

improve students' interpersonal communication ability in social communication, and enable students to quickly adapt to the diversified cultural environment. The research shows that there are many factors that hinder the cultivation of college English cross-cultural communicative competence, among which the obstacle of thinking expression is one of the most important factors. These factors will cause students to not better understand foreign culture and use the language they have learned. Thinking is the process of human brain indirectly and summarizing objective things, which reflects the essence of things and the internal relationship between things. Therefore, it is particularly urgent to analyze the current situation of College Students' thinking logic obstacles, find problems in time and take appropriate measures to solve psychological obstacles. Thinking disorder is an important and common symptom of mental illness, mainly including thinking form disorder and thinking content disorder (mainly delusion). The obstacles of thinking form are mainly the obstacles of association process, such as the acceleration and deceleration of association process, and the irregular combination between appearance and concept. The obstacles of thinking content are mainly manifested in delusion, over price concept and compulsion concept.

**Objective:** Starting from the obstacles of students' thinking and expression, this study studies the importance of cultivating students' cross-cultural communication ability under the multicultural background, puts forward effective teaching strategies, and analyzes the improvement effect of teaching on students' thinking and expression obstacles.

**Research objects and methods:** 180 college students with thinking and expression barriers were selected as the research objects. The students were taught English teaching program based on multicultural model, and all subjects were taught for one semester. Analyze the symptoms of thinking expression disorder of college students before and after teaching.

**Study design:** In this study, the Chinese version of Toronto Alexithymia Scale (TAS-20) was used to evaluate all subjects. There were 20 items, which were structurally divided into three factors: inability to distinguish emotion, inability to describe emotion and extraversion thinking. The scoring method is grade 5, with a score of 1-5. The higher the score, the more agree. The total score is between 20 and 100. The higher the score, the more serious the symptoms are. The correlation between the results of TAS-20 and depression and anxiety was analyzed.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics, and Pearson correlation analysis is used for correlation analysis.

**Results:** After teaching, the scores of all factors of the subjects were significantly lower than those before teaching ( $P < 0.05$ ).

**Table 1.** Comparison of TAS-20 scores before and after teaching

Time	Emotional discrimination	Emotional description cannot	Extroverted thinking	Total score
Before teaching	26.74	16.91	27.61	70.86
After teaching	17.14	13.63	22.41	53.18

**Conclusions:** With the development of modern information technology, colleges and universities have applied multimedia and network teaching technology, and opened network teaching base and network teaching and research system. Teachers should build a network teaching model to promote the reform and innovation of the informatization development of English teaching with network teaching, so as to promote the teaching efficiency of cultivating cross-cultural communicative competence in college English. Under the multicultural background, it is particularly urgent for teachers to keep up with the pace of the times, continuously improve their comprehensive quality, make full use of the teaching content of cross-cultural communication, analyze the current thinking logic obstacles of college students, find problems in time, and take appropriate measures to solve the psychological obstacles.

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## THE INTEGRATION OF COLLEGE MUSIC EDUCATION AND CHINESE TRADITIONAL MUSIC FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** Psychology believes that people's psychological process includes cognitive process, emotional process and will process. Among them, the cognitive process includes perception, memory,

thinking, imagination and so on. Emotional process refers to people's emotional expression of things. The process of will is the psychological process of transforming ideal into reality. In music teaching, teachers should understand students' psychological state before they can correctly guide and control students' psychological process, that is, guide students' cognitive process from sensibility to rationality, stimulate students' rich emotion and cultivate students' good psychological quality. In specific teaching activities, music teachers should master the psychological characteristics of students of different ages and teach students to feel, understand and master the connotation of music. Research shows that the integration of Chinese traditional music into music education in colleges and universities is conducive to the mental health of college students. Chinese traditional music is an important part of Chinese traditional culture, which has laid a deep foundation for the development of Chinese music. There are many types of Chinese traditional music, which together form a brilliant Chinese music history and highlight the bright light of Chinese traditional culture. In the process of music education in colleges and universities, the introduction of Chinese traditional music elements is a necessary measure to innovate music education, which is of great significance to enrich and deepen the connotation of music education. As an important base for cultivating music talents, colleges and universities provide opportunities and platforms for young students to learn music. In order to cultivate the music literacy of young music scholars, we must strengthen the education of Chinese excellent traditional music, make them appreciate the charm of Chinese excellent traditional music, and constantly enhance the music heritage of young students. Therefore, music teachers should not only have the required music quality and theoretical knowledge, but also master the laws and methods of music teaching, and have the knowledge that can master students' psychology.

**Objective:** As an important part of quality education, music education in colleges and universities plays an important role in improving students' psychological quality. Music education in colleges and universities is an important way to implement aesthetic education. It plays a positive role in developing students' intelligence and improving students' psychological quality. Starting from students' psychology, this study integrates Chinese traditional music into music education in colleges and universities, in order to explore the promoting effect of this teaching method on students' mental health.

**Research objects and methods:** An experiment was conducted on 300 college students in a university. The music teaching method integrating with Chinese traditional music was used to teach students for one semester. Analyze the changes in psychological quality of college students before and after teaching.

**Research design:** Combined with the current situation of music teaching in colleges and universities in China, and referring to a large number of domestic and foreign literature, this study adopts the self-designed traditional music integration teaching evaluation scale for investigation and research, from the aspects of students' learning interest, learning attitude, music knowledge learning, learning habits, and quality, students' classroom participation. The communication between teachers and students in the classroom is evaluated from six dimensions, including a total of 15 items. Each dimension in the scale adopts the 5-level scoring method, with a score of 0-4. The higher the score, the better the learning effect.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** The evaluation scale of traditional music fusion teaching is shown in Table 1. After the integration of Chinese traditional music into college music education, the scores of students' learning interest, learning attitude, music knowledge learning, learning habits and quality, students' classroom participation and classroom teacher-student communication were significantly higher than those before teaching ( $P < 0.01$ ).

**Table 1.** Evaluation results of traditional music fusion teaching evaluation scale

Dimension	Before teaching	After teaching
Learning interest	2.47	2.82
Learning attitude	2.75	3.13
Music knowledge learning	2.69	2.92
Learning habits and quality	2.15	2.53
Students' classroom participation	2.62	3.13
Classroom teacher-student communication	1.69	2.19

**Conclusions:** Inheriting and developing Chinese traditional music is not only an important cause of music education in colleges and universities, but also an important move to promote the innovation and progress of music education in colleges and universities. Among young students, carrying forward the essence and connotation of Chinese traditional music can cultivate young students' character, cultivate students' sentiment, guide students to establish a lofty pursuit of music spirit, and enhance students' comprehensive musical ability and psychological quality. In the process of music education in colleges and universities, we

should not only pay attention to the cultivation of young students' music skills, but also blindly focus on the study of music-theoretical knowledge. We also need to change the utilitarian educational concept from the perspective of cultivating students' comprehensive quality. In order to inherit Chinese traditional music, music education in colleges and universities should abandon the impetuous learning atmosphere, firmly follow the road of traditional music learning, step by step, and imperceptibly enhance students' music heritage and music literacy.

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## INFLUENCE OF RESIDENTS' PSYCHOLOGY ON RURAL TOURISM DEVELOPMENT AND TOURISTS' BEHAVIOR IN TOURISM CITIES

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**Background:** Cultural psychology is the deep structure of national and national cultural traditions, which has been in the human value system for a long time. Cultural psychology is different from the culture of the population itself, which is gradually formed in the process of its own long-term development. Social psychology is that people may change casually with the change of their own situation in their own living environment, and there is a certain instability. Cultural and social psychology only have different cognition of status, and there is no implicit or explicit difference. Cultural psychology has great commonalities in the same population. For example, the folk customs in rural tourism areas have their own characteristics, but cultural psychology has great commonalities. However, there is great variability in social psychology. For example, it is impossible to classify the residents' psychology in tourism development areas in various periods, which is precisely because individuals will show great personality in social psychology. Therefore, we must study the changes of social psychology on the premise of cultural psychology. The research shows that the psychological research of tourism city residents needs to include two perspectives of social and cultural psychology, and the observation centers of the two psychologies are also different. Social psychology is to consider the impact on individual psychology from the perspective of society. It is changeable compared with cultural psychology. It focuses on the process and mode analysis of individual psychological change when society changes. Cultural psychology puts more emphasis on the differences under different cultural backgrounds. For the development of rural tourism, it breeds different cultures and soils with cities, and there are great cultural differences.

Both urban tourism and rural tourism have certain mobility, including the flow of tourists, information and cultural subjects. For the development of rural tourism, although the degree of modernization is low, it is more rooted in Chinese traditional culture. Therefore, the psychology of urban residents and the development of rural tourism can be regarded as the differences between modern and traditional culture. Different regional cultural differences are also one of the important reasons for tourism flow. Different cultural backgrounds will inevitably lead to psychological differences, and different psychology will also lead to different behaviors.

**Objective:** From the perspective of cultural psychology, this study will analyze the impact of the psychology of urban residents on the development of rural tourism, and the psychological changes of residents in the face of the changes of local economy, social life and living environment.

**Research objects and methods:** Taking a tourism city as an example, through the methods of literature review and expert interview, according to the composition requirements of Analytic Hierarchy Process (AHP), combined with the internal and external hidden factors of situation analysis (SWOT), this paper analyzes the influencing factors of residents' psychology on the development of rural tourism.

**Research design:** Combined with AHP and SWOT, the AHP-SWOT analysis method is obtained, and the impact index system of tourism city residents' psychology on rural tourism development is constructed. The SWOT strategic decision-making of the index system is deeply explored based on AHP-SWOT, and the usability of the analysis results is analyzed.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** For the decision analysis of internal and external key factors in quantitative SWOT, the weighted weight is the product of weight and score, and the sum of weighted values of internal and external key factors is 0.659 and 1.663 respectively.

**Conclusions:** Based on the principle of sustainable development, while paying attention to economic benefits, the development of tourism must comply with the local social ethics, and the impact of tourism on local traditional habits and social activities must be considered to reduce the degree of psychological shock