

| 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 |

Acknowledgement: The research is supported by: 2021 Wanjiang Pilot Zone Project-Industry Education Integration Mechanism System Innovation Project: Exploration of modern apprenticeship talent training mechanism based on post certificate competition education integration. No. WJ-TZJZ-011.

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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

of regional ecological economics from the perspective of circular economy, and evaluated the cognitive level of the subjects from different perspectives with the help of the questionnaire scoring results. All the questionnaires and effective questionnaires were 500 and 498, the effective rate of the questionnaire was 99.6%.

Methods: Excel was used to statistically analyze the cognitive scores of subjects on ecotourism from different perspectives.

Results: After analyzing the regional ecotourism industry from the perspective of circular economy, it is found that the symptoms of consumers' cognitive impairment are relieved, their emotional level and cognitive level are more stable, and there are statistical differences in the scale scores of the two groups of subjects. Figure 1 shows the relationship between the development of regional ecotourism and cognitive impairment from the perspective of circular economy.

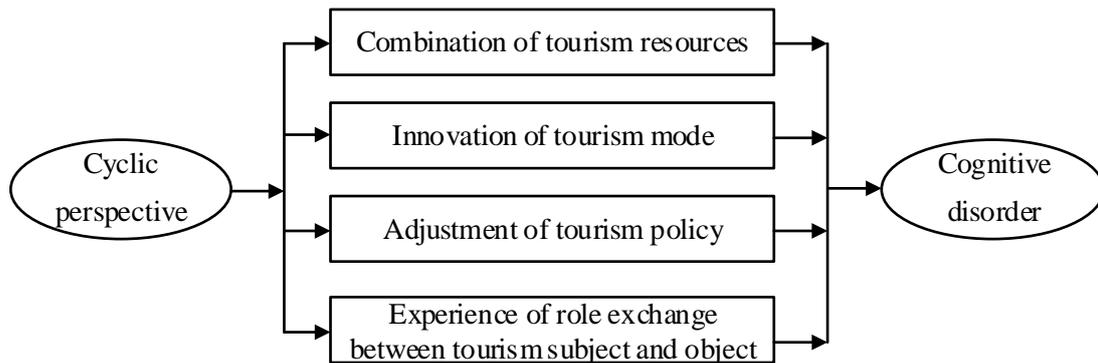


Figure 1. Relationship between regional eco-tourism development and cognitive barriers from the perspective of circulation

Conclusions: Under the background of green development and circular economy development, regional ecotourism pays more attention to the sustainable development of ecological environment. Changes in the combination of tourism resources, the formulation of tourism policies and the innovation of tourism methods can improve consumers' cognitive barriers and improve their sense of tourism experience, further meet the spiritual needs and consumption of consumers.

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INTEGRATION OF HOMESTAY CHARACTERISTICS AND CULTURAL TOURISM FROM THE PERSPECTIVE OF COGNITIVE IMPAIRMENT PSYCHOLOGY

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Background: With the continuous development of China's modern economy, people's requirements for tourism and the quality of tourism have also increased to a certain extent. China's tourism industry has gradually changed from low-level to high-level, and has become a truly modern tourism service industry, which is of great positive significance to the improvement of China's national economy. In the development of tourist attractions, the protection of cultural landscape and natural scenery makes ecotourism come into people's sight. Therefore, when developing tourism, there should be a type that conforms to leisure cultural tourism and takes into account ecotourism. Such requirements have led to the modern homestay tourism industry. The emergence of this type of tourism can not only protect the local culture to the greatest extent, but also effectively develop and carry forward the characteristic culture, which plays a positive role in the progress of China's tourism industry. Homestay tourism not only includes accommodation, but also represents the local folk customs or folk customs, which is also the special landscape contained in China's vast territory. Therefore, it is necessary to integrate the unique locality and folklore into tourism to form a real homestay tourism, so as to reflect the cultural nature of homestay tourism. Research shows that the integration of homestay characteristics and cultural tourism can not only make travelers relax physically and mentally, but also bring unique feelings to travelers through accommodation. Some scholars predict