

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.

\* \* \* \* \*

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

Wei Niu

*International Business School, Global Institute of Software Technology, Suzhou 215163, China*

**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

the choice of many tourists. Through watching beautiful scenery and tasting delicious food in the process of tourism, release the soul, integrate the body and mind into the natural landscape, and alleviate psychological anxiety. Humanistic tourism adds cultural connotation to the tourism and cultural industry. The humanized design, management, and service allows tourists to get more considerate services, promotes the further alleviation of psychological anxiety, and enables tourists to get high-level physical and mental satisfaction, so as to promote tourists' further consumption and deepen tourists' sense of identity with the local tourism and cultural industry. Let the tourism and cultural industry develop better.

**Objective:** Deepen the linkage development of humanistic tourism and tourism cultural industry, establish corresponding tourism brands and tourism cultural brands according to local characteristics and tourists' consumption needs, so that tourists can enjoy visual and spiritual enjoyment in this tourism atmosphere, so as to gradually eliminate tourists' negative emotions and alleviate tourists' psychological anxiety. Pay attention to the cultivation of the comprehensive quality of tourism practitioners, transform tourism culture into drawings and images, deepen the construction of tourism cultural atmosphere, enhance humanistic value, pay attention to the tourism experience of tourists, and provide humanized services for tourists. Tourists can not only get intimate services, but also relieve their physical and mental fatigue and tension caused by psychological anxiety under this humanistic care. They can also improve their cultural literacy in a strong cultural atmosphere, so as to improve their personal cultural taste.

**Research objects and methods:** Taking tourists as the research object, 310 tourists are randomly selected from a cultural tourist destination. These tourists come from different regions, and there are certain differences in their occupation, hobby, education and income level. In order to study the impact of the linkage development of humanistic tourism and tourism cultural industry on alleviating tourists' psychological anxiety, a questionnaire was compiled. A total of 310 questionnaires were distributed, 302 questionnaires were recovered, and the invalid questionnaires were excluded. The number of valid questionnaires was 297, and the effective rate was 95.81%. The quantitative value of the impact of specific factors is scored at levels 1-5, with 1-3 indicating no impact, slight impact, and general impact, and 4 and 5 indicating obvious impact and complete impact respectively. The SCL symptom checklist was used to detect the changes in tourists' psychological anxiety. The symptom score was 1-5. The higher the score, the more serious the psychological anxiety. The statistical analysis of questionnaire data was carried out by SPSS software.

**Results:** The data collected in the questionnaire were statistically analyzed. The scores of psychological anxiety symptoms of tourists in different positions after tourism are shown in Table 1.

**Table 1.** The influence of college music education integrated into music culture in different regions on college students' emotional disorder

Occupation	Obsessive compulsive symptoms	Interpersonal relationship	Anxious
Junior middle school teachers	1.45±0.64	1.36±0.41	1.28±0.55
Programmer	1.68±0.68	1.33±0.53	1.52±0.62
Civil servant	1.34±0.43	1.48±0.75	1.43±0.60

In Table 1, after the tour, the psychological anxiety symptoms of junior middle school teachers, programmers and civil servants range from mild to general, and there are differences in the scores of psychological anxiety symptoms of tourists of different occupations. The anxiety of junior middle school teachers was the lightest, with a score of (1.28 ± 0.55), followed by interpersonal relationship, with a score of (1.36 ± 0.41). The score of compulsive symptoms of programmers was (1.68 ± 0.68), and the scores of civil servants on compulsive symptoms, interpersonal relationship and anxiety were (1.34 ± 0.43), (1.48 ± 0.75) and (1.43 ± 0.60) respectively.

**Conclusions:** Integrate culture into tourism, improve the cultural connotation of tourism projects, let tourists feel the humanistic care spirit of the tourist destination, relax their body and mind and reduce the psychological anxiety caused by pressure under the surrounding of beautiful scenery and delicious food. Under the humanistic concept of tourism destination, improve self-cultivation of quality, make self-behavior more civilized, and promote the improvement of self-taste after deeply excavating the cultural connotation of humanistic tourism.

\* \* \* \* \*

## TEACHING PRACTICE REFORM OF FILM AND TELEVISION MAJOR IN HIGHER VOCATIONAL COLLEGES UNDER THE GUIDANCE OF SHORT VIDEO MARKETING

Qinghong Zhu

*The Institute of Architectural Engineering and Art Design, Wuxi South Ocean College, Wuxi 214081, China*

**Background:** The ability to respond to stimuli inside and outside the receptor is called consciousness, or the ability of individuals to recognize and observe themselves and the outside world. Conscious individuals usually have good orientation, can have a clear understanding of the surrounding environment and themselves, and their conscious content in cognition, judgment and reasoning is normal. Consciousness obstacle is the obstacle in the individual's awakening state, orientation and consciousness content. Analyzing the current development of short video from the perspective of consciousness barrier, the vigorous development of short video gradually shows some problems. Short video plagiarism, infringement, handling and other phenomena emerge one after another. When a short video is popular, many short videos of the same type will appear quickly, but the actors inside change, the content is basically similar, and the copyright awareness of the short video producer Lack of legal awareness. Influenced by the general environment of short videos and the idea of putting interests first, the students majoring in film and television in higher vocational colleges are not aware of the awakening state of consciousness, weak awareness of copyright, lack of legal awareness and lack of good orientation. Driven by interests, in order to obtain more traffic, they follow the trend in the production of popular videos, weak awareness of innovation and lack of innovation in the short videos produced. Lack of awareness of the market, lack of judgment ability in the audience's video pain points, awareness content barriers, lack of market awareness, film and television students' aesthetic awareness needs to be continuously improved in order to keep up with the audience's increasing aesthetic awareness.

The development of short video market and the consciousness barrier of film and television majors in higher vocational colleges put forward new requirements for the teaching of film and television majors. In the previous teaching, short video and other related teaching contents should be added, which is not a small teaching reform for the teaching of film and television majors. We need to strengthen the cultivation of copyright awareness, legal awareness, market awareness, innovation awareness and aesthetic awareness of film and television majors, awaken the subject consciousness of film and television majors through teaching, and make their learning attitude more proactive, so as to improve their professional level and adapt to market changes.

**Objective:** In view of the consciousness obstacles of film and television majors in higher vocational colleges, teaching practice reform should be carried out to enable students to stimulate their subject consciousness in an equal teaching form. In the learning atmosphere of free communication, carry out discussion and Research on problems, enhance the ideological collision between students and cultivate students' interest in learning. Through the in-depth analysis of some excellent cultural works, we can understand the character and relevant background, integrate into the market consciousness, so as to improve the performance level and arouse the resonance of the audience. Let students adapt or create literary works, ponder the author's writing perspective, guess the character of the characters, and deepen their understanding of the characters, so as to improve students' cultural literacy, creative ability and performance ability, which is conducive to the improvement of students' innovative consciousness. Teach students majoring in film and television copyright knowledge and law to improve their copyright awareness and legal awareness.

**Research objects and methods:** The research object is the students majoring in film and television in higher vocational colleges. This paper analyzes the problems existing in the current short video market and the performance of consciousness obstacles of film and television students, studies the areas where film and television teaching in higher vocational colleges needs to be improved, and collects and processes relevant data. The teaching practice reform intervention experiment is carried out for the learning of film and television major in higher vocational colleges. The film and television students in two classes are randomly divided into control group and intervention group. There is no significant difference in the level of students in the two classes. The control group adopted the teaching practice mode before the reform, and the intervention group adopted the teaching practice mode after the reform. The intervention experiment lasted for 3 months. The teaching practice mode and its effect used in the intervention experiment were quantitatively analyzed by meta-analysis, and the collected experimental data were processed by SPSS software.

**Results:** SPSS software was used to process the relevant experimental data to study the effect of the reform of teaching practice mode of film and television specialty in higher vocational colleges. The results are shown in Table 1.

In Table 1, after the intervention experiment, the degree of consciousness disorder of film and television