

intervention. The scores of the intervention group in aesthetic perception, aesthetic evaluation and aesthetic outlook are 3.69, 4.38 and 3.54, all of which are 3.5 and above, much higher than the scores of 2.44, 2.23 and 2.13 in the conventional group. The above results show that paying attention to the cultivation of literary aesthetics in language education can greatly improve the aesthetic psychology of students' audience.

Table 1. Statistics of psychological aesthetic difference scores of subjects before and after intervention

Grouping Intervention time	Intervention group		General group	
	Before intervention	After intervention	Before intervention	After intervention
Aesthetic perception	2.34	3.69	2.35	2.44
Aesthetic evaluation	2.47	4.38	2.36	2.23
Aesthetic	2.08	3.54	2.11	2.13

Conclusions: Aesthetic psychology is the internalized sediment of object structure and the product of practical structure system. It can be constructed and sublimated in reflection, education and training. It is one of the important components of individual psychological status and needs to be accumulated and cultivated continuously. Similarly, cognitive level and ability have individual differences, which are affected by many factors. Individuals are prone to cognitive bias and cognitive impairment in the process of growth, so they need timely intervention and guidance. Due to the limitation of language environment and professional level, Japanese majors are prone to aesthetic psychological deviation and cognitive deficiency in classroom teaching. The experimental results show that paying attention to literary education in classroom teaching can effectively improve students' aesthetic psychology and cognitive ability. Therefore, in the future teaching practice, teachers' pay attention to students' psychological status and thinking mode, and change the teaching mode in time.

* * * * *

ON TOURISM PSYCHOLOGY UNDER THE DEVELOPMENT OF HISTORICAL AND CULTURAL TOURISM RESOURCES

Junrui Zhang

Hena Finance University, Zhengzhou 450046, China

Background: Historical and cultural tourism resources specifically include historical buildings and other cultural landscapes, traditional customs and habits and other cultural projects. These specific forms of architectural scenery and traditional culture are valuable resources of every city, so the measures to develop them into tourism resources should be carried out carefully. The actual construction is inseparable from the theoretical guidance. The psychological analysis of tourists is helpful to explore all aspects of the needs of tourists and meet the needs of tourists and consumers in order to develop economic benefits. In terms of tourism psychology from the perspective of travel consumers, tourists' behavior psychology can be divided into consumption behavior psychology and scenic spot environment adaptation psychology. From the aspect of tourism resource development, the satisfaction of tourists' consumption desire needs to arouse their interest and curiosity in history and culture. On the one hand, we can start with the decoration design of the store, combine the commercial elements with the historical and cultural atmosphere, and enhance the sense of historical and cultural substitution of tourists. The application of reasonable color and spatial structure of buildings can also promote the consumption behavior of tourists. From the perspective of crowd density and flow, it can attract tourists' conformity psychology and promote their resident consumption. In addition, from the psychological consideration of tourism service comfort, the development of historical and cultural tourism resources needs scenic spots to meet the psychological needs of tourists. The architectural design of scenic spots should not only consider the economic benefits, but also set up quiet, green and beautiful rest places for tourists. The efficient and rational use of historical and cultural tourism resources should aim at meeting the psychological needs of tourists for safety and comfort and stimulating tourists' consumption psychology, so as to promote the rapid development of urban tourism and cultural influence, generate economic benefits and promote local employment.

Objective: The goal of this study is to explore the relationship between tourists' consumption psychology,

travel service safety and comfort psychology and the spatial design of urban historical and cultural tourist attractions. It is expected to guide the development of historical and cultural tourism resources from the perspective of psychological theory.

Subjects and methods: This study verifies the relationship between architectural design and development and tourists' consumption psychology and safety and comfort psychology according to the building and space design of historical and cultural scenic spots in a city. Many shops with different designs and plans in the cultural landscape were investigated to observe the flow of people and the density of tourists. Among them, the architectural space design indicators include the size of land occupation and whether there are historical and cultural consumption guide symbols, and the observation period is seven days.

Results: The pedestrian flow and crowd density of stores with different design specifications are shown in Table 1.

The pedestrian flow in Table 1 is the average value of one week's experimental cycle. The greater the value, the greater the attraction of store tourists. The crowd density is the weekly average of the crowd density at a specific time point every day. The larger the value, the smaller the space utilization of the store. It can be seen from the data in the table that under the same floor area, the pedestrian flow of shops with cultural consumption guide symbol design is greater than that of shops without cultural consumption guide symbol design. In terms of store floor area, although the store with the largest floor area of 150 m² has the largest passenger flow, the passenger flow is only 142 more than the store with an area of 100 m², and its land utilization rate has decreased. Considering tourists' psychological presupposition of public social distance and their herd consumption psychology, 150 m² shops are not suitable for the development and design of historical and cultural tourism resources in the city. From the perspective of average crowd density, the largest crowd density is 0.86 m/person for shops with 100 m² and cultural guide symbols. 50 and the shops without cultural guide symbols have the lowest crowd density, which is 2.69 meters/person.

Table 1. Pedestrian flow and crowd density of stores with different design specifications

Floor area of the store (m ²)	50		100		150	
	Cultural exhibition design	No culture display design	Cultural exhibition design	No culture display design	Cultural exhibition design	No culture display design
Average daily traffic	237	130	812	608	954	829
Daily average population density (m/person)	1.47	2.69	0.86	1.15	1.10	1.27

Conclusions: In recent years, with the continuous development of social economy and the increasing improvement of people's living standards, people's demand for cultural spirit also began to occupy an important position in the consumption of social market economy. The rational development of historical and cultural tourism resources is inseparable from the analysis of tourists' psychological needs. Starting with the architectural design and space place of urban cultural tourist attractions, this paper discusses the influence of design factors on the flow of people and the density of shops, and then explores the consumer tourism psychology reflected by it. Experiments show that in the development of urban historical and cultural tourism resources, the larger the floor area of shops, the greater the flow of people. However, considering the urban planning and land utilization rate, the shop area in the scenic spot is about 100 square meters, which is the best. In addition, store design with historical and cultural consumption-oriented symbols can improve travelers' consumption psychology.

* * * * *

THE INFLUENCE OF DIGITAL JEWELRY INNOVATIVE DESIGN BASED ON MALOS THEORY ON THE PSYCHOLOGICAL NEEDS OF CONTEMPORARY CONSUMERS

Ningrui Zhou

Jinling Institute of Technology, Nanjing 211169, China