

promote the inheritance and development of traditional crafts. Display national culture and customs in various aspects, expand the popularity and influence of cross-border national cultural tourism, inherit and develop the civilizations of the two countries, enable local people to obtain more income and improve their quality of life. Organize relevant training courses to train inheritors of traditional crafts of ethnic minorities, and support more young people to learn and inherit traditional crafts of ethnic minorities.

Subjects and methods: The research object is the youth of ethnic minorities. 50 ethnic minority youth are randomly selected from a border area of cross-border tourism cooperation. These youth come from different genders, ages and nationalities. Their understanding of ethnic minority traditional crafts is investigated. These young people will be trained in the traditional crafts of ethnic minorities for three months. During this period, relevant data will be recorded, and statistical software will be used for data processing and analysis. After the training, the views of ethnic minority young people on the traditional crafts of ethnic minorities will be studied. The higher the score, the heavier the degree.

Results: There are some problems in the development of cross-border tourism cooperation. For example, the development of cross-border national culture is not enough, which affects the inheritance of traditional crafts of ethnic minorities. Through the implementation of the promotion strategy of cross-border ethnic cultural tourism cooperation, ethnic minority young women's recognition of ethnic minority traditional crafts has significantly improved after training, with a score of 4.78. The results are shown in Table 1.

Conclusions: At present, although the development of cross-border tourism cooperation is relatively smooth, there are still some problems. There is no sound cross-border tourism cooperation mechanism, the construction of cooperation supporting facilities lags behind, and the development and utilization of cross-border national culture is insufficient. Various problems restrict the further development of cross-border tourism cooperation and affect the inheritance of traditional crafts of ethnic minorities. After the implementation of the strategy of promoting cross-border ethnic cultural tourism cooperation, cross-border ethnic culture has been deeply excavated. With the opening of the training course on ethnic minority traditional crafts, more and more people learn ethnic minority traditional crafts, inherit and innovate them.

Table 1. Satisfaction evaluation of tourists with different levels of education on the countermeasures of rural revitalization + cultural marine cultural tourism industry

Gender	Number of people	Recognition degree	Liking degree
Male	25	4.71	4.44
Female	25	4.78	4.65

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RESEARCH ON THE INFLUENCE OF MARXIST PRINCIPLES TEACHING BASED ON FLIPPED CLASSROOM ON COLLEGE STUDENTS' POSITIVE PSYCHOLOGY

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Background: With the continuous development of economy, people have entered a fast-paced era. All kinds of pressure are filled in people's life, study and work. College students are also facing pressure from family, society and other aspects. Freshmen who have just entered the university campus have left the care of their parents. They have poor self-care ability, poor ability to deal with interpersonal relationships and weak pressure resistance. Many students can't bear these pressures and have mental health problems. Dare not face difficulties and get used to avoiding. This negative way of dealing with problems can not only solve problems, but also lead to more and more serious problems, which will eventually affect students' normal life and study. Contemporary college students are in the era of developed network technology. Under the impact of diversified network information, the three views of college students are affected to a certain

extent. Some students with poor willpower will produce money worship because of the videos showing off their wealth on the network. In order to meet their vanity, they will carry out advanced consumption and excessive consumption through the form of online loan. This wrong value will eventually hinder the healthy development of students. Some students spend a lot of time playing games in their dormitories because they are addicted to the Internet. They are not sad about their study. The whole person becomes degenerate and depressed, which not only wastes the rare time of college students, but also becomes more decadent. This negative psychological state is common in colleges and universities. The positive psychology of college students is not optimistic. Schools should take measures to intervene the negative psychology of students, make them become positive, and find the vitality and vitality of college students.

The teaching of Marxist principles can cultivate the quality of college students, help students establish correct three views, correctly understand the surrounding things, and find the relationship and essence between things. The teaching of this course is conducive to cultivating college students' theoretical thinking ability, improving students' ability to obtain information, and enabling students to better solve problems. The teaching of Marxist principles aims to improve students' psychological tolerance and enable students to face difficulties more actively. However, some changes have taken place in the current teaching materials of Marxist principles. In order to adapt to the contents of the teaching materials, the teaching mode needs to be adjusted to some extent. Flipping the classroom means that student's study independently by watching the videos explained by teachers before or after class. The classroom has become a time for interaction between teachers and students. Teachers answer students' questions and discuss relevant knowledge through cooperation, so as to improve the teaching quality and make students better understand relevant knowledge.

Objective: Understand the current psychological state of students and the current situation of the teaching of Marxist principles, and analyze the reasons for students' negative psychology. On this basis, the flipped classroom teaching mode is applied to the teaching of Marxist principles to correctly guide students' thoughts, let them establish correct three views, improve students' learning enthusiasm, and cultivate students' positive psychological qualities such as courage and self-confidence. By completing the search task assigned by the teacher before class, improve the students' ability to obtain information, let the students have the courage to ask questions and actively participate in the flipped class, deepen the understanding of the course content, and help the formation of students' positive psychology. After a long period of flipped classroom teaching, improve the ability of teachers and students to integrate and analyze information, improve students' theoretical thinking ability, and promote the improvement of students' ability to solve problems.

Subjects and methods: The subjects of the study were school students. 322 students were randomly selected from four universities. The selection criteria of these students were gender, age, grade and major. Understand students' personal information, psychological state and other relevant information, and analyze the reasons for students' negative psychology. The selected students will be taught the reformed course of Marxist principles for one semester, during which relevant data will be recorded. The statistical software is used for data processing and analysis to study the positive psychological changes of students before and after the reform of the teaching of Marxist principles. The higher the score, the heavier the degree.

Results: In recent years, the psychological state of college students is not optimistic. Depression, decadence and pessimism are the current situation of many college students. In order to intervene the negative psychology of college students, the course teaching of Marxist principles is taken as an intervention measure, and the flipped classroom teaching mode is used to improve the effect of intervention. After one semester, the depression score of students majoring in finance is 1.76, and the results are shown in Table 1.

Table 1. Psychological status of students of different majors in teaching reform

Major	Low mood	Escape psychology	Optimistic
Finance major	1.76	1.65	4.34
English major	2.05	2.12	4.41
Computer major	2.13	2.27	4.09

Conclusions: The development of network technology not only brings convenience to the study and life of college students, but also has some negative effects. The convenience of the network makes many college students indulge in the online world and ignore their own learning. The whole person loses initiative and becomes very decadent. Negative psychology is not uncommon among college students. After guiding students' thoughts through the teaching of Marxist principles course combined with flipped classroom, students become positive and optimistic, establish the correct three views, and the negative psychology is significantly improved.

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STUDY ON THE INFLUENCE OF THE INTEGRATION OF IDEOLOGICAL AND POLITICAL PARTY CONSTRUCTION ON THE MENTAL HEALTH OF STUDENT PARTY MEMBERS IN COLLEGES AND UNIVERSITIES

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Background: Under the background of continuous education reform, modern education not only pays attention to education and teaching, but also cares about students' physical and mental development. A scientific and healthy education process is not only more in line with the development law of education, but also meet the sustainable development goals of current students. Mental health mainly refers to that people can maintain themselves in a positive and optimistic mental state in all activities. Mental health is an important content in modern education. Good mental health is conducive to the formation of people's good character and habits. At the same time, it will play a positive role in people's emotion, thought, thinking, will and attitude. People are in a healthy psychological state for a long time. Maintaining a positive and optimistic mood will have an important impact on people's development. Mental health belongs to the field of psychological research. In individual development, affected by environmental factors, their own emotions, cognition and will change imperceptibly in the environment. In different environments, people with activism can correctly deal with the influence of different factors and balance and coordinate their own psychological development, which is the basic feature of mental health. On the contrary, people are in a changeable environment for a long time, unable to adapt or adjust their psychological state in time, have large emotional fluctuations, and have a depressed impact on their personal mentality and will, which shows that people do not have a good state of mental health. Good mental health is an important factor affecting people's development. In modern education, we pay great attention to the education of students' mental health. Only in this way, can we ensure the scientific and healthy development of students.

In the construction and development of colleges and universities, mental health education should be included in an important part of the overall development of colleges and universities, and mental health education planning should be done well in the whole process of education to ensure the scientific and healthy development of college education. As an important base for recruiting party members, colleges and universities must meet the standards for the healthy development of talents in China. At the same time, they must have excellent personal ability and the elements of patriotism and love for the party, so as to better serve the society and promote the development of the country. Therefore, in the preparatory selection process of colleges and universities, student party members have high requirements for students' quality in all aspects, especially for mental health. Only by ensuring that students have a positive and healthy mental state, can they contribute to learning, party construction and development. At present, there are many ways to educate students' mental health in colleges and universities. The common ways are mental health education courses, mental health counseling and the establishment of mutual communication mechanism between teachers and students, which are all important ways to cultivate students' healthy psychology. For the cultivation of the mental health of college student party members, we should adopt the integrated education strategy of Ideological and political party construction. Through ideological and political education and party construction and development education, we can help students establish a healthy, positive and upward attitude and promote the development of students scientifically.

Objective: To explore the impact and role of mental health on human development, analyze the importance of mental health of college party members, and discuss the impact of the integration of ideological and party building at the grass-roots level on the mental health of student party members, in order to help student party members, build a positive and optimistic attitude and promote the development of modern education.

Subjects and methods: 120 student party members in colleges and universities were selected as the research object, using Excel and SPSS22.0 for data statistics and processing. Through the evaluation of the mental health status of 120 student party members in colleges and universities, and the six-month grass-roots ideological and political party construction education, including understanding the party's basic theory and line, adhering to Marxist thought, carrying out grass-roots volunteer activities, organizing special ideological and political education and carrying out special mental health education. After the end of four months, students' mental health status is evaluated. The evaluation psychological indicators include enthusiasm, optimism, learning status and teaching quality. The evaluation score is 1-10. The higher the score, the more positive the impact is, which plays a positive role in students' mental health.