

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

strong infectivity. According to the intensity, speed and duration of emotion, this study investigates and analyzes it from three aspects: mood, enthusiasm and passion.

Study design: 300 social masses were randomly selected for investigation. They were under the age of 70, regardless of gender and occupation. Questionnaires were distributed to 300 people. The contents of the questionnaire were mainly multiple-choice questions, supplemented by question-and-answer questions. The questionnaire was required to be completed at one time. The time for each person to fill in the questionnaire was 25-30 min. A total of 300 questionnaires were distributed, 285 were recovered and 267 were valid. If the answer options of multiple-choice questions in the test paper are all one option, it will be regarded as an invalid test paper.

Methods: Excel is used to calculate the effect of county cultural tourism industry in Liangshan ethnic area on relieving tourists' mental and emotional pressure.

Results: Liangshan has outstanding advantages in cultural tourism resources, has a long history of cultural tourism resources, and has unique natural tourism resources. Natural tourism resources cover four groups and 10 types, including lithosphere, hydrosphere, biosphere and atmosphere. There are more than 160 representative scenic spots, with a large number of natural tourism resources, complete types, wide distribution and high grade.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight effect, 2 means average effect, 3 means obvious effect and 4 means significant effect. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 300 people is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of county cultural tourism industry in Liangshan ethnic area on relieving tourists' mental and emotional pressure

Factor	Mood	Enthusiasm	Passion
Masses	4	3	4

Conclusions: In the 21st century, the cultural tourism industry with regional characteristics of ethnic minorities in China's ethnic autonomous regions has grown rapidly and become the pillar industry of economic development in ethnic areas. The charm of the county cultural tour in Liangshan ethnic areas lies in culture, advantage in ecology and potential in resources. Relying on cultural heritage, ecological advantages and tourism resources, the tour in Liangshan can not only bring tourists a lifetime unforgettable pleasant trip, but also lead tourists to nature and cultivate their sentiment. While traveling, tourists increase their knowledge and enrich their soul, and tourists will improve themselves, broaden their horizons and have a bright mind. What you see and hear will make your ignorant soul become intellectual and open-minded, so as to release the pressure and relieve the mood of tourists.

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EFFECT OF MASS ENTREPRENEURSHIP AND INNOVATION EDUCATION ON ALLEVIATING COLLEGE STUDENTS' EMPLOYMENT ANXIETY

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Background: Mass entrepreneurship and innovation is a major strategy put forward by the state based on the needs of transformation and development and domestic innovation potential. It aims to optimize innovation, stimulate the infinite wisdom and creativity hidden among the people, give those who are capable and want to start a business and innovate opportunities to display their talents, and realize self-reliance by entrepreneurship and brilliance by innovation. Entrepreneurship and innovation education refers to innovation and entrepreneurship education. Nowadays, under the background of "mass entrepreneurship and