

channels of psychological education, and help students deal with the difficulties in life and learning, Ensure that students can have healthy ideology; Schools should actively encourage students to participate in social activities, so that students can understand the essence of life and love life in the process of activities, so as to abandon the influence of bad emotions on themselves, cherish life and love life; Second, we should cultivate students' concept of helping each other. The main reason for many students' psychological problems is that they do not dredge their bad emotions in time, which leads to a very adverse obstacle effect. Therefore, in daily education, schools should actively encourage class cadres and psychological counseling staff to help students eliminate obstacles and strengthen their mentality; Fourth, the environment is also an important factor in cultivating students' psychological quality. It can play a subtle guiding role for moral education and mental health education. The construction of the environment can indirectly improve students' psychological quality, play the role of implicit education, and convey correct ideas for students.

**Results:** In this process, teachers have organized a variety of activities, such as debates, so that students can understand the importance of moral education and psychological education in the process of activities, realize the adverse effects of wrong ideas, and then vent such emotions in time in subsequent learning and life; Fifth, moral education should be carried out in the form of infiltration. Moral education is not only the work that teachers of this subject should complete, but also in the study of other subjects. For example, teachers should constantly infiltrate moral education ideas, fully tap students' learning interests, use the form of education to provide students with suggestions on ideological construction, and help students form correct ideological views and life ideas, so as to standardize their behavior in future work, Create good conditions for the all-round development of students.

**Conclusions:** To sum up, the above optimization path can lay a good foundation for the cultivation of students and the construction of colleges and universities, and in the process of implementation, it comes to the conclusion that we should constantly strengthen the educational concept and further expand the educational methods and channels, so as to provide solid conditions for China's social development and talent training, so as to promote China to improve all aspects of comprehensive strength and skills, so as to achieve the standard of becoming a powerful country.

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## APPLICATION ANALYSIS OF MANAGERS' COGNITIVE LEVEL IN INDUSTRIAL TRANSFORMATION AND UPGRADING

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**Background:** With the continuous improvement of China's comprehensive strength, the development environment of various industries in China has gradually changed. Under the new development environment, enterprises, as an important component of the industry, hope to drive the whole industry to achieve transformation and upgrading through the optimization of their own production and operation modes, in order to cope with the development needs of the new era. In this context, more enterprises have started to seek effective ways of transformation and optimisation in terms of industrial transformation, product upgrading, business model transformation, development of new markets and management transformation, which has led them to put more attention on enterprise management and enterprise talent teams. Researchers have noticed that in order to develop enterprise management and ensure sufficient human resources, it is necessary to start from the perspective of "people" and establish the concept of "people-oriented" development, thus, researchers have realised that mastering the theoretical knowledge of psychology can not only promote enterprise This has led researchers to realise that knowledge of psychological theory can not only facilitate the development and management of human resources and improve the economic efficiency and competitiveness of enterprises, but can also promote the modernisation and upgrading of enterprises and the construction of modern industrial systems. However, some industries are currently suffering from low productivity, backward production models and weak industrial strength, which are all caused by the traditional business models of enterprises in the industry, the poor overall quality of the human resources team, the low innovation capacity of enterprises and the lax management of enterprises. Based on this, the researchers propose strategies to optimise the management of each enterprise in the industry from a psychological

perspective, based on the current situation of the development of some of the industries that have failed to achieve transformation and upgrading, in the hope of helping the enterprises to change their production and operation models, improve their control capabilities and thus achieve transformation and upgrading of the industry.

**Objective:** Psychology believes that the psychological environment of a person can have a certain control on human behaviour. In theory, the psychology of individuals in organisations can be measured and cultivated, and mastering the cultivation methods of positive psychology such as psychological motivation, self-efficacy and interpersonal communication of individuals in organisations can effectively improve the psychological ability of individuals, which in turn can play a positive radiating effect on the various abilities and qualities of individuals and mobilise them to cope with The positive psychological training methods can effectively improve the psychological ability of the individual, which in turn can have a positive effect on the individual's abilities, mobilise the individual's initiative to cope with stress and challenges and create achievements for the organisation. For enterprises, on the one hand, the scientific psychological development of employees and the popularisation of the "people-oriented" psychological concept of work can regulate staff behaviour, establish a "customer-first" service ideology and awareness for employees, enhance staff execution, thereby improving This will improve the quality of the services provided by the company, promote the performance of the company and help the company to complete the task of industrial transformation so that the company can achieve long-term sustainable development. On the other hand, the decision-making ability of the enterprise will have a direct impact on the survival and development of the enterprise. For the managers of leading enterprises in some industries, the level of their strategic leadership ability not only determines the strength of the enterprise's comprehensive strength, but also has a certain influence on the development direction of the whole industry. Cognitive psychology believes that the cognitive ability of the environment and the perceiver's own information can guide the perceiver's activities, which means that training courses on theoretical knowledge of psychology for enterprise managers can greatly enrich the knowledge reserves of enterprise managers, cultivate their innovative consciousness, enhance their leadership and management abilities, and thus achieve an increase in the scientific and rational nature of the enterprise's decision-making mechanism In addition to promoting the economic benefits and comprehensive strength of the enterprise, it can also achieve the development goal of transformation and upgrading of the enterprise and drive the whole industry to achieve optimisation and upgrading in all aspects. Therefore, it is of certain practical significance to promote the industrial transformation and upgrading of enterprises based on the theoretical knowledge of psychology.

**Subjects and methods:** Firstly, the elements of psychological theoretical knowledge and industrial transformation and upgrading were studied; secondly, the industrial transformation plan was designed by combining psychological theoretical knowledge and the elements of industrial transformation and upgrading; finally, two enterprises with good development prospects and two enterprises with poor development prospects were selected within the industry, and one of the enterprises with good prospects and one of the enterprises with poor prospects were formed into an experimental group, while the other two enterprises were formed into a The other two enterprises are the control group. The industrial transformation programme incorporating psychological knowledge was applied to the experimental group of companies, while the control group of companies continued their daily business management mode, and a certain number of observer researchers were arranged to conduct a survey of the company data and compare the data of the two groups after a certain period of time.

**Results:** Researchers can investigate the industrial transformation information and industrial transformation results of the two groups of enterprises through talks, surveys and visits, analyse the findings and finally summarise them into a data report. According to the data report, it can be seen that among the two groups of enterprises, the experimental group which has applied the psychological transformation programme has better industrial transformation results than the control group, and the comprehensive development level has been improved; and among the two groups of enterprises, those with good development prospects have higher confidence and determination in industrial transformation and upgrading.

**Conclusions:** The higher the profitability of the industry, the higher the confidence and determination in industrial transformation and upgrading; the confidence and determination for industrial transformation and upgrading determines the level of development of the industry.

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## THE INTEGRATION OF TRADITIONAL CULTURE AND TOURISM INDUSTRY FROM THE PERSPECTIVE OF CONSUMER ANXIETY

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**Background:** In recent years, with the change of people's consumption concept, the integration of culture and tourism industry has gradually become the mainstream trend of the current stage of tourism industry development, whether it is the development of traditional tourism projects, or the development of new tourism projects are more and more focus on the integration of culture, especially the integration of traditional culture. Such a shift is of course closely related to changes in Consumer Anxiety. The aim of integrating traditional culture and the tourism industry is to attract more consumers in the process of cultural integration with tourism and to promote better and faster development of the tourism industry, so the integration of the two must fit the psychology of consumers. In fact, since the 18th Party Congress, General Secretary Xi Jinping has made a series of important statements on the integration of the cultural and tourism industries, reflecting the importance of the integration of the cultural and tourism industries in the new era, and also showing that culture and tourism are interdependent and that they are closely linked. As society continues to develop and the psychological needs of contemporary consumers change more and more rapidly, the integration of traditional culture and tourism industries must be closely combined with changes in Consumer Anxiety to seek new development paths.

**Objective:** (1) To accurately grasp the current situation of the integration of traditional culture and tourism industries at this stage. Combining the spirit of important national discourses and documents on the fusion of culture and tourism industries, we analyse in depth the feasibility of the fusion of traditional culture and tourism industries, and at the same time make a key analysis of the current situation of the fusion of traditional culture and tourism industries, taking into account the basic situation of the development of regional cultural tourism industries. On the basis of the basic situation of the integration of traditional culture and tourism industry, the path of integration is explored from the perspective of Consumer Anxiety.

(2) Exploring the path of integration by combining concepts related to Consumer Anxiety. Starting from the changes of consumers' psychological needs, we accurately grasp the changes of consumers' psychological needs in traditional culture and tourism industry development, and deeply analyse the advantages, disadvantages, opportunities and challenges of the integration development of regional traditional culture industry and tourism industry, on the basis of which we propose the path of integration of traditional culture and tourism industry.

**Subjects and methods:** The first is Consumer Anxiety, focusing on the influence it has on Consumer Anxiety from the perspective of traditional culture. The impact of traditional Chinese culture on Consumer Anxiety is analysed in depth from the aspects of humanism, humane care, face culture and the middle way, etc. At the same time, the concepts related to Consumer Anxiety are combined to propose what adjustments should be made to the integration of traditional culture and the tourism industry.

The second is the path of integration of traditional culture and industry. Combining the changing psychological needs of consumers for traditional culture and tourism development, it explores how to carry out the integration of cultural and tourism industries, focusing on three aspects of integrated marketing, combined marketing and online cultural promotion to explore how to promote the integration of traditional culture and tourism industries based on an accurate grasp of Consumer Anxiety.

**Results:** It is important to combine the changing needs of consumers for cultural tourism, actively create better services and enhance the innovation of industrial integration operations. Combine the needs of consumers of different age groups, provide more refined and in-depth cultural tourism services, and pursue the improvement of the quality of cultural tourism products. Further improve the standardisation of tourism projects and integrate traditional culture into all aspects of tourism project promotion, tours, ticketing and transportation.

The Internet is a tool for creating intelligent tourism systems, starting with transport, ticketing and entry to the park, to provide comprehensive online services and create a cultural and tourism ecosystem based on the Internet. In addition, we must actively create new tourism formats, new modes of play and new tourism scenarios to meet the tourism needs of consumers of different ages. We will actively develop innovative tourism models such as online tourism and cloud tourism, while incorporating the essence of traditional culture and exploring a combined online and offline marketing model.

Implement a marketing mix strategy for the tourism industry in conjunction with the regional cultural and historical context. Take the production line of regional cultural tourism products, tourism prices and