irritability, tension, uneasiness, pessimism, etc. The main social characteristics are lack of self-confidence and inferiority. Although moderate anxiety has certain positive significance to life, anxiety is always a negative emotion. Excessive anxiety will bring a series of negative effects to life. Anxiety is not only harmful to physical and mental health, but also accompanied by many bad emotions, such as serious sleep disorders, cognitive disorders, mental disorders and so on.

Objective: The problem of mental health has received great attention in today's society. Natural environment tourism is helpful to improve people's mental health, which has been discussed in the academic circles. The purpose of this study is to explore the impact of natural environment tourism on the psychological rehabilitation of anxiety patients, in order to provide a non-drug treatment for anxiety patients.

Research objects and methods: Tourists from a travel agency within two years were selected for tourism motivation inquiry, and tourists for the purpose of "distraction" were found. 89 tourists with anxiety tendency and 72 tourists with depression tendency were determined in the form of questionnaire, a total of 161 tourists. All subjects signed informed consent.

Research design: This study refers to a large number of domestic and foreign literature, and uses Hamilton Depression Scale (HAMD) and Hamilton Anxiety Scale (HAMA) to investigate and study, so as to judge the impact of natural environment tourism on the psychological rehabilitation of anxiety patients. The HAMD scale was a 17-item version, including 7 factors: anxiety/somatization, weight, cognitive impairment, day and night change, retardation, sleep disorder and despair. It is divided into 24 points, 17 points and 7 points. If the score is lower than 7 points, it means no depression. If the score is between 7 and 17 points, it means mild depression. if the score is between 17 and 24 points, it means moderate depression. if the score is more than 24 points, it means severe depression. HAMA scale can reflect the severity of the disease, including physical anxiety and mental anxiety. If the score is lower than 6, there is no depression. If the score is between 7 and 17, there may be anxiety. if the score is between 14 and 21, there is anxiety. If the score is more than 21, there is significant anxiety.

Methods: The relevant data were calculated and counted by Excel software and spss20.0 software.

Results: The comparison results of anxiety and depression before and after travel are shown in Table 1. The total HAMA score of tourists after the tour was significantly lower than that before the tour ($P < 0.05$), and the factors of mental anxiety and physical anxiety were significantly lower ($P < 0.05$); The total score of HAMD and anxiety/somatization factors decreased significantly ($P < 0.05$).

Table 1. Comparison of anxiety and depression of tourists before and after travel

Score	Factor		*t*	*P*
	Before tourism	After tourism		
HAMA total score	19.05±4.83	9.57±3.79	2.365	0.02
Mental anxiety	10.88±3.03	5.01±2.70	3.390	0.00
Somatic anxiety	8.16±2.96	4.59±1.97	3.289	0.00
HAMD total score	23.24±5.06	20.45±4.87	0.579	0.78
Anxiety / somatization	7.23±3.85	6.13±2.34	0.692	0.57

Conclusions: Aiming at tourists with mild anxiety and depression, this study discusses whether natural environment tourism can be used as a relaxing psychotherapy method, in order to improve the mental psychology of patients such as anxiety and depression. The early intervention of anxiety and depression is conducive to the recovery of social function and mental health. Based on the psychological scale, this study analyzes the anxiety and depression of tourists in order to find the impact of natural environment tourism on mental health.

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THE CONSTRUCTION OF UNIVERSITY EVALUATION SYSTEM UNDER THE PSYCHOLOGICAL BACKGROUND OF COMPREHENSIVE EDUCATION REFORM
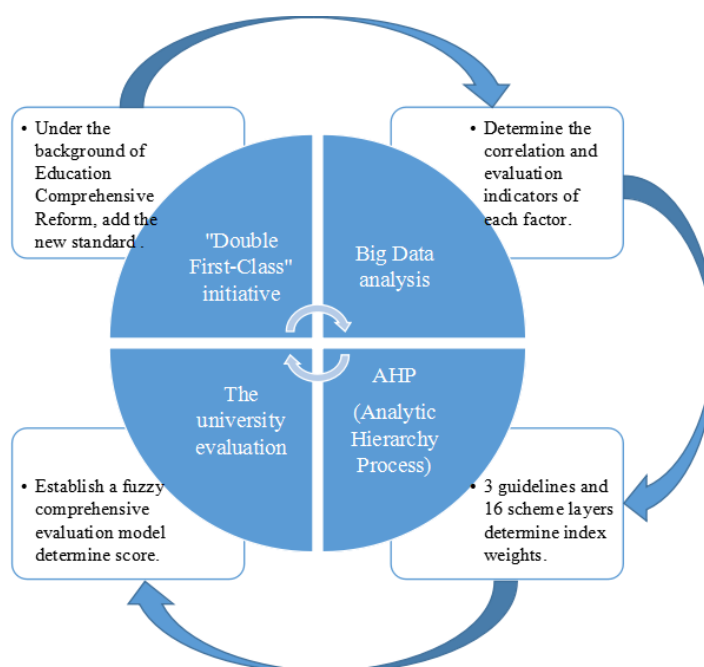
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Background: In 21st Century, an era with both opportunities and challenges, a great strategy has been made by Chinese Communist Party and the State Council in the 19th National Congress of the Communist Party of China-construction of world-class University and first-rate disciplines, therefore construction of world recognized University evaluation system should be urgently solved by closely combining with social development practice and improving traditional Universities evaluation system's drawbacks. In the paper, study was carried on evaluation system regarding setting of Universities' reasonable and fair indicator systems, and suggestions were put forward for Chinese Universities.

Study design: World-class Universities. Consulting Chinese and foreign relevant documents and combining with social development practice, Chinese Communist Party and the State Council in the 19th National Congress of the Communist Party of China have made great strategy, defining universities with top scientific research mechanism and high-level teachers' group as world-class University and receiving higher recognition. To enhance Chinese University's recognition all round the world, we should also cooperate with and learn from universities allies, including The American University Association (AAU), Ivy League, Russell University Group, Paris high tech engineering school group, Australia eight league and University of the Pacific Alliance.

Subjects and methods: Under the background of comprehensive educational reform, construction of first-rate teachers' group, cultivation on top notch innovative personnel, enhancement of scientific and research level and promotion to international exchange and cooperation should be set as goals. In the paper, big data-based AHP fuzzy comprehensive evaluation's University evaluation system model was established, evaluation conditions regarding Chinese Universities were provided. Firstly, it applied technique of big data, set general important, rather important and extremely important, and selected evaluation indicator system; and then it used analytic hierarchy process to define contributions of three level-one indicators and sixteen level-two indicators to evaluation on universities. Finally, it utilized membership and fuzzy subset of values in closed interval [0, 1], constructed AHP fuzzy comprehensive evaluation model to calculate scores of universities. Model is as shown in Figure 1.

Figure 1. Flowchart of AHP fuzzy comprehensive evaluation model based on big data

Results: Under the background of educational reform, University evaluation indicators were selected and principles were adopted as follows: (1) Dominated by quality and supplemented by quantity: Perfecting scientific research evaluation mechanism and really promoted University scientific research strength. (2) Mainly referenced per capita indicators: Avoiding some Universities blindly combine campuses to upgrade ranking. (3) Paid attention to international academic and cultural exchanges and deepened international cooperation so as to improve internationalization level.

Example verification: The paper chose top 200 Chinese universities from world ones to test and analyze, and gets comparison of university evaluation and list of Shanghai Jiao Tong University, results are as shown in Table 1.

It is clear that matching rate between constructed indicator system and evaluation model is 85.71% in the paper, all are among publication list of double first-rate, having higher reference value, and the established model is scientific and reasonable.

Table 1. Comparison table of simulation results based on AHP fuzzy comprehensive evaluation of big data

University rankings	Evaluation score
Peking University	99.87
Shanghai Jiao Tong University	99.69
Tsinghua University	99.02
Zhejiang University	98.45
Fudan University	97.71
Sun Yat-sen University	97.14
University of Science and Technology of China	97.08

Conclusions: The paper constructed big data-based AHP comprehensive evaluation model satisfies urgent demands on university evaluation under the background of comprehensive educational reform, improved drawbacks in previous evaluation indicator system that can really and objective reflect strength of Universities. As there are details in deduction of the model methods and lack of space, only evaluation results were provided. All universities should also build Chinese characteristic and first-rate Universities, take in and summarize educational experiences, conclude laws of reform, mine all universities' own advantages and efforts orientation targeted under the great banner of Chinese characteristic socialism. All should bear in mind that this is approved by the state, more importantly; they should really fulfill targets rather than fighting with each other. We should establish world-class universities and universities with world first-rate disciplines, really among the world powers and become "education power". All Universities should define personal orientation, incline to take academic research as core, or major in teaching work. It is a comprehensive development and also carries forward personal characteristics. Every educator should really not forget their original intention but carry forward "Craftsmanship"; and should foster high-quality talents with high recognition, conduct and survival ability; and improve Chinese higher education's comprehensive strength and international competitiveness, enhance national overall quality, which is essential to Chinese nation's survival.

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THE INFLUENCE OF ENTREPRENEUR'S PSYCHOLOGICAL CAPITAL, HUMAN CAPITAL AND SOCIAL CAPITAL ON THE ENTREPRENEURIAL ABILITY

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Background: Based on this realistic consideration, this paper analyzes the influence mechanism of entrepreneurial psychological capital, human capital and social capital on entrepreneurial ability, and explores the influence and action mode of entrepreneurial psychological capital, human capital and social capital on entrepreneurship ability, which takes the organization of leadership, operation and management, innovation and social interaction as the core, and then constructs a practical path to enhance the entrepreneurship ability of entrepreneurs from a strategic perspective.

Subjects and methods: With the deep development of the policy of "starting own business and making innovation", how to deal with the relationship between the entrepreneur's own qualities and entrepreneurial capabilities has become a common topic of concern both in theory and practice. At present, scholars no longer focus solely on the objective problems encountered by entrepreneurs in the process of starting a business, but rather focus on subjectively analyzing what kind of psychological capital entrepreneurs need in order to significantly enhance their entrepreneurial capabilities and improve entrepreneurial performance. Based on this realistic situation and from the perspective of psychology and cognitive science, this paper systematically analyzes the impact of the complex entrepreneurial capital structure on entrepreneurship from the following three dimensions: "What do you want to be" - "Psychology Capital", "What do you know" – "Human capital", "Who do you know" - "Social capital". Based on this, this paper further studies how entrepreneurs can effectively improve their entrepreneurial success rate by