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THE INFLUENCE OF THE IMAGE DESIGN OF CHINESE ZODIAC ARTS AND CRAFTS PRODUCTS ON THE SYMPTOMS OF COMMUNICATION AND ADAPTATION DISORDERS

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Background: The zodiac is what we usually call the zodiac. Everyone has his own zodiac sign. Each zodiac design has its own implication. These implications originate from the primitive simple wishes of the ancient Chinese people and have the universality of the wishes of the ancestors. The implied meaning of the zodiac is created according to the animal's own habits. Vigilance and resourcefulness combine prosperity and endurance, diligence and simplicity combine with good weather and smooth weather for cattle, majesty and valor of tiger combine with health and health for all quarters, gentleness and gentleness of rabbit combine immortality with gentleness and quietness, dignity and dignity of dragon combine with peace and tranquility of the country and the people, beauty and beauty of snake combine in domination, vigor and majesty of horse combine life with endurance, gentleness and gentleness of sheep with kindness and fortune of sheep, freedom and agility of monkey combine happiness and happiness with years, courage and good luck with fighting of chicken, courage and courage of dog combine peace and tranquility with simplicity and simplicity with abundant food and clothing.

Zodiac pattern is an important representative symbol of Chinese traditional culture, its unique aesthetic embodiment and artistic style, fully demonstrates the wisdom of China's working people. Each animal is a kind of auspicious hope, and each animal has its own special implied meaning. The most peculiar thing is that the two animals combine together and have a third implied meaning, which is the marvel of the culture of the zodiac. In modern design, the development and utilization of the zodiac design not only conforms to the traditional concept of the Chinese people, but also reflects the psychological demands of the people, and has a unique charm of the East.

Objective: The zodiac is a traditional Chinese design, which has been widely used in various decorations since ancient times and is loved by the Chinese people. With the change of time, people's love for the zodiac design has not been reduced, but added new content and characteristics of the times. Beginning with the origin and implication of the zodiac design, this paper probes into the application of the zodiac design in the fields of ring art, ceramics, clothing, home textiles, artwork and interior decoration, which can effectively alleviate the symptoms of communication adaptation disorder.

Over a long period of time, the traditional Chinese zodiac images have formed a specific means of expression. The original intention of implication is nothing more than the pursuit and longing for a better life and the wish for perfection of Najib. Therefore, it plays a positive role in alleviating the psychological feelings of patients with communication disorders, and urges them to communicate with people. This paper mainly from the zodiac arts and crafts product image of the symbol, dissemination, identity and permanent, these four aspects of investigation and analysis.

Study design: Stratified cluster random sampling method was used to investigate 400 patients with communication disorders of different ages, sexes and occupations. 400 questionnaires were sent out, 400 were retrieved and 391 effective copies were obtained.

Methods: Using excel statistics zodiac arts and crafts product image design on the impact of communication adaptation disorder symptoms.

From the meaning of the zodiac culture, we can know that everyone will remember the zodiac or the zodiac in his birth year, which is unchangeable all his life, and it is a rich cultural gift endowed by nature, and has a distinct marking function. The Chinese zodiac and zodiac culture have also played an important role in spreading the Chinese zodiac, affecting not only every member of the Chinese nation, but also many countries, especially some eastern countries, have adopted or changed the Chinese zodiac and its culture. The Zodiac culture has a long history. It is the ethnic basis of the unity of the Chinese nation and an important link of the main cultural veins, as well as the realization of national unity and identity. Since the formation of Zodiac culture, it is rooted in the masses of the Chinese nation, affecting the various historical era of Chinese ancestors, Zodiac arts and crafts product image design.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors, 0 indicating irrelevance, 1 indicating slight influence, 2 indicating general influence, 3 indicating obvious influence, 4 indicating full influence, and the obtained statistical table is shown in Table 1.

Conclusions: The traditional zodiac culture, created on the road to the rise of the Chinese nation, is the

inspiration of the ancestors for the creation of the Chinese zodiac and the twelve local branches, and the cultural and artistic treasures inherited by using the original totem, characters, patterns and other symbolic elements, and is the follow-up force for expanding and promoting the traditional Chinese culture. Zodiac culture is an immortal folk custom, is the traditional culture of the Chinese nation occupies undoubtedly an important component. It is the embodiment of Chinese traditional culture, which can effectively alleviate the symptoms of communication adapting to the handicap, and make them love life more.

Table 1. Effect of the image design of Chinese zodiac arts and crafts products on the symptoms of communication and adaptation disorders

Factor	Landmark symbolic	Transmissibility	Configuration	Perpetual
Patients with communication disorders	4	4	4	-

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THE EFFECT OF COUNTY CULTURAL TOURISM INDUSTRY IN LIANGSHAN ETHNIC MINORITY AREA ON RELIEVING TOURISTS' SPIRITUAL AND EMOTIONAL PRESSURE

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Background: With the rapid development of modern society, people's pursuit of high-quality life has virtually increased their own pressure. The difficulties in employment, house purchase, children's schooling, pension and pressure from work units and social exchanges have triggered people's general status panic and anxiety. Almost all modern people face more or less pressure. This is because everyone needs to obtain all kinds of resources and opportunities needed for their own survival and development from society. These resources and opportunities will not come out of thin air, so every member of society will inevitably bear the pressure from all aspects. In contemporary society, many people have to face mental pressure, and if the mental pressure is too large, it is easy to evolve into mental illness. Therefore, it is very important to pay attention to the spiritual emotions of contemporary people. Cultural tourism can promote people's physical and mental health.

Cultural tourism industry is an important part of tourism industry. There is a generalization of the understanding of cultural tourism industry in Chinese academic circles and some provincial and municipal government departments. Many people regard the main body of tourism industry as an integral part of cultural industry, including tourism transportation enterprises, tourism accommodation enterprises, pure natural sightseeing scenic spots, etc. In fact, this is to confuse tourism culture with cultural tourism. The real cultural tourism industry is mainly the tourism industry developed by cultural tourism resources. It is a part of the tourism industry to meet people's cultural tourism consumption demand. Its purpose is to improve the quality of people's tourism activities. The core of cultural tourism is creativity. Special emphasis is placed on "creating a cultural symbol and then selling this culture and cultural symbol", and it is emphasized that the "culture" of cultural tourism is a life form, "industry" is a production and marketing model, and the connection point between the two is "creativity". Therefore, cultural tourism can be understood as "creative industry containing life culture created by human factors". County cultural tourism industry in Liangshan ethnic areas is not only an important part of Liangshan County economy, but also rooted in the most basic level of national traditional culture, which is closely related to the production and life of ethnic minorities. The unique customs, habits, beliefs and buildings of all ethnic groups in ethnic areas have formed a rich and colorful national culture.

Objective: In most cases, the tourism harvest and tourism enjoyment obtained by tourists is an invisible experience, and tourism experience is the ultimate goal of modern tourists. In order to meet some spiritual and material needs, tourists leave their permanent residence for a short stay in a foreign country for consumption, and hope to get spiritual satisfaction in the process of consumption. With the advent of experience economy and the continuous development of tourism, tourism consumption is becoming more and more mature. Nowadays, tourists pay more attention to the satisfaction of emotional experience, and tourists' emotions are affected by the quality of cultural tourism industry all the time.

Subjects and methods: Due to the obvious remote nature of tourism, the emotions of all tourists will show some special characteristics. That is, tourists' emotion has the characteristics of high excitement and