

then evaluate the reliability of the questionnaire results. Finally, according to the results of the questionnaire, this paper discusses the impact of e-commerce on the art market.

Methods: The relevant data were processed and analyzed by IBM SPSS software.

Results: The validity of the questionnaire was evaluated by orthogonal rotation method, KMO measure and Bartley sphere test, and then the reliability of the questionnaire results was evaluated. The reliability test results show that the reliability of the questionnaire is good, as shown in Table 1, indicating that the questionnaire results have high reliability.

Conclusion: China's art market is extremely large and has great development prospects. Therefore, the study of the impact of e-commerce on the art market is of great significance to the improvement of the art market economy and China's overall national economy. Based on the perspective of psychology, this paper discusses the impact of e-commerce on the art market, and formulates a questionnaire to conduct a questionnaire survey on art consumers, so as to provide a certain guiding theory for the development and development of the art market, promote the economic growth of the art market, and then improve China's economic level.

Table 1. Reliability test of questionnaire survey

Kaiser-Meyer-Olkin	Measurement sampling appropriateness	0.961
Bartlett's spherical test	Approximate chi square	8178.789
-	<i>Df</i>	349
-	Significance	0.000

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ANALYSIS OF THE INFLUENCE OF TOURISM TEACHING REFORM ON COLLEGE STUDENTS' COGNITIVE IMPAIRMENT

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Background: In the past 30 years, China's tourism industry has been developing rapidly with the momentum of sustained growth, which has promoted the development of tourism education. Tourism, as an independent discipline, has a short history, immature development in many aspects, lack of unified research objects and distinctive discipline characteristics. Because the basic theoretical research of tourism discipline is weak, its theory mostly uses the research results of other disciplines or changes slightly on the basis of transplantation, which strengthens the comprehensive characteristics of interdisciplinary subjects, and greatly reduces the independence and characteristics of majors. Moreover, the course content of tourism discipline is complicated and the discipline boundaries are unclear, which makes the scientific value and guiding significance of tourism education decline. Teaching methods and teaching quality bring different teaching effects, and will have different psychological effects on the teaching audience, while the completion of teaching objectives will affect students' evaluation of themselves. Teaching is not only to impart knowledge, but also to cultivate students' independent learning mode of thinking.

Cultivating college students' good psychological quality is an important part of college students' education at present. However, college students have a series of psychological problems due to their deviation from the correctness of self-cognition. Cognitive impairment, also known as cognitive impairment, is a pathological process in which the brain's advanced intelligent processing process related to learning, memory and thinking judgment is abnormal, which leads to learning, memory impairment, visual space impairment and executive dysfunction, accompanied by language loss, loss of use, ignorance and other changes. Its causes mostly come from accidents, the influence of external environment, changes in mental and psychological state and so on. However, college students' self-cognition is not perfect, and their psychological feelings are rich and changeable, which is easy to cause cognitive obstacles. Mistakes in

self-positioning will directly lead to over-evaluation or under-evaluation, which will lead to self-esteem or inferiority complex. At the same time, the defect of self-character will also lead to self-cognition disorder of college students, which will affect their study, life and work and cause unnecessary losses and influences.

Objective: In order to better explore the causes and performance mechanism of students' cognitive impairment in learning, an innovative teaching model is proposed to analyze the influencing factors of students' cognitive impairment with the help of tourism teaching courses in colleges and universities, so as to alleviate the symptoms of students' cognitive impairment and provide targeted guidance suggestions for them.

Research objects and methods: The research selects 300 students in different grades of tourism major in a university as the research object, adopts statistical analysis method, designs questionnaires with the help of self-assessment scale of problem-based learning (SSPBL), and analyzes students' performance and self-assessment under different classroom teaching models by combining classroom test papers.

Methods: The experimental subjects were divided into experimental group and control group. The control group was taught by ordinary tourism courses, while the control group was taught by the combination of "digital teaching and practical teaching". With the help of the scores of questionnaires and test papers, the relief of students' self-cognitive barriers in different teaching modes was evaluated. The total number of returned questionnaires and valid questionnaires were 298 and 295, and the questionnaire effective rate was 98.99%.

Excel was used to statistically analyze the scores of students' scales before and after the implementation of the teaching model.

Results: The application of "digital teaching practical teaching" in college tourism teaching mode has greatly improved students' classroom performance and learning effect, and students' self-evaluation is more objective and reasonable, with less self-esteem and inferiority complex, so that they can better evaluate themselves, and the symptoms of cognitive impairment have been alleviated. Moreover, there are significant statistical differences in SSPBL scores of students in different teaching modes. Table 1 shows the statistical results of the scores of the two groups in the dimension of cognitive impairment.

Table 1. Statistical results of the scores of the two groups in the dimension of cognitive impairment

Experimental grouping	Teaching methods	Language disorder	Dysmnnesia	Learning involvement disorder
Experiment group	The reformed teaching plan	10.03±12.45	8.24±1.26	5.32±0.15
Control group	General teaching scheme	14.11±13.22	10.39±5.47	12.56±4.37

Conclusion: Under the background of "double innovation", how to choose appropriate teaching methods for tourism management major in undergraduate colleges and universities and cultivate high-quality talents for the society are the key problems faced by current education. How to base on the current market development environment, change teaching ideas and cultivate professional talents to contribute to the development of modern tourism industry is a problem that colleges and universities have to think about. Innovative tourism teaching mode makes students' evaluation of themselves gradually objective and correct through the optimization and integration of courses and comprehensive coverage of contents. To a certain extent, it alleviates the emotional fluctuation caused by students' cognitive disorder, and also improves students' learning ability and self-cognition level, thus ensuring the steady progress of teaching quality and teaching objectives, cultivating advanced applied talents for the society and promoting the development of tourism industry.

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ON THE PSYCHOLOGICAL ADJUSTMENT OF WIND INSTRUMENT PLAYERS

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Background: Players provide more color potential for music creation. Inspiration is not a gift from God, nor will it suddenly come on the stage after mechanical practice. We should not only be intoxicated with the beauty of music, but should strive to explore the causes of her beauty, understand its rules and connotation, rationally understand it, and reasonably regulate emotions during interpretation, so as to burst out the spark of inspiration.