

**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

recovery rate was 100%.

**Methods:** Use Excel to analyze the impact of behavior barrier factors on folk sports teaching and development, as shown in Table 1.

**Results:** Students have different perceptual sensitivity to the action taught by PE teachers in class, their understanding of the action essentials explained by teachers is also different, and their perception of the password given by teachers is also poor and cannot keep up with the rhythm. In addition, everyone's physical coordination ability makes students have individual differences in learning, and individual differences also directly affect the learning effect of students. The physical education curriculum itself in colleges and universities does not set up too many educational courses for students to have an in-depth understanding of college physical education. After students come to the University, they begin to have classes and contact with physical education practice classes. On the basis of learning various sports skills, they gradually understand college physical education. Some schools only introduce one or two classes in the theoretical class, and some schools do not arrange at all, resulting in poor teaching effect of folk sports. The influence of the external environment will deepen the situation of students with behavior disorders learning folk sports courses, resulting in students becoming more self-centered and not contacting their classmates.

Use 1-5 to represent the actual impact effect degree, 1 means no impact, 2 means slight impact degree, 3 means impact effect, 4 means strong impact effect, and 5 means profound impact effect.

**Table 1.** Influence of behavior barrier factors on folk sports teaching and development

Factor	Personal factors	Curriculum system	External environment
School A	5	4	4
School B	4	4	5
School C	5	5	4

**Conclusions:** As a group with higher social and cultural levels in China, college students have always been regarded as one of the most active and healthy groups. However, in the face of the increasingly fierce competition and too many and too fast changes in modern society, many college students begin to feel overwhelmed, resulting in many aspects, including physical and psychological maladjustment. Therefore, it has become a consensus to improve college students' physical quality and pursue physical and mental health through the folk custom system. In folk physical education, help students eliminate behavior barriers, make students understand their behavior barriers in other courses, and improve students' behavior barriers through the efforts of physical education teachers and students themselves, so as to better complete physical education teaching tasks and promote students' good personality development.

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## EFFECTS OF TOURISM ACTIVITIES ON TOURISTS' MENTAL HEALTH BASED ON SURVEY DATA

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**Background:** Mental health, namely mental health, refers to the development of an individual's state of mind into the best state within a fan Si who is not inconsistent with the mental health of others physically, intellectually and emotionally. It is an important part of the concept of complete health (the Third International Conference on mental health, 1946). In modern society, with fierce competition, frequent stress and fast pace, people are overwhelmed by unprecedented psychological pressure, and mental health problems are becoming more and more prominent. According to the estimation of the World Health Organization, more than 10 million people fail to commit suicide every year in the world. Five of the top ten diseases causing the most functional disability belong to mental disorders. In China, the prevalence of anxiety disorder in the epidemiological survey of mental diseases in 12 areas is 1.48 %, of which about 4.1%-6.6% of the urban population will suffer from anxiety disorder. The prevalence of depression is 29%-35%. At present, the number of people has exceeded 89 million. Fortunately, the techniques and means of psychotherapy are increasingly diversified, including cognitive therapy, suggestion, hypnosis, psychoanalysis, behavior correction, family therapy, group therapy, biofeedback, qigong, yoga, etc. academic circles and medical institutions are also constantly exploring and studying more effective treatment methods. As a new way of life in modern society, tourism can alleviate people's tension and play a more and more important role in the treatment of psychological diseases. In the process of tourism, people enjoy the soul and