

counselors and class advisors should show full concern for the students and give them necessary help from the perspective of respect, so as to make them fully feel the importance of their teachers and enhance the influence of ideological and political education. Positive psychology and ideological and political education have the same teaching goal. From the view of psychology and pedagogy, it is the premise of educational reform to carry out comprehensive education for college students. We should pay attention to the ways and means in the process of education, strengthen the organic combination of positive psychology and ideological and political education, and carry out all-round analysis at different levels from all angles to realize the complementary advantages and exert the maxi.

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## ON THE SERVICE MANAGEMENT STRATEGY OF HOTELS IN TOURIST ATTRACTIONS FROM THE PERSPECTIVE OF PSYCHOLOGY

Chunying Liu

*College of Arts and Information Engineering, Dalian Polytechnic University, Dalian 116021, China*

**Background:** Mastering the psychology of tourists is helpful to enhance the popularity and influence of hotels in the service of tourist attractions. At the same time, the hotel management service, the hotel environment, the hotel sanitation, the hotel hardware and software are all the important factors that affect the hotel sales. And it is also a decisive factor to decide whether the tourist hotels can have a strong competitiveness in the local tourist hotel market. Under the traditional mode, there are still many problems in the hotel operation and service management in the actual operation process of the tourist hotels in scenic areas. Therefore, only by solving the problems existing in the operation and service management of tourist hotels and making corresponding innovations, can we meet the needs of the social situation and promote the progress of the whole tourism era.

In the hotel market of tourist attractions, the traditional mode of operation and management cannot meet the needs of the tourist market, and cannot meet the growing needs of tourists. Hotels in tourist attractions must change the traditional consciousness, eliminate narrow consciousness, in the era of global tourism, change the business model, improve the management model. Tourist attractions in the hotel to learn to cooperate with each other to achieve win-win hotel survival and common development. In the peak season, the hotel room set up to be reasonable, to leave a good impression on visitors, when tourists come back to visit the hotel will be preferred, and recommended to friends and relatives. Tourist peak season is the busiest time of the hotel in the tourist area. Make sure to arrange the guests according to the actual rooms booked by the guests on the website. Therefore, good hotel service management will directly affect the operation and management of the hotel, but also affect the hotel's image, atmosphere and economic benefits, the quality of service directly affects the satisfaction of guests.

**Objective:** From the point of view of modern enterprise marketing, mastering certain psychological theory and skills is of great help to improve marketing skills and achieve rapid and efficient marketing objectives. Because marketing is customer-oriented, under the background of market economy, consumers are important resources, and they occupy certain initiative in the consumer market. Only by continuously improving the satisfaction of consumers, can we achieve effective management. Therefore, we need to grasp some psychological characteristics of consumers. This paper analyzes the hotel room service management in tourist attractions, explores the psychological management strategy of hotel room service management, and provides some reference for hotel optimization.

**Subjects and methods:** The questionnaire is designed to reflect the psychological tendency of tourists based on their experience of themed culture. The questionnaire includes the importance of expectation and satisfaction. These two aspects are measured according to Li Cott's five-point scale. Guests are asked to rate their satisfaction with the hotel 1 = very poor, 2 = relatively poor, 3 = average, 4 = better, 5 = very good). The survey lasted from July 1, 2019 to July 31, 2019 and lasted for one month. The survey was conducted in a tourist area near a scenic spot. In order to explain the questions that tourists don't understand in time, the questionnaire is combined with interview, which further improves the correctness and validity of the questionnaire. A total of 300 questionnaires were distributed and 276 were recovered, with a recovery rate of 92%. Among them, 251 questionnaires were effective and the effective rate was 90.94%.

**Methods:** SPSS15.0 was used to analyze the results.

**Results:** Statistical tourists to tourist attractions hotel service satisfaction, the results are as shown in Table 1.

As can be seen from the results in Table 1, in the hotel service management of tourist attractions, managers are required to do the following:

**Table 1.** Tourists' satisfaction with hotel services in tourist attractions.

Expectation - actual perception pairing metrics	Pairing difference			T	Sig.
	Mean value	Standard deviation	Standard deviation Mean value		
Restaurants showcasing themed culture	0.638	1.039	0.087	7.601	0.000
Hotel rooms showcasing themed culture	0.299	0.931	0.074	3.890	0.000
Themed cultural activities in hotels	0.155	1.152	0.098	1.713	0.089
Hotel staff's temperament and behavior are in line with the theme culture	0.513	0.969	0.944	6.601	0.000
Hotel staff can provide culturally appropriate services.	0.421	1.005	0.079	5.603	0.000

(1) Accurately grasp the demands of the target market. Some tourists have a strong desire to travel and strength, but also on the tourist attractions have higher expectations. Therefore, the scenic spot hotel should accurately grasp the target tourist demand and develop and design the corresponding theme hotel.

(2) Enrich the concept of theme culture of tourist attractions. Tourists have a high degree of concern about the hotel's theme culture characteristics, theme culture and cultural harmony with the actual perception of the scenic spot. At the same time, the related staff are required to have rich knowledge of theme culture, which requires hotel managers to explore and enrich the hotel's cultural connotation and enhance the value of tourists.

(3) Creating an environmental atmosphere in tourist attractions. Tourists have a high expectation of the theme atmosphere of the hotel in the scenic area, which requires the hotel to strengthen the construction of the theme atmosphere.

**Conclusions:** Against the background of the continuous improvement of people's material living standard and quality of life, with the increasing number of outbound tourists, the scale and number of tourism industry has made a breakthrough. To some extent, the management service, environmental sanitation and hardware facilities of the hotel have a direct impact on the sales of the hotel. Therefore, it is necessary to innovate the management service system of the hotel from the perspective of consumption psychology, which is the important basis and fundamental premise for promoting the development of regional economy.

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## THE INFLUENCE OF MARXIST PHILOSOPHY ON THE FORMATION OF HEALTHY PERSONALITY OF COLLEGE STUDENTS

Shunqian Li<sup>1,2</sup>

<sup>1</sup>*School of Marxism, Nanjing University of Aeronautics and Astronautics, Nanjing 211106, China*

<sup>2</sup>*School of Marxism, Tianshui Normal University, Tianshui 741000, China*

**Background:** The key of how to make the students get the most benefit from one course and improve the ability of debugging psychological problems lies in cultivating dialectical thinking, possessing the ability of thinking, constantly changing, knowing how to think and how to act. Dialectical thinking can help college students to better examine themselves and form correct self-consciousness. Take inferiority complex and pride as an example. Inferiority complex is essentially an obscene experience caused by excessive self-denial. Low self-esteem of individuals often because of negative experience and make their own consciousness is limited, blindly rejected everything, it is rarely able to think about their positive side. Dialectical thinking helps college students to deal with emotional problems actively and reduce emotional distress. When it comes to emotions, especially negative ones, such as sadness, anger, tension, anxiety, and pain, the first reaction is that these emotions are not good, because they limit our thinking,