

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

* * * * *

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

Ziping Zhou

Guilin University of Technology at Nanning, Nanning 530001, China

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.

Research design: The questionnaire is further designed according to relevant assumptions. The questionnaire is divided into three parts: basic information statistics of tourists, tourism activity process of tourists and cognitive state of tourists after tourism. There are 40 survey contents under the three parts. In the statistics of tourists' basic information, we start with gender, education and age; In the course of tourism activities, there are expectations, processes and summaries; In the cognitive state, there are self-cognition, others cognition and interpersonal cognition. The scale in the questionnaire adopts Likert 5 subscale.

Results: 102 tourists with cognitive impairment were selected, of which 97 had folk characteristic tourism before the survey, of which 94 had folk characteristic tourism twice. 90 questionnaires were distributed to the 94 people, of which 89 were effective, with an effective rate of 98.9%. The validity test of the questionnaire is shown in Table 1. Table 1 shows that the KMO value of the questionnaire is 0.881, significantly greater than 0.7. The result of Bartlett's sphericity test is 3029.06, the degree of freedom of the questionnaire is 640, and the accompanying probability is 0%. The overall validity of the questionnaire is good.

Table 1. Validity test of questionnaire

Index	Mode	Value
KOM	-	0.881
Bartlett's sphericity test	Approximate chi square	3029.06
Questionnaire freedom	<i>df</i>	640
Adjoint probability	<i>Sig.</i>	0.00

Conclusions: The self-cognitive status of tourists with cognitive impairment is significantly positively affected by folk characteristic tourism, and the cognition of others is also significantly positively affected by folk characteristic tourism, while the interpersonal cognition of tourists with cognitive impairment is restricted by folk characteristic tourism. In addition, the longer the travel time, the cognitive ability of tourists with cognitive impairment changes significantly. In conclusion, folk characteristic tourism has a significant positive impact on the recovery of tourists with cognitive impairment. Therefore, folk characteristic tourism can be used in the intervention treatment of patients with cognitive impairment.

* * * * *

ON THE DEVELOPMENT PATH OF TOURISM ECONOMY FROM THE PERSPECTIVE OF INDUSTRY AND ORGANIZATIONAL PSYCHOLOGY

Haibin Chen

School of Hotel Management, Zhengzhou Tourism College, Zhengzhou 451464, China

Background: Industrial and organizational psychology is a branch of applied psychology. It has important applications in various industries and plays an important role in enterprise culture, talent recruitment and performance management. In the 1990s, based on the existing psychological theories and combined with the working environment and current situation at that time, psychologists put forward the theory of collective efficacy and work motivation, which caused great repercussions in various academic fields of industrial and organizational psychology, and was recognized by enterprise leaders, staff and researchers in related fields in practical work. Industrial and organizational psychology involves a wide range of theories and disciplines, including psychology, sociology, politics, anthropology and economics. In recent years, with the continuous efforts of scholars at home and abroad, the research direction of industrial and organizational psychology is more extensive, including consumer psychology, personnel psychology, engineering psychology, labor psychology, management psychology and other psychological disciplines. Industrial and organizational psychology mainly studies people's psychological feelings and behavior patterns in the working environment, and then formulates reasonable rules and systems to improve employees' cohesion and sense of belonging to the enterprise. Mobilize the enthusiasm of employees. The application of industrial and organizational psychology in work mainly has the following advantages: improving the communication and coordination ability among employees; improve the communication skills between employees and customers; deepen the internal development ability of the enterprise; enhance the pressure resistance and development potential of enterprises.

With the development of economy, people's income level has improved, and the tourism industry has developed rapidly and become an important part of the national economy. Tourism is the main way for