

carriage handle heights have little impact on them, only 2 points. The cognitive impairment residents with memory impairment scored 4 points, 4 points, 3 points and 3 points respectively on the carriage handle height, visual impairment guidance system, carriage handle height and wheelchair lift. The score of the guidance system for visual impairment was 5.

Conclusions: The special function design of urban rail transit track can help those residents with urban cognitive impairment improve their sense of well-being, reduce residents' anxiety about travel and transportation, and improve residents' quality of life. These designs enhance the social care for special groups, are full of humanistic care, meet the expectations and needs of special groups for urban rail transit, enable them to better integrate into social life, improve their enthusiasm to participate in social life, and are conducive to the harmonious development of society.

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RESEARCH ON THE STRATEGY OF INTERNET FINANCE HELPING RURAL REVITALIZATION IN XINJIANG FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology rose in the West in the 20th century, and its research object is the individual's advanced psychological process. This psychology emphasizes the role of knowledge and believes that knowledge is the main factor affecting individual behavior. The research of cognitive psychology involves the cognitive processes of attention, memory and thinking, and studies the unobservable internal mechanisms and processes such as processing, storage and adaptation. Different from the previous psychological research, the research method of cognitive psychology is a systematic scientific method; Compared with behaviorist psychology, cognitive psychology has internal psychological states such as belief, desire and motivation.

The rural revitalization strategy is a milestone in the development of "agriculture, rural areas and farmers". The rural revitalization strategy is inseparable from the support of Internet finance. However, at present, the products and services provided by rural traditional financial institutions cannot keep up with the pace of the times. The solidified business thinking limits the development of rural finance, and rural residents have insufficient cognitive knowledge about Internet finance, without corresponding Internet financial thinking, I can't understand the role of Internet Finance in rural revitalization strategy. How to break this situation is a problem that needs to be solved at present. Xinjiang is also faced with this problem, and even the task is arduous, because the rural population of Xinjiang accounts for more than half of the total population of Xinjiang, farmers lack initial education, the educational level of rural residents is low, and the number of agricultural and non-agricultural vocational education is even less. From the perspective of cognitive psychology, it can be seen that the lack of Internet finance knowledge affects the attitude of rural residents towards Internet finance, resulting in their cautious financial management projects and lack of desire for wealth creation through Internet finance. Most of them just deposit money in banks or post offices, and the limited financial knowledge comes from the staff of major banks or post offices, even those financial products introduced by the staff cannot be well understood, and they are highly dependent on traditional finance. Due to their cautious character, they are unwilling to use Internet finance, afraid of being cheated, and their trust in Internet finance is not high. In addition, limited by the level of education, many rural residents will not use smart phones and other complex tools, and the network coverage in some remote areas is not high, which hinders the development of Internet Finance in rural Xinjiang.

Objective: In order to change the problems of rural residents in Xinjiang in Internet finance, TV, radio and other carriers are used to publicize Internet finance, so as to improve the awareness of rural residents on Internet finance. Make good use of the way of wall brushing publicity and carry out relevant publicity activities. In the activities, attract rural residents by giving small gifts to reduce their rejection of Internet finance, explain the knowledge of Internet finance, answer their questions, focus on the detailed introduction of financial services and products, and remind rural residents to pay attention to financial fraud. Increase their knowledge of Internet Finance and promote the desire of rural residents to buy financial products. Expand the network coverage in rural areas, establish some public Internet places, and teach the use skills of intelligent devices, so that more residents can use intelligent devices normally. With the help of Internet technology, we will further expand the scope of rural financial services and reduce the

cost of financial services.

Research objects and methods: The research object is the rural residents in Xinjiang. The fuzzy evaluation method is used to evaluate the satisfaction of the impact of Internet Finance on the rural revitalization strategy in Xinjiang. Before the evaluation, understand their understanding of Internet finance knowledge and satisfaction evaluation of Internet Finance Assistance Measures. The grade of satisfaction evaluation is divided. The satisfaction score adopts the five-level scoring system. 1-5 points respectively mean very dissatisfied, relatively dissatisfied, average, relatively satisfied and very satisfied. Data processing adopts Excel software and SPSS software. All results are averaged and rounded.

Results: The questionnaire data were processed to study the satisfaction of different village residents with internet financial assistance measures. The results are shown in Table 1.

Table 1. Satisfaction of residents in different villages with internet financial assistance measures

Village	Internet financial knowledge broadcasting and publicity	Internet financial knowledge campaign	Establish public Internet access places	Professor of intelligent device use
Village A	3	4	5	4
Village B	2	3	4	4
Village C	4	5	5	5

In Table 1, residents in different villages in Xinjiang are different in their satisfaction with internet financial assistance measures. The residents of village a scored 5 points on the establishment of public Internet access places, indicating that the residents of village a are very satisfied with this assistance measure. Village B residents were not satisfied with the broadcasting and publicity of Internet financial knowledge, only gave 2 points, and were satisfied with the establishment of public Internet access places and the use of smart devices. On the whole, the residents of village C are the most satisfied with the three assistance measures among the three villages.

Conclusions: The rural development in Xinjiang is relatively slow, the education level of rural residents is not high, and they are relatively excluded from Internet finance. Through the innovative research on the strategy of Internet finance to help rural revitalization, we have increased the broadcasting and publicity of Internet finance knowledge, established public Internet places and other assistance measures, so that rural residents are full of expectations for the development of rural Internet finance, and their understanding of Internet finance is slowly improving.

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INFLUENCE OF THE LINKAGE DEVELOPMENT OF HUMANISTIC TOURISM AND TOURISM CULTURAL INDUSTRY ON ALLEVIATING TOURISTS' PSYCHOLOGICAL ANXIETY

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Background: The improvement of economic level drives the growth of various consumer industries. Tourism is more and more favored by people in the tertiary industry, and the output value of national tourism is growing rapidly. As a very important part of the tourism industry, tourists' mental health has attracted much attention. The fierce competition and fast-paced life have led to a sharp increase in people's psychological pressure, and various mental health problems occur frequently, because the number of suicides due to psychological problems is as high as more than 10 million in the world. Among the mental health problems, psychological anxiety accounts for a large proportion. Psychological anxiety is divided into realistic anxiety and pathological anxiety. The cause of realistic anxiety is the psychological anxiety caused by the occurrence of events or scenes beyond the control of individuals. This anxiety will be alleviated by the resolution or disappearance of events. Because they feel uneasy and nervous for no reason, they lead to pathological anxiety. Under this anxiety, people will feel uneasy and unwarranted fear, sometimes accompanied by physiological symptoms such as palpitation and shortness of breath. This anxiety is relatively persistent. Although the objective factors leading to anxiety have disappeared, this anxiety will continue for a period of time. Generally speaking, the reason for this situation is related to individual personality characteristics. Psychological anxiety has a great impact on people's physical and mental health, and even lead to suicide. Among many ways to alleviate neuropsychological disorders, tourism has become