

conducted a questionnaire survey on 355 college, undergraduate and master graduates from four universities. The questionnaire includes four dimensions: certainty, activity, independence and coordination. Through confirmatory factor analysis, the questionnaire has good reliability and validity. The relationship between achievement motivation, job selection efficacy and employability is studied. At the same time, career choice attitude and career decision-making self-efficacy can be integrated into career maturity model, and the results of confirmatory factor analysis meet the requirements of model fitting.

**Key words:** achievement motivation - job selection efficacy - employability

\* \* \* \* \*

## METHODS OF STIMULATING USERS' PSYCHOLOGICAL FEELING AND SUB CONSCIOUSNESS IN INTERACTION DESIGN

Baifeng Song<sup>1</sup>, Duo Song<sup>1</sup> & Lixia Chen<sup>2</sup>

<sup>1</sup>College of Media & Animation, Luxun Academy of Fine Arts, Dalian, 116650, China

<sup>2</sup>College of Textile & Fashion Art Design, Luxun Academy of Fine Arts, Dalian, 116650, China

The marriage of technology and art produces the art of interactive design. The art of interactive design takes the emotional experience under the psychological motivation of seeking new and different stimuli as the research object, puts forward the main forms of sensory stimulation, emerging interactive ways and situational stimulation consumer service experience to shape the interactive emotional experience, and discusses how to stimulate and meet the user's psychological motivation and the basic design principles and application value of the research object, so as to create a people-centered and more pure emotional experience. The birth stage of graphical user interface design and interaction design, and the rapid development stage of user-centered interaction design. Due to various subjective and objective reasons, many users will have emotional fluctuations in the learning process. If not controlled, a little frequent learning may evolve into non active learning, then passive learning, or even passive learning, and finally hate learning. Through the analysis of subconscious behavior, this paper explores a better way to realize the dialogue and communication between human and machine, so as to obtain a better product use experience. Combined with cases, this paper discusses the role and incentive methods of subconscious behavior in interactive design, and verifies the importance of subconscious research to interactive design.

**Key words:** interaction design - user sub consciousness - case study

\* \* \* \* \*

## INFLUENCE OF HUMANISTIC SPIRIT OF TRACK AND FIELD SPORTS ON PHYSICAL HEALTH AND RELEASE LEARNING PRESSURE ON HIGH SCHOOL STUDENTS

Wangwei Jia

India-China yoga college (International tai chi college), Yunnan minzu university, Kunming, 650504, China

Track and field is an ordinary and great sport. It is the basis of all kinds of sports, which contains rich humanistic spirit. With the continuous development of China's educational reform, the educational demand for college physical education is no longer limited to explaining sports skills and strengthening students' physical quality and release learning pressure, but further requires college physical education to pay attention to humanistic quality education in sports training, improve students' comprehensive ability and promote students' physical and mental health development. Physical education teachers carry out humanistic quality education in track and field training, integrate more humanistic quality elements, and let students feel the humanistic spirit of sports and its role in strengthening physique and releasing learning pressure in track and field training. Combined with track and field sports, this paper makes a further study on the development of physical and mental health of high school students in China. The results show that track and field sports have cultural attributes and characteristics, and contain the humanistic spirit advocated by modern society. It not only plays a positive role in promoting high school students' physical and mental health and releasing learning pressure.

**Key words:** track and field sports - humanistic spirit - physical - release learning pressure

\* \* \* \* \*

## THE COUPLING BETWEEN RURAL LEISURE SPORTS AND TOURISM RESOURCE DEVELOPMENT BASED ON PSYCHOLOGICAL NEEDS OF TOURISTS

Xiaofen Cao<sup>1</sup>, Chao Zhang<sup>2</sup> & Qingrong Cao<sup>2</sup>

<sup>1</sup>*Orient Science & Technology College of Hunan Agricultural University, Changsha, Hunan, 410128, China*

<sup>2</sup>*Physical Education College of Hunan Agricultural University, Changsha, Hunan, 410128, China*

**Background:** Since 2004, China has focused on the development of "agriculture, rural areas and farmers" for more than ten consecutive years, and put forward the concept of "expanding new industries and new formats and expanding the value chain of agricultural industry", which provides a new opportunity for the integrated development of China's leisure sports, tourism and other industrial resources and rural agriculture. The development of tourism resources is the basis for the development of rural leisure sports industry, and the change of psychological needs of tourists caused by the change of lifestyle has become the accelerator of the integration of sports and tourism in rural areas. Based on psychology, this study attempts to analyze the basis and diversity of resource development from a new perspective of psychological needs of tourists, and on the basis of paying attention to tourists' psychological needs and grasping tourism motivation, this study provides innovative ideas for the coupling of rural leisure sports and tourism resource development from the perspective of industrial integration.

**Subjects and methods:** (1) the theory of this topic was studied by the methods of literature, history and logic. (2) By means of expert interview, questionnaire and relevant authoritative scales, this paper systematically analyzes the psychological factors affecting the coupling between rural leisure sports and tourism resource development. (3) With the method of field investigation, this paper investigates the current situation of rural leisure sports and tourism resources development from the perspective of industrial integration, and its relationship with psychological needs of tourism.

**Results:** (1) there are significant differences in the psychological motivation of rural leisure sports tourists, mainly including returning to nature, seeking cultural knowledge, exploring new adventures, aesthetic relaxation and emotional communication. (2) Tourists' personal involvement is positively correlated with tourism psychological experience and psychological intention. (3) At present, the main factors affecting the psychology of rural leisure sports tourism are: the scale of tourism resource development; The combination and unification, protection and development of scenic spots and natural landscapes; Tourism resources development management and service quality level; Personal qualities of tourists and tour guides, etc.

**Conclusions:** (1) Psychological needs of tourism is the starting point and destination of the coupling between rural leisure sports and tourism resource development. It is also the return from the ontological value of tourism resources to the attention of consumers' psychological needs. It provides a new perspective and advantages for enhancing market competitiveness, improving tourism experience, positioning Tourism products, and building a harmonious relationship between rural leisure sports and tourism resource development. (2) We should pay attention to and emphasize the multi angle combination of tourism motivation and resource development, and the unity of tourism psychological needs and resource development levels. (3) Give full play to the role of rural local folk sports culture in the development of tourism resources, increase the construction of functional space and facilities rich in locality and in line with the personalized psychological needs of tourists, develop and design more psychological experience interactive products and tourism activities, and expand the channels and media to publicize rural leisure sports tourism information, By changing tourists' willingness and satisfaction, stimulate their tourism motivation. (4) The development planning of tourism resources should build an identity system, highlight the representative and characteristic natural and cultural environment, and increase tourists' identity with the tourism environment.

**Key words:** psychological needs - leisure sports - tourism

### Acknowledgements

The study was supported by the General project of Hunan philosophy and Social Science Foundation (No. 17YBA217).

\* \* \* \* \*