

carry out the reform experiment of management and performance mode combined with cognitive psychology. The test results show that there is no significant difference in the three work indicators before the test between the employees of the two groups with different reform methods. After the experiment, the job satisfaction and average monthly income of the employees in the psychological reform group have increased by 12.10% and 8.59% compared with the normal reform group, and the average job error rate has decreased by 16.67% compared with the latter. The test results show that when carrying out the innovation and reform of enterprise management mode and performance rules, the local fine-tuning of reform measures considering employees' cognitive psychology will help to improve the effectiveness of the reform, especially the work quality and income of employees.

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ANALYSIS ON THE EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION ON COLLEGE STUDENTS' EMPLOYMENT ANXIETY

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Background: Positive psychology is a discipline that tends to analyze the laws of human psychology and emotion from a positive perspective. It uses qualitative analysis and scientific quantitative methods to study the conditions for human beings to obtain and maintain happiness, which is of great significance to promote the quality of human life and improve social stability.

Since the reform and opening up, the demand of Chinese enterprises for talents has increased significantly, and the requirements for talent quality are also improving simultaneously, which is equivalent to putting forward higher employment requirements for Chinese college students. Therefore, in recent years, the employment anxiety of college students in China has become more and more serious. On the other hand, a large number of relevant research documents show that the ideological and political education received by college students during their studies can also alleviate employment anxiety to a certain extent. From a higher perspective, in fact, college ideological and political education can be regarded as a part of college students' employment guidance, which can help college students establish a more scientific and stronger outlook on life during their study and job search values, dispel the depression, disappointment, anxiety, depression and other negative emotions caused by poor employment and poor job search, and even inspire students to design more reasonable and effective job search and interview methods. However, at present, the content of Ideological and political education in colleges and universities in China focuses too much on improving students' political literacy and guiding students to cultivate healthy living habits. There are too few adjustment contents related to employment guidance and bad psychology in employment, and insufficient consideration is given to students' own bad psychological conditions, so it is unable to provide more valuable job-hunting strategies and psychological counseling services for each student. Therefore, the current ideological and political curriculum of higher education in China should integrate the theoretical methods of positive psychology to assist schools to solve many employment problems including employment anxiety.

Objective: By analyzing the current employment situation of college students in China, this study summarizes the reasons for college students' employment anxiety, and puts forward a number of feasible treatment measures. Then a comparative experiment is constructed to verify the application effect of the proposed strategy, so as to provide some new ideas for solving the employment problem of college students and improving the employment quality of college students in China.

Participants and methods: Five colleges and universities with similar teaching and scientific research levels were selected from China to cooperate with them. First, 236 fourth graders with various degrees of employment anxiety were selected from the full-time college students who will receive ideological and political education in these schools, and they were evenly divided into experimental group and control group, and then they were given ideological and political education, In the ideological and political education of the experimental group, teachers should be required to take targeted teaching according to students' psychological status and employment anxiety, and appropriately increase the positive psychological content in their teaching content, especially the methods used to adjust their own bad psychological emotions. The control group only received the traditional ideological and political education. Three months after graduation, the return visit data of the school on the employment situation of these students participating in the experiment were collected from the graduating university, and analyzed and

counted. Explore the role of Ideological and political education curriculum combined with positive psychology in regulating students' employment anxiety. In addition, the significance level of difference significance test in the study is 0.05.

Results: Digitize the degree of employment anxiety of students. 1, 2, 3, 4 and 5 represent no anxiety, slight anxiety, medium anxiety, obvious anxiety and serious anxiety respectively. Then count and analyze the employment data of students participating in the experiment after graduation, and get Table 1.

Table 1. Comparison of employment data of students after completing ideological and political education

Comparison items	Experimental group (n=118)	Control group (n=118)	Mean change rate (based on the control group) (%)	P
The value of employment anxiety before graduation after the experiment	2.68±0.52	3.74±0.49	-28.34	0.008
Employment anxiety after graduation	2.88±0.43	4.05±0.44	-28.89	0.007
Employment anxiety after work	1.32±0.51	2.63±0.47	-49.81	0.001

As shown in Table 1, in the comparison of previous employment anxiety data after the completion of ideological and political teaching experiment, the quantitative mean value of anxiety level of the experimental group is lower than that of the control group. Specifically, the quantitative mean value of employment anxiety of the experimental group before graduation, after graduation and after employment are 2.68, 2.88 and 1.32 respectively, which are 28.34%, 28.89% and 49.81% lower than that of the control respectively, And the *p* value of anxiety score *t* test at each time was less than the significance level of 0.05.

Conclusions: In order to verify the effect of integrating positive psychology into Ideological and political education in colleges and universities to carry out targeted ideological and political education for students, such as teaching students how to use the methods of positive psychology to eliminate the negative emotions caused by employment anxiety, changing job search ideas, coping with common problems in interview, expanding job search channels, etc., on regulating students' employment anxiety, a comparative teaching experiment is designed in the experiment. The experimental results show that the average score of employment anxiety severity of the students in the experimental group who combine positive psychology teaching with ideological and political teaching is significantly lower than that of the control group before graduation, after graduation and after work. The experimental results show that integrating positive psychology into Ideological and political education in colleges and universities and carrying out a variety of personalized employment guidance work will help to improve students' employment anxiety.

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IMPACT OF CONSUMER COGNITIVE IMPAIRMENT ON THE DEVELOPMENT OF RURAL TOURISM

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Background: Cognitive impairment is a pathological process in which higher brain functions such as language, thinking, logic and memory are abnormal. Cognition is the main function of human cortical structure, so all the factors that can cause the abnormality of cortical function and structure may lead to cognitive impairment. In the business field, the consumption habits of consumers with cognitive impairment will also be different from those of normal consumers. If such groups are large, it will have a significant impact on the suppliers of goods or services.

In recent years, with the promotion of China's rural revitalization strategy, the rural tourism industry has shown a vigorous development trend, which not only reduces the development gap between urban and rural areas to a great extent, but also provides favorable conditions for dealing with the problems of "agriculture, rural areas and farmers". However, in the development of rural tourism, there are also some thorny problems, among which the damage and excessive consumption of local tourism resources and environment caused by consumers with cognitive impairment are some of the problems of high concern. Consumers with cognitive impairment may have a wrong understanding of the boundary between individual and collective rights and obligations, or even lack of relevant knowledge, resulting in various conflicts with local residents,