

education teaching strategies were improved, and the subjects were allowed to accept the improved physical education teaching. The teaching period was 6 months. During and after the teaching process, their physical education teaching and psychological stress level were measured again, and compared with the baseline data.

Results: Table 1 shows the change range of physical education teaching and psychological pressure of the research objects before and after teaching. The data have been standardized and expressed as a percentage. The physical education teaching and goose exercise index of the subjects increased by 27.6%, and the psychological stress index also decreased by 8.7%. This shows that college physical education can have a positive impact on the psychological pressure of college students.

Table 1. Changes in physical education teaching and psychological pressure of research objects

| Item | Range of change (%) |
|--|---------------------|
| Physical education and exercise index | +27.6 |
| Psychological stress index of college students | -8.7 |

Conclusions: College students are more sensitive and responsive to stressors, so they are more vulnerable to the negative impact of psychological stress. Some college students can not properly cope with their psychological pressure. Schools should pay attention to the psychological problems faced by these college students and design appropriate intervention mechanisms and measures. Based on the theory of educational psychology, this paper designs the teaching strategies of physical education in colleges and universities, and proves through experiments that physical education teaching has a positive impact on the psychological pressure level of college students. The psychological pressure level of the research object decreases significantly with the progress of physical education teaching.

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THE INFLUENCE OF THE SPATIOTEMPORAL EVOLUTION AND MECHANISM OF RURAL TOURISM INDUSTRY AGGLOMERATION ON TOURISTS' CONSUMPTION MENTALITY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology is an independent subject formed by the intersection of many disciplines. Its theory is based on new road science, sociology and cultural anthropology. Social psychology in social psychology refers to the common ideas and psychology formed under a certain social structure and affecting the vast majority of people in the community. The main research content of social psychology is the social behavior and corresponding psychological process of individuals, as well as the psychological state and behavior of groups formed by the interaction between plural individuals, while other psychological theories pay more attention to individuals and pay less attention to the unity and psychological characteristics of groups. In the theory of social psychology, there is a dialectical and unified relationship between group and individual. Group is one of the main influencing factors that determine individual psychological state and behavior. Individual well-being largely depends on the group of individuals. At the same time, the group is affected by individuals. The actions and psychological states of individuals, as the smallest unit of the group, will affect other individuals. When enough individuals show common action tendencies and psychological states, the psychological states and actions of the group will be determined. Social psychology is an indispensable research tool in the field of group psychology. Therefore, social psychology has been studied and applied in various macro psychological problems.

The development of tourism in a region is related to many factors. One of the most important factors is the consumption behavior of tourists in the region, and the consumption behavior of tourists is affected by their consumption psychology. Therefore, it is worth studying to stimulate the consumption psychology of tourists through reasonable economic strategies to help the development of regional tourism. As one of the three major forms of tourism, rural tourism can prevent agricultural recession and promote farmers to become rich. At the same time, it is also a tourism form with the greatest development potential. Some experts believe that rural tourism is a new blue ocean of tourism in the future. With the development and scale expansion of rural tourism industry, the phenomenon of industrial agglomeration will appear, and the temporal and spatial evolution and mechanism of this phenomenon often have strong logic and causality.

Therefore, the research on the temporal and spatial evolution and mechanism of rural tourism industrial agglomeration will help scholars in relevant fields to further understand the development trend of rural tourism. Industrial agglomeration has an all-round impact on rural tourism. Therefore, industrial agglomeration should also have an impact on the consumption mentality and behavior of tourists in the tourism industry.

Objective: Based on the theory of social psychology, this paper studies the relationship between rural tourism industry agglomeration and tourists' consumption psychology, and analyzes the temporal and spatial evolution and mechanism of industrial agglomeration to explore whether industrial agglomeration can stimulate tourists' consumption psychology.

Subjects and methods: 720 tourists from the same area were selected as the research objects, and they were divided into two groups, namely, high cluster group and low cluster group. Arrange the high concentration group to visit the rural tourist attractions with high industrial concentration, and the low concentration group to visit the rural tourist attractions with low industrial concentration. The two groups of subjects were measured before and after tourism. The main evaluation items of psychological measurement included tourists' subjective well-being, consumption psychology and consumption behavior. After the measurement, the data were compared.

Results: Table 1 describes the changes of consumption psychology, consumption behavior and subjective well-being of the two groups of research objects before and after tourism. It can be seen that the increase of the high concentration group is greater than that of the low concentration group in three dimensions, which indicates that the higher industrial concentration can stimulate the consumption mentality of tourists, and then affect their consumption behavior and psychological feelings of tourism.

Table 1. Mental state changes of the two groups of subjects before and after tourism

| Time/Item | Consumer psychology | | Consumption behavior | | Subjective well-being | |
|-----------------|--------------------------|-------------------------|--------------------------|-------------------------|--------------------------|-------------------------|
| | High concentration group | Low concentration group | High concentration group | Low concentration group | High concentration group | Low concentration group |
| Before the tour | 3.6 | 3.7 | 3.8 | 3.6 | 4.3 | 4.1 |
| After the tour | 4.2 | 3.9 | 4.4 | 4 | 4.5 | 4.2 |

Conclusions: The industrial agglomeration of rural tourism is an inevitable trend with the continuous development of its scale. Under this trend, the consumer psychology and behavior of tourists will also change. The research explored the influence mode and degree of the spatial-temporal evolution and mechanism of rural industrial agglomeration on tourists' consumption psychology and behavior, and proved through experiments that tourism areas with a higher degree of industrial agglomeration can better stimulate tourists' consumption psychology and behavior.

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RESEARCH ON THE IMPACT OF COLLEGE CONTINUING EDUCATION MANAGEMENT MODEL INNOVATION ON COLLEGE STUDENTS' MENTAL HEALTH

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Background: Psychologically healthy individuals are in a normal state in terms of psychology or in the process of activities. They have a good personality, have correct cognition, have a positive attitude towards things, show appropriate words and deeds, and are relatively stable in emotion. They will not have large fluctuations, and will not be extreme or irritable. The influencing factors of individual mental health are mainly divided into internal and external factors. Among the internal causes, the individual's personality