

the deepening of reform, the 1 + X certificate system has been promoted as the national strategy of talent training quality of Vocational Education in China.

Objective: At present, in terms of the in-depth promotion of the 1 + X certificate system, there is still a large gap between the overall level of double qualified teachers and the requirements of the high-quality development of vocational education. Therefore, it is urgent to strengthen the development of double qualified teachers under the background of 1 + X certificate system. There are still many problems in the construction and management of double qualified teachers in higher vocational colleges, which are highlighted in the following four aspects: First, the number of double qualified teachers needs to be increased. Second, the practical ability of double qualified teachers needs to be improved. Third, the professional appraisal ability of double qualified teachers needs to be strengthened. Fourth, the double qualified teacher team with the combination of full-time and part-time needs to be improved.

Subjects and methods: 100 teachers were randomly selected, regardless of gender, age and major. A total of 100 questionnaires were distributed, 95 were recovered and 92 were valid. The interview was conducted before the questionnaire. Based on the intervention of psychological thinking logic barriers, the interview summarized the problems of the 100 teachers, and learned that the following situations mainly affect the construction of double qualified teachers under the 1 + X certificate system: First, the understanding of the concept of double qualified teachers is vague, and the training direction of double qualified teachers is not clear. Second, teachers' ability to carry out 1 + X certificate training needs to be improved, and it is difficult to meet the implementation requirements of 1 + X certificate system. Third, the motivation of enterprises to participate in the training of double qualified teachers is insufficient, and the improvement of teachers' practical ability is slow. Fourth, the source channel of teachers is relatively single, and the structural contradictions of professional teachers are more prominent. Fifth, the teacher incentive system matching with 1 + X certificate has not been established. After the interview, a questionnaire survey was conducted to analyze the impact of thinking logic barriers on the construction of double qualified teachers under the 1 + X certificate system.

Results: In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means great influence and 4 means serious influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 100 teachers is adopted and the average is taken to obtain the result, which is rounded, the specific statistical table is shown in Table 1.

Table 1. The influence of thinking logic barrier on the construction of double qualified teachers under the 1 + X certificate system

Factor	Cultivation direction	Meet system requirements	Capability improvement	Professional structure	Incentive system
Teacher	3	4	4	3	4

Conclusions: 1 + X certificate system is an important component of the construction of China's modern vocational education system, a "connector" through all levels of vocational education, and a "catalyst" for school enterprise cooperation. In order to effectively implement the 1 + X certificate system and improve students' professional quality and vocational skills, higher vocational colleges need to build a double qualified teacher team that meets the requirements of the 1 + X certificate system. Through the investigation and analysis of this study, thinking logic is very important in the construction of double qualified teachers under the 1 + X certificate system, and logical thinking obstacles have a negative impact on the construction of double qualified teachers under the 1 + X certificate system.

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IMPACT OF CHINA'S SMART LOGISTICS SUPPLY CHAIN INNOVATION ON THE SPIRITUAL AND EMOTIONAL PRESSURE OF AUDIENCE CONSUMER GROUPS

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Background: With the upgrading of logistics demand and the innovation drive of modern information technology, the modern logistics industry gradually presents the development trend of informatization, networking and intelligence. On the basis of integrating advanced concepts, technologies and management methods, the intelligent logistics platform integrates logistics resources and circulation channels to the greatest extent, effectively improving the efficiency of logistics transactions, realizing the whole process monitoring of logistics information has become the core and key of modern logistics development. Nowadays, domestic logistics platforms continue to operate online, but some of them are quickly eliminated by the market for a variety of reasons. The reason is that their business model lags behind. Therefore, it is of great theoretical and practical significance to study and evaluate the business model of the smart logistics platform and put forward the innovation strategy of its business model for the development and long-term stable operation of the smart logistics platform. Smart logistics platform appears under the two-way drive of the change of logistics service demand and the update of modern information technology such as Internet, big data and cloud computing. It provides users with intelligent modern logistics services by integrating shippers, car owners, warehousing enterprises and other groups related to logistics services. Smart logistics platform can effectively improve the efficiency of logistics transactions and solve the problems of information asymmetry in the logistics industry, which plays an important role in improving China's logistics integration service level. At present, more than 1000 smart logistics platforms have been put into operation in China, which has greatly promoted the informatization and intellectualization process of modern logistics industry, played a role in integrating logistics information resources and reducing the total logistics cost. However, in the process of platform operation, there are serious homogenization of logistics services, insufficient platform development and single profit model, A series of problems, such as unreasonable platform architecture design, have seriously hindered the healthy development of the platform, resulting in a large number of logistics platforms being quickly eliminated by the market. Through our actual observation and research, we found that even though the domestic logistics platform is supported by government funds, it is difficult to make profits, and the reasons for its failure are various. However, the main reasons include the following three aspects: First, the platform logistics service mode is too single and homogenized seriously, which also leads to the lack of core competitiveness in the construction and operation of the platform, resulting in a large number of competitors in the market. Second, lack of strategic planning and insufficient platform development and publicity, resulting in insufficient popularity of the platform and failure to attract more customers. Third, there is no reasonable planning for the revenue model and cost structure, resulting in the failure to establish a profit model matching the platform, resulting in the weak profitability of the platform, which makes a large number of logistics platforms eliminated by the market in the early stage of establishment.

Objective: At present, there are many traditional revenue models of smart logistics platform, including membership model, transaction cost model, advertising cost revenue model, value-added service model, etc. The revenue model of value-added services is also a revenue model adopted by the current logistics platform. The platform obtains revenue by providing value-added services such as software leasing, loan collection, financing, insurance claim settlement and consulting services to shippers, transportation and warehousing enterprises and other relevant partners. At present, few logistics platforms take it as the main revenue model, because providing value-added services requires a lot of money, and the revenue cycle is relatively long. However, in the ecosystem model of smart logistics platform, we believe that the value-added service model will become the main revenue model, while other models will become auxiliary revenue models. Moreover, the business model will involve more participants, and organizations such as finance and banks will play a more important role, by adopting the value-added service model, the logistics platform will bring more profit points to enterprises and make up for the lack of profitability of other income models.

Subjects and methods: 200 consumers were randomly selected as investigators, regardless of age, gender and occupation. The survey was conducted in the form of interview. Based on the innovation of China's intelligent logistics supply chain, the 200 audience consumers were interviewed with psychological knowledge. The interview contents were from the following aspects: First, expand platform business and provide diversified logistics services. Second, improve the basic construction design of the platform. Third, strengthen the promotion of the platform and improve the awareness of the platform. Fourth, increase the development of logistics platform mobile terminals and improve user satisfaction. Fifth, choose the appropriate revenue model and constantly optimize the cost structure. Through interviews, this paper analyzes the spiritual and emotional changes of audience consumers, and summarizes the impact of their spiritual and emotional pressure on audience consumers under the premise of innovating China's intelligent logistics supply chain.

Methods: Excel is used to analyze the impact of consumers' mental and emotional pressure under the innovation of China's intelligent logistics supply chain.

Results: According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Conclusions: With the application of modern information technology in the logistics industry, the construction and development of smart logistics platform has also attracted the attention of many people. However, with the construction and operation of smart logistics platform, the business model of the platform has always become a problem hindering the healthy development of the platform. However, in terms of the current research status at home and abroad, most of them are about the construction and function design of smart logistics platform, while the research on the business model of smart logistics platform is obviously insufficient, and a set of scientific and reasonable evaluation system has not been formed in the evaluation research on the business model of logistics platform. Therefore, China's smart logistics supply chain urgently needs innovation, which has a positive impact on alleviating the spiritual and emotional pressure of the audience and consumer groups.

Table 1. Impact of spiritual and emotional pressure of audience consumers under China's smart logistics supply chain innovation

Factor	Expand business	Perfect design	Provide awareness	Improve satisfaction	Optimize structure
Women's clothing	4	3	3	4	4

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INFLUENCE OF BEHAVIOR BARRIER FACTORS ON FOLK SPORTS TEACHING AND DEVELOPMENT

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Background: Behavioral disorders can be roughly divided into verbal learning disabilities, nonverbal learning disabilities and mixed learning disabilities. The behavior obstacles in the teaching environment of folk sports in colleges and universities belong to nonverbal learning obstacles. Nonverbal learning disabilities refer to problems in nonverbal abilities such as orientation, motor ability and social behavior. After 12 years of systematic education in primary school, junior middle school and senior high school, college students have undergone strict physical examination, national unified examination, fair competition with their peers, and finally admitted to colleges and universities. In this way, the students screened layer by layer will not have problems in intellectual development, and then there will be no physical diseases affecting sports. Therefore, the behavioral obstacles of college students in folk sports teaching are defined as: affecting the normal progress of college students' sports activities, inhibiting the exertion of college students' sports potential, resulting in unsatisfactory sports learning effect, and sub-health psychological problems such as irritability and anxiety often appear in sports.

Objective: Under the influence of the information age, people's pace of life is getting faster and faster. The originally simple and happy study and life will break through genetic factors because of the accelerated pace of life, bring certain psychological pressure, and let students form certain "behavior barriers". As the future builders and successors of the motherland, college students should not only develop good learning habits, but also actively exercise and strengthen their physique, so as to lay a good physical foundation for learning and other practical activities. Therefore, by analyzing the behavior obstacles affecting college students, we can improve the teaching effect of folk sports.

Subjects and methods: 1000 students from 3 universities were randomly selected, including 500 girls and 500 boys. Firstly, through the method of literature, more than 10 books related to folk sports education, teaching and psychology at home and abroad were consulted, and more than 30 papers related to this study were read on How Net, forming 2 reading notes. Then, through the method of expert interview, we visited the well-known experts and teachers in the school where the research object is located to investigate the current situation and characteristics of students' learning disabilities in folk physical education. Finally, through the questionnaire survey method, 1000 subjects were given a questionnaire, and the questionnaire