

number of people satisfied with the four education methods, we can see that mode a and mode C have the highest satisfaction, as shown in Table 1.

Table 1. Satisfaction of students with cognitive impairment majoring in business administration with the implementation path of innovation education

	Extremely dissatisfied	Dissatisfied	Commonly	Satisfied	Extremely satisfied
A	0	4	9	94	65
B	0	17	48	64	43
C	0	2	11	102	57
D	2	13	75	51	31

Conclusions: Under the background of cognitive impairment, the most effective way to explore the path of innovative education of business administration major is to actively carry out various forms of innovative and entrepreneurial competition activities and change teaching modes and methods. These two methods can effectively alleviate the symptoms of students' cognitive impairment and ensure that students can achieve better learning results in innovative education of business administration major, realize their all-round personal development.

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INTERMODULATION INTERFERENCE OF VHF WIRELESS COMMUNICATION SYSTEM UNDER COGNITIVE IMPAIRMENT

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Background: With the rapid development of China's civil aviation industry, people's mode of transportation has become more convenient and faster, making people's daily travel and long-distance tourism more and more convenient. However, with the planning, construction and operation of a large number of airports, the difficulty of aviation safety management is increasing, and aviation safety has been affected to a certain extent. The main reason for this phenomenon is the application of communication equipment and its system. Communication equipment has an important impact on the long-term development of aviation industry. If the communication equipment fails or operates abnormally, it will cause great harm to the flight safety of aircraft. In aviation control, it is necessary to strictly supervise the high-frequency ground to air communication to ensure the normal operation of the communication system. In recent years, wireless communication technology has been continuously applied and popularized, and has become one of the mainstream communication technologies. Under this background, various wireless communication signals are increasing day by day, which has caused varying degrees of interference to VHF ground to air communication in civil aviation communication system, seriously threatening the flight safety of aircraft and the safety and stability of VHF Wireless communication system, it is an urgent problem to be solved at present. Eliminating the signal interference of VHF Wireless communication system can effectively ensure the flight safety of civil aircraft on the other hand. Based on this, effective measures must be taken for VHF Wireless communication system to solve the problem of communication interference, so as to ensure the flight safety of aircraft, promote the further development of China's civil aviation and improve the construction level of China's transportation. Cognitive impairment is a disease with impaired high-level neurological response in the cerebral cortex. Any factor that may lead to chronic damage to the structure or function of the cerebral cortex can lead to individual cognitive impairment. In the high-voltage working environment of intermodulation interference of VHF Wireless communication system, or when social status and economic living conditions are negatively affected, wireless communication personnel are prone to certain negative psychological emotions, resulting in cognitive impairment. From the perspective of cognitive impairment, this paper analyzes the cognitive impairment and working state of wireless communication personnel based on the theory of cognitive psychology, and on this basis, explores the influence of intermodulation interference of VHF Wireless communication system, and puts forward effective measures to alleviate the cognitive impairment of wireless communication personnel, so as to improve the reliability of VHF communication system.

Objective: The normal operation of communication system determines aviation safety, so communication plays a vital role in the development of aviation industry. Once the communication

equipment fails or is abnormal, which makes it difficult to carry out normal communication work, it will immediately act on the aircraft and have an irreparable negative impact on its flight safety. In the air control work of civil aviation, the core content of the work is to strictly control the quality of high-frequency ground to air communication, explore the intermodulation interference of VHF Wireless communication system, and put forward some solutions to ensure the normal operation of communication.

Research objects and methods: Based on cognitive psychology and VHF Wireless communication technology, four reliability improvement measures are proposed to ensure the safety and stability of VHF communication system. Under the background of cognitive impairment, this paper explores the attitude and practical results of wireless communication personnel towards promotion measures.

Research design: The positive effects of different communication system improvement measures on the elimination of intermodulation interference are classified into five levels, expressed by 0-4. The influence is positively correlated with the number.

Methods: The study will use Excel and SPSS19.0 to count and analyze the attitudes of wireless communication personnel towards four improvement measures under cognitive impairment, that is, the positive influence of improvement measures on eliminating intermodulation interference.

Results: Among the four measures to improve the operation of wireless communication system, the positive influence of building remote backup, building communication trunk line and reducing the number of signal transmission nodes was 4. The influence of using different facilities for business acceptance is slightly lower, which is 3.

Table 1. Evaluation results of positive influence of promotion measures on eliminating intermodulation interference under cognitive impairment

Promotion measures	Effect
Build offsite backup	4
Construction of communication trunk line	4
Use different facilities for business acceptance	3
Reduce the number of signal transmission nodes	4

Conclusions: Although the VHF communication system is becoming more and more perfect and its communication quality has been improved, there are still some omissions in the actual operation process. It is necessary to strengthen technical research, optimize its anti-interference ability and ensure the stability of the operation of the communication system. On the whole, the four wireless communication system operation improvement measures proposed under cognitive impairment have a good impact, which can effectively eliminate intermodulation interference.

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TOURISTS' PERCEPTION DIFFERENCE OF TOURISM HOME STAY PROJECTION IMAGE BASED ON MOBILE SOCIAL NETWORK INTERACTION FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: As an important branch of psychology, consumer psychology plays an important role in the application of psychology. Its main research object is the psychological phenomenon and behavior law of consumers in consumer activities. Consumer psychology is a new subject. Its research purpose is to explore the laws of people's psychological activities and personality psychological characteristics in the process of life and consumption. The learning content of consumer psychology covers a wide range, including the process of consumers' psychological activities, consumers' individual psychological characteristics, psychological factors affecting consumers' behavior, the impact of social environment on consumer psychology, consumer psychology and consumer behavior of consumer groups, consumer state and consumer psychology, commodity factors and consumer psychology, marketing communication and consumer psychology, etc. Consumer psychology is the core component of consumer economics. Accurate analysis of consumer psychology can improve consumption efficiency and business efficiency at the same time. Consumer psychology refers to what people think when they are consumers. Consumer behavior refers to the consumption needs of people as consumers for goods or services and the activities that transfer goods or