

enthusiasm evaluation scale was used to evaluate the students' enthusiasm in different schemes. The results showed that the music learning enthusiasm of the students in the experimental group was significantly improved after receiving the innovative music teaching scheme. Compared with the control group, the difference was statistically significant ($P < 0.05$). The above results show that improving students' positive gender in learning from the perspective of cognitive psychology is not only the main path of music innovation and reform, but also the main way to develop students' comprehensive quality in an all-round way.

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INTEGRATION OF HOMESTAY CHARACTERISTICS AND CULTURAL TOURISM FROM THE PSYCHOLOGICAL PERSPECTIVE

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Background: With the continuous development of China's social economy, the national cultural quality is also improving. At the same time, with the improvement of China's attention to culture, how to realize the wide-ranging dissemination of culture has become the main research object. The state continues to emphasize that culture is the soul of tourism and tourism is the intermediate carrier of culture. At the same time, the economic improvement has brought about the rise of people's desire for tourism. Under the guidance of policies, the tourism industry publicizes B & amp; B as the characteristics of scenic spots. B & amp; B has gradually produced its own characteristics in the continuous development. The more obvious characteristics of B & amp; B are its personalization, regionalization, miniaturization and civilians. However, from the actual operation status of B & amp; B, it can be found that the degree of integration between B & amp; B and culture is not enough, and it is difficult for tourists to feel the local cultural atmosphere from B & amp; B during tourism. In addition, many B & amp; B operators lack keen perception of the market, resulting in single sales means and unable to integrate resources, it is just that the long-term development ability of B & amp; B in foreign operation is not good. In the final analysis, the reason why B & amp; B cannot integrate its own characteristics into cultural tourism is that it does not start from tourists' psychology. Therefore, from psychology, we can know that tourists' sense of viewing experience, living comfort and consumer demand psychology are the reasons affecting the integration degree of B & amp; B and cultural tourism. Therefore, the study will analyze the characteristics of home stay and the psychological activities and needs of tourists in cultural tourism from a psychological perspective, and find a scheme suitable for the appropriate integration of home stay characteristics and cultural tourism.

Objective: In order to meet the cultural tourism requirements advocated by China's policies, improve China's overall economic strength and meet the tourism needs of tourists, this paper studies the characteristics of home stay and the integration mode of cultural tourism.

Subjects and methods: Considering the overall survey and case interview, this paper makes an in-depth study on the relevant data from the aspects of tourists' willingness to participate in tourism and home stay, preference for tourism activities, requirements of tourism measures, suggestions on tourism development, visit rate and influencing factors of cultural industries in surrounding areas, etc Analysis and statistics.

Research design: Based on the current situation of the integration of B & amp; B and cultural tourism, and guided by tourists' experience and consumption psychology, the research on B & amp; B is carried out. In the questionnaire design, the B & amp; B reputation, B & amp; B cultural atmosphere and B & amp; B surrounding image are taken as the first-class indicators of the scale, including 18 test items, using Likert 5 subscale.

Results: Before and after the development of the integration scheme, the overall evaluation of B & amp; B was carried out, and questionnaires were sent to 30 experts and 150 tourists. Both of them jointly evaluated the integration scheme of B & amp; B characteristics and cultural tourism. The results are shown in Table 1.

Table 1 shows that the evaluation of experts and tourists on the cultural atmosphere and sense of experience of home stay before the implementation of the integration scheme is lower than that after the integration scheme, and the difference is statistically significant. It also shows that from the perspective of psychology, it is effective to formulate a scheme for the integration of home stay characteristics and cultural tourism, and the integration scheme can well cater to the tourism psychology of experts and tourists.

Conclusions: In the development of B & amp; B culture, we pay too much attention to economic benefits and do not pay attention to cultural exchanges with tourist destinations, which leads to the current

situation of negative benefits in B & amps; B management. Therefore, in the business process of B & amps; B, cultural tourism should be integrated as the characteristics of B & amps; B, and the location and main body of B & amps; B should cater to the local culture. At the same time, it is also necessary to continuously improve the internal management according to tourists' consumption psychology and Tourism psychology. In the process of operation, we need to highlight its cultural attributes and create the unique cultural tourism characteristics of B & amps; B, which is not only a marketing means, but also the main measure to promote the positive development of China's tourism industry. In addition, we also need to improve the attention of B & amps; B to tourists, summarize tourists' preferences in the consumption process, analyze tourists' tourism intention, and improve the development direction of B & amps; B from the perspective of tourists' psychology.

Table 1. Questionnaire results

Index	B & amps; B cultural atmosphere		Sense of experience		
	Before formulation	After formulation	Before formulation	After formulation	
Expert	Satisfied	7	19	6	17
	General	14	8	10	10
	Dissatisfied	9	3	14	3
Tourist	Satisfied	32	91	43	110
	General	67	46	66	29
	Dissatisfied	51	13	41	11

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STUDY ON THE INFLUENCE OF FOLK CHARACTERISTIC TOURISM ON THE REHABILITATION OF TOURISTS WITH COGNITIVE IMPAIRMENT

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Background: Tourism is a preference for people to pursue high-quality conditions in modern life, and has gradually developed into an indispensable part of life driven by economic growth. And from the development trend of tourism in recent years, it gradually presents a diversified pattern. More and more people take tourism as a way of entertainment in life. In the process of tourism, people will explore the external world according to their self-cognition. In this environment, tourism has become an important part of the rehabilitation methods for tourists with cognitive impairment. Cognitive impairment is an abnormal manifestation of the body's misjudgment in the learning process. Under the influence of cognitive impairment, tourists will have serious memory impairment, thinking impairment and even aphasia. As a way of spiritual relaxation, tourism has been proposed by psychologists to gradually recover patients' cognitive impairment. Through the analysis of cognitive psychology, we understand that folk characteristic tourism is a way to enrich experience and insight. Therefore, we propose to apply folk characteristic tourism to the functional rehabilitation of tourists with cognitive impairment.

Objective: To analyze the impact of folk characteristic tourism on the rehabilitation of tourists with cognitive impairment from the three core influencing factors of cognitive psychology, cognition, emotion and goal, and to analyze the impact of folk characteristic tourism on the rehabilitation of tourists with cognitive impairment through the constructed impact relationship model.

Subjects and methods: Firstly, the research hypotheses are put forward: (1) folk characteristic tourism expectation has a significant positive impact on tourists' self-awareness recovery; (2) Folk characteristic tourism expectation has a significant positive impact on tourists' cognitive recovery of others; (2) Folk characteristic tourism expectation has a significant positive impact on the recovery of tourists' interpersonal cognition; (4) Tourism experience with folk characteristics has a significant positive impact on tourists' self-awareness recovery; (5) Tourism experience with folk characteristics has a significant positive impact on tourists' cognitive recovery of others; (6) Tourism experience with folk characteristics has a significant positive impact on the recovery of tourists' interpersonal cognition; (7) The reflection of folk characteristic tourism has a significant positive impact on the recovery of tourists' self-cognition; (8) The reflection of folk characteristic tourism has a significant positive impact on the recovery of tourists' cognition of others; (9) Folk characteristic tourism reflection has a significant positive impact on the recovery of tourists' interpersonal cognition.