

## RESEARCH ON THE DEVELOPMENT OF RURAL CULTURAL TOURISM INDUSTRY BASED ON COGNITIVE PSYCHOLOGY

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**Background:** Cognitive psychology, in a broad sense, refers to the study of human attention, perception, memory, creativity, language and other disciplines related to the cognitive process of things. In a narrow sense, it is similar to information processing psychology, that is, it uses relevant information to process ideas, so as to study human cognitive process.

With the continuous development of China's science and technology and economy, the national material living standard has also been continuously improved. Modern rural tourism, as a new tourism model, has slowly entered people's vision and enriched people's amateur life. Now travel has become more and more simple and convenient. The main feature of modern rural tourism is that the travel time and place are less limited, and you can basically start traveling anytime and anywhere. Carrying out modern rural tourism can make further use of rural natural landscape, architecture and natural environmental resources. The phenomenon of rural tourism has been very common in most areas of China. For example, the West Lake Tourism in Hangzhou has driven the rapid economic development of the surrounding areas. Therefore, vigorously developing rural tourism plays a very important role in promoting local economic development and ecological civilization construction. Therefore, we should further explore the local traditional culture and characteristic culture in rural areas. In 2015, the No. 1 central document first mentioned the need to promote the integration of the one or two and three industries in the countryside. It was proposed that we should support and build a batch of Characteristic Landscape Tourism Villages with historical, regional and ethnic characteristics, and create various forms of rural tourism and leisure products with distinct characteristics. This means that the integrated development of rural tourism and rural cultural industry will be an important direction of rural industry construction in the future. Because the research object of cognitive psychology is human advanced mental activities, it is more suitable to analyze the development of rural cultural tourism industry.

**Objective:** To analyze and understand the main problems and their impact in the development of rural cultural tourism industry in China by means of questionnaire, interview and cognitive psychology. It provides a certain reference value for Promoting Rural Revitalization and common prosperity in China.

**Objects and methods:** 12 villages with relatively poor economic development level but certain tourism resources were selected from central and western provinces and cities in China. 120 people were randomly selected from the tourism management departments of the county government and rural villagers. Using the theoretical methods of cognitive psychology and the analysis of relevant literature on tourism industry, a questionnaire is compiled to investigate the views of the research objects on the problems encountered in the development of rural cultural tourism around them. A questionnaire survey was conducted on the research objects, and no less than 15 villagers randomly selected from 120 research objects were interviewed with personnel of relevant government departments to further understand their views on the development of rural cultural tourism industry.

**Results:** After the questionnaire survey and interview, the effective questionnaire data were entered into the computer and spss17 0 and Excel software to obtain the statistical results of the research object on the problems encountered in the development of rural cultural tourism around him, as shown in Table 1. Note that in order to more accurately describe the impact of various problems on the development of rural cultural tourism industry, the impact degree is divided into five levels: no impact, slight impact, general impact, obvious impact and full impact.

According to table 1, on the whole, the research object believes that the current development of rural cultural tourism industry is faced with four main problems: inadequate protection of historical scenic spots, insufficient funds for tourism resource development, poor popularity of tourism projects and scenic spots, and unsatisfactory publicity effect. Among them, the problem that has the greatest impact on the development of rural cultural tourism industry is the lack of funds required for the development of tourism resources. The proportion of people who think that the impact level of this problem on the development is "obvious impact" and "full impact" is 48.6% and 34.5% respectively, followed by the problem of unsatisfactory publicity effect. It is considered that the impact level of this problem on the development is the proportion of "obvious influence" and "full influence" was 46.9% and 14.2% respectively.

**Conclusions:** vigorously promoting the development of rural culture and tourism industry is an important part of the construction of new socialist countryside and new urbanization. It is of great significance to crack the hollowing of rural areas, meet people's growing demand for rural cultural tourism and promote rural sustainable development to expand the rural cultural tourism industry chain and its value sources, enrich the main financing and business model of rural cultural tourism development, and need government

policy innovation and market-oriented operation innovation. Specifically, first, the government needs to adjust land policy, fiscal and tax policy, talent policy and environmental policy to adapt to the development of local tourism industry, and build new urbanization. The construction of beautiful villages, poverty alleviation and the integrated development of rural cultural tourism industry should be combined. Secondly, local governments should play a leading role in the early development of rural tourism, overall planning and the protection of cultural tourism resources, so as to promote the orderly development of rural cultural tourism resources and avoid over development. Finally, the government can support rural cultural tourism through rural cultural tourism support funds and financial resources Government subsidies, guarantees and discount loans enrich the financing mode of rural cultural tourism, so as to better meet the capital demand for the development of rural cultural tourism industry.

**Table 1.** Statistics of questionnaire survey results

Types of problems	Impact on the development of rural cultural tourism industry ( <i>n</i> /%)				
	No effect	Slight impact	General impact	Obvious influence	Full impact
Inadequate protection of historical scenic spots	1.3	17.4	53.6	24.1	3.6
Insufficient funds for the development of tourism resources	0.0	4.1	12.8	48.6	34.5
The popularity of tourism projects and scenic spots is poor	8.2	26.9	38.5	23.3	3.1
The publicity effect is not ideal	6.5	11.0	21.4	46.9	14.2

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## ANALYSIS ON THE IMPORTANCE OF COLLEGE STUDENTS' PSYCHOLOGICAL PREDICTION BASED ON BIG DATA IN IDEOLOGICAL AND POLITICAL EDUCATION

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**Background:** Under the background of the information age, technologies such as the Internet have been widely used in people's work and life. The transmission and circulation of information are becoming more and more convenient, and big data came into being. Big data technology holds huge data information, and through the collection, integration and processing of these information, it can help users make better decisions. Therefore, it has been applied to many fields such as science and technology, commerce, medical treatment, education and so on. Ideological and political education in colleges and universities is also influenced by big data technology, and teaching reform and innovation are carried out. Now college students are in the era of information explosion, they are more personalized, open-minded and has diversified value orientation. So, it requires ideological and political education to keep up with the pace of the times and teach according to the personality of students. At present, a large number of scholars have used big data technology for teaching improvement in the field of education. The practice results show that educators design teaching contents, improve teaching methods and improve teaching scenes through big data technology, which is conducive to optimizing teaching management and improving education quality. Big data technology can not only examine the overall characteristics of students from a macro perspective and a common perspective, but also predict the individual psychology and needs of students from the details. Big data technology can collect students' daily information from multiple perspectives, such as student files, behavior performance, network records, consumption, social situation, etc., and integrate detailed and real data. According to the dynamic analysis and correlation analysis of these materials, the school can pre judge students' thoughts and behaviors and lead students' ideological development. In addition, teachers can have a deeper understanding of students, adopt reasonable ideological and political education plans, and give students personalized guidance in life, learning and career planning.

**Objective:** Through the collection and integration of students' various information, big data technology can analyze the thoughts and behaviors of college students, predict students' psychology, and help teachers carry out more targeted ideological education for students. This study analyzes the important impact of big data psychological prediction on students' Ideological and political education by comparing the help received by college students in life, psychology, learning and employment before and after the use of big