

integrating digital design and traditional aesthetics can effectively help students expand design ideas, reduce students' design pressure and alleviate students' learning anxiety.

**Table 1.** After the implementation of the reform pilot, the psychological and learning impact scores of the research objects on the new teaching model

Survey object	Freshman	Sophomore	Junior	Senior
Enhance design connotation	3	4	3	4
Broaden the scope of design	3	4	3	4
Strengthen thinking flexibility	4	3	3	4
Ease learning anxiety	4	4	4	3
Reduce design pressure	3	4	4	4

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## ANALYSIS OF THE IMPACT OF ENVIRONMENTAL DIFFERENCES IN THE SPATIAL DISTRIBUTION AND EVOLUTION OF TRADITIONAL VILLAGES ON THE PSYCHOLOGICAL ANXIETY OF TOURISM CONSUMERS

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**Background:** As the birthplace of the Mongol tribe, the Mongolian ancestor, Mengwushiwei Sumu contains a strong historical and cultural heritage of Mongolian root seeking, worship, sightseeing and so on. At the same time, the region is also the only Russian nationality township in China. It is a gathering place dominated by Chinese Russian and Chinese Russian descendants. A large number of intact Russian customs are still preserved in the region. The family buildings of Chinese and Russian descendants in the scenic spot are artificially decorated. The purpose is to carry out family tourism, which can not only let tourists feel the folk customs of ethnic minorities, but also experience the unique and profound national cultural heritage of the Russian nationality, but also help the border ethnic minorities get rid of poverty through tourism. The proposal of urban-rural integration has brought a new direction for the inheritance and development of Mengwumushu. In the development of Mengwumushu, a development plan with the development of industry as the core and the protection of ecological environment as the premise is put forward. It can be seen from the current development trend and development plan of Mengwushiwei Sumu that its development structure can be regarded as a three-level spatial structure of "government residence-Central village-general village". However, in the development planning of Mengwushiwei Sumu, the environmental differences brought by the evolution of spatial distribution have had a great impact on tourism consumers, among which the most important change is the audience psychological anxiety of consumers.

Audience psychology is a psychological science that studies social groups in psychological research. In audience psychology, it is proposed that audience psychology has certain psychological effects, including prestige effect, business card effect, self-effect, halo effect, projection effect and conformity effect. From the basic thought of audience psychology, it can be seen that its core connotation can explain the psychological changes of consumers in consumption and affect the development direction of tourist attractions. At the same time, in the process of tourism, the audience psychology of tourism consumers will produce audience psychological anxiety under the influence of the scenic spot environment. This anxiety is a common psychological negative emotion in tourism. Generally speaking, for social groups, the social environment provides not only a living environment, but also a platform for continuous challenges. In this context, the influence of social environment breeds the anxiety of social groups. From some studies, we can know that the development of society is achieved by the joint efforts of people from different social strata, but the distribution of pressure in society is mainly concentrated in some groups, which leads to the emergence of social anxiety in social groups. In order to effectively treat the audience's psychological anxiety of tourism consumers, we first need to analyze the impact of the traditional scenic spot environment on the audience's psychological anxiety in tourism consumption. Therefore, the research takes Mengwushiwei Sumu as the research object, and analyzes the changes of the audience's psychological

anxiety of tourism consumers in the development of Mengwushiwei Sumu.

**Objective:** This paper analyzes the development planning of the traditional village and the environmental differences brought about by the evolution of its spatial distribution in the development, analyzes the current situation of the psychological anxiety of the consumer audience in the tourism of the Mongolian village, and puts forward the impact of the environmental differences in the development of the Mongolian village on the psychological anxiety of tourists.

**Subjects and methods:** Based on the development planning of Mengwushiwei Sumu, this paper analyzes the environmental differences and changes under the layout structure of its overall development planning “one pole, two centers, one corridor and two belts”. Collect the psychological anxiety differences of 300 tourists participating in its development planning, and get the changes of psychological anxiety of tourism consumers in different planning stages, using SPSS24.0 to statistically analyze all the data collected.

**Results:** See Table 1 for the analysis of the changes in the psychological anxiety of tourism consumers in the weisumu tourism of MengWu room. As shown in Table 1, with the continuous development planning of Mengwushiwei Sumu, the psychological anxiety of tourists has decreased more significantly.

**Table 1.** Changes of psychological anxiety of tourism consumers in the development of Mengwushiwei Sumu

Year	2016	2017	2018	2019	2020
Before tourism	67.21±1.37	66.78±1.61	68.84±1.28	65.17±1.43	64.07±1.36
After tourism	42.68±1.49	42.02±1.46	40.38±1.42	39.52±1.35	38.11±1.49
<i>P</i>	<0.05	<0.05	<0.05	<0.05	<0.05

**Conclusions:** The planning and development of traditional villages is an important measure to promote regional economic development and cultural development. In the development of traditional villages, the environmental differences in spatial distribution and evolution will not only affect the lives of local residents, but also have varying degrees of psychological impact on foreign tourism consumers. Based on the development of MengWu room and weisumu, this paper analyzes the evolution of spatial layout in the process of its development, and discusses the impact of environmental differences under the evolution of spatial layout on the psychological anxiety of tourism consumers. The results show that there are differences in the changes of audience psychological anxiety of tourism consumers in different time periods of planning and development, and the environmental differences under development planning can significantly alleviate the psychological anxiety of tourism consumers. Therefore, in order to meet the psychological needs of tourism consumers and alleviate the psychological anxiety of the audience, it is necessary for scenic spots to put forward reasonable development plans and improve the quality of scenic spots.

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## RESEARCH ON THE PATH OF PUBLIC MANAGEMENT IN COLLEGES AND UNIVERSITIES FOR COLLEGE STUDENTS’ MENTAL HEALTH

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**Background:** With the rapid development of China’s national economy, the state has put forward higher employment requirements for higher education talents. Colleague college students are in a critical period of growth, development, mental health quality and personality formation, and their physical function gradually tends to mature, but the development of individual psychology lags behind. After switching from middle school life to college life, due to the drastic changes in learning environment, learning mode and social relations, a considerable number of college students cannot quickly adapt to college life, resulting in anxiety, fear, negativity and depression in their hearts, even the psychology of pessimism. These negative psychological factors will often affect the learning efficiency and social process of college students, make their social and learning results more unsatisfactory, form a negative psychological self prediction effect, lead to more serious symptoms of mental diseases and vicious behavior cycle. At present, the teaching of public management courses in most domestic colleges and universities has lagged behind the teaching