

the residential space environment. The impact degree is refined according to the five-level classification method, including no impact, slight impact, general impact, obvious impact and full impact.

Results: After the opinions of the expert group were unified, the opinions of the statistical expert group are shown in Table 1.

Table 1. Statistical results of the expert group’s opinions on improving the environmental design of residents’ living space

Proposal	No effect	Slight impact	General impact	Obvious influence	Full impact
Pay attention to the social and emotional needs of residents	0	2	5	11	6
Rational design of road network	2	8	7	5	2
Scientific layout of residential green environment	1	5	10	6	2
Improve the visual beauty of the environment	1	4	11	5	3

The values in each cell in Table 1 represent the number of people who believe that the impact of a proposal on the living space environment of residents is the corresponding level. The consultation results show that the expert group believes that the countermeasures of “paying attention to the social and emotional needs of residents” have the greatest impact on improving the environmental quality of residents’ living space, followed by “scientifically arranging the living green environment” and “improving the visual beauty of the environment”. The number of people who believe that the impact of these suggestions is above the “general impact” is 17, 8 and 8 respectively.

Conclusion: With the improvement of national living standards, people’s demand for living space environment is higher and higher. In order to meet the higher aesthetic needs of residents for the space environment, this study uses humanistic psychology tools to analyze the inner desires of residents in the living environment and put forward reasonable suggestions. After adjusting these suggestions, the expert group found that the countermeasures of “paying attention to the social and emotional needs of residents” have the greatest impact on improving the environmental quality of residents’ living space, followed by “scientifically arranging the living green environment” and “improving the visual beauty of the environment”. The number of people who believe that the impact level of these suggestions is above the “general impact” is 17, 8 and 8 respectively. The expert consultation results show that analyzing the psychological status of residents in the living space environment from the perspective of humanistic psychology is helpful to put forward the countermeasures to optimize the living environment.

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RESEARCH ON THE IMPACT OF REGIONAL ECOTOURISM DEVELOPMENT ON CONSUMERS’ COGNITIVE IMPAIRMENT FROM THE PERSPECTIVE OF BEHAVIORAL ECONOMICS

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Background: The main manifestation of cognitive impairment is that the high-level functions of human brain such as memory, logic and thinking cannot operate normally, and the cognitive impairment of patients in one aspect is likely to cause cognitive impairment in other aspects. The causes of cognitive impairment diseases are mostly abnormal activities of human cerebral cortex. The common clinical symptoms of cognitive impairment include perceptual impairment (such as sensory retardation, sensory deterioration, hallucinations, pathological illusions, etc.), memory impairment (such as strong memory, memory defect, memory error, etc.), and thinking impairment (delusion, abstract generalization disorder, association process disorder, etc.). Cognitive impairment will have a great impact on patients’ ability to understand the world and the surrounding environment, so it has a certain potential threat to ecotourism scenic spots with

strict environmental protection requirements. Therefore, managers and businesses of ecotourism scenic spots may take some measures against consumers with cognitive impairment to reduce their losses to the scenic spots, for example, explain the reasons and significance of protecting the environment of scenic spots, and demonstrate the correct waste treatment methods. These intentional or unintentional interventions and educational measures may help consumers recover from cognitive impairment. Therefore, this study verifies this hypothesis in order to provide some possible new ideas for the treatment of cognitive impairment.

Objective: To explore whether ecotourism has the effect of treating consumer cognitive impairment, and how strong this effect is, so as to provide a potential new method for the field of non-drug treatment of cognitive impairment in the future.

Objects and methods: 20 scenic spots with different levels of ecotourism development were selected from China and divided into five categories according to the maturity of ecotourism development (mainly determined by referring to the environmental protection, public security management, business norms and prosperity of scenic spots). Within 2 days after the start of the study, the consumers of these ecotourism scenic spots conducted MMSE (full name: Mini-mental State Examination) questionnaire survey. 55 consumers who were willing to cooperate with the study were randomly selected from the consumers with a total score of less than 27 (i.e., they were considered to have cognitive impairment). Then, after the tour, MMSE questionnaire survey will be conducted every 10 days, and the last questionnaire survey will be conducted on the 90th day after the tour. Through the statistics of these questionnaire data, we can understand the impact of ecotourism on consumers with cognitive impairment.

Results: After the experiment, the data of the first and last questionnaire survey of 55 subjects were counted, as shown in Table 1.

Table 1. Statistics of the first and last MMSE questionnaire survey results of the subjects

Statistical items	For the first time	Last hole	<i>t</i>	<i>P</i>	Rate of change (%)
Total score	18.52±3.65	23.17±4.50	0.548	0.004	20.07
Overall cognitive impairment level	Medium level	Slight level	-	-	-

Note: All measurement data involved in the experiment are expressed in the form of mean ± standard deviation, and *t*-test is carried out.

The counting data are displayed in the form of number or standard deviation, Chi Square difference significance test is used, and the significance level is taken as 0.05. In addition, the subjects with MMSE total scores of 27-30, 21-26, 10-20 and 0-9 were classified into normal cognition, mild cognitive impairment, moderate cognitive impairment and severe cognitive impairment respectively. According to the data in Table 1, the average total score of the subjects in the last MMSE questionnaire was 23.17, and the subjects were in the state of mild cognitive impairment, while the average total score of MMSE in the first questionnaire was 18.52, and the subjects were in the state of moderate cognitive impairment, an increase of 20.07% compared with the latter. The *P* value of *t*-test of the difference significance of the score data of the two MMSE surveys is 0.004, which is less than the significance level of 0.05. It is considered that the score data of the two surveys are significantly different.

Conclusions: With the development of tourism economy, more and more scenic spots that rely on ecological resources to carry out ecotourism appear in China, and the management and development level of some scenic spots have reached a fairly perfect level. However, after the increase of tourist flow, it is inevitable to receive some consumers with mental diseases such as cognitive impairment, these consumers will bring greater challenges and pressure to scenic spot management. At the same time, scenic spots will also provide them with more intimate and detailed services. Some studies have shown that this service can alleviate the symptoms of mental diseases. This study designed a questionnaire to verify the effectiveness of this conclusion. The experimental results show that the average total score of the subjects in the last MMSE questionnaire is 23.17, and the subjects are in a state of mild cognitive impairment as a whole, the mean value of MMSE total score in the first questionnaire survey was 18.52. The subjects were in a state of moderate cognitive impairment, and the difference between the two MMSE survey scores was significant. The results of the questionnaire show that consumers with cognitive impairment can alleviate their cognitive impairment symptoms to a certain extent through ecotourism.

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RELIGIOUS BELIEF EMOTION AND THE DEFINITION OF “CREATIVE SUBJECT” IN THE CONCEPT OF “BUDDHIST LITERATURE”

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Background: Social psychology is an interdisciplinary subject of sociology and psychology. It studies the psychological and behavioral conditions of individuals and organizations in the social environment, and summarizes the laws used to solve the corresponding social problems. Compared with traditional psychology, it focuses on language, friends, family, living environment while the learning environment has an impact on itself, it also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level. In addition, because the research object of social psychology involves human organizations, it is necessary to strictly abide by the principle of value neutrality, systematic principle and ethical principle in the process of case study, so as to prevent the introduction of irrelevant variables affecting the results in case study. Religious activities are also a special form of social activities, so social psychology can also be applied to analyze the psychological activities of religious people in religious activities. In recent years, more and more religious forces in China have adopted more popular forms of religious literature to influence the psychology of believers and expand the influence of religions they believe in. Religious literature specifically refers to the types of media that share and disseminate religious content with literature as the carrier, accurately judge and classify the feelings of religious belief and the creative subjects in Buddhist literature, which is helpful to supervise the healthy development of religion in China and avoid the occurrence of extreme religious events.

Objective: On the basis of understanding the current missionary methods of Buddhist forces and the main contents of Buddhist literature in China, to explore a more rapid and accurate method to judge the belief and emotion of Buddhist believers and the way to identify the main body of Buddhist literature creation, so as to provide support and supervision methods for the long-term and healthy development of religious undertakings in China.

Participants and methods: Collect the main Buddhist literary works at home and abroad and study them to a certain extent, then find 30 Buddhist people and 20 non-Buddhist people who are willing to participate in the research from home as the research objects, divide 20 non-Buddhist people into experimental group and control group, and conduct special training on social psychology knowledge for the personnel in the experimental group. In particular, teach them the skills to judge their emotions through the words and deeds of the observation objects, do not train the control group, and then ask the personnel of the two groups to interview 30 Buddhist people, and then tell the researchers what they think of the current religious belief emotion type of the interview objects, and then ask the Buddhist people to feed back their true religious belief emotion. Then ask the two groups to study the Buddhist literature of five different Buddhist masters, and then ask them to read the other 10 Buddhist literature written by the five masters, and judge the information of the creative subject (i.e., the author) of each Buddhist literature. Finally, the accuracy rate is used to measure the judgment correctness of the two groups.

Results: After all the experimental steps were completed, the judgment results of the two groups were counted, as shown in Table 1. In addition, all the measurement data in the study are displayed in the form of mean \pm standard deviation, and the *t*-test is conducted. The significance level of the difference is selected as 0.05.

Table 1. Statistics of judgment results of two groups of personnel

Statistical items	Experience group (%)	Control group (%)	Difference	<i>P</i>
Accuracy of belief and emotion judgment	78.2 \pm 4.3	61.9 \pm 5.1	16.3	0.003
Accuracy of judgment of Buddhist literary creation subject	86.5 \pm 4.8	63.7 \pm 4.2	22.8	0.001

The last column in Table 1 is the *P* value of the *t* difference significance test output of the two groups of data, “difference” represents the difference value of the mean value of the corresponding statistical indicators of the two groups of objects. The experimental results show that the average accuracy of the experimental group and the control group in judging the belief and emotion of Buddhist believers and the main body of Buddhist literature creation are 78.2%, 86.5%, 61.9% and 63.7% respectively. The average of the experimental group in these two data is 16.3 and 22.8 percentage points higher than that of the control group, and the data difference is significant.

Conclusions: In order to consolidate the healthy and stable development of religion in China, this study