

the statistical results as shown in Table 1.

Table 1. Statistics of student performance before and after the experiment.

Before and after the experiment	Equalization	Rate of excellence/%	Passing rate/%	Number of passes	Number of failures
Before experiment	88.63	42	80	80	20
After trial	75.6	25	56	56	44

From the statistical results of students' academic performance before and after the experiment, we can see that students' academic performance has been effectively improved by using the anchor ideological and political education.

Conclusions: The psychology of ideological and political education is a new subject, which is composed of psychology and ideological and political education. The intersection part is the special research field of the psychology of ideological and political education. The main task of psychology of ideological and political education is to reveal the special psychological contradictions of the educators and the objects of education, and to provide theoretical basis for improving the psychological quality of the educators and the objects of education.

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INFLUENCE OF DIFFERENCE BETWEEN RICH AND POOR ON COGNITIVE PSYCHOLOGY OF IDEOLOGICAL EDUCATION OF COLLEGE STUDENTS AND COUNTERMEASURES

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Background: In fact, the difference between the rich and the poor has put students of the same age on different steps. It not only leads to different lifestyles and consumption levels among students, but also leads to different value orientations, ways of thinking and personality traits. To the student especially the impoverished student's influence is extremely profound. Some surveys show that the majority of poor students have difficulty in ensuring their livelihood and their living conditions are lower than the minimum living standard in the school area. Due to economic difficulties, poor students do not pay attention to life with nutrition, the diet is very monotonous, which leads to the lack of essential nutrients for physical growth, physical health impaired. The difference between the poor students and the non-poor students and their economic burdens bring the poor students a heavy psychological burden and great mental pressure, which makes the poor students easily have a sense of inferiority in communication. They are always afraid that others will look down on them, which causes the poor students to have a strong desire for self-esteem, a fragile and sensitive psychology, and easily lead to a series of problems such as the attitude to the society and the current reform, social adaptation, etc. Therefore, it is very necessary to pay attention to the change of the poor students' mental health and strengthen the value education and psychological counseling.

Objective: Facing the gap between the rich and the poor on campus, colleges and universities must attach importance to the education of values for college students. On the other hand, we should make students treat money correctly and not let money become the proud capital of some students. Through education, students will be made to understand that money is not the only sign of personal success. Poor college students should have a sense of self-esteem and self-improvement, help them build up confidence in growth, face life positively, turn adversity into wealth, and change their own destiny through struggle. Therefore, it is necessary to carry out psychological counseling and guidance according to the psychological characteristics of the poor students so as to eliminate their inferiority complex, optimize interpersonal relationships, adjust their mentality, broaden their horizons and shape their healthy personality. Based on the analysis of the impact of the difference between the rich and the poor on the cognitive psychology of ideological and political education of college students, this study puts forward some countermeasures to improve the poor students' psychological state.

Subjects and methods: The questionnaire has anonymous, 800 poor students of different grades and majors were selected, and 800 questionnaires were collected with 100% and 765 valid questionnaires and 95.6% effective recovery. The majors of the poor students include liberal arts, science, economics, management and so on. The questionnaire used the Feeling of Inadequacy Scale FIS, which consists of 36

questions and is required to be completed within 20 to 40 minutes. Using the excel tool to analyze the data.

Results: The phenomenon of the gap between the rich and the poor on campus has aroused much concern. The gap between the rich and the poor has had a negative impact on the current education management of students. The results of the statistics of poor students' inferiority complex are shown in Table 1. Through the questionnaire survey found that the vast majority of poor students have different degrees of inferiority complex.

Table 1. Statistical results.

Degree of severity	Severe inferiority complex	Moderate inferiority complex	Mild inferiority complex	Without inferiority complex
Percentage/%	12.20	30.10	46.20	10.50

Conclusions: In order to solve the psychological problems of the poor college students, the schools, families and the society should cooperate with each other and make joint efforts, not only to give the poor students economic aid, but also to give them spiritual help, to make full use of all kinds of resources to help the poor students get rid of their bad mood, to improve their own psychological quality in an all-round way and to set up positive and optimistic attitude towards life. Only in this way can the psychological health problems of the poor college students be solved fundamentally and the stable and harmonious development be achieved. In view of the above experimental results, this paper puts forward the concrete countermeasures of cognitive psychological education of college students' ideological and political education.

(1) Strengthen the theoretical emotion of ideological and political education. Ideological and political education can not only represent the knowledge of teachers and social standardization, because students tend to think about the psychological questioning caused by their life experience, surrounding environment and economic situation. Teachers should promote the resonance between theory and students' psychology, strengthen the psychological influence of theory, and make students obtain theoretical emotion from the curriculum.

(2) The correct education of outlook on life shall be enriched in the contents of ideological and political education. Successful teachers of ideological and political education must be good at and have the ability to teach students with reason, emotion, and increase the content of ideological and political education and human connotation.

(3) Strengthen the mental health education for poor students. Mental health education also belongs to emotional education. Ideological and political educators should not only use Marxist standpoint, viewpoints and methods to occupy the ideological position of college students, but also use rich psychological knowledge to teach poor college students the knowledge and application methods of psychological defense, cultivate their positive, optimistic and enterprising ideology, so as to make mental health education integrate into the process of ideological and political education and help college students form and develop complete personality.

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PROMOTION STRATEGY OF RESIDENTIAL SERVICE PRODUCTS IN SCENIC SPOTS BASED ON CONSUMER PSYCHOLOGY

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Background: The consumer psychology of the users directly affects the management of this scenic spot. At present, the scenic spot traveling develops to the leisure, the vacation, the entertainment synthesis experience direction, conforms to the market demand people's hostel arises at the historic moment. Different from the traditional hotel, the hotel, as a tourist reception facility, visitors can experience the warm and warm feeling of home, it will experience both leisure and tourist accommodation together, so that tourists feel the customs and culture of the tourist destination. In recent years, the rapid development of homestay industry not only solves the problem of lack of accommodation facilities in tourist season in