

attractions. As a tourist destination with rich natural resources, beautiful landscape and outstanding cultural characteristics, every year attracts a large number of tourists to play. According to the data, with 24.5063 million visitors in 2019, The tourism-related income reached 30.681 billion yuan. The Baidu index of Wulingyuan in Zhangjiajie (weighted by Baidu users' search frequency for keywords) shows users from February 2 to March 2, 2020, the daily activity of the search index for this keyword is more than 2000, The index reached 11530 on February 20. Data show Wulingyuan scenic spot in the network. On the high level of attention.

Methods: The design of the questionnaire is divided into three parts: the first part is the scale design of three variables: network word-of-mouth, destination image and tourist behavior intention. The second part is the network word-of-mouth platform for information acquisition and trust, the form of network word-of-mouth acquisition that is willing to accept, and the network word-of-mouth that is willing to believe. The next content is the statistics of the questionnaire's personal situation. The questionnaire items of network word of mouth are divided into three parts: direction, quality and quantity of network word of mouth, and 14 test items. The questionnaire items of destination image are divided into four parts: social environment image, service image, facility image and emotional image, and 14 test items. Tourist behavior intention is one part ,4 test items. The questionnaire is a Likert 5 scale commonly used in academic circles.

Results: To ensure that the questionnaire is true, effective and reliable, it does not affect the subsequent model fitness and validation assumptions. First, the reliability of the formal scale was tested. The main observed values of reliability analysis are two terms, the first is the α coefficient (Cronbach's Alpha) of Clone Bach, the higher the value, the better the reliability. The coefficient is mainly the reliability of the observation scale. Scholars think that the α coefficient of Clonbach should be greater than 0.7 to show that the scale has a more suitable reliability, and after the item of the scale is deleted, the α coefficient of Clonbach will not be significantly improved. It shows that the scale has good reliability. A second item is the revised item-total correlation CITC (Corrected Item-Total Correlation). The numerical value mainly observes the correlation within the item. CITC greater than 0.5 is considered to be highly correlated. This study is also based on the above two points as the basis for the purification of scale items. The experimental results are shown in Figure 1.

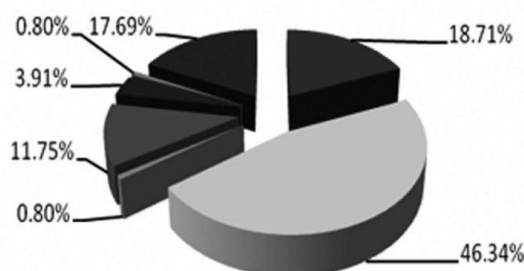


Figure 1. Variable validity analysis results.

As shown in Figure 1. Cronbach α coefficients of the variables studied are above 0.8. A coefficient of Cronbach after item deletion is not higher than the α coefficient of variable dimension. All the measurements of the scale have good reliability. Dimensions of variables to measure the CITC. of items All questions have a CITC greater than 0.5. The internal correlation of each dimension of the questionnaire is high. In summary, the design of the questionnaire meets the basic requirements, and the internal consistency is also high.

Conclusions: Non-legacy tourism pursues returning to nature and does not pay attention to excessive economic and commercial development. Therefore, in the construction of non-posthumous tourist attractions, as far as possible to do local materials, not extravagant waste, to build a characteristic, can let tourists close to nature, relax the body and mind of the accommodation environment and facilities, at the same time can provide the city's rare farm food and beverage, as well as convenient for tourists to carry out star-watching, fishing, moon-watching, picnics and other experiential activities simple facilities. In addition, the non-posthumous tourist souvenirs should also reflect the environmental protection, with a simple, elegant style to attract tourists.

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SUPPORT FROM THE PERSPECTIVE OF PSYCHOLOGICAL CONTRACT

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Background: Speed economy and knowledge economy require that enterprises must be able to obtain dynamic competitive advantage through continuous innovation, and knowledge transfer is the source of enterprise innovation. However, knowledge transfer is often hindered due to the poor psychological state of employees and poor organizational support, which affects the creativity and innovation ability of enterprises.

Psychological contract refers to the coordination between the dedication of employees in the process of work and the desire of enterprises. Knowledge transfer is directly restricted by the willingness, ability and opportunity of both sides for Knowledge transfer, that is to say, the decision power of Consciousness transfer lies in enterprises and employees. With the support of organizational culture, atmosphere and system, employees' psychological capital directly affects the motivation, willingness and ability for knowledge transfer, thus affects the efficiency and effect of knowledge transfer. Therefore, in order to transfer knowledge effectively, organizations must establish an effective organizational support atmosphere, culture and system to give play to individual psychological capital and stimulate individual motivation, willingness and ability. In order to formulate effective organizational support measures, it is necessary to identify the relevant factors that affect the knowledge transfer performance and their impact mechanism.

Objective: The model of psychological contract is a positive state of mind and psychological ability. Hopeful employees usually have a clear working goal, make a practical plan of action and work hard to achieve it. Optimistic employees actively interpret events at work and often have positive emotions that make them more receptive to new ideas, practices, and creativity. Resilient employees respond better to problems, adversity, and success, and ultimately transfer knowledge. Based on this, this study aims to identify the key organizational support, psychological capital and related factors of knowledge transfer from the perspective of psychological contract, and explore the impact of these factors on knowledge transfer, so as to provide reference for formulating corresponding organizational support mechanisms and measures.

Subjects and methods: Employees with high level of self-efficacy can absorb knowledge and develop knowledge transfer social connections more quickly, so as to enhance their psychological capital and promote knowledge transfer. This kind of staff will take the responsibility of knowledge transfer actively, help others to overcome difficulties and adapt to the environment, update their skills accordingly, and improve core competitiveness. This paper mainly analyzes the influence of three factors of psychological contract on knowledge transfer. Six large, medium and small enterprises in the city were randomly selected as the study subjects, and questionnaires were distributed to their employees to calculate the effect of knowledge transfer under different psychological contract conditions.

Study design: Randomly interviewed 500 employees, distributed questionnaires to them, asked to complete the questionnaire once, each person to fill in the questionnaire for about 15 to 20 minutes. A total of 500 copies were issued, 478 were received and 464 were valid.

Methods: Using Excel to Count the Effect of Knowledge Transfer under Psychological Contract

Results: Under the restriction of different psychological contract factors, the accomplishment degree of knowledge transfer is the highest in large enterprises, and the effect is obvious in all kinds of incentive policies made by enterprises.

The results of this survey use the influence values of 1 to 5 grades and quantitative specific factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the relatively large error caused by individual subjectivity in the evaluation, the evaluation values of 500 employees are adopted and the average values are obtained by rounding off the results. The specific statistical tables obtained are shown in Table 1.

Table 1. Degree of knowledge transfer completion.

Factor	Enterprise support	Psychological capital	Good atmosphere
Large enterprises	5	5	4
Medium-sized Enterprise	3	3	4
Small enterprise	3	3	2

Conclusions: The support of the charm, charisma and personality of the managers is positively related to the knowledge transfer of the staff. At the same time, appropriate rewards, positive suggestions, building

feedback, social recognition and other organizational support can also stimulate employees to form a sense of belonging, thus promoting knowledge transfer. Based on the analysis of the influence of organizational support and knowledge transfer by psychological capital intermediary effect, this paper puts forward the influencing factors of organizational support and knowledge transfer, and on this basis, promotes the connectedness of psychological contract to facilitate knowledge transfer and promote the healthy and orderly development of enterprises.

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ADOLESCENT MENTAL HEALTH AND ITS INFLUENCING FACTORS FROM THE PERSPECTIVE OF SOCIOLINGUISTICS

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Background: Sociolinguistics plays an important role in interpersonal communication and development. In the growing environment of adolescents from childhood, language occupies the main part, and language plays an important role in the thinking, mind and psychology of adolescents. Especially at the present stage, teenagers are in the adolescence of “violent storm”, and the great pressure of study brought by the high school entrance examination and college entrance examination.

The mental health of adolescents has always been the focus of attention of the community. In the past, the psychological conditions of teenagers were investigated mainly from their own aspects, such as anxiety and depression. This form of investigation cannot understand the root causes of adolescent psychological problems, but also leads to antipathy, and lack of positive psychological quality guidance.

Objective: Adolescents’ mental health and physical health interact with each other. Mental health is also the basis and condition for improving the aesthetic quality of adolescents. If the lack of good psychological quality, other aspects of the quality level will be greatly affected, mental health education on aesthetic education, sports, labor education implementation, and achieving educational goals play a positive role in promoting. Therefore, the sociolinguistic assessment of adolescent mental health and the analysis of its influencing factors are conducive to exploring more effective mental health interventions and providing reference for the construction of a mental health assessment mechanism for middle school students.

Subjects and methods: Language plays an active guiding role in helping young people to establish correct values and learning concepts. Therefore, it is necessary to use sociolinguistics to alleviate the psychological conditions of teenagers, especially to make full use of positive speech. Sociolinguistics plays a vital role in adolescent psychology. In this paper, the language of adolescent intellectual development, emotional pleasure, mental health, interpersonal relationships, personality stability and other five aspects of the study. Primary school, junior high school and senior high school were chosen as the research objects to distribute questionnaires to their students, statistical language on their various aspects.

Study design: Stratified cluster random sampling method was used to investigate 1000 teenagers in our city. Random sampling of the city, county, town 1 primary school, junior high school and high school, each grade randomly selected 1 class, a total of 12 classes of student questionnaire survey, 983 questionnaires, 939 valid questionnaires were collected.

Methods: Use Excel to measure the extent to which adolescents of all ages accept the impact of language on their development

Results: Under the influence of different languages, teenagers will have different influences on their own development. Primary school students have not yet sound psychology, so language has a greater impact on its various aspects, while high school students relative to psychological and physiological development have been mature, so little effect.

Table 1. Influence of language of adolescents of different age groups on their development.

Factor	Intellectual development	Emotional euphoria	Mental health	Interpersonal relationship	Personality stability
Primary school	5	3	5	5	5
Junior high school	5	4	4	4	3
High school	3	2	3	3	3