

productivity, the employees of the enterprise show better psychological states than those under the traditional indicators.

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THE VALUE OF PHYSICAL EDUCATION TEACHING REFORM IN COLLEGES AND UNIVERSITIES TO THE CONSTRUCTION OF COLLEGE STUDENTS' POSITIVE PERSONALITY

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Background: Personality refers to the unique integration mode of individual thought, emotion and behavior, including individual unique psychological characteristics. In positive psychology, the cultivation of personality has both congenital and acquired factors, among which the later day factor is more important. In order to cultivate positive personality, improving individual positive experience and cultivating individual self-esteem is the most important way. Among them, positive experience refers to an individual's psychological state. If an individual keeps feeling pleasure and psychological enjoyment in recalling the past, feeling the present and looking forward to the future, it belongs to positive experience. Cultivating individual self-esteem is the performance of having a correct understanding of self and respecting one's personality in psychology, including psychology and physiology, and the physiological individual self-esteem is also the reflection of psychological self-esteem. At present, there is a general lack of positive personality among college students because of the lack of corresponding courses and guidance. The higher education for college students not only needs to teach professional knowledge, but also needs to build and shape the positive personality of college students. For individuals, the construction of positive personality can make individuals maintain mental health, make continuous progress, and maintain the positive and healthy development of learning and life. For groups, the construction of positive personality can effectively improve the overall comprehensive quality of college students and make more contributions to social construction.

Physical education in colleges and universities has always been one of the compulsory courses for all college students, which is very important for college students and the educational circles. The teaching of physical education courses can enable college students to ensure the most basic physical quality, improve their physical quality, and enable college students to maintain physical and mental health. Nowadays, the traditional college physical education curriculum is gradually undergoing reform, and one of the important directions of this reform is to pay more attention to the individual, not only pay attention to the individual's physiological condition, but also explore the psychological condition, and combine the two to use a reasonable way of curriculum teaching and guidance to make college students achieve physical and mental health. At present, in the reform of physical education curriculum in colleges and universities, it is gradually changing to the only change whether the physique of college students is enhanced, but considering the multifunctional role of college physical education in physiology, psychology, culture and education at the same time. In addition, physical education in colleges and universities is no longer just physical exercise, but also pay attention to its function of education and guidance, and school education should be in line with social education. The reform of physical education in colleges and universities is multifaceted for individual and group college students, not just to enhance their physique.

Objective: To analyze and explore the impact of the reform of college physical education on college students' psychology, especially their positive personality, in order to build individual positive personality for college students.

Subjects and methods: 320 students with similar physical and psychological conditions were found from the same university, and they were divided into two groups according to the principle of equal number. One group adopted the reform of physical education curriculum integrating the ideological method of comprehensive psychology, this group served as the experimental group, the other group used the traditional college physical education curriculum teaching, and this group served as the control group. The teaching period is 4 months, i.e., one semester. Every month during the teaching period, before and after the teaching, the students' positive psychological state is tested, analyzed and compared. The psychological measurement tool used in the study is the Value in Action (VIA), which is used to detect the degree of individual positive personality characteristics. The final score is 1-5 points, in which the higher the score, the more positive the characteristic nature of positive personality.

Results: Table 1 describes the VIA test results of the two groups of students before and after the

experiment. It can be seen from Table 1 that the positive personality traits of the two groups of students before the beginning of physical education teaching are similar, while the level of positive personality traits of the experimental group increases significantly after the end of teaching, while the rising results of the control group are relatively insignificant. After statistical analysis, it can be found that there is a significant difference in the level of positive personality traits between the two groups after physical education teaching ($P < 0.05$), but not before physical education teaching.

Table 1. Comparison of self-assessment results of positive personality traits between the two groups of students

	Before the education	After the education
Control group	3.23	4.05
Experimental group	3.18	4.54

Conclusions: The construction of positive personality is an important link for individuals to maintain physical and mental health and keep positive in study, work and life. The construction of positive personality of college students is inseparable from the teaching of physical education in colleges and universities. At present, the psychological state of college students and physical education teaching in colleges and universities are gradually paid attention to, and the physical education curriculum in colleges and universities is also gradually reformed in many aspects including psychological personality. The research aims at the impact of the reform of college physical education curriculum on college students' positive personality, and optimizes their physical education curriculum. The experimental results show that after the reform, paying attention to college students' physical education curriculum in many aspects plays a significant role in promoting the construction of college students' positive personality.

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STUDY ON THE INFLUENCE OF THE CONSTRUCTION CHARACTERISTICS OF RURAL REVITALIZATION TOURISM INDUSTRY ON TOURISTS' CONSUMPTION PREFERENCE

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Background: "Rural Revitalization" strategy emphasizes the importance of rural industrial revitalization in national development, and points out that rural industrial revitalization requires scientific overall planning from the top-level design, so as to ensure the implementation of "Rural Revitalization" strategy. The proposal of "Rural Revitalization" strategy meets the needs of urban-rural integrated development, meets the requirements of reducing the development gap between urban and rural areas under the new situation, and has important practical significance for establishing the mutual supply and feedback mechanism between rural and urban areas. 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. Returning entrepreneurs are one of the important driving forces of the "Rural Revitalization" strategy. Returning entrepreneurs can effectively introduce high-quality talents and resources and promote the development and progress of rural economy.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology such as seeking truth and beauty in the process of making purchase decisions. Consumer psychology is the psychological activity of consumers in the process of consumption, including the psychological feelings and experiences of consumers in observing goods, searching goods, contacting goods, selecting goods and purchasing goods. Consumer psychology generally includes four kinds: conformity, seeking differences, comparison and realism. Under the influence of conformity psychology, consumers tend to consume blindly, that is, they have no own ideas and determine whether they consume by relying on the information of the number of