

and 4 means full influence. The specific statistical table is shown in Table 1.

**Conclusions:** Green ecotourism emphasizes that tourism should not only delight the body and mind and increase knowledge, but also be truly friendly to nature. By establishing corresponding and perfect laws and regulations, encourage relevant enterprises to carry out green production and operation, and strengthen tourism consumers' confidence in the green concept. While developing tourism projects, we should strictly follow the standard of not damaging the ecology, reduce environmental pollution as much as possible in arranging the clothes, food, housing and transportation of tourists, publicize and educate consumers on environmental protection concepts through network public relations, advertising, product packaging instructions, etc., and use highly authoritative media as much as possible to promote the popularization of publicity and education, So as to establish a good psychological impression of tourists on the tourism market of "beautiful China" and "tourism power".

**Table 1.** Impact of environmental governance of "beautiful China" and "tourism power" in consumer psychology on tourism economy

Factor	Environmental protection planning	Expand tourism capacity	Strengthen management measures
Influence value	4	4	4

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## THE EXPRESSION AND SOLUTION OF ANXIETY IN THE INNOVATION OF FASHION DESIGN EDUCATION AND TEACHING IN COLLEGES AND UNIVERSITIES

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**Background:** Anxiety refers to the frustration of self-esteem and self-confidence, or the increase of sense of failure and guilt due to people's inability to achieve goals or overcome the threat of obstacles, forming an emotional state of tension and fear. Because only experienced people can directly evaluate the intensity of anxiety state, researchers must have an indirect way to evaluate his phenomenon and physiological characteristics. Competition in various fields has become a current social phenomenon. People are under increasing psychological pressure, especially the mental health problems of college students are on the rise, and the social psychology of anxiety is particularly prominent. How to reduce or eliminate the level of anxiety has been related to the physical and mental health of college students. Anxiety disorder in learning is mainly the emotional disorder produced by students in the learning process. If they fail to make adjustment in time, students' self-esteem and self-confidence will be affected, and their sense of guilt in learning will increase sharply. In the long run, there will be a nervous and even fear of learning, which will also bring great obstacles to our later learning. Students' learning anxiety has a significant negative effect on the education and teaching of fashion design in colleges and universities. With the continuous progress of social culture and the influence of new consumption concepts, people's way of wearing has gradually changed from meeting the basic needs of life to paying attention to formal beauty. Therefore, people have higher and higher requirements for the garment industry, more and more difficulties in the teaching of garment design, and more contradictions such as high employment pressure, lack of innovation by students and low stickiness between teachers and students are becoming more and more prominent, the anxiety of students in fashion design teaching is becoming more and more obvious, which has seriously hindered the development of fashion design specialty. Therefore, it is urgent to strengthen the teaching reform of fashion design specialty to alleviate students' learning anxiety.

**Objective:** The education and teaching innovation of fashion design in colleges and universities. Middle school students' anxiety mainly comes from not adapting to the unstable teaching mode, which makes students change from the traditional dependence on teachers to the process of independent thinking after innovation, which cannot be fully accepted, resulting in students' inactivity, inactivity, dull atmosphere,

depression, etc. This requires teachers to understand the source of students' anxiety, cultivate students' inventiveness, stimulate students' design inspiration, improve students' enthusiasm for invention and strengthen students' personalized narrative ability based on psychology. The addition of clothing marketing courses also makes students increase greater pressure on the basis of the original learning pressure, and the resistance to new knowledge makes students accept and absorb slowly. Therefore, this study adopts applied psychology, through students' psychological cognition, to inspire students' innovative inventions and strengthen students' personalization as the new goal of clothing teaching. Teachers respect students' main role in the teaching process, play the role of guide and enlightener, and make full use of various students' psychological needs to mobilize students' initiative. Respect students' individual narratives, let students actively participate in teaching, change from passive recipients of teaching to active explorers, consciously cultivate students' ability to find, think and solve problems, explore different shining points of each student, help students recognize and improve themselves, and inspire their own design potential. Only in this way can we fundamentally change the performance of anxiety students in fashion design education and teaching innovation.

**Subjects and methods:** 40 students with anxiety disorder were selected through the use of self-rating anxiety scale by fashion design teachers and class guides in a university. The 40 patients were randomly divided into experimental group and control group. Except for demographic variables, there was no significant difference in emotion regulation ability, executive function, emotion and anxiety at baseline. Before the test, inform the experimenter of the test content and purpose, adopt the principle of complete voluntariness, and start the test after signing the informed consent.

**Study design:** The experimental group conducted fashion design education and teaching methods based on applied psychological knowledge, conducted sufficient interaction and communication with students, and conducted teaching according to students' psychological needs. 1-3 times a week for 45 minutes. During this period, there are professional teachers for guidance. The control group was taught by the traditional teaching mode of fashion design specialty. Teachers should treat the two groups of students equally in teaching. The overall test time is 2 months.

**Methods:** The anxiety status of the two groups of college students after 1 month was detected by self-rating anxiety scale, and the data were statistically analyzed by SPSS 18.0 and excel.

**Results:** After one month's test of this study, the statistical results are shown in Table 1.

**Table 1.** Comparison of partial anxiety status / number of people in the two groups before and after the test

Group	Before and after the experiment	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Test group	Before the experiment	0	12	22	6
	After the experiment	20	16	4	0
Control group	Before the experiment	0	18	21	1
	After the experiment	6	6	27	1

It can be seen from Table 1 that after one month of fashion design teaching based on psychology, the anxiety of college students in the experimental group has been significantly alleviated, the students with severe anxiety have changed to severe anxiety or mild anxiety, and the students with moderate anxiety have changed to mild anxiety or even no anxiety. It shows that the teaching of fashion design specialty based on the application of psychological knowledge can effectively intervene the anxiety of college students. The students in the control group did not get good anxiety. Although some students turned into non anxiety, the students with moderate anxiety increased instead of decreased, indicating that the psychological anxiety of college students is difficult to alleviate by themselves without intervention.

**Conclusions:** Based on the great pressure of contemporary college students, schools and parents should pay attention to the psychological state of college students and carry out psychological intervention or guidance in time to avoid excessive psychological burden and aggravation of anxiety.

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## THE DEVELOPMENT MODE OF CONSIDERING THE ANXIETY OF PARTICIPANTS IN