

the two-way model, it is easier for teachers to talk with students and understand the actual situation of students. This situation can also promote the ideological and political education in colleges and universities to be practical and humanistic.

Objective: The impact of the wave of new media makes the flood of bad information seriously affect the mental health of college students. The integration of new media for ideological and political education can promote college students' independent learning in their study and life from a new perspective, establish a perfect moral and value system, form a stable psychological environment, eliminate the trouble of bad information and get rid of psychological anxiety.

Subjects and methods: This study designs a questionnaire based on the innovative characteristics of the ideological and political education method integrating new media, collects data by distributing the questionnaire, and analyzes the impact of the ideological and political education integrating new media on students' anxiety psychology.

Study design: During the experiment, 250 questionnaires were distributed to college students of different majors and grades, of which 17 questionnaires were not recovered, and 233 valid questionnaires were successfully recovered,

Methods: After successfully collecting the questionnaire data, this study uses Excel to analyze the impact of the ideological and political education method integrating new media on college students' Anxiety Psychology. In the results, the five-level scoring method is used to show the degree of impact. The greater the grade, the more significant the impact.

Results: The impact of Ideological and political education method integrating new media on College Students' anxiety is shown in Figure 1.

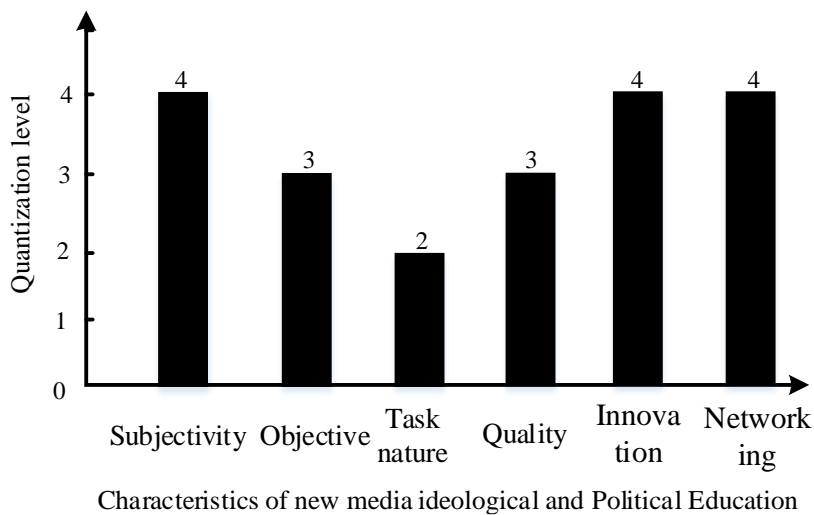


Figure 1. The influence of integrating new media on Ideological and political education methods

In Figure 1, the three dimensions of subjectivity, innovation and network have the most significant positive impact on students' anxiety psychology. The impact of goal and quality on students' Anxiety Psychology is more important, and the impact of task is more general.

Conclusions: The flood of bad information from the outside often has an impact on the mental health of college students. Under the joint action of wrong values, morality and pressure information, college students are likely to have anxiety. The ideological and political education method integrating new media can create a more immersive learning environment for college students from the perspective of new media, transform the traditional one-way indoctrination ideological and political education into two-way interactive ideological and political education, promote college students' psychology of active learning, and start from college students' actual life through infiltration, interaction, common. The way of management helps college students form a perfect outlook on life and values, so as to form a positive psychological state and get rid of the negative impact of psychological anxiety.

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STUDY ON COGNITIVE BEHAVIOR AND PSYCHOLOGICAL MOTIVATION FACTORS AFFECTING COMMUNITY MEMBERS' PARTICIPATION IN INTANGIBLE CULTURAL

HERITAGE TOURISM DEVELOPMENT— A CASE STUDY OF FENGHUANG COUNTY, XIANGXI PREFECTURE, HUNAN PROVINCE

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Background: Fenghuang County in Western Hunan is located in Western Hunan Tujia Autonomous Prefecture, adjacent to Luxi County and Huaihua City, with a total area of 1759 square kilometers. The county has 24 townships and 355 village committees. The population of the county is about 410000, most of which are engaged in agriculture. The population of Fenghuang county is mainly composed of 28 ethnic groups such as Tujia, Han and Miao. The minority population accounts for 75% of the total population, of which the Miao nationality accounts for 54% of the total population. It is a very typical agricultural county inhabited by ethnic minorities. Due to the remoteness of Fenghuang County, there is a serious shortage of primary and secondary industries in the county, but it is rich in tourism resources. It is one of the first batch of strong tourism counties in China, a national 4A scenic spot and a national cultural and historical city. With the smooth development and protection of intangible cultural heritage, there are 4556 intangible cultural heritage projects in Fenghuang County, including traditional handicrafts, traditional folk art, traditional drama, traditional medicine, traditional folk art, traditional folk festival customs, etc. The upsurge in the development and protection of intangible cultural heritage in Fenghuang County has driven the hot sales of cultural and tourism products in the county. The production scale of cultural products with the cultural characteristics of Fenghuang County has continued to grow, and some products have developed from traditional handicrafts to large-scale production processes. This process of scenic spots and commercialization has formed a certain degree of integrated industry under the development of private capital, forming today's tourism development situation. From the perspective of cognitive behavior, individual behavior is an individual's cognition and response to things in the environment. The current development situation of Fenghuang county is largely affected by the participation of Fenghuang County residents in the development of intangible cultural heritage. The psychological motivation of Fenghuang County residents to participate in the development is largely derived from their cognition of tourism development, And the cognition of the changes brought by tourism development to Fenghuang County. According to different cognitive angles, residents' psychological experience and psychological motivation will also be different.

Objective: According to the different psychological experience and psychological cognition of the residents of Fenghuang County for the tourism development of intangible cultural heritage, their psychological motivation and behavior mode of participating in the tourism development will also be different. From the perspective of cognitive behavioral psychology, combined with the external environment of Fenghuang County, this study discusses the psychological needs of residents, and then analyzes the psychological motivation of residents' behavior.

Subjects and methods: Based on the actual situation of intangible cultural heritage tourism development in Fenghuang County, this study designs a questionnaire for the psychological needs of the people in Fenghuang County in the development of intangible cultural heritage tourism, and collects data by distributing a questionnaire to the residents of Fenghuang County.

Study design: This study distributed questionnaires to 500 residents of Fenghuang County with different degrees of participation in the development of intangible cultural heritage tourism in Fenghuang County. 478 questionnaires were successfully recovered, of which 13 questionnaires were invalid, the final effective questionnaire was 465, and the effective rate of the questionnaire was 93%.

Methods: In this study, the questionnaire data of Excel software are used for analysis, and the five levels scoring method is used for statistics in the result part. Five levels from 0 to 4 are set to quantify the factors in different aspects, in which 0 means no impact, 1 means slight impact, 2 means normal impact, 3 means obvious impact and 4 means full impact.

Results: The impact of different psychological motivations on community residents' participation in intangible cultural heritage tourism development in Fenghuang county is shown in Table 1.

Table 1. Psychological motivation influence table

Motivation type	Demand for cultural protection	Demand for tourism regulation	Job requirements	Demand for rational planning
Degree of influence	4	3	4	3

In Table 1, the demand for cultural protection and the demand for jobs have the best impact on

community residents' participation in intangible cultural heritage tourism development in Fenghuang County. Although the impact of tourism supervision demand and reasonable planning demand is not significant, it is more important.

Conclusions: The different psychological cognition of the residents of Fenghuang County for the tourism development of intangible cultural heritage determines their different psychological motives in the process of participating in the development. These psychological motives to a certain extent reflect the actual needs of the residents of Fenghuang County Based on the situation in the county, including the needs for cultural protection, jobs The demand of tourism supervision and rational planning. In the development and protection of intangible cultural heritage tourism, we should make balanced development according to the local actual situation, fully consider the actual needs of local residents, mobilize the enthusiasm of local residents, and ensure the smooth progress of intangible cultural heritage tourism development.

Acknowledgement: The research is supported by: National Natural Science Foundation of China: Study on the Spatial Form and Mechanism of Tourism Urbanization Response in Wuling Mountain Area (41771164); National Natural Science Foundation of China: Study on the Temporal and Spatial Evolution and Adaptation Mechanism of Tourism Urbanization and Residents' Happiness Level in Wuling Mountain Area (42171235); Project of Hunan Education Department: Study on the Endangered Evaluation of Intangible Cultural Heritage and Activation of Tourism Development in Hunan Province(18C0597).

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INTERNATIONAL RELATIONS IN THE ASIA PACIFIC REGION AND ITS TREND FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: During World War I, political scientists began to try to analyze politics from the perspective of psychology. Around the 1960s, political psychology has developed into an independent discipline, which mainly studies and analyzes politics at home and abroad. Psychological theory occupies a very important position in the research of international relations psychology. In the process of development, it mainly forms the theoretical perspectives of introspection, behaviorism and cognitive psychology. Among them, cognitive psychology has experienced four aspects of evolution when it studies international relations. In the cognitive consistency theory, when some stimuli are different from the previous individual cognition, this individual cognition will be maladjusted. This situation promotes the reform of cognitive consistency theory and leads to the emergence of cognitive social psychology. This theory mainly studies the processing of information between people and society, and studies the influence of belief and schema in understanding people and things through the differences in this process. In addition, the research evolution of cognitive psychology also ranges from cognitive content to cognitive process, from cold cognition to hot cognition, and from limited rationality to the combination of rationality and cognition. With the continuous advancement of cognitive psychology research, the process of international relations research has also accelerated.

International Relations in the Asia Pacific region is the relationship between all countries in the Asia Pacific region. At present, from the perspective of China, international relations in the Asia Pacific region are roughly divided into three factions, namely, the giant, the little brother and the low-key. China, Russia and the United States are the most powerful of these countries. China and Russia have established diplomatic relations for a long time and have friendly relations, but there are some differences on the border issue. The relationship between China and the United States is more complex. Due to different ideologies and social systems, there are some contradictions between the two countries, and the United States has resisted China's rise to a certain extent. Among the younger brothers, China and North Korea have formed a more complex alliance relationship. North Korea should not only rely on China, but also guard against China. As for the younger brother faction, Japan, South Korea and Southeast Asia are the tools for the United States to isolate China. The United States frequently provokes friction between these countries and China, thus promoting the confrontation between these countries and China. The low-key faction, such as Canada and some countries in South America, vaguely follow the United States and cooperate with the United States in action.

Objective: To understand the current international relations in the Asia Pacific region from the perspective of psychology and analyze the future development of international relations in the Asia Pacific region, so that people can more clearly understand China's international relations in the Asia Pacific region,