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DIMENSIONAL ANALYSIS OF THE INFLUENCE OF DRESS CHARACTERISTICS ON TOURISTS' CONSUMPTION PSYCHOLOGY IN TOURIST DESTINATIONS WITH ETHNIC CHARACTERISTICS

Jinfang Ni^{1,2*} & Nutteera Phakdeephrot²

¹*Digital Art and Design School, Guangzhou Nanyang Polytechnic College, Guangzhou 510925, China*

²*Rattanakosin International College of Creative Entrepreneurship, Rajamangala University of Technology Rattanakosin, Nakhonpathom 73170, Thailand*

Background: Tourism is a preference for people to pursue high-quality conditions in modern life, and has gradually developed into an indispensable part of life driven by economic growth. And from the development trend of tourism in recent years, it gradually presents a diversified pattern. More and more people take tourism as a way of entertainment in life. In order to attract more tourists and maintain the balance between tourism development and heritage protection, tourist attractions began to carry out tourism planning and tourism development under the concept of tourism economy, committed to improving the sense of experience brought by tourism products and maintaining the connotation of non heritage, so as to improve the tourism experience of tourists. In order to meet the tourism needs of consumers, a large number of tourist attractions have designed relevant products for promotion according to local ethnic characteristics. In the tourism with ethnic characteristics, ethnic costumes, as the main medium to reflect local culture, are an important way to enhance the economic income of tourist attractions by inducing the consumption of tourist consumers. Under the influence of consumers' psychology, the characteristics of national costumes are gradually starting to carry out innovative design based on national culture to meet the psychological needs of consumers. However, few studies have specifically analyzed the impact of national costumes on the psychology of tourism consumers.

Tourism consumers are the main driving force in the development of tourism economy. Consumers' consumption behavior can drive regional economic development on the premise of meeting their own material needs. Consumers' consumption behavior is influenced by their consumption psychology, which is not only the demand psychology of consumers in shopping activities, but also the main research object of individual psychology. Consumer psychology is a branch of psychology that mainly studies the consumer behavior and the law of psychological changes in consumer activities, including the process of consumer psychological activities, consumer personality and psychological characteristics. Some studies have put forward that consumer psychology is an important observation index in the development of economic market, and consumer psychological demand is the key influencing factor to promote market production. They also believe that consumer psychology is an important influencing factor in the management of market economy. Therefore, in order to promote the development of tourism economy with national characteristics, this paper studies and analyzes the dimensional relationship between national clothing characteristics and consumer psychology, in order to provide theoretical support for the development of tourism economy.

Objective: To understand the current situation of the development of clothing characteristics in tourist destinations with national characteristics, to understand the changes of consumption psychology in tourism, and to explore the dimensions and relationships between clothing characteristics in tourist destinations with national characteristics and tourists' consumption psychology.

Subjects and methods: Eight tourist destinations with ethnic characteristics were selected for the survey, which lasted from November 2021 to December 2021. In the survey, the consumer psychology questionnaire was used to collect the consumer psychology changes of all consumers, and the interview method was used to understand the views of scenic spot managers, ethnic minority residents and tourism psychology research scholars on "the influence dimension of dress characteristics of tourist destinations with ethnic characteristics on tourists' consumption psychology". The obtained sample data are divided into two groups. The first group of samples is used to explore the psychological containment of tourists' consumption, and the second group of samples is used to test the impact dimension. Using SPSS22.0, this paper makes an exploratory factor analysis on the dimension between the dress characteristics of ethnic tourism destination and the tourists' consumption psychology.

Results: See Table 1 for the regression analysis results between the clothing characteristics of the tourist destination with ethnic characteristics and the tourists' consumption psychology. Table 1 shows that the cultural thoughts and values in national characteristics clothing have a significant impact on consumers' consumer responsibility psychology, and also have a significant impact on consumers' consumer cognitive psychology. The above results show that the characteristics of national costumes have a significant impact

on the two dimensions of consumer psychology: consumer responsibility psychology and consumer cognition psychology.

Table 1. The regression analysis between the costumes and tourists' consumption psychology

	Consumer responsibility psychology		Consumer cognitive psychology	
	Beta	t	Beta	t
Cultural thought of national characteristics clothing	0.193*	0.941	0.217	1.405
National characteristics clothing values	0.352**	3.865	0.231*	2.147
<i>F</i>	9.356		13.174	
<i>R</i> ²	0.387		0.462	

Note: * means $P < 0.05$, ** means $P < 0.01$.

Conclusions: In the tourism consumption of tourist destinations with national characteristics, consumer behavior is the main driving force to promote local economic development. Therefore, in order to achieve the rapid economic development of tourist attractions, it is necessary to put forward product consumption strategies based on consumer psychology. In the research, the national characteristic clothing is the main consumer product, and the dimensional influence between national characteristic clothing and consumer psychology is analyzed. The results show that the cultural thoughts and values of ethnic costumes significantly affect the two dimensions of consumer psychology: consumer responsibility psychology and consumer cognition psychology. Therefore, in order to promote the economic growth of ethnic tourism destinations, it is of great value to analyze the consumer psychology.

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EXPLORATION ON THE INFLUENCE OF THE DEEP INTEGRATION OF “POST-COURSE CERTIFICATE COMPETITION” TALENT TRAINING MODE ON COLLEGE STUDENTS’ POSITIVE PSYCHOLOGY

Xinping Shi

Changzhou Vocational Institute of Industry Technology, Changzhou 213164, China

Background: In the training of talents in colleges and universities, on the one hand, it is to cultivate students' professional level, on the other hand, it is to improve students' positive psychology. Therefore, for the training of talents in colleges and universities, positive psychology is proposed in psychology. Positive psychology was first put forward in 2000. The theory holds that positive psychology is a science of tapping human potential and virtue, and advocates a positive attitude towards the potential and quality of ordinary people. From the perspective of positive psychology, the reform path of educational work in China has a new direction, and it is more widely used in the teaching reform of colleges and universities. Young people in China generally refer to college students, who are full of vitality and play an important role in the construction of the motherland. Therefore, in higher education, we should strengthen the ideological and political education of college students, pay attention to the psychological guidance of college students, and cultivate a group of college students with self-esteem, self-confidence and positive. College students, as an important part of the future development of the country, whether their ideals and beliefs are clear and firm is directly related to the prosperity of the country and the nation. In the current education of college students, it is emphasized to stimulate students' positive psychology. Therefore, from the perspective of positive psychology, it is of great significance to analyze the changes of students' positive psychology while improving students' professional and technical level.

However, the independent application of positive psychology is difficult to significantly improve students' positive psychology. Therefore, with the increasing emphasis on talent training in colleges and