

of the products of the program new ecological environment tourism characteristics, in order to attract more and more tourists to the countryside can let the rural culture continue to pass on.

Results: The new ecological environment refers to the sum of history, geography, humanities, spirit, civilization, folklore, knowledge and other factors related to the countryside, as well as the personal concepts, personal habits and attitudes of the local villagers. The explanation of ecological environment mainly includes the following points: First, the ecological environment is limited to rural areas, which is a popular new type of tourism activity. Secondly, the ecological environment, as a unique new characteristic tourism resources in rural areas, has a unique connotation. Ecological environment Resources include not only beautiful scenery and other natural resources, but also rural folk culture, food culture and different agricultural production activities and other cultural resources.

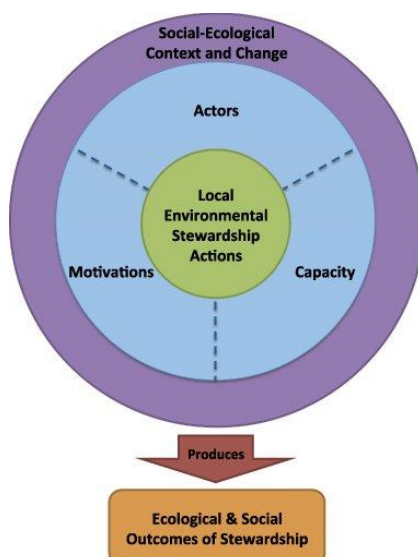


Figure 1. Framework for local environmental stewardship

With the rapid development of society, people's living standards continue to improve, the pursuit of tourism has become more and more diversified, the ecological environment is no longer limited to seeing the natural beauty of the countryside to eat organic vegetables, but pay more attention to spiritual needs, more want to understand the cultural background, customs and so on. Therefore, a considerable number of developers and enterprises only pay attention to the immediate interests, by the temptation of short-term interests, the spread of natural resources and some historical relics for development. Therefore, cultural tourism resources have been greatly damaged. Some natural resources, such as plants, water and soil, have long growth cycles and slow renewal, which will cause irreparable and serious harm to modern and future generations. The theory of sustainable development is necessary, not only to stimulate people's awareness of the protection of natural resources, but also to make people pay more attention to scientific and rational development in the future of the development of cultural tourism resources these valuable resources.

Conclusions: Now the academic research of rural cultural tourism is a hot topic, but most research also tends to develop models of the impact of research, development, research, hair and other research problems, the development of rural cultural tourism has not yet a, clear conclusion, find how to solve the problem, no specific objectives of certainty and practical direction of support, or lack of a systematic development of ecological environment management research. The author made an in-depth analysis, the rural cultural tourism research, from the development status quo, the development of typical analysis, development process and the development process still existing problems and solutions to many aspects of the rural areas. Hope to improve the competitiveness of the rural market, to meet the needs of the current market development, the future development of the new ecological environment tourism has a certain reference significance.

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THE PREDICAMENT AND COUNTERMEASURES OF THE PROTECTION PSYCHOLOGY OF MARINE NATURAL RESOURCES OF FOLK TOURISM IN ECOTOURISM

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Background: With the development of our country's economy and the improvement of people's living standard, the demand for natural resources is increasing, eco-tourism in China's national economic development is also growing in proportion, not only bear the responsibility of providing natural resources products for the society, but also shoulder the responsibility of improving the physical quality of the people, the development of social production, from the natural resources products provided to the society, the people experience the corresponding attribute services. Under the new situation, eco-tourism is gradually moving towards the road of diversified product production, which makes the development of eco-tourism show more and more strong momentum. Folk tourism general facilities are relatively complete, large-scale, in China's eco-tourism development has been in an important position, compared with other general public natural resources, has a unique quality effect, in order to meet the needs of the countryside itself, but also can effectively make up for the shortage of social natural resources facilities resources supply, better meet the people's demand for natural resources products.

Subjects and methods: In this paper, the current situation of natural resources and protection of folk tourism under the background of eco-tourism is chosen as the object of dilemma and countermeasure.

The content of the survey is divided into two aspects, one is the status quo of folk tourism, the other is the current situation of natural resources and protection of rural places. This question to 6 villages as the subject of the survey, the distribution of 6 questionnaires, recycling 6 copies, recovery effective rate of 100%. The survey data will be used data processing software Excel data entry, sorting, through processing software analysis, folk tourism natural resources and protection of the relevant data.

Study design: From the survey of various folk tourism types and quantities, although the number of places is relatively large, but the type of difference is large, in general, can fully meet the normal needs and needs, which provides a basis for rural places market-oriented natural resources.

Table 1. Folk tourism publicity

Publicity efforts	Number	Percentage (%)
Regular publicity	0	0
Occasional publicity	0	0
Never advertise	6	100

The results of the survey on the attitudes and sources of folk tourism staff are shown in Table 2.

Table 2. The source of folk tourists and their attitude towards natural resources

Sources and Attitudes		Number	Percentage (%)
Attitude	Against	2	33.3
	Neutral	3	50.0
	Support	1	16.7
Source	Natural Resources Teacher	1	16.7
	Logistics personnel	1	16.7
	Professional management personnel	0	0
	Temporary employment	4	66.6

Results: Folk tourism facilities, excellent equipment, has a strong competitive advantage, this advantage should be through a variety of publicity methods for the community to know, so as to improve the social visibility of the place. First of all, in the publicity object, one is for the surrounding residents, through the surrounding community to put up posters or to the community membership card and other ways, so that the surrounding citizens understand, participate in folk tourism activities. Second, actively contact the surrounding units, including various organs, villages, for them to organize a variety of natural resources activities to provide a place, can be free, can also be appropriately charged a certain fee, in order to enhance visibility. Third, strengthen cooperation with the government and enterprises, cooperate with the government's various investment and sports conferences, and enhance the popularity of folk tourism on a larger scale.

Conclusions: Folk tourism should take into account both social and enterprise benefits on the basis of completing the mission of our school. The open mode of the site should first be carried out in order to meet its own needs. Secondly, we should gradually increase the intensity of free opening to the outside world, expand the scope of commercial services in places, and improve the level of commercial services. In

addition, the opening system of places should adapt to the changes in market demand and refine the open system. In this way, we can give full play to the advantages of rural natural resources and improve the level of economic benefits. Folk tourism should give full play to its own advantages and overcome all kinds of adverse factors to do a good job in operational protection. There are differences in size, geographical location and so on in the villages of Liuzhou. Therefore, in the process of market-oriented natural resources and protection, we should combine their own situation, choose their own open mode and mode of operation, and gradually establish a natural resources mechanism in line with their own characteristics.

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DEVELOPMENT OF RURAL CULTURAL TOURISM INDUSTRY FROM THE PERSPECTIVE OF COGNITIVE IMPAIRMENT PSYCHOLOGY

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Background: The development of rural cultural tourism is getting better and better. Among various scenic spots, rural scenic spots account for half of the country. In short-term holidays, most of the tourist destinations people choose are the surrounding rural tourist spots. In economically developed provinces, more people choose rural tourist spots. In the document on “agriculture, rural areas and farmers” issued by the central government, rural construction is an important content of the document. In the development of rural tourism, it is emphasized to combine rural nature and humanities, develop synchronously, and create leisure culture and rural tourism industry. Use different rural resources to create a new countryside and let the rural cultural tourism industry show local characteristics. At present, agritainment is spread all over the country. We gather food, drink and fun in agritainment, so that tourists who come to agritainment can have fun and eat. Although the development of rural cultural tourism is in full swing, there are still some problems. The rural scenery in many places is similar, seriously following the trend, and lacks the cognition of local rural characteristics. In order to operate as soon as possible, there is a perfunctory phenomenon in rural landscape construction, and there are many defects in landscape buildings. In the pursuit of turnover, we ignore the protection of the rural environment. The commercialization of rural development is serious, and the relevant cultural connotation is not enough. Some historical cultural landscapes have not been well protected, so that these cultural relics have been damaged to varying degrees. If these problems are not solved in time, it will hinder the development process of rural cultural tourism. The first step to build rural culture is to build rural cognitive landscape, which involves the knowledge of cognitive psychology, aesthetics, ecology and other disciplines in rural landscape design.

Objective: To set up the landscape spatial layout of rural tourism in the process of cognition. Construct the perceptual and rational intention of landscape through the cognition of natural resources and human resources, design the theme of rural cultural tourism industry from the cognition of feeling, perception and thinking, and design the landscape nodes, traffic flow lines and landscape areas from the point, line and surface of landscape image. The structures of rural landscape are designed in the form of natural form, emotional elements of natural form and abstraction of natural form, so as to increase the identity of landscape scene, enhance the interest and attraction of landscape scene, stimulate tourists’ cognitive memory and make tourists more impressed by rural landscape. By integrating things representing rural characteristics into the rural landscape, tourists can enhance the memory of the tourist spot and make tourists linger, so as to improve the revisit probability of tourists.

Research objects and methods: Taking tourists as the research object, 610 tourists of different ages and occupations were selected from 5 rural tourist attractions by stratified random sampling, and 610 questionnaires were distributed. The effective number of questionnaires was 587, and the effective rate of the questionnaire was 96.23%. The questionnaire is designed according to the development measures of rural cultural tourism industry. The data of the questionnaire are processed and analyzed by Excel software to study the application effect of the development measures of rural cultural tourism industry. The scoring system adopts 1-5 grades. The higher the score, the higher the degree of relevant indicators.

Results: All the questionnaire results collected were sorted out and the data were processed by Excel software. The application effect evaluation of tourists on the development measures of rural cultural tourism industry is shown in Table 1.

Table 1. Application effect evaluation of tourists on rural cultural tourism industry development measures

Evaluator	Entertaining	Aesthetics	Cultural
Tourist	5	4	4