shown in Table 1.

In Table 1, although most postgraduates majoring in English have affirmed the intangible cultural heritage translation works, there are still areas for improvement.

Conclusions: After the implementation and improvement of relevant measures, the process of intangible cultural heritage translation has taken a big step forward, and the quality of translated works has been significantly improved. We need to continue our efforts to translate higher quality works.

Table 1. Proportion of Chinese and American postgraduates majoring in English evaluating intangible cultural heritage publicity translation works to varying degrees

Graduate students majoring in English	Very good	Better	Commonly	Not good
China (%)	39.41	55.64	3.92	1.03
America (%)	57.18	38.97	3.01	0.84

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CONSTRUCTION OF CONFORMITY PSYCHOLOGY INTEGRATION OPERATION SYSTEM OF TOURISM INDUSTRY AND CULTURAL INDUSTRY IN THE NEW ERA

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Background: With the advent of the information age, industrial boundaries are constantly shrinking or gradually disappearing under the technical support of digital integration. Global industrial integration has become a major opportunity for historic changes in industrial structure. For the cultural industry and tourism industry, industrial integration is undoubtedly a new industrial revolution that is taking place and survival of the fittest. Based on the mutual integration of cultural industry and tourism industry, the cultural tourism industry is likely to bring unprecedented huge business opportunities to China's cultural industry and tourism industry. Although tourism industry and cultural industry are not independent industrial categories, they both belong to the category of service industry.

Study Design: At present, China's economy has entered a new normal, and its economic development is characterized by rapid development and emphasis on quality. Based on the theory of industry division, industry integration, the tourism industry, cultural industry, industry convergence concepts on the basis of the analysis, with the help of the theoretical research results of scholars at home and abroad, discusses the development of tourism and cultural industry integration feasibility, necessity, and the internal mechanism and external force in the development of fusion. At the same time, this paper analyzes the practice of tourism and cultural industry integration in recent years, uses concrete examples and figures to show that cultural tourism integration shows a momentum of vigorous development, and points out the existing problems and deficiencies, and puts forward countermeasures and suggestions.

Subjects and methods: The objective index system consist of the index describing the tourism city itself and the index describing the development level of tourism industry and cultural industry. According to the analysis above, this study in the statistical yearbook of cities, the tourism industry and cultural industry indicators described, together with the article in the new period of the fusion of the tourism industry and cultural industry on how to construct the index system of operation system.

Results: This paper mainly uses the evaluation index system to obtain the changes in the level of the integrated operation system of tourism industry and cultural industry in a city in recent three years.

Conclusions: Tourism industry and cultural industry have natural coupling, they are bound to integrate development under the joint action of internal power and external thrust, and the integration degree will be deeper and deeper. The state strongly supports the integrated development of tourism and cultural industries, and the enthusiasm of all localities is very high. The integrated development of tourism and cultural industries is in a rare period of opportunity for great achievements. In this paper, based on the background of China's economy into the new normal, based on the theory of industrial division of labor, the industrial integration and so on, related to the development of tourism and cultural industry integration theory has carried on the preliminary summary.

Table 2. Objective statistical indicators of a city in recent three years

Level indicators	Secondary indicators (descriptive statistical indicators)	2016	2015	2014
Level of urban economic development	X1- GDP of Tertiary Industry (ten thousand Yuan)	91792000	63029000	67426000
	X2- Proportion of Tertiary Industry in GDP (%)	75.5	73.25	72.1
	X3- GDP per Capita (YUAN/person)	70452	63029	58204
	X4- Public Transport per 10,000 People (Standard platform)	12.37	13.69	12.57
	X5- Urban Road Area per capita (square meters)	5.23	7.72	4.67
	X6- Public Green Space per capita (square meters)	14.5	13.6	12.6
Level of tourism development	X7- Total foreign exchange Income from tourism (US $10,000)	436000	445913	458000
	X8- Domestic Tourism Revenue (100 million yuan)	2144.5	1907	1753.6
	X9- Number of Inbound Visits (Visits)	4125000	3790740	4355000
	X10- Number of Domestic Tourists (10,000)	16257	14181	14280
Level of development of cultural industry	X11- Retail Sales of Cultural Consumer Goods ($10,000)	53099000	45889900	38002000
	X12- Number of Cultural Trading Markets in Cities (units)	126	120	122
	X13- Number of Cultural Retail Trade Enterprises (persons)	3142	3201	2595
	X14- Number of Cultural catering Enterprises (persons)	2264	2171	1647

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THE IMPORTANCE OF MUSICAL ELEMENTS BASED ON EDUCATIONAL PSYCHOLOGICAL ADAPTATION IN MUSIC THEORY

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Background: The focus of educational psychology is to apply the theories or research findings of psychology to education. Educational psychology can be used to design courses, improve teaching methods, promote learning motivation, and help students face the difficulties and challenges encountered in the process of growing up. Educational work is a complex and meticulous work of cultivating people. To achieve the educational goals effectively and quickly, so that students can develop in moral, intellectual, and physical aspects, and become people who meet the requirements of society. Under the guidance of educational psychology, to deeply discover and master the laws of students' physical and psychological changes and development. Based on music theory education field, this paper analyzes the music elements contained in music theory, the rhythm and beat of music, music melody, music timbre, etc., and discusses the substantive guidance of music elements to music teaching, aiming to promote music accomplishment and cultivate the skills of appreciating music.

Subjects and methods: In the research process of this paper, firstly, the basic definition of music elements is summarized, and on this basis, the importance of music elements in music theory is analyzed, and the substantial guidance of music elements in music learning is explored and studied.

Results: Music, as an indispensable factor in daily life, can not only relieve the mood, but also promote emotional communication with the help of music. The reason why music can resonate with the audience emotionally is due to the indispensable music element in music. In music theory, music elements play a key role, such as the importance of rhythm and beat in music theory, which not only highlights the style of music works, but also enables the audience to feel the rhythm of works in the process of listening. Or analyze music melody, melody is the soul of a music works and thoughts, through music melody can excite the emotions of the audience, through the melody perception to the author's state of mind, different melody to express emotions, like classical music and romantic music, because of the different melody, music effect is different also presented to the audience. The timbre of music also occupies a certain proportion in music