

Objective: Psychology and educational management complement each other in higher education management. Management psychology, as a young psychology, is a subject that studies the rules of psychological activities of people in organization management. Its main task is to explore the psychological basis of improving management work, to seek various ways and methods to stimulate people's psychology and behavior, in order to maximize the mobilization of people's enthusiasm, creativity, and improve labor productivity. The focus is on the specific social psychological phenomena in organizational management and the regularity of specific psychological activities in individuals, groups, organizations and leaders. The application of management psychology in higher education effectively makes up for the defects and deficiencies of traditional teaching management and promotes the development of university education management. Applying the principle of management psychology in the teaching management of higher education will greatly arouse the enthusiasm of each teaching unit, broaden the horizon, give play to the subjective initiative, promote the improvement of the level and quality of education management, and conform to the needs of the practice of education management in China.

Results: This paper placed cooperative education mechanism research in management psychology perspective, controllers and specialized course teachers in the education teaching management conduct the thorough research to the law of psychological activities, find out the cooperative education of psychological quality.

Conclusions: In order to base on controllers and cooperative education mechanism to explore the construction of a specialized course teachers. It also analyzes the implementation path of cooperative education between controllers and professional course teachers by using the principles of communication, coordination, training and motivation in management psychology, so as to build an implementation platform for the cooperative education of the two and improve the effectiveness of ideological and political education for college students. The collaborative education mechanism of college teachers constructed by this research will provide replicable and popularized experience for the development of higher education.

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INFLUENCE OF PHYSICAL EDUCATION AND TRAINING ON IMPROVING COLLEGE STUDENTS' PHYSICAL HEALTH LEVEL AND LEARNING ANXIETY

Wei Ding

Department of Physical Education, Wanjiang College of Anhui Normal University, Wuhu 241008, China

Background: With the rapid development of science and technology and economy in China, social competition is becoming increasingly fierce. College students have to face the pressure from study, life, interpersonal communication, job selection, economy and so on. If there is no healthy psychology, it is likely to produce various psychological obstacles and mental diseases due to excessive mental burden. Therefore, how to improve the mental health level of college students is an important task entrusted by the times to today's college education. College physical education and college students' mental health education are important contents of quality education, and they are closely related. Mental health is an important standard of modern health concept, and the teaching purpose of college physical education is "health first". College physical education as an important part of college education, its teaching task is not only to improve students' physical quality, but also to undertake the responsibility of optimizing students' healthy psychological state. Therefore, how to use the unique function of college physical education to cultivate college students' mental health to solve college students' mental health problems as much as possible has become an important topic in front of college physical education teachers.

On the other hand, due to the rapid progress of society and science and technology, the way of thinking and lifestyle of college students in China have changed greatly. A large number of students have become a low headed group in snail dormitories, rarely participate in sports in colleges and universities or society, and the dietary structure is unreasonable, resulting in the problems of excess nutrition, hypertension, hyperlipidemia, obesity Diseases such as low vision and cardiopulmonary function affect the health of college students. College students shoulder the important task of China's socialist modernization, which is related to the prosperity and prosperity of the nation. Therefore, China's relevant government departments attach great importance to the physical health of college students, and have issued many policies and regulations, such as physical health test and sunshine sports. These measures and policies play an important

role in improving the physical health of college students.

Objective: This study conducted a questionnaire survey on the selected research objects and a comparative experiment integrating physical education variables, in order to provide some reference value for improving the overall health level of college students and their learning anxiety symptoms.

Participants and methods: Six universities were randomly selected from China, and then 278 college students who agreed to participate in the study and suffered from different degrees of learning anxiety were sampled by stratified sampling according to the proportion of students in each selected school in the total students. They were taken as the research object and evenly divided into experimental group and control group. By searching relevant literature and discussing with relevant experts and scholars, a questionnaire for investigating the physical health of college students is designed. A questionnaire survey based on the questionnaire and self-rating anxiety scale is conducted for the two groups of students, and then experiments are carried out to carry out scientific and reasonable physical education for the students in the experimental group and supervise them to carry out physical exercise for at least 20 minutes every day, the experiment lasted for 4 weeks. After 4 weeks, the same questionnaire survey was conducted again for the two groups of students.

Results: After the questionnaire survey, the data of the two questionnaires were classified according to the total score. Both sets of questionnaires were in the percentage system. The students whose total scores of the sports health questionnaire were lower than 60 points, 60 - 69 points, 70 - 79 points, 80 - 89 points, 90 points and above were divided into "poor physique", "poor physique", "ordinary physique", "good physique" and "good physique". Students with total scores of less than 50, 50 - 69, 70 and above in the self-assessment anxiety questionnaire are divided into "no anxiety", "moderate and mild anxiety" and "severe anxiety". The statistical results are shown in Table 1 Note that since the statistical data of the questionnaire are count type, the chi square test is used for the significance test, and the significance level is set to 0.05.

Table 1. Statistical results of physical fitness and learning anxiety of students in the two groups after the experiment

| Statistical items | | Experimental group (n = 139) | Control group (n = 139) | P value |
|---------------------------|---------------------------|---------------------------------|----------------------------|---------|
| Physical health level (n) | Poor physique | 17 | 24 | <0.05 |
| | Relatively poor physique | 26 | 38 | |
| | Ordinary physique | 32 | 41 | |
| | Relatively Good physique | 45 | 27 | |
| | Good physique | 19 | 9 | |
| Anxiety level (n) | No anxiety | 69 | 3 | <0.05 |
| | Moderate and mild anxiety | 57 | 95 | |
| | Severe anxiety | 13 | 41 | |

It can be seen from Table 1 that the number of students in the experimental group in terms of physical health level and anxiety level is better than that in the control group, and the p value of chi square test of the two groups is less than the significance level. It is considered that the data difference is statistically significant.

Conclusions: The results show that college physical training can significantly improve the physical health level of college students. However, in the new era, the life concept of college students has changed greatly. If you want to effectively improve students' enthusiasm and interest in sports training, you need not only the efforts of college teachers, but also relevant government support. Only by combining reasonable policy mechanism and scientific college sports education can you participate in sports training for students Lay the foundation for forming lifelong sports consciousness. On the other hand, the research results also show that college physical training helps to improve the learning anxiety of college students. Specifically, the number of students in the experimental group who have carried out physical exercise intervention after the experiment who are statistically classified as "no anxiety", "moderate and mild anxiety" and "severe anxiety" are 69, 57 and 13 respectively. The number of people with corresponding grade changes in the control group was 66, - 38, - 28.

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RESEARCH ON THE DEVELOPMENT OF RURAL CULTURAL TOURISM INDUSTRY BASED ON COGNITIVE PSYCHOLOGY

Lili Fan & Jie Ding

School of Tourism Management, Nanjing Institute of Tourism & Hospitality, Nanjing 211175, China

Background: Cognitive psychology, in a broad sense, refers to the study of human attention, perception, memory, creativity, language and other disciplines related to the cognitive process of things. In a narrow sense, it is similar to information processing psychology, that is, it uses relevant information to process ideas, so as to study human cognitive process.

With the continuous development of China's science and technology and economy, the national material living standard has also been continuously improved. Modern rural tourism, as a new tourism model, has slowly entered people's vision and enriched people's amateur life. Now travel has become more and more simple and convenient. The main feature of modern rural tourism is that the travel time and place are less limited, and you can basically start traveling anytime and anywhere. Carrying out modern rural tourism can make further use of rural natural landscape, architecture and natural environmental resources. The phenomenon of rural tourism has been very common in most areas of China. For example, the West Lake Tourism in Hangzhou has driven the rapid economic development of the surrounding areas. Therefore, vigorously developing rural tourism plays a very important role in promoting local economic development and ecological civilization construction. Therefore, we should further explore the local traditional culture and characteristic culture in rural areas. In 2015, the No. 1 central document first mentioned the need to promote the integration of the one or two and three industries in the countryside. It was proposed that we should support and build a batch of Characteristic Landscape Tourism Villages with historical, regional and ethnic characteristics, and create various forms of rural tourism and leisure products with distinct characteristics. This means that the integrated development of rural tourism and rural cultural industry will be an important direction of rural industry construction in the future. Because the research object of cognitive psychology is human advanced mental activities, it is more suitable to analyze the development of rural cultural tourism industry.

Objective: To analyze and understand the main problems and their impact in the development of rural cultural tourism industry in China by means of questionnaire, interview and cognitive psychology. It provides a certain reference value for Promoting Rural Revitalization and common prosperity in China.

Objects and methods: 12 villages with relatively poor economic development level but certain tourism resources were selected from central and western provinces and cities in China. 120 people were randomly selected from the tourism management departments of the county government and rural villagers. Using the theoretical methods of cognitive psychology and the analysis of relevant literature on tourism industry, a questionnaire is compiled to investigate the views of the research objects on the problems encountered in the development of rural cultural tourism around them. A questionnaire survey was conducted on the research objects, and no less than 15 villagers randomly selected from 120 research objects were interviewed with personnel of relevant government departments to further understand their views on the development of rural cultural tourism industry.

Results: After the questionnaire survey and interview, the effective questionnaire data were entered into the computer and spss17 0 and Excel software to obtain the statistical results of the research object on the problems encountered in the development of rural cultural tourism around him, as shown in Table 1. Note that in order to more accurately describe the impact of various problems on the development of rural cultural tourism industry, the impact degree is divided into five levels: no impact, slight impact, general impact, obvious impact and full impact.

According to table 1, on the whole, the research object believes that the current development of rural cultural tourism industry is faced with four main problems: inadequate protection of historical scenic spots, insufficient funds for tourism resource development, poor popularity of tourism projects and scenic spots, and unsatisfactory publicity effect. Among them, the problem that has the greatest impact on the development of rural cultural tourism industry is the lack of funds required for the development of tourism resources. The proportion of people who think that the impact level of this problem on the development is "obvious impact" and "full impact" is 48.6% and 34.5% respectively, followed by the problem of unsatisfactory publicity effect. It is considered that the impact level of this problem on the development is the proportion of "obvious influence" and "full influence" was 46.9% and 14.2% respectively.

Conclusions: vigorously promoting the development of rural culture and tourism industry is an important part of the construction of new socialist countryside and new urbanization. It is of great significance to crack the hollowing of rural areas, meet people's growing demand for rural cultural tourism and promote rural sustainable development to expand the rural cultural tourism industry chain and its value sources, enrich the main financing and business model of rural cultural tourism development, and need government