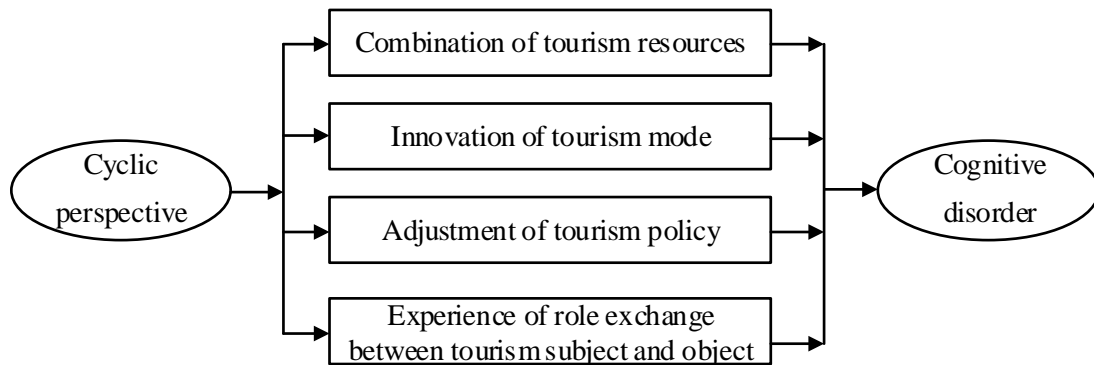


of regional ecological economics from the perspective of circular economy, and evaluated the cognitive level of the subjects from different perspectives with the help of the questionnaire scoring results. All the questionnaires and effective questionnaires were 500 and 498, the effective rate of the questionnaire was 99.6%.

**Methods:** Excel was used to statistically analyze the cognitive scores of subjects on ecotourism from different perspectives.

**Results:** After analyzing the regional ecotourism industry from the perspective of circular economy, it is found that the symptoms of consumers' cognitive impairment are relieved, their emotional level and cognitive level are more stable, and there are statistical differences in the scale scores of the two groups of subjects. Figure 1 shows the relationship between the development of regional ecotourism and cognitive impairment from the perspective of circular economy.



**Figure 1.** Relationship between regional eco-tourism development and cognitive barriers from the perspective of circulation

**Conclusions:** Under the background of green development and circular economy development, regional ecotourism pays more attention to the sustainable development of ecological environment. Changes in the combination of tourism resources, the formulation of tourism policies and the innovation of tourism methods can improve consumers' cognitive barriers and improve their sense of tourism experience, further meet the spiritual needs and consumption of consumers.

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## INTEGRATION OF HOMESTAY CHARACTERISTICS AND CULTURAL TOURISM FROM THE PERSPECTIVE OF COGNITIVE IMPAIRMENT PSYCHOLOGY

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**Background:** With the continuous development of China's modern economy, people's requirements for tourism and the quality of tourism have also increased to a certain extent. China's tourism industry has gradually changed from low-level to high-level, and has become a truly modern tourism service industry, which is of great positive significance to the improvement of China's national economy. In the development of tourist attractions, the protection of cultural landscape and natural scenery makes ecotourism come into people's sight. Therefore, when developing tourism, there should be a type that conforms to leisure cultural tourism and takes into account ecotourism. Such requirements have led to the modern homestay tourism industry. The emergence of this type of tourism can not only protect the local culture to the greatest extent, but also effectively develop and carry forward the characteristic culture, which plays a positive role in the progress of China's tourism industry. Homestay tourism not only includes accommodation, but also represents the local folk customs or folk customs, which is also the special landscape contained in China's vast territory. Therefore, it is necessary to integrate the unique locality and folklore into tourism to form a real homestay tourism, so as to reflect the cultural nature of homestay tourism. Research shows that the integration of homestay characteristics and cultural tourism can not only make travelers relax physically and mentally, but also bring unique feelings to travelers through accommodation. Some scholars predict

that the number of patients with cognitive impairment will increase to more than 80 million in 2030. Although there is no effective drug to improve the symptoms of patients with cognitive impairment, they can alleviate the symptoms of cognitive impairment in the form of cultural tourism. In the process of cultural tourism, people enjoy the soul and integrate with nature through the aesthetics of the landscape, so as to reduce the psychological pressure of transformation to a great extent, especially the problem of cognitive impairment. The benefits of tourism to mental health can be judged by conventional experience. However, the impact of the integration of homestay characteristics and cultural tourism on various elements of cognitive impairment has never been discussed. The purpose of this study is to explore the impact of the integration mode of homestay characteristics and cultural tourism on patients with cognitive impairment, and to provide some reference for the rehabilitation treatment of patients with cognitive impairment.

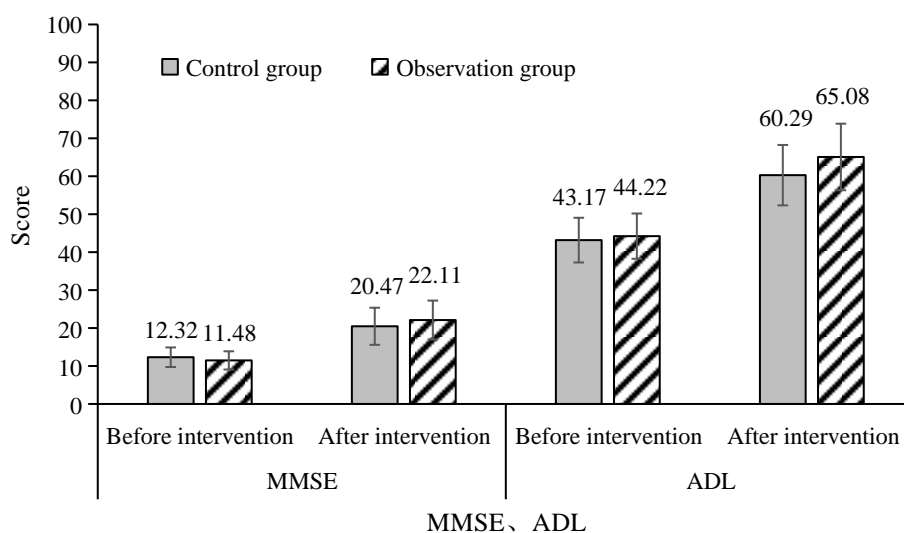
**Objective:** The problem of mental health has received great attention in today's society. The integration of homestay characteristics and cultural tourism is helpful to improve people's mental health, which has been discussed in the academic circles. The purpose of this study is to explore the impact of the integration of homestay characteristics and cultural tourism on patients with cognitive impairment, in order to provide a non-drug treatment for patients with cognitive impairment.

**Research objects and methods:** In this study, a questionnaire survey was used to analyze the changes of patients with cognitive impairment under the development of the integration of homestay characteristics and cultural tourism. 150 patients with cognitive impairment were divided into control group (78 cases) and study group (72 cases). The treatment scheme of the integration mode of homestay characteristics and cultural tourism was given to the control group. The treatment plan of vocal music in the observation group was given.

**Research design:** Before and after the integration of homestay characteristics and cultural tourism, the Mini-mental State Examination (MMSE) was used for evaluation, including memory, attention, understanding and time orientation, with a total score of 0-30, which is directly proportional to ability. The ability of daily living is used for evaluation, which involves eating, dressing, grooming, toilet and other dimensions. The total score is 0-100, and the score is directly proportional to the ability. Judge the effect of the integration of homestay characteristics and cultural tourism on patients with psychological cognitive impairment.

**Methods:** The relevant data were calculated and counted by Excel software and SPSS20.0 software.

**Results:** There was no significant difference in MMSE score and ADL score between the two groups before intervention ( $P > 0.05$ ), however, after the intervention, the score of the observation group was significantly higher than that of the control group ( $P < 0.05$ ). As shown in Figure 1.



**Figure 1.** Comparison of MMSE and ADL scores between the two groups

**Conclusions:** In the context of cultural tourism integration and rural revitalization strategy, rural homestay characteristics and cultural tourism should shoulder the responsibilities and responsibilities given by the new era, solve various problems and constraints on the development road, further tap regional culture, highlight local customs, and create more new artistic conception of rural homestay with characteristics, personality, connotation and inheritance. In the process of cultural tourism. Through the aesthetic appreciation of the landscape, the mind is happy and integrated with nature, so as to reduce and transform the psychological pressure to a great extent and improve the problem of cognitive impairment.

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## INFLUENCE OF COLLEGE STUDENTS' PHYSICAL EXERCISE ON ALLEVIATING STUDENTS' ANXIETY

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**Background:** At present, many college students in China have different degrees of mental diseases. Mental diseases have seriously threatened the lives of college students, and patients with mental diseases may have suicidal tendencies. Various behavioral disorders of adults generally come from anxiety caused by social pressure, mainly manifested in dependence, eating disorder and Internet addiction. Anxiety disorders are common mental disorders. This disease has a very high incidence rate and disability rate, which will bring great burden to patients and their families. "Anxiety reaction" is a normal psychological phenomenon. When a person's wish is not realized for a long time, or the possibility of realization is estimated to be very small, anxiety will occur, but excessive anxiety will cause anxiety disorder. In the heart of anxiety disorder, there is often a psychological problem that can't be rid of and unwilling to face. Anxiety is only a manifestation of contradiction and conflict, which can be used as a defense mechanism to avoid deeper troubles. Therefore, it is particularly important to pay attention to and explore the prevention and treatment of adult anxiety disorder in time. Research shows that physical exercise can improve the speed of fat decomposition. The main mechanism is to improve the activity of key enzymes of fat decomposition in muscle, liver and other tissues. It can also improve the level of protective factors against arteriosclerosis, reduce lipid peroxidation and reduce the harm of free radicals to human body. Physical exercise can also enhance self-confidence, improve personality, enhance happy experience, and reduce the incidence of mental diseases such as anxiety and depression. Besides, physical exercise plays an important role in the prevention and treatment of aging, obesity, cardiovascular disease, diabetes and respiratory diseases, and can improve the excessive anxiety of patients with diet disorders on weight and body type, effectively transfer the attention of Internet addicts, and reduce network dependence.

**Objective:** There are many researches on the mental health of college students in China, but there are few researches on the mental health and educational methods of college students majoring in physical education. Based on investigating the stress level of college students, starting from the consensus that "physical exercise can improve mental health", physical exercise is regarded as a method and means to alleviate stress. This paper discusses how to relieve the pressure of college students through physical exercise and improve the mental health level of college students, to provide an effective way to solve the mental health problems of college students in China, and provide a basis for treating and solving the mental health problems of college students.

**Research objects and methods:** This paper mainly investigates and analyzes the relief degree of aerobic exercise on adult psychological anxiety, and statistically analyzes the effect of aerobic exercise in the form of questionnaire. Using stratified cluster random sampling method, a questionnaire survey was conducted on 200 college students in a university. The questionnaire was required to be completed at one time. A total of 200 copies were distributed and the number of valid copies was 200.

**Research design:** All college students were subjected to outdoor aerobic exercise for 1 hour every day. Physical education teachers formulated outdoor jogging, walking, football and other aerobic exercise training plans and supervised their implementation. The experiment lasted for 8 weeks. SCL-90 scale was used for investigation and analysis. The scale has a total of 90 self-evaluation items. The test factors include somatization, obsessive-compulsive symptoms, depression, anxiety, psychosis, etc., through the 5-level scoring method, the higher the score, the lower the level of mental health.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** The scores of somatizations, interpersonal sensitivity, anxiety and depression in SCL-90 were significantly improved after 8 weeks of treatment ( $P < 0.05$ ).

**Conclusions:** Aerobic exercise can improve the ability of behavior disorder students to change their thinking and deal with problems, to eliminate inferiority complex, anxiety and depression, show self-confidence and vitality, and have a positive impact on the health of adults. Regular participation in aerobic exercise can improve physical quality and enhance the disease resistance of the body, so that college students can actively invest in daily study, work and life, shape healthy physique, and lay a solid physiological foundation for college students' mental health.