

after traveling ($P < 0.05$), that is to say, tourism can really improve their psychological status. And the somatization and anxiety factors decreased significantly before and after tourism ($P < 0.05$), indicating that participating in tourism activities can relieve the students' body and mind. Through interviews with a small number of students, it is found that college students will make good planning before traveling, and make full preparations for food, housing, travel, shopping and entertainment, which can largely eliminate the uncertain factors in the journey and make the tourism activities carried out smoothly. Participating in tourism can have a positive impact on College Students' mental health.

Visiting different types of tourist attractions has different effects on the improvement of college student tourists' mental health. In the study, it is found that there is no significant difference in SCL-90 between students visiting natural scenic spots and cultural scenic spots before tourism, but there is a significant difference after tourism. The total score of SCL-90 in the natural scenic spot group decreases after tourism. In other words, in terms of regulating and improving college students' psychological state, natural scenic spots are better than cultural scenic spots for two reasons: On the one hand, natural scenic spots can more intuitively and simply alleviate the existing bad psychological feelings of tourists. The external natural beauty strikes people's eyes and can immediately make people forget the busy and stressful real life. On the other hand, cultural attractions put forward higher requirements for tourists. Only after reaching a certain level in terms of aesthetic ability, personal quality, cultural precipitation, knowledge accumulation and perception ability can they really adjust their mood and eliminate depression, and many people often have deficiencies in these aspects.

Through the analysis, it is found that the length of travel time has an obvious negative correlation with SCL-90 score. This shows that mental health problems need a certain time to be cured. Only arranging enough travel time can significantly improve the psychological state of college students, which should be directly related to the lasting beneficial stimulation brought by tourism to college students. Of course, whether the effect is obvious is also closely related to whether the schedule is appropriate, whether the funds are sufficient, and whether the subjective consciousness is strong. In addition, the company of family and friends has a positive impact on the mental health of college students traveling from different aspects, and they should be encouraged to travel together.

Conclusions: The results show that traveling has an impact on college students' mental health, which is mainly positive. This conclusion is not only a useful way and supplement to the students' mental health work that Chinese colleges and universities attach great importance to, but also has practical significance for developing college students' tourism products and expanding this kind of tourism market. In order to make the psychological adjustment effect of tourism activities better, combined with the obtained research data, all sectors of society should focus on the following aspects: (1) Realize that the most direct and simplest way to improve the effect of tourism is to strengthen the self-efforts of college students. Personally, students should make comprehensive arrangements before traveling, understand the history and culture of the tourist destination, and start with tasks and problems. It is better to travel together, and close and like-minded companions are the first choice. Actively communicate with others during the trip and maintain an optimistic attitude. After returning to their permanent residence, they should form the good habit of timely reflection and summarize what they feel. (2) Managers in the tourism market should find ways to strengthen the overall feeling of tourism activities, develop products with distinctive theme, freedom, challenge, and participation, and create a good interpersonal atmosphere and space for them according to the characteristics of college students who like tourism and have limited economic conditions but good physical quality. (3) It should be recognized that the hardware and software in the area where the tourist attractions are located are stimuli that directly enable college students to produce emotional response and psychological perception. The scenic spots should preserve the integrity and antiquity of historical sites and reduce excessive commercialization and superficial development. At the same time, we should meet the strong thirst for knowledge of college students, improve the quality of their tourism activities, let them better find the beauty in life and learning, and cultivate a healthy and positive attitude.

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ANALYSIS ON THE INFLUENCE OF COLLEGE PHYSICAL EXERCISE ON REGULATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

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Background: Anxiety is a word that appears frequently in the field of psychology. Anxiety not only has its conditions, but also a process. This process varies in length, varies from person to person and from matter to matter, and is restricted by various internal and external conditions or various factors. Generally speaking, when people are nervous about something, they will be repeatedly entangled by the factor and focus on the thing and make various imagination and assumptions. Once this degree of focus is continuously enhanced due to the failure of various strategies and breaks through the critical point, anxiety is formed. Anxiety is usually manifested in negative emotions such as self-doubt, anxiety and tension. With the rapid development of knowledge economy, new requirements and challenges are put forward for the overall quality of college students. In addition, in the social environment of independent employment and fierce market competition after graduation, college students are under increasing pressure, physical and mental health problems are becoming more and more prominent, psychological anxiety is widespread, and the incidence of psychological disorders and mental diseases is increasing rapidly. Therefore, how to improve and cultivate students' mental health has become the main content of current research. Sports is not only the process of physical activity, but also the process of psychological activity. At present, the widespread mental health problems of college students in China have affected the training quality of college talents in China. Influenced by traditional ideas, college physical education in China lacks sufficient understanding of the "heart strengthening effect" of school physical education, and there are also deficiencies in the research in this field. With the deepening understanding of sports function, people begin to pay attention to the impact of physical exercise on mental health. Many experts at home and abroad have demonstrated the close relationship between physical exercise and mental health from different angles, and the research on the relationship between physical exercise and college students' mental health has also made progress. Research shows that college students do not participate in physical exercise, and the amount of physical exercise is large and small, which has a high relationship with mental health.

Objective: In order to improve and create a good social environment, we must pay attention to today's psychological education and explore improvement schemes. Patients with mental diseases are often excluded by today's society, which is very unfavorable to the treatment of patients, and will further develop their mental diseases. Serious mental illness will also lead to patients' retaliatory paranoia, which has brought unsafe factors to the society. This is also a painful blow to China's mental health cause. In the research on several factors affecting college students' mental health, a large number of teaching practice and statistical data analysis show that physical education based on physical exercise is not only effectively enhancing college students' physical quality, but also closely related to the improvement of their mental health level and the strengthening of their personality characteristics. It is an effective way and method to improve their psychological quality and improve the psychological energy reserve of war.

Subjects and methods: As college students are facing various problems such as learning, interpersonal and employment, the pressure is too great, which leads to the widespread phenomenon of psychological anxiety among college students, and has seriously affected their study and life. Physical exercise can alleviate and regulate college students' psychological anxiety. This study statistically analyzed the effect of college physical exercise on regulating college students' psychological anxiety by issuing questionnaires.

Study design: Two universities were randomly selected, and 500 college students were randomly selected from each university, regardless of age and gender. A total of 1000 questionnaires were distributed, 976 were recovered and 953 were valid.

Methods: The influence of college physical exercise on regulating college students' psychological anxiety was counted by Excel.

Results: College physical exercise can distract college students, divert their experience of anxiety, relax their body and mind, regulate their emotions and reduce anxiety symptoms.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 1000 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of college physical exercise on regulating college students' psychological anxiety

Factor	Mentality	Excited consciousness	Physical condition
Adult	4	4	5

Conclusions: According to the psychological anxiety problems of some contemporary college students, the scientific physical exercise intervention applied in this study can provide an effective sports rehabilitation program, and is expected to be popularized in the population, so as to improve the national mental health level. For the research object, help the patients with mental diseases improve their bad emotions, alleviate mental pressure and psychological pressure, which is conducive to their psychological intervention treatment and help them move towards a clearer future. For today's society, the future scientific research achievements of this project can not only lay the foundation for the clinical practice of psychology, but also provide a new direction for the treatment of mental diseases. At the same time, it provides a new idea for the future research trend in this field, and plays a certain role in promoting social stability, so as to create a good psychological environment and improve the national mental health level.

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AGRICULTURAL ECONOMIC SERVICE MODE AND IMPLEMENTATION PATH BASED ON CONSUMER PSYCHOLOGY THEORY

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Background: Agriculture is the foundation of the country, agricultural production is the primary condition for human survival and creation of history, "three rural" issues in China has the most important position. However, due to various factors, the development of agricultural industry at this stage has failed to give full play to its due role and value. The low level of agricultural services is one of the important factors. Therefore, it is necessary to increase the income of farmers, extend the agricultural industrial chain, increase the added value of agriculture, and promote the continuous optimization and innovation of agricultural service modes in light of the local conditions, so as to promote the sustainable development of the agricultural industry and the continuous increase of the income of farmers. The agricultural socialized service in China has made great progress and established various agricultural service modes, which plays an active role in promoting the agricultural modernization. However, compared with foreign developed countries, there is still a certain gap in promoting the economic and social development of rural areas and increasing the income of farmers, mainly due to the broad positioning of agricultural service organizations. the imperfect operational mechanism of the grass-roots agricultural public service system. More services are productive services, and there is a lack of mid-and post-natal services. There is a certain gap between the types of services and the specific needs of farmers. In view of this, under the new normal of the economy, in order to promote the development of modern agriculture, we need to, based on the consumption psychology theory, establish the development thinking of the agricultural industry chain, constantly integrate and optimize the agricultural industry resources, and pay more attention to the post-natal marketing links and consumers' consumption experience, so as to better play the role of the agricultural service model and continuously enhance the added value of agriculture.

Agriculture is the basic industry of the country. The sustainable and healthy development of rural areas and the increase of farmers' income are inseparable from the modernization of agricultural industry. To achieve this goal, we cannot do without the transformation of agricultural economic service mode, timely grasp the market development, and provide rich and wide-ranging agricultural services. In the context of economic downturn, the use of consumer psychology to innovate the existing agricultural economic service model, and constantly improve the service content, and promote agricultural modernization.

Using the theory of consumer psychology to study the agricultural economic service model and the implementation path. This article mainly carries on the research analysis from the individuation experience, the consumer custom and the increase farmer income three aspects.

Based on the survey of agricultural service experience, the business model and development concept of agriculture are updated according to the consumption psychology to improve the actual integration.

Methods: The use of Excel statistical consumption psychology on agricultural economic service model and the impact of implementation path.

Results: With the development of the economy, the income level of residents is increasing, and there is