

TRADITIONAL AESTHETICS

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Background: Human thinking has gradually changed from the initial intuitive image thinking to abstract logical thinking. This change process stems from continuous practice and continuous learning, as well as the improvement of brain structure and function. Thinking is the indirect reaction and generalization reaction of human brain to objective things. It includes epiphany thinking, logical thinking and image thinking. Individual logical thinking has different modes, such as theoretical and empirical. Logical thinking is an advanced form of thinking. It refers to the form of thinking that reflects reality through reasoning, judgment and concept in the process of cognition. Its characteristic is to reflect the essential attributes of things through abstract forms. Thinking logic disorder is an important and common symptom of mental illness, which mainly includes thinking content disorder and thinking form disorder. Thinking form obstacles refer to the obstacles generated through the process of association. Common thinking form obstacles include logical inversion of thinking, new words, symbolic thinking, thinking diffusion, thinking sound, thinking insertion, thinking interruption, pathological paraphrase, loose thinking, lack of thinking, slow thinking, overflow of thinking, etc. Thinking content disorder is a pathological distorted idea, which is mainly manifested in the sense of insight, jealousy delusion, love delusion, hypochondriac delusion, sin delusion, exaggeration delusion, physical influence delusion, relationship delusion, victimization delusion, etc.

If people have thinking obstacles, it will have a very negative effect on people's life, work and study. There are many problems about cognitive impairment in the combination of modern art and design with traditional aesthetics, which can be reflected in the poor integration effect of modern art and design, the narrow application scope of traditional aesthetics and so on. Paper cutting art is a very important folk art. It has obvious and strong modeling characteristics, regional characteristics and mass universality. As a traditional Chinese aesthetic art, paper-cut art has become a work in line with people's aesthetics through funeral etiquette and festival customs. It is of great positive significance to combine paper-cut art with modern art design for development and inheritance. The combination of traditional art in modern art design has the characteristics of diversified forms of expression and extensibility in other design fields. In the process of modern art design, the integration of traditional art paper-cut is reflected in the following aspects: modern illustration and paper-cut art, film and television creation and paper-cut art, advertising design and paper-cut art, packaging design and cutting art, book design and paper-cut art. In recent years, the design of books has developed rapidly. The printing methods include embossing, gravure and so on. Hollowing out technology in paper-cut art is also widely used. Adding paper-cut elements in the process of book cover design can form a unique visual impact.

Objective: This paper analyzes the integration effect before and after the integration of traditional aesthetics practitioners' thinking logic barriers in modern art design, in order to improve the aesthetic value of modern art design and better reflect the unique charm of modern art design.

Research objects and methods: Select authoritative websites to obtain the fusion data of modern art design integrating traditional art. The data mining types are modern illustration, film and television creation, advertising design, packaging design and book design. Analyze the thinking logic obstacles of modern art design practitioners through association rule data mining algorithm to improve the fusion effect of traditional aesthetics before and after. The fusion effect is aesthetic value, cultural heritage and local characteristics. The evaluation indexes of fusion effect are confidence, promotion and support. The higher the value, the better the fusion effect.

Methods: Through Minitab data analysis software to analyze the thinking logic, improve the front and rear modern art design and integrate the traditional art.

Results: Table 1 refers to the mining results of the improvement of thinking logic and the integration of postmodern art design with traditional art. According to Table 1, the confidence of local characteristics, cultural heritage and aesthetic value is 0.89, 0.92 and 0.93. Therefore, thinking logic barrier plays a very important role in the integration of modern art design and traditional art. In the subsequent analysis of the research on the integration of modern art design and traditional art, designers without thinking logic obstacles need to be selected, which not only ensures the effective integration of modern art design and traditional art to a certain extent, but also improves the aesthetic value of artistic works.

Conclusions: Under the background of the improvement of thinking barriers, the integration of traditional aesthetics and modern art design has an excellent effect, which is embodied in the high local characteristics, cultural inheritance and aesthetic value of art works. The proposed scheme of integrating traditional aesthetics with modern art design has certain popularization value.

Table 1. Thinking logic improves the mining results of post-modern art design integrating traditional art

Mining itemset	Confidence	Promotion	Support
Local characteristics	0.89	0.90	0.91
Inherit culture	0.92	0.93	0.94
Aesthetic value	0.93	0.94	0.95

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THE IMPACT OF REGIONAL ECOTOURISM DEVELOPMENT ON CONSUMERS' COGNITIVE IMPAIRMENT FROM THE PERSPECTIVE OF CIRCULAR ECONOMY

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Background: Circular economy, also known as “resource circular economy”, is an economic development model characterized by resource conservation and recycling and harmonious development with the environment. It emphasizes organizing economic activities into a feedback process of “resource product renewable resources”, which is characterized by low exploitation, high utilization and low emission. All materials and energy can be reasonably and sustainably utilized in this continuous economic cycle, so as to reduce the impact of economic activities on the natural environment to the smallest extent possible. Ecotourism is a comprehensive industry relying on ecotourism resources and tourism facilities to create convenient conditions for ecotourism activities of ecotourists and provide required goods and services. Ecotourism resources, tourism facilities and tourism services are the three elements of ecotourism operation and management. The development and utilization of ecotourism resources provides the possibility to meet the needs of ecotourists and is the basis for the survival and development of ecotourism. Tourism service system is the living labor that tourism operators provide convenience to ecotourists with the help of tourism facilities and certain means, it is a new tourism industry to create theoretical necessary conditions for using and giving full play to the effect of ecotourism resources, provide services for ecotourism activities through the implementation of certain tourism economic entities and ecotourism policies, and realize the four functional modes of tourism, protection, poverty alleviation and environmental education. Regional ecotourism from the perspective of circular economy is to develop tourism activities in the regional carrying capacity and realize economic benefits and sustainable development of tourism without damaging the ecological environment.

Cognition is an intelligent processing process for the body to recognize and acquire knowledge, involving a series of learning, psychological and social behaviors such as learning, memory, language, thinking, spirit and emotion. Cognitive impairment refers to the pathological process of abnormal brain advanced intelligent processing related to the above learning, memory and thinking judgment, resulting in serious learning and memory impairment, accompanied by aphasia or apraxia, or agnosia or disability. Consumer cognitive disorder refers to the psychological disorder that consumers show when shopping, such as difficult choice, emotional anxiety, slowness and other symptoms, which makes their sense of consumption experience decline. The richness of goods and services, the difference of individual demand and consumption power will cause consumers to have a certain degree of cognitive impairment. In serious cases, it will make it difficult for consumers to carry out normal consumption behavior, so as to reduce their quality of life.

Objective: In order to better improve consumers' cognitive impairment symptoms and improve their consumption experience and quality of life, this paper studies the impact of regional ecotourism development on consumers' cognitive impairment from the perspective of circular economy, so as to meet consumers' needs and help them improve their living standards.

Research objects and methods: 500 consumers with cognitive impairment were selected as the research objects. The questionnaire was designed by using statistical analysis method and self-assessment scale of problem-based learning (SSPBL). The experimental objects made statistics on the cognition of ecotourism from different perspectives.

Method design: The subjects were divided into experimental group and control group. The control group did not use any perspective to analyze ecotourism. The experimental group counted the cognitive situation