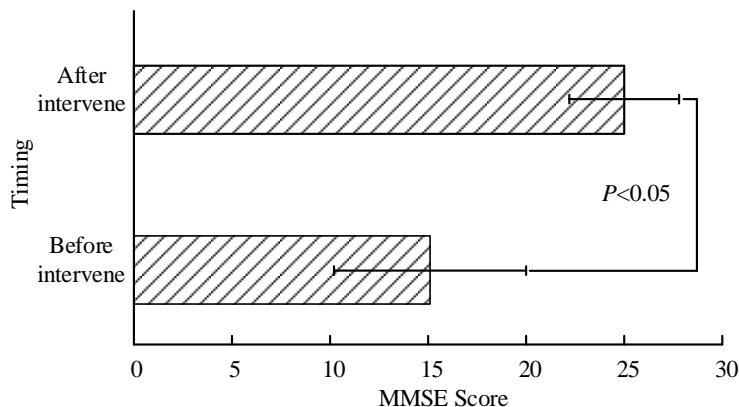


**Methods:** Excel software and SPSS24.0 software, as the main data analysis tool, completes the statistics and analysis of relevant data.

**Results:** Before the intervention, the MMSE score of investors in stock exchanges was low, maintained at about 15.01. After the intervention, the MMSE score increased to about 25.03. The comparison results of MMSE scores before and after intervention showed that the difference was statistically significant ( $P < 0.05$ ). See Figure 1 for details.



**Figure 1.** Comparison of MMSE scores of investors in stock exchanges before and after intervention

**Conclusions:** From the perspective of cognitive impairment, the empirical research and opening-up strategy of international comparison of China's securities market based on cognitive psychology has a good application effect, which can significantly improve investors' MMSE score and effectively eliminate investors' cognitive impairment. The opening strategy of international comparison of China's securities market from the perspective of cognitive impairment proposed by this study can enable investors to always maintain a high level of mental health and make reasonable investment judgments and decisions in the investment process.

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## PROTECTION TOURISM DEVELOPMENT OF INTANGIBLE CULTURAL HERITAGE UNDER THE TOURISM EXPERIENCE OF COGNITIVE IMPAIRMENT

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**Background:** Cognitive impairment is a mental health disorder that has a negative impact on various cognitive abilities. It will lead to the impairment of individual basic cognitive function, which is mainly externalized into executive dysfunction, learning and memory impairment, sensory motor function limitation, complex attention decline, aphasia and agnosia. The memory ability and language ability of patients with cognitive impairment will be significantly reduced, accompanied by abnormal emotion or behavior, which is difficult to carry out normal social, work and life. Patients with cognitive impairment will show some functional impairment or decreased ability in all aspects, and even have great difficulty in leisure activities such as tourism experience. The intangible cultural heritage protection tourism development of tourism experience has great attraction and influence on normal tourists, and its influence on tourists with cognitive impairment is unknown. Intangible cultural heritage is a kind of precious cultural heritage. Its transmission mode is oral and heart-to-heart instruction from generation to generation. It is not only a single cultural heritage, but also a symbol of the cohesion and continuation of the spirit of all nations in the world. At present, most scholars believe that intangible cultural heritage has the basic characteristics of uniqueness, historicity, inheritance, nationality, regionality, intangibility and diversity. In addition, intangible cultural heritage should also have the characteristics of popularity and vulnerability. The popularity is reflected in the strong local flavor and popular color covered in the intangible cultural heritage. This is because the intangible cultural heritage is mainly produced and continuously spread among the people. Under the adaptation and innovation of folk artists in previous dynasties, it has been recognized by the public and inherited. Vulnerability is mainly reflected in the fact that intangible cultural heritage is very vulnerable to change and destruction. Due to the particularity of Intangible Cultural Heritage

Inheritance, it will be irreparable once it is destroyed. Therefore, intangible cultural heritage is often faced with the risk of extinction, which is also one of the manifestations of its vulnerability. Based on this, it is very important to develop the protective tourism of intangible cultural heritage.

There are some differences between tourism experience and traditional tourism model. The former focuses more on the physical and mental feelings of the noumenon, which is the embodiment of the internal spiritual pursuit. Tourism experience is a kind of value experience of certain significance to individuals or society. It is the result of the active participation of tourism subjects and the interaction with tourism objects. Tourism development under cognitive impairment can explore more diversified tourism experience from the perspective of cognitive psychology. On the basis of realizing the protective tourism development of intangible cultural heritage, we can also explore its impact on tourists with cognitive impairment.

**Objective:** Tourism experience is a way to compensate for physical and mental deficiency, which can make individuals establish contact when they travel with the external world, watch and imitate, so as to improve their psychological level and adjust their psychological structure. Explore the development model of intangible cultural heritage conservation tourism under the cognitive barrier of tourism experience, in order to dig out the best measures to study and protect intangible cultural heritage, and improve the cognitive impairment of tourists.

**Research objects and methods:** 108 tourists with cognitive impairment were randomly selected on the tourism website as the research object, and four tourism experience modes were constructed from the perspective of cognitive psychology, so that all subjects could choose and evaluate them. According to the evaluation results, we can analyze the attitudes of tourists with cognitive impairment towards different tourism experience modes and the changes of their own cognitive impairment symptoms.

**Research design:** From the perspective of cognitive impairment, the tourism experience model is divided into four types: compensatory tourism experience, reclusive tourism experience, extreme tourism experience and cognitive tourism experience. Using ant colony classification algorithm, count and analyze the number and proportion of various tourism experience choices.

**Methods:** Using Excel and SPSS24.0 to collect data and calculate the number of people who choose different tourism experience modes.

**Results:** Different tourism experience models have different characteristics of cognitive impairment, of which 41 and 37 choose extreme tourism experience and reclusive tourism experience respectively, which shows that most tourists with cognitive impairment have a good desire to escape from the secular world and return to nature.

**Table 1.** Description of different tourism experience modes and tourist selection

Different tourism experience modes	Specify	Select number of people	Proportion (%)
Compensatory tourism experience	Physical and psychological deprivation	5	0.05
Reclusive tourism experience	Escape from the real world of daily life	37	0.34
Extreme tourism experience	The pursuit of individualized contact	41	0.38
Cognitive tourism experience	Get to know the unknown world	25	0.23

**Conclusions:** The intangible cultural heritage protection tourism under the cognitive impairment can eliminate the cognitive impairment of tourists to a certain extent and restore them to the normal level of mental health. Under the positive influence of different tourism experience modes, they devote themselves to the research and protection of intangible cultural heritage in the process of tourism.

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## PSYCHOLOGICAL METHODS AND THEIR APPLICATION IN THE IDEOLOGICAL AND POLITICAL WORK OF EMPLOYEES IN STATE-OWNED ENTERPRISES

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**Background:** In the process of sustainable development and improvement of socialist market economy,