

overall anxiety level of students in each university has decreased significantly after the intervention. Among them, college 3 experienced the largest decline of 9%, while high efficiency 1 and college 4 experienced a similar decline of 5%.

Conclusions: Anxiety is a widespread psychological problem among contemporary college students. Excessive anxiety has a negative impact on their study and life. Therefore, schools should pay enough attention to this kind of problem and take appropriate intervention measures. This paper studies the combination of modern art design elements in college classroom teaching, and whether this model can have a positive impact on the psychological education of contemporary college students. The experimental results show that this teaching model has obvious alleviating effect on the overall psychological anxiety level of college students, and has the potential to be applied to the psychological anxiety intervention of college students.

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RESEARCH ON THE POSITIVE EFFECT OF PHYSICAL EDUCATION ON RELIEVING COLLEGE STUDENTS' PSYCHOLOGICAL PRESSURE UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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Background: Stress is a common psychological state in individual psychology. It is generally believed that the occurrence of this psychological state is related to specific factors, which are called stressors. According to relevant studies, stressors can be divided into four types. First, stressors that may harm the health of individuals. Secondly, the individual judges the factors that will harm his mental health according to the conflicts and setbacks he has experienced. Secondly, the social environment and external stimulation of the individual have an impact on the individual. Finally, the cultural environment in which the individual lives stimulate the individual. Some scholars have conducted a longitudinal study on the psychological stress of college students. The results show that the main sources of psychological stress of college students are that their physical and psychological state cannot meet their own requirements, and the stimulation of the external environment. College students' perception of these stressors is higher than that of other groups. When college students have a strong perception of these stressors and are unable to deal with them properly, they are easy to feel intense psychological conflicts, which will further strengthen their sense of stress. Some studies have found that the current college students have the highest level of psychological stress in their studies. At the same time, college students often lack correct cognition and sufficient experience in dealing with stress, which leads to the negative mood of college students.

Educational psychology is a marginal subject. Its theoretical basis consists of pedagogy and psychology. The main research content of educational psychology is the psychological characteristics and behaviors of educators and educates in the teaching process. At present, educational psychology has been widely used in various fields related to education, and many scholars have made educational psychology analysis on the teaching modes and strategies of various subjects in college teaching. Among the teaching subjects in colleges and universities, physical education is a special subject. Its teaching purpose, teaching mode and teaching method are obviously different from other subjects. Therefore, the educational psychology analysis of physical education in colleges and universities also needs to pay attention to these differences. According to psychological theory, appropriate physical exercise is a kind of stress relief method with high universality. Some studies have shown that the people who adhere to physical exercise have lower psychological stress level than the people who have no physical exercise habits. It is worth exploring whether the physical education teaching in colleges and universities has similar relieving effect on the psychological pressure of college students, and whether the physical education teaching in colleges and universities can be used to intervene the psychological pressure of college students.

Objective: Starting from the theory of educational psychology, this paper studies whether college physical education teaching has a significant impact on the psychological pressure level of college students, and explores whether this kind of teaching can have a positive impact on the psychological pressure of college students.

Subjects and methods: The study recruited 405 college students of different grades, majors and genders from a university as the research objects, and measured their physical education teaching and psychological stress level. According to the characteristics of college students' psychological pressure, the physical

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.