

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.

\* \* \* \* \*

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

Hanbing Xiang

*School of Economics and Management, Urban Vocational College of Sichuan, Chengdu 610100, China*

**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

In Table 1, tourists score the interest, aesthetics and culture of the application effect of rural cultural tourism industry development measures as 5 points, 4 points and 4 points respectively. The overall effect score is very high, indicating that tourists have high recognition of the development measures of rural cultural tourism industry, and are full of expectations for the development of rural cultural tourism industry.

**Conclusions:** The interesting landscape design has won the love of tourists, and the overall design of rural cultural tourism industry meets many tourists needs of tourists. In the landscape design, we make full use of various rural resources, highlight the advantages of the countryside, and the whole landscape reveals a traditional charm. In the landscape design, the rural traditional culture is deeply excavated to strengthen the protection of rural culture. In addition, pay attention to details in landscape design to ensure the overall quality.

\* \* \* \* \*

## ECONOMIC FITNESS ANALYSIS OF REGIONAL TALENT FLOW AND REGIONAL ECONOMIC DEVELOPMENT BASED ON PSYCHOLOGICAL FITNESS MODEL

Xiaodan Nong

*Department of Trade, Ningbo City Vocational and Technical College, Ningbo 315100, China*

**Background:** Nowadays, with economic globalization and the rapid development of science, the intellectual economy based on talent is definitely the essential element of international competition. Therefore, the development of talent has become particularly prominent. The methods of the regional industrial structure and talent structure caused by regional talent mobility can be accommodated, so as to promote sustainable development of the regional economy, and that is the issue need to focus on. In the view of the industrial economy, the paper has analyzed the fitness of regional talent structure and industrial structure so as to reflect the fitness of regional talent mobility and economic development. Furthermore, it has proposed some suggestions for adjustment of inter-regional talent mobility, the optimization and upgrading of regional industrial structure as well as the sustainable development of regional economy.

**Study design:** From the view of regional talent mobility, this paper has studied the matching degree model of regional talent structure and economic development, which is with the fitness evaluation index system of regional talent structure and economic development, and then empirically tested the fitness of regional talent structure and economic development in east, northeast, middle and west of China.

**Subjects and methods:** Foreign researches on talent mobility are relatively systematic, and it formed a set of scientific theory system. Classical theories of talent mobility have the following three theories. Push-and-pull theory. British statistician Ravenstien is one of the earliest scholars who started the study of modern western migration theory. He deeply studied on the domestic migration of the UK and twenty other countries, and then concluded the law of population migration, including "Seven Laws of Migration" which was the earliest theoretical model of the western macro migration research.

**Methods of statistical analysis:** The construction of the fitness evaluation index system of regional talent structure and economic development is mainly based on the theory. According to the relevant theories of synergetic, the regional economic development system is a cooperative system. It is comprised of many subsystems. In the view of industrial economics, the paper has selected and confirmed the evaluation indexes which affect the regional talent structure and economic development by the means of literature review and consultation with experts. It also built an overall framework of the fitness evaluation index system of regional talents structure and economic development.

**Results:** The information entropy EI of each index and its weights are shown in Table 1.

From the perspective of the development of time series, coordinative fitness of regional talent structure and economic development in the four regions of China is developing from imbalance to coordination. This trend of development in the eastern region has emerged. The coordinative fitness function value of the talent structure and regional economic development in the eastern region has already crossed the boundary of 0.5000. It has already developed from the imbalance state to the coordination state, and gradually developed from a weak degree of coordination to high coordination.

**Conclusions:** This paper has analyzed the relationship between the talent structure and regional economic development in each region through the researches on the related domestic and overseas literature of classical theory of talent mobility and the theory of regional economic development, and constructed the fitness evaluation index system of regional talent structure and economic development, and established the fitness model of regional talent structure and economic development. It has empirically tested the coordinative fitness of talent structure and regional economic development in east, northeast,