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 (*n* /%)				
	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

*   *   *   *   *

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

Ning Lai

Student Affairs Department, Shanghai Ocean University, Shanghai 201306, China

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

data technology.

Subjects and methods: This study adopts the form of questionnaire to count the results of ideological and political education of students in the two stages by issuing questionnaires to students in 2020 and 2022 of school A.

Study design: 150 students in 2020 and 150 students in 2022 were selected for interview and questionnaire survey. 2020 students have graduated for about a year. Before graduation, the school did not use big data technology for ideological and political education. 2022 students have received one-year ideological and political education based on big data in school. The impact of ideological and political education on students is divided into 1-5 levels. 1 means no significant impact and 5 means significant impact.

Methods: Use Excel software to compare and analyze the results of Ideological and political education of the two students.

Results: According to the statistics of the help in life, psychology, learning and employment received by the students of 2020 and 2022 under the ideological and political education, it can be seen that the effects of different ideological and political education on the students of the two sessions are significantly different.
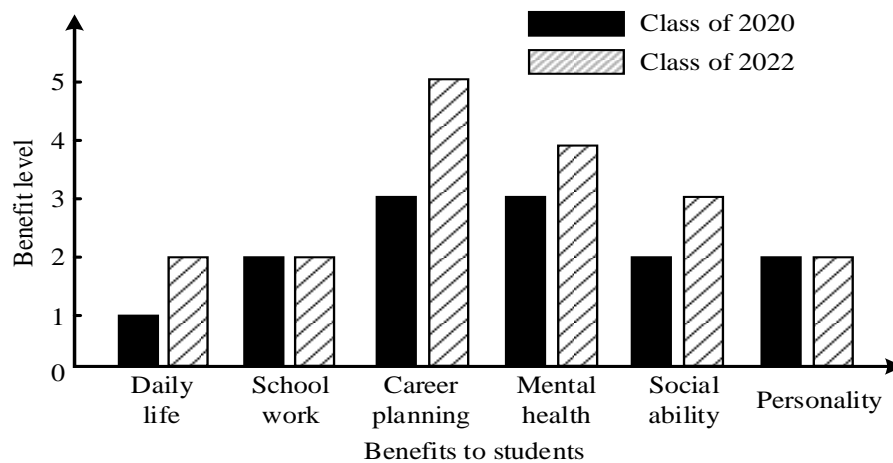

Figure 1. The effect of Ideological and political education on students of class 2020 and 2022

Figure 1 shows that the 2020 students have the lowest positive impact of Ideological and political education on their daily life, and the impact index is 1. The impact on career planning and mental health is the highest, but the effect is not ideal, and the positive impact index is only 3. The positive impact of Ideological and political education on 2022 students is the lowest in daily life, study and personal character, with an impact index of 2, but it has a significant impact on social ability and mental health, with an impact index of 3 and 4 respectively. 2022 students are most affected by ideological and political education in career planning, with an impact index of 5.

Conclusions: Before the school invested in big data technology, the greatest benefits of Ideological and political education for students were career planning and mental health, but the educational effect did not reach the ideal level. After the school invested in big data technology to predict the psychology of students, the effect of Ideological and political education has changed greatly. Students not only benefit more from career planning and mental health, but also improve their social skills.

* * * * *

THE EFFECT OF PHYSICAL THERAPY IN THE REHABILITATION OF PATIENTS WITH COMMUNICATION ADAPTATION DISORDER

Yong Wang[1], Weidong Yang[2] & Xiaocen Wang[3]

[1]*College of Physical Education and Arts Humanities, China University of Petroleum (Beijing), Beijing 102200, China*
[2]*School of Marxism, China University of Petroleum (Beijing), Beijing 102200, China*
[3]*Department of Public Education, Tianjin Electronic Information College, Tianjin 300100, China*

Background: Among the people with normal language function, some people are troubled by