

stratified cluster random sampling. The subjects were divided into experimental group and control group. The numbers of experimental group and control group were 251 and 249 respectively. There was no significant difference between the two groups. The experimental period was 2 months. The control group carried out two kinds of teaching activities after educational integration, and the experimental group added the receiving psychological mechanism to the two kinds of teaching activities after educational integration. The data of the research process were collected in the form of questionnaire. SCL-90 symptom self-assessment scale was used. The scoring method was grade 1-5. The higher the score, the heavier the symptoms. The statistical analysis of the experimental results was carried out by SPSS software to verify the role of reception psychological mechanism.

Results: The data collected from the questionnaire were sorted out and statistically analyzed by SPSS software. The scores of psychological symptoms of the two groups of students before and after the experiment were obtained, as shown in Table 1.

Table 1. Scores of psychological symptoms of students in the two groups before and after the experiment

Group	Time	Self-esteem	Self-confidence	Fear	Anxious
Control group	Before experiment	2	2	5	4
	After the experiment	3	2	4	3
Experience group	Before experiment	2	2	5	4
	After the experiment	5	4	3	2

Through the intervention of psychological mechanism, college students in the experimental group obviously felt self-esteem and self-confidence. The scores of these two psychological symptoms were 5 and 4 respectively, which were better than those in the control group; The two emotions of fear and anxiety in the experimental group have also been significantly alleviated, especially the anxiety score of college students in the experimental group has reached 2 points, and the mitigation effect of negative emotions in the experimental group is still better than that in the control group.

Conclusions: The reception psychological mechanism can help college students better accept the integration of labor education and entrepreneurship and innovation education. It can not only improve college students' self-confidence, self-esteem and learning enthusiasm, but also alleviate college students' resistance to integrated education, so as to promote the development of integrated education.

Acknowledgement: The research is supported by: 2020 research project of Guangdong Educational Science "13th five-year plan" (special project of Moral Education), (No. 2020JKDY074).

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INNOVATION OF APPRENTICESHIP TALENT TRAINING MODE IN SECONDARY AND HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY -- TAKING THE MAJOR OF HOTEL MANAGEMENT AS AN EXAMPLE

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Background: With the rapid development of economy, people's quality of life is getting better and better. Their economic level can support them to travel everywhere. Tourism is gradually rising and developing rapidly, and hotels are all over the country. However, there is still a large gap in high-quality hotel professionals. At present, the hotel personnel have great mobility and different quality. The relevant professional skills, knowledge and ethics cannot meet the needs of hotel management. The previous secondary and higher vocational education model cannot cultivate the talents needed by the hotel. Secondary and higher vocational students still have great deficiencies in practicality, operability and adaptability. They need to carry out more practical activities. Only through personal experience under the leadership of experienced masters can they grow up quickly. In this regard, it is not enough for students to rely on themselves. Higher vocational colleges need to come forward and cooperate with the government and school enterprises to create a special apprenticeship fund and establish relevant management systems under the condition of clarifying their respective interests and responsibilities. In secondary and higher vocational education, educators began to pay attention to apprenticeship as a way of training talents, and demonstrated its application in many majors.

Applying social psychology to hotel management involves two very important theories: motivation theory and group theory. Different needs have different motives. When the needs are generated, the stimulation generated by the brain will cause a kind of uneasy and nervous psychology. This psychology will form an

internal drive to find and choose the goal to meet the needs. Under the determination of the goal, the internal motivation will become motivation and promote people to strive to achieve the goal. Apply motivation theory to hotel management, through understanding the needs of employees, setting goals, guiding and motivating, so as to make employees work actively. The application of group theory is to understand the thoughts, behavior tendencies and needs of various groups in management, and make corresponding management measures according to these characteristics, so as to calm their negative emotions and make them work more actively.

Objective: To analyze the relevant social psychology and behavior laws of customers, employees and managers in hotel management from the perspective of social psychology, so as to help students majoring in hotel management in the apprenticeship talent training mode of secondary and higher vocational colleges better meet the needs of customers and improve their ability to deal with various problems in service, Standardize the professional behavior of students majoring in hotel management, improve their professional ethics, increase students' recognition of the hotel management profession, and cultivate more high-quality management talents for the hotel.

Research objects and methods: The research objects were students majoring in hotel management. 105 students majoring in hotel management in 10 higher vocational colleges were randomly sampled by stratified cluster sampling, and 105 questionnaires were distributed to them. The number of returned questionnaires and effective questionnaires were 101 and 99 respectively, and the questionnaire recovery rate and effective rate were 96.19% and 94.29% respectively. In addition, the questionnaire was made with reference to the guidance of a number of hotel leaders with rich hotel management experience. The scoring method is 1-5 grades, and 1-5 scores respectively mean no, slightly, general, obvious and complete. SPSS software is used to statistically process the data collected from the questionnaire, and analyze the application effect of the innovation research of apprenticeship talent training mode in secondary and higher vocational colleges from the perspective of social psychology.

Results: The data of relevant questionnaires were processed by SPSS software, and the results are shown in Table 1.

Table 1. Vocational psychological scores of secondary and higher vocational students

Student	Professional identity	Professional loyalty	Learning enthusiasm	learning ability
Higher Vocational Students	4	4	5	4
Secondary vocational students	4	3	4	4

In Table 1, the scores of vocational identities, professional loyalty, academic enthusiasm and learning ability of higher vocational students are 4, 4, 5 and 4 respectively, and the scores of vocational identities, professional loyalty, academic enthusiasm and learning ability of secondary vocational students are 4, 3, 4 and 4 respectively. On the whole, higher vocational students and secondary vocational students score better in professional psychology, while higher vocational students perform slightly better than secondary vocational students in professional loyalty and learning enthusiasm.

Conclusions: From the perspective of social psychology, the application effect of the innovative research on the training mode of apprenticeship in secondary and higher vocational colleges is good, which helps to improve the learning enthusiasm and learning ability of secondary and higher vocational students, increase their professional identity and professional loyalty to hotel management, make a great change in thought, and then make greater efforts to improve their professional skills, So that secondary and higher vocational colleges can cultivate more high-quality hotel management talents.

Acknowledgement: Research Project of Education and Teaching Reform in Higher Education Institutions of Hainan Province, Name of project: Research and practice of the training mode of 3+2 segments of middle and higher vocational education based on modern apprenticeship system--take hotel management as an example (No. Hnjg2021-156).

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ANALYSIS ON THE CHARACTERISTICS OF ARTISTIC PATTERN GENERATION UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: With the passage of time, the problem of population aging in China is becoming more and