

the latter is 55.6, which is in the mild anxiety level as a whole, which is 10.4% lower than the latter after communicating with the students in the experimental group, it is found that the main reason for the decline of their anxiety level is that after the teachers master the methods of cognitive psychology, the English translation strategies and knowledge points are explained more easily, and some employment methods are explained.

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THE IMPACT OF CULTURAL TOURISM INTEGRATION BASED ON CONSUMER PSYCHOLOGY ON TOURISTS' POSITIVE PSYCHOLOGY

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Background: As an important branch of psychology, the main research purpose of consumer psychology is to analyze the laws of psychological activities accompanying consumer activities and the specific characteristics and manifestations of personalized psychology in the process of daily consumption of individuals in contemporary society. At the consumer level, the research on consumer psychology can provide consumers with marketing services that are more in line with their consumption habits and expectations. At the operator level, the research on consumer psychology can provide operators with more effective business strategies. In tourism marketing, the main behavior purpose of consumers and operators is to meet the dual purpose of enterprise profit and their own tourism needs, and the combination of the psychological objectives of the two levels is the tourism management service behavior with tourism resources and products as the core. By analyzing the psychological needs of tourists, managers design and plan the process of tourism consumption based on the psychological needs of tourists, coordinate their own tourism resources, try their best to meet the requirements of tourists, and obtain the economic and social benefits of the enterprise on this basis. With the development of the average economic level of domestic residents in recent years, the psychological desire of residents for cultural tourism has gradually increased. Compared with the traditional form of tourism, cultural tourism can not only meet the tourism needs of tourists, but also provide tourists with a new cultural psychological experience. It is a tourism marketing path with higher added consumption value for consumers and operators. Applying consumer psychology to the planning and design of cultural tourism can form a cultural tourism plan that is more in line with tourists' psychological expectations through feedback redesign, so as to help improve tourists' consumption experience in cultural tourism while providing economic and social benefits for operators.

Objective: By exploring the impact of cultural tourism integration based on the theory of consumer psychology on tourists' positive psychology, this study provides a new psychological tourism promotion scheme formation method for modern cultural tourism industry, and also provides a tourism service more in line with psychological expectations for tourists who prefer cultural tourism.

Subjects and methods: This study combines convolutional neural network with factor analysis method. It uses convolutional neural network to classify the online preference data of tourists who are willing to share tourism information, and divides them into different groups according to the different psychological preferences of tourists. On this basis, it customizes the scheme of cultural tourism according to the consumption psychology of tourists, and shares the relevant scheme with the audience tourists, collect tourists' positive consumption intention for the scheme. This study uses factor analysis to analyze the impact path and degree of different cultural tourism program elements on tourists' positive consumption psychology.

Results: The impact of stimulus programs focused on different consumption psychology of tourism consumers on the positive consumption psychology of tourism consumers is shown in Figure 1.

It can be seen from Figure 1 that the positive impact of tourism consumers' tourism demand psychology and tourism motivation psychology on tourism consumers' consumption positive psychology has reached level 5 of the quantitative level, forming a significant impact. It can be seen that tourism consumers' tourism demand psychology and tourism motivation psychology are the main psychological drivers to strengthen tourism consumers' consumption positive psychological tendency. In addition, the positive impact of tourism consumers' personal preferences and personality characteristics on tourism consumers' consumption positive psychology reaches level 4 of the quantitative level, forming a significant impact. It can be seen that the impact of tourism consumers' personal preferences and personality characteristics on tourism consumers' consumption positive psychological tendency is not significant, but obvious. It can be

seen that consumers' choice of cultural tourism consumption scheme is mainly based on the two-driving psychology of consumers' tourism demand psychology and tourism motivation psychology. Although the personal preference and personality characteristics of tourism consumers will also affect the consumption choice behavior, the influence is not enough compared with the first two.

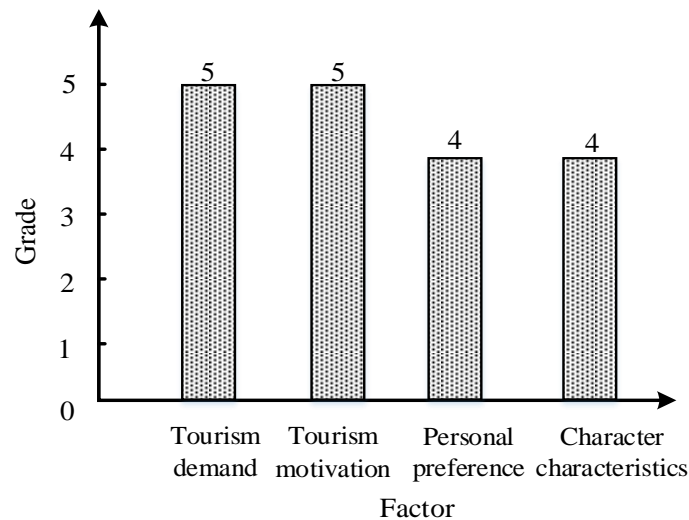


Figure 1. Consumer psychological analysis

Conclusions: Grasping the consumption psychology of tourism consumers can greatly help the modern cultural tourism industry to specify personalized cultural tourism schemes suitable for consumers. This study combines convolution neural network with factor analysis method, studies the use of convolution neural network to classify the online preference data of tourists who are willing to share tourism information, specifies personalized cultural tourism schemes on this basis, and collects the psychological feedback results of research objects. The results show that the positive impact of tourism consumers' tourism demand psychology and tourism motivation psychology on tourism consumers' consumption positive psychology reaches level 5 of the quantitative level, forming a significant impact. It can be seen that grasping the tourism demand psychology and tourism motivation psychology of tourism consumers can help the cultural tourism industry improve consumers' consumption enthusiasm.

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THE EFFECT OF HIGHER VOCATIONAL PRACTICAL TEACHING MANAGEMENT MODE UNDER TEACHING PSYCHOLOGY ON ALLEVIATING STUDENTS' EMPLOYMENT ANXIETY

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Background: Educational psychology is an applied psychology discipline derived from psychological theory. Educational psychology mainly focuses on the educational situation in the educational environment, and explores the basic psychological law and phenomenon function relationship between teaching and students in the teaching relationship, so as to form many psychological branches such as moral education and aesthetic education. Educational psychology pays attention to the psychological phenomenon of middle school students in the relationship between teaching and learning, and student anxiety is one of the adverse psychological phenomena widely distributed in contemporary student groups. Contemporary students' anxiety can be divided into two main types: disease anxiety and reality anxiety. Disease anxiety refers to students' widespread anxiety symptoms without source and object due to the oppression of anxiety or psychological anxiety for a long time. This widespread anxiety is more pathological and needs to be alleviated by pathological intervention. Another type of anxiety is realistic anxiety. Realistic anxiety is the type of anxiety that can be produced by different social groups in contemporary times, that is, the adverse psychological reaction to the event at the internal level of the individual in the face of external negative