

aboriginal. However, there is a serious lack of social culture in shaping people ' s behavior, which makes people bring the bad behavior of ' living society ' to the tourist destination in the tourism process. However, psychological needs are fuzzy, so people's needs can be guided. To promote the stable and sustainable development of ecotourism, it is necessary to deeply analyze its management mode, find out the management mode suitable for its development, and put forward effective solutions to the problem of tourism generalization.

Key words: ecotourism - tourism publicity - tourism decision

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MOBILE FITNESS PRODUCT DESIGN BASED ON SITUATIONAL AWARENESS

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Under the background of prominent national health problems and the outbreak of beauty economy, the scene of family intelligent fitness has attracted much attention. Based on the theory of heart flow, an in-depth study on the family fitness behavior and related needs of young women is helpful to tap the potential development opportunities of family intelligent fitness products. At present, most mobile fitness applications on the market have rich and diverse fitness functions, provide new ways and ideas for users' fitness, and bring great changes to the fitness field. As an important part of human production activities, people's travel activities have gradually improved the functional requirements of navigation and product experience. Through the design practice test, the reliability of the interactive scheme of mobile health monitoring products driven by situational awareness is verified. Situational awareness driven design can effectively improve the product experience and interaction efficiency, and bring more intimate and convenient health services to users.

Key words: situational perception - situational perception - health monitoring - mobile Internet

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THE DEVELOPMENT OF INTELLIGENT SPORTS IN PUBLIC PHYSICAL EXERCISE AND EASE MENTAL STRESS

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Mass physical exercise refers to the use of various sports facilities, combined with natural forces and health measures, in order to develop the body, improve health, enhance physique, regulate spirit and enrich cultural life. Smart sports has the characteristics of more thorough perception, more comprehensive interconnection and interaction and deeper intelligence. In order to promote the construction of smart sports venues and facilities, start with increment and use emerging technologies to promote the construction of smart fitness trails, smart sports parks and smart fitness venues. From the perspective of stock, integrate scientific and technological means such as intelligent sensing system, big data and cloud computing into traditional venues and facilities, realizing intelligent monitoring exercises physiology and psychology, and build a national fitness big data platform. Use new technologies such as cloud computing, Internet of things and artificial intelligence to break the phenomenon of "data island", build a national fitness big data platform through resource integration, data sharing and interconnection, and Improving the Scientific Ability of Public Health and Mental Health Monitoring. With the development of smart sports, the enthusiasm of the whole people to actively participate in public physical exercise is increasing day by day. The research on sports and Ease mental stress has become a hot spot. People believe that physical exercise has a positive impact on people's Ease mental stress.

Key words: literature - smart sports - public sports - Ease mental stress

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A COMPARATIVE STUDY ON THE MENTAL DEMAND EVALUATION OF LOCAL MANAGERS OF MULTINATIONAL CORPORATIONS AND LOCAL MANAGERS

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With the rapid development of science and technology, mankind has entered the era of knowledge economy. Global economic integration makes market competition more and more cruel and fierce. It is of great significance to analyze and solve the needs of middle-level managers in enterprises for better mobilizing their enthusiasm and achieving organizational goals together. China's accession to the WTO is facing new opportunities and challenges. There is no doubt that the market economy puts forward higher requirements for the managers of multinational enterprises. Managers are required to control mental demand and excellent mental health quality, constantly update professional knowledge and practice style, foresight strategic vision, good market control ability and innovation consciousness. This paper makes a comparative study on the mental demand and health of local managers of multinational corporations and local enterprise managers. In order to strengthen international cooperation and exchanges and promote cross-cultural mental health research, we need to actively participate in international academic conferences and international academic research. And take this opportunity to strive for more international cross-cultural cooperative research, so as to adapt to the national "going out" scientific research strategy and expand the international influence of the Sinicization of mental research.

Key words: multinational corporations - mental research - management

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AUTOMOBILE MODELING DESIGN BASED ON USERS' MENTAL HEALTH NEEDS

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With the advent of the era of experience economy, users are no longer satisfied with the functional availability of products, and gradually pursue the realization of their own mental needs. Perceptual consumption has become the mainstream of consumption. Under the background of experience economy, mental needs design has developed into a new direction of product design. It is an important embodiment of the "people-oriented" design concept. It plays a key role in improving the added value of automobile product design and users' mental health care. Define reasonable design parameters according to users' expectations of automotive products to ensure the accuracy of conceptual design. Based on the positioning of consumers' mental needs, according to the hierarchical classification of users' mental needs, rough number algorithm is applied to objectively determine the relative importance of various mental needs, and identify the key user needs in automobile product design. Through the quality function configuration, the two-level house of quality of "mental needs - functional demand" and "functional demand - design parameters" are constructed. In the mapping process, the interaction with users is improved in the form of network interaction, and the fuzziness and uncertainty of needs transformation are reduced. Based on the systematic study of the characteristics of users' mental needs, combined with perceptual engineering and mental needs design, this paper carries out relevant research and design practice on automobiles from different levels, so as to provide new ideas for the design of automobile mental needs in the future.

Key words: economic era - mental health needs - automobile modeling

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