

Subjects and methods: Combined with statistical analysis and analytic hierarchy process, this study explores the psychological acceptance of local residents to the development of rural tourism industry, understands its correlation, and analyzes the influencing factors of residents' psychological acceptance to the development of tourism industry. The research takes 300 residents in rural tourism areas as the research object, statistically analyzes their psychological acceptance of the development of local rural tourism industry, obtains the development status and characteristics of rural tourism areas, and analyzes the correlation between rural tourism development and residents' psychology. The research combines the analytic hierarchy process to construct the influencing factor system of residents' psychological acceptance, and analyzes the influencing factors of residents' psychological acceptance for the development of tourism industry through the calculation of the weight of the influencing index system of residents' psychological acceptance.

Results: The statistical analysis results of residents' psychological acceptance of the development of rural tourism industry are shown in Table 1.

Table 1. Statistical analysis results of residents' psychological acceptance of the development of rural tourism industry

Object	Data
Male	2.76
Female	2.57

Conclusions: As a common way to relax the body and mind, the popularity of rural tourism has remained high in recent years. The development of rural tourism industry not only drives the economic and social development of rural areas, but also stimulates the development and growth of national consumption. However, the psychological impact of rural tourism on residents cannot be ignored. Under the development of rural tourism and economy, the influencing factors of residents' psychological acceptance are affected by many conditions. Cultural invasion, benefit distribution, environmental damage and other factors all affect residents' psychological acceptance.

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THE ALLEVIATION MECHANISM OF FARMERS' PSYCHOLOGICAL ANXIETY CAUSED BY THE MODERNIZATION OF AGRICULTURAL ECONOMY AND THE DEVELOPMENT MODE OF ECOLOGICAL CIVILIZATION IN YUNNAN PROVINCE

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Background: Anxiety disorder, also known as anxiety neurosis, refers to a person's negative and complex emotional states such as tension, anxiety, worry and worry caused by possible dangers, losses and threats in the future. Anxiety disorder is the most common kind of neurosis. It is mainly characterized by anxiety experience. Its main clinical manifestations include panic disorder, such as sense of dying, sense of loss of control, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc. followed by generalized anxiety disorder, which is divided into mental anxiety, physical anxiety, and motor restlessness of nerves and muscles. At present, the treatment of anxiety symptoms is mainly based on professional psychological guidance, and those with serious symptoms can be treated with drugs. With the modernization of agricultural economy and China's increasing attention to the development model of ecological civilization, the agricultural development of Yunnan province, as an important agricultural town in Southwest China, has attracted more and more attention. Although the province has a large number of valuable agricultural resources, due to the lack of agricultural modernization, the income of farmers is lower than that of other central and western provinces in China, and many farmers in Yunnan

have mental anxiety. Therefore, this study attempts to analyze and put forward some methods to alleviate the psychological anxiety of farmers in Yunnan from the perspective of the modernization of agricultural economy and the development mode of ecological civilization, and verify the effectiveness of these methods through the expert inquiry method.

Subjects and methods: Firstly, by consulting the relevant literature of psychological anxiety, psychology and agricultural modernization, this paper summarizes the main modes and methods of increasing farmers' income and agricultural modernization in China. Then, through visits, telephone exchanges and other means, communicate with several farmers in Yunnan province to understand their psychological anxiety status and the causes of anxiety. Based on this as the basic material, analyze and put forward some methods that may help to alleviate the psychological anxiety of farmers in Yunnan province and improve their planting income. Then 62 experts in psychology and anxiety and clinical psychologists were selected from China as the research objects. Share the proposed methods with the members of the expert group and ask them to provide the evaluation of these countermeasures. Specifically, evaluate which countermeasures are incorrect, which do not have the conditions for implementation, and which important methods are missing. In addition, it is also necessary to evaluate the impact of each countermeasure on farmers' mental anxiety. The impact degree is evaluated according to five categories: no impact, slight impact, general impact, obvious impact and full impact, and is given five integers of 1, 2, 3, 4 and 5 respectively for quantification. After the members of the expert group return the evaluation opinions, the research team will integrate the opinions, and then send the sorting results to the members of the expert group again, and ask them to give evaluation again. Cycle until the members of the expert group reach an agreement on the evaluation of the evaluation contents. In order to improve the authenticity of the inquiry results, any form of communication between expert members is not allowed in the inquiry process.

Results: After the experts complete the last round of evaluation information feedback, they count their feedback information and get Table 1.

Table 1. Statistics of feedback information of expert group members on research issues

Countermeasure	No effect	Slight impact	General impact	Obvious influence	Full impact
Increase in agricultural income	0	3	16	28	15
Improved planting efficiency	2	14	25	13	8
Idle time increases	5	12	23	15	7
Provide financial and technical support	9	23	20	8	2

The numbers in the cells in Table 1 represent the number of experts who believe that some mechanism or method of agricultural economic modernization and ecological civilization development model will have a corresponding impact on the anxiety of farmers in Yunnan province. Analysis of Table 1 shows that the expert group believes that the mechanism of "increasing agricultural income" in agricultural economic modernization has the most significant impact on alleviating farmers' planting psychological anxiety, followed by "improving planting efficiency", "increasing idle time" and "providing capital and technical support".

Conclusions: In view of the psychological problems of planting anxiety caused by low income of some farmers in Yunnan province, a large agricultural province, this study, based on the analysis of a large number of relevant literatures, explores methods to alleviate farmers' planting anxiety by carrying out social experiments based on expert inquiry method combined with the knowledge of agricultural economic modernization and ecological civilization development model. The inquiry results show that the expert group believes that the "increase of agricultural income" mechanism in agricultural economic modernization has the most significant impact on alleviating farmers' planting psychological anxiety, followed by "improvement of planting efficiency", "increase of idle time" and "provision of funds and technical support". The number of experts who choose the above mechanism as "significant impact" is 28, 13, 15 and 8 respectively. The results show that the application of the development model of agricultural economic modernization and ecological civilization to agricultural production in Yunnan province can have a positive impact on the anxiety of local planting farmers.

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RESEARCH ON THE INFLUENCE OF HIGHER VOCATIONAL ACCOUNTING TEACHING REFORM ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

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Background: With the gradual disappearance of the gap of accounting professionals in China, the employment competition pressure of accounting graduates has increased, and some students with poor psychological tolerance and pressure regulation ability will even have a certain degree of mental anxiety. Anxiety refers to the negative and complex emotional states such as tension, uneasiness, worry and worry caused by possible dangers, losses and threats in the future. Its main clinical manifestations include panic disorder, such as sense of near death, sense of loss of control, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc. followed by generalized anxiety disorder, which is divided into mental anxiety, physical anxiety symptoms of motor restlessness of nerves and muscles. At present, the treatment of anxiety symptoms is mainly based on professional psychological guidance, and those with serious symptoms can be treated with drugs. In order to alleviate the employment anxiety of accounting students and improve the talent training level of the major, this study attempts to integrate the analysis and countermeasures of more college students' psychological characteristics and thinking characteristics into the teaching reform of accounting major in higher vocational colleges, hoping to provide more reference value and constructive countermeasures for improving the psychological anxiety symptoms of accounting students and improving their employment competitiveness.

Subjects and methods: In domestic higher vocational colleges, randomly select a school with moderate students majoring in accounting and more than 10 years of construction. Then 380 college students majoring in accounting were randomly selected from the university as the research object. Before the experiment, make statistics on the differences of basic information such as gender, age, grade and professional grade point between the two groups. After confirming that there is no significant difference between all basic information of the two groups, the follow-up experiment can be carried out. Otherwise, it is necessary to regroup or reselect the research object. In the experiment, the teaching of accounting courses was carried out for two groups of students. The teaching of professional courses of each group was reformed and adjusted. The reform method of the control group was the conventional method and did not accept the intervention of any research team. In the process of curriculum reform of the experimental group, the students' learning psychological characteristics and thinking mode should be fully considered, and the teaching method of the course should be adjusted to reduce the students' learning pressure as much as possible, increase the content of employment guidance, and require teachers to provide services including but not limited to encouragement and psychological counseling according to students' learning status and psychological stress level. The reform teaching experiment lasted for 3 months. Before and after the experiment, SAS (Self-rating Anxiety Scale) questionnaire survey was conducted on the 3rd, 7th, 14th, 30th, 60th and 90th days after the experiment. Set the anxiety level of subjects whose total score of SAS questionnaire is less than 50, 50-59, 60-69 and higher than 69 as no anxiety, mild anxiety, moderate anxiety and severe anxiety. In addition, all measurement type features in the experiment are displayed in the form of mean \pm standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for Chi-square test. The significance level of difference is taken as 0.05.

Results: After all tests are completed, enter the questionnaire data into the computer and use Amos23.0 and Excel software for statistical analysis, and Table 1 is obtained.

Table 1. Comparison of SAS test data of two groups of students before and after teaching experiment

Test time	Experience group	Control group	<i>t</i>	<i>P</i>
Before experiment	52.8 \pm 3.9	53.2 \pm 5.0	1.215	1.772
After experiment	42.3 \pm 4.6	52.7 \pm 4.5	0.236	0.035
<i>t</i>	0.385	1.204	-	-
<i>P</i>	0.031	1.680	-	-

It can be seen from Table 1 that the output *P* value of the SAS score data difference significance test of the two groups of students before the experiment is 1.772, which is far less than the significance level of 0.05. It is considered that the data difference is not statistically significant. However, the difference of the last test data after the completion of the experiment is statistically significant, and the average test data of the experimental group is 42.3 and that of the control group is 52.7, which is 10.4 lower than that of the