

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

tourists to get close to nature and experience local characteristic culture and characteristic ecological landscape. Rural tourism refers to the characteristic tourism industry developed by using local ecological resources and the psychology of urban residents yearning for local life. It is not only an important means of poverty alleviation in rural areas, but also an effective way to improve the income of rural residents. Therefore, the development of tourism economy can not only improve the level of China's national economy, but also improve the income level of residents in rural areas. At present, the development time of China's tourism industry is still short, so there are still many problems in the development process. For example, the work enthusiasm of relevant staff in the tourism industry is not high, the attitude towards tourists is not friendly enough, the communication is not in place, and the management system of scenic spots is not in place. These problems have greatly hindered the development of tourism economy. Applying industrial and organizational psychology to the tourism industry, improving the enthusiasm of staff and cultivating the communication skills between staff and tourists can effectively improve the tourism experience of tourists and promote the development of tourism industry and tourism economy.

Objective: To apply industrial and organizational psychology to the tourism industry, improve the enthusiasm of staff, cultivate the communication skills between staff and tourists, improve the tourism experience of tourists, and promote the development of tourism industry and tourism economy.

Research objects and methods: 500 tourists were selected as the research objects by stratified cluster sampling. Among the 500 tourists, 207 were male and 293 were female. According to industrial and organizational psychology and the current situation of tourism industry, a questionnaire is compiled. There are 20 items in the questionnaire. The score of each item is 1 - 5, and the full score is 100. The higher the score, the more satisfied tourists are with the tourism experience.

Research design: According to industrial and organizational psychology and the current situation of tourism, a questionnaire was compiled. The questionnaire includes questions based on industrial and organizational psychology, tourism model and traditional tourism model. Each tourism mode has 20 items. The score of each item is 1 - 5, and the full score is 100. The higher the score, the more satisfied the tourists are with the tourism experience. Collect the questionnaire, count and analyze the data.

Methods: The corresponding data were processed by software SPSS 17.0.

Results: The questionnaire survey results show that tourists' satisfaction with the tourism model based on industrial and organizational psychology is significantly higher than that of the traditional tourism model ($P < 0.05$), as shown in Table 1.

Table 1. Tourist ratings

Project	Proportion of people (%)			
	20-40	41-60	61-80	81-100
Tourism model based on industrial and Organizational Psychology	15.4	22.3	48.6	13.7
Traditional tourism model	1.6	15.2	33.7	49.5
<i>t</i>	0.141	2.758	2.462	0.135
<i>P</i>	0.001	0.035	0.032	0.003

Conclusions: At present, the development time of China's tourism industry is still short, so there are still many problems in the development process. These problems have greatly hindered the development of tourism economy. The research applies industrial and organizational psychology to the tourism industry, improves the enthusiasm of staff, cultivates the communication skills between staff and tourists, improves the tourism experience of tourists, and then promotes the development of tourism industry and tourism economy.

Acknowledgement: The research is supported by: Research on the development of rural tourism B & B in Henan Province Based on the targeted poverty alleviation policy in 2019 (No.: 172400410443).

* * * * *

ANALYSIS ON THE OPTIMIZATION STRATEGY OF PHYSICAL EDUCATION CURRICULUM TO STUDENTS' MENTAL HEALTH EDUCATION IN HIGHER VOCATIONAL COLLEGES

Xuechao Chen¹ & Tiantian Ma²