

scale, the improvement of people's quality of life and the reduction of prices after the development of private car industry. Similarly, in the process of modernization, the streets of cities in our country also show rapid changes, in order to meet more vehicles to ensure smooth traffic, more streets to widen the transformation, but there are still many shortcomings, it is worth our discussion. Taking Chongqing as an example, this paper studies the influence of cultural DNA integration into traffic flow in the reconstruction of the old city landscape in Chongqing.

Study design: Select Chongqing old city 50 drivers, randomly divided into experimental group and control group. The experimental group used the function of traffic flow guide in the reconstruction of the old city of Chongqing with the help of cultural DNA, and the control group used the normal function. The experiment lasted for two weeks. Two groups of drivers were surveyed by questionnaires.

Methods: Use SPSS 20.0 software with Excel statistics results.

Results: Statistical two groups of satisfaction after the trial, get the specific results as shown in Table 1.

Table 1. Statistical results

Groups	Unsatisfied	Commonly	Basically satisfied	Satisfy
Experimental group	0	11	16	23
Control group	9	26	9	6

The result shows that the function of cultural DNA blending into traffic flow is more popular in the view of social psychology.

Conclusions: On the contrary, if the design of parking tolerance of the street landscape is not paid attention to, the audience can only solve the parking problem in their own way, resulting in the disorder of parking in the street. What's more, there is no humanistic awareness from these details, which makes the progress of the city slow. Therefore, the reasonable degree of parking tolerance of urban street landscape can create a suitable living environment. Through the field survey, it is found that there are still many places that can be improved and redesigned in some areas of Chongqing.

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STUDY ON THE IMPACT OF CONSUMER COGNITIVE IMPAIRMENT ON THE DEVELOPMENT STRATEGY OF QINGDAO WINERY

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Background: With the change of consumers' consumption psychology, consumers' demand for emotion and personality is rising, and they are increasingly pursuing personalization in the process of consumption. The latest development direction of today's winery is winery tourism. As a high-end and fashionable leisure way, winery tourism can not only meet consumers' pursuit of high-quality life, but also meet people's diversified tourism needs, so it has broad development prospects. Relying on its unique geographical advantages, Qingdao has become the largest wine production base and birthplace in modern China. At present, Qingdao winery tourism has begun to take shape, but there are still many problems in the development process, such as low industrial concentration, tourism brand awareness and reputation to be improved. How to integrate Qingdao wine tourism resources and better drive the development of Qingdao tourism has become an urgent problem faced by Qingdao wine tourism. Domestic economic development has promoted the vigorous development of tourism industry. Among many forms of tourism, winery tourism has become a new characteristic tourism. Winery tourism is concerned by more and more tourists. In modern tourism, tourists are no longer satisfied with traditional tourism methods such as sightseeing, but are keener on new comprehensive and participatory tourism activities such as experience, leisure and culture. In addition, great changes have taken place in tourism products. The development momentum of traditional tourism has slowed down, and vacation, leisure and various characteristic tourism have further developed in depth. The diversification of tourists' demand for tourism products and the sharp increase in

the number of tourists have ushered in a good opportunity for the development of tourism products in winery.

Objective: Cognition is an intelligent processing process for the body to recognize and acquire knowledge, which involves a series of random, psychological and social behaviors such as learning, memory, language, thinking, spirit and emotion. Cognitive impairment refers to the pathological process of abnormal brain advanced intelligent processing related to the above learning, memory and thinking judgment, resulting in serious learning and memory impairment, accompanied by aphasia or apraxia, or agnosia or disability. The basis of cognition is the normal function of cerebral cortex. Any factor causing abnormal function and structure of cerebral cortex can lead to cognitive impairment. Because the function of the brain is complex and different types of cognitive impairment are interrelated, that is, cognitive problems in one aspect can cause cognitive abnormalities in another or more aspects (for example, if a patient has defects in attention and memory, there will be obstacles to solving problems). Therefore, cognitive impairment is one of the most difficult problems in the diagnosis and treatment of brain diseases.

Subjects and methods: This study used a questionnaire to explore the impact of consumer cognitive impairment on the development strategy of Qingdao winery. 500 audiences were randomly selected and investigated by questionnaire. There is no limit to gender, age and occupation. Among them, 200 patients with cognitive impairment served as the investigation group. 300 were normal audiences as the control group. The questionnaire answering time is limited to 15-25 mins, and the timeout is invalid. Before the investigation, inform the investigators of the purpose and content of the investigation, and adopt the principle of voluntariness. The content of the questionnaire mainly investigates the satisfaction of Qingdao winery tourism development model from the following aspects: 1. The promotion of cultural brand with Qingdao wine culture and leisure as the core. 2. Design of Wine Manor tourism project. 3. Tourism route design of Wine Manor. 4. International brand building of Qingdao Wine Manor tourism. 5. Tourism development guarantee system of Qingdao Wine Manor. Questions are in the form of choice and Q & A. The question and answer are about the overall satisfaction with the winery's development strategy and putting forward their own opinions and suggestions. A total of 500 questionnaires were distributed, 486 were recovered and 475 were valid. After the questionnaire was collected, the satisfaction of the two groups was counted, and the two groups of investigators were compared to analyze the impact of consumer cognitive impairment on the development strategy of Qingdao winery.

Methods: Using Excel to count the impact of consumer cognitive impairment on the development strategy of Qingdao winery.

Results: According to the survey results, five grades of 0-4 are used to quantify the influence values of specific factors. 0 indicates dissatisfaction, 1 indicates slight satisfaction, 2 indicates general satisfaction, 3 indicates very satisfaction and 4 indicates special satisfaction. The specific statistical table is shown in Table 1.

Table 1. Impact of consumer cognitive impairment on the development strategy of Qingdao winery

Factor	Brand promotion	Project design	Route design	International brand building	Guarantee system
Control group	4	4	3	4	3
Investigator	2	3	2	2	3

Through comparative analysis, consumers with cognitive impairment can hardly put forward their own opinions or suggestions, which has a negative impact on the winery development strategy.

Conclusions: Through the questionnaire, this paper investigates the wine tourism consumption market in Qingdao, and analyzes the demographic characteristics and consumption habits of the wine tourism market. The analysis shows that Qingdao has a long history of international wine city, winery architecture has high artistic appreciation value, and wine production industry and wine products have high scientific and cultural value. The development of winery tourism products in Qingdao can produce great economic, environmental and social benefits. Qingdao has unique conditions for the development of winery tourism, which is suitable for the development of winery tourism products.

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ON THE PSYCHOLOGICAL STRATEGY OF MARKETING UNDER THE NEW MEDIA ENVIRONMENT

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