according to environmental changes, and each individual has different measurement methods. However, aesthetic preference, participation experience and psychological guidance dominate the psychological experience of tourists in the process of traditional village tour, so it is more important.

Conclusions: In the landscape design of the tourism industry, the psychological factors of tourists are very important. If we can't grasp the psychological needs of tourists, we can't design a landscape welcomed by tourists. Starting from environmental psychology, this study analyzes the psychological state of tourists in the process of visiting the traditional village landscape, and extracts the tourists' psychological preferences in terms of psychological space, aesthetic preference, participation experience and psychological guidance, so as to provide a psychological theoretical basis for the traditional village landscape design of the tourism industry. Help the tourism industry to enhance the tourist attraction of self-designed traditional village landscape.

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THEORETICAL ANALYSIS AND SKILL EXPLORATION OF COLLEGE ENGLISH TRANSLATION TEACHING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: With the help of psychological theory, educational psychology analyzes and intervenes the