

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

buyers of goods. The psychology of seeking differences means that consumers pursue novelty and uniqueness, only pay attention to the uniqueness of goods in commodity consumption, and it is difficult for consumers to evaluate the value of goods. The psychology of comparison is the vicious psychology of consumers when consuming goods. Driven by the psychology of comparison, consumers will not make a rational analysis of goods, but only require them to meet their psychological needs, which is an undesirable consumption psychology. Realistic psychology is the most common psychological activity in consumer psychology. Most consumers first pay attention to the practical value of goods and buy them after evaluating them. In tourism consumption, consumers' consumption psychology is based on the construction of local tourism industry. The tourism industry and cultural construction of tourism destination directly affect consumers' psychological characteristics and play an important role in consumers' consumption preference psychology in tourism.

Objective: Starting from consumer psychology, this study analyzes the psychology and needs of consumers in rural tourism, and explores the characteristics of tourists' consumer psychological preference in the process of rural tourism. The research comprehensively analyzes the characteristics and problems of tourism industry construction under the background of rural revitalization, understands the impact of tourism industry construction characteristics of tourism destinations on consumers' consumption psychological preference, and expects to provide help for promoting the revitalization and development of rural tourism and promote the consumption of rural tourism from the perspective of consumption psychology.

Subjects and methods: The research adopt the way of investigation and interview to investigate and analyze several rural tourism areas, understand the characteristics and direction of tourism industry construction in these areas, and analyze the key of local tourism industry construction under the background of "Rural Revitalization". The research adopts the method of interview, and takes 16 rural managers and heads of tourism departments as the research objects to interview and exchange, so as to understand the characteristics of local tourism industry construction. And conduct random sampling interviews with local tourists to obtain the characteristics of local tourists' consumption psychological preference, and understand the impact of tourism industry construction characteristics of tourism destinations on consumers' consumption psychological preference through statistical analysis.

Results: The impact degree score of tourists on the characteristics of tourism industry construction is shown in Table 1. Tourists believe that the tourism industry construction of tourism destinations has an important impact on their consumption psychological preferences.

Table 1. Evaluation of tourists' influence on the construction characteristics of tourism industry

Object age	Experience group
18-35	3.79
35-50	3.66
>50	3.71

Conclusions: Consumer psychology is a subject that studies the law of consumers' consumption decision-making psychology and consumption behavior. Its core idea is to take consumers as the core, provide consumers with high-quality products and services, and promote consumers to carry out consumption behavior. Starting from tourists' consumption psychology, this paper explores the relationship between the construction characteristics of tourism industry and consumers' consumption psychological preference. The results show that the construction characteristics of tourism industry in tourism destinations have an important impact on consumers' consumption psychological preference.

Acknowledgement: The research is supported by: 2021 A Major Project of Basic Research in Philosophy and Social Sciences in Henan Province, "Research on strategies for deep integration of poverty alleviation and rural revitalization" (No. 2021-JCZD-26), 2020 Henan Province Philosophy and Social Sciences Planning Decision-making Consulting Project "Henan province to explore the establishment of a comprehensive poverty eradication and rural effective link-up mechanism" (No. 2020JC29).

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INDUCING EFFECT OF OPTIMIZATION OF TEACHING MODE OF METAL MATERIALS AND HEAT TREATMENT ON STUDENTS' POSITIVE PSYCHOLOGY

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