

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.

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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

more obvious, and the number of patients with Alzheimer's disease is also increasing year by year. There is a changing process in the development of Alzheimer's disease. There is a transitional period of cognitive impairment before absolute dementia, and the cognitive impairment in this period is in a mild state. The memory of people with Alzheimer's disease will decline, the patient's attention will be greatly reduced, and the language function will be reduced to varying degrees. If we do not pay attention, the disease will develop to the end, and Alzheimer's patients will not be able to live independently. In this case, it will be a heavy blow to both Alzheimer's patients and their families. It is inevitable that the quality of life of patients will decline significantly and will increase the psychological and economic pressure on the whole family.

Therefore, the identification and treatment of cognitive impairment in the early stage of the elderly is very important. It is found that art therapy can diagnose and treat cognitive impairment. Through painting experiments at different stages, some people make the early mentally retarded elderly meet their emotional needs, re-establish their self-acceptance, increase their self-esteem and reduce the anxiety caused by dementia, help the elderly reduce the symptoms of cognitive impairment, arouse the elderly's attention to dementia, achieve early prevention and treatment, and correctly grasp the means to prevent dementia, So as to reduce the risk of the elderly suffering from the disease. In addition, some scholars have conducted relevant research on the diagnostic effect of artistic means on cognitive impairment of the elderly, and achieved certain results.

Objective: To identify and distinguish the severity of cognitive impairment of the elderly by using the painting process of artistic patterns, so as to help the elderly prevent Alzheimer's disease, find cognitive impairment and treat it in time in the early stage of onset, which is conducive to reducing the probability of dementia and saving families.

Research objects and methods: The research objects were the elderly in the community. These elderly were selected into the high-risk group of cognitive impairment after reconfirmation through the mini mental state examination (MMSE). A total of 205 people participated in the study. The selection criteria are that the elderly are over 55 years old, MCI patients with normal cognitive function or Alzheimer's disease (AD) patients and patients are voluntary and able to contact. The American Diagnostic and Statistical Manual of mental disorders 4th Edition (DSM-IV) was used for the diagnosis of dementia, and the diagnosis of mild cognitive impairment (MCI) was made with reference to Petersen's diagnostic criteria.

Method design: During the clock drawing test (CDT), all the elderly participants were asked to draw the clock scale, numbers and pointers for the circles drawn on the paper. The total score was 7 points. The scoring criteria for each point were that they could write 1-12 numbers, the position of each number was correct, the number of pointers was correct, and the description of the hour hand was basically correct the description of the minute hand is basically correct and the length ratio of the minute hand to the hour hand is appropriate. The more points the painting contains, the higher the score. The experiment was guided and coordinated by specialized psychiatrists.

Methods: The collected data were analyzed by SPSS software.

Results: After variance and rank-sum test analysis, the results are shown in Table 1.

Table 1. Evaluation scores of sociodemographic characteristics and cognitive function of each group

Group	Age (Years)	CDT (Score)
No cognitive impairment	73.29±6.51	3.64±2.98
MCI	77.39±7.19*	2.01±2.59*
Mild AD	82.09±7.39*	0.43±1.32*
Moderate and severe AD	85.98±7.99*	0.01±0.02*

Note: **P* < 0.05

In Table 1, there were significant differences in age and CDT scores among the four groups without cognitive impairment, MCI, mild AD and moderate and severe AD. The severity of cognitive impairment is related to the patient's age. The older the patient is, the more likely he is to suffer from Alzheimer's disease. When Alzheimer's disease was more severe, the CDT score was lower.

Conclusions: The clock drawing test can diagnose the cognitive impairment of the elderly. This test can be used in real life as a diagnostic method to prevent Alzheimer's disease and help the elderly prevent and treat in time.

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ANALYSIS ON THE INFLUENCE OF THE PATH OF SCHOOL ENTERPRISE COOPERATION IN HIGHER VOCATIONAL COLLEGES ON STUDENTS' ANXIETY