

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,

social competition is becoming more and more fierce, the process of state-owned enterprise system reform is also advancing, the economic benefits of state-owned enterprises have been greatly improved, and their asset scale has been innovated and expanded. In this context, the ideological and political work in state-owned enterprises should also carry out long-term and lasting reform and development. By strengthening the development of ideological and political work in state-owned enterprises and improving the management mechanism of ideological and political work, we should improve the effectiveness of employee management in state-owned enterprises, so as to improve the professional quality and moral level of employees in state-owned enterprises. Finally realize the establishment of excellent corporate culture of state-owned enterprises. In the actual process of the ideological and political work of employees in state-owned enterprises, the ideological and political educators in state-owned enterprises bear the important task of improving the overall quality of employees. To ensure the smooth development of ideological and political work, we first need to pay attention to the development function and significance of ideological and political work to state-owned enterprises, which is the prerequisite for the stable development of state-owned enterprises. Some leaders of state-owned enterprises insist on the supremacy of interests and believe that the ideological and political work of employees is far less important than economic development. Therefore, it will usually promote the ideological and political work to give way to the production and operation of enterprises. The lack of ideological and political work of employees in state-owned enterprises is not conducive to the daily operation and sustainable development of enterprises. Based on this, we must deeply explore the problems existing in the current ideological and political work of state-owned enterprises, put forward corresponding solutions to the problems, and optimize the ideological and political construction scheme of enterprises. Moreover, the way of carrying out the ideological and political work of employees in state-owned enterprises also needs to be improved and optimized. The traditional ideological and political work has problems such as marginalization, singleness and lack of innovation, which makes it difficult for the ideological and political work of employees in state-owned enterprises to achieve remarkable results. The essence of ideological and political work of employees in state-owned enterprises is ideological and political education, so it is feasible to apply appropriate psychological methods in it. In the process of carrying out their daily work, employees of state-owned enterprises are faced with external diversified influencing factors, including social ideological trend, competitive employment system, social structure reform, etc., which leads to the ideological characteristics of employees of state-owned enterprises showing strong profit seeking, competitiveness and confusion. Based on the perspective of psychology, this paper observes the psychological changes and causes of employees in state-owned enterprises, and can take some targeted measures to ensure the effectiveness of ideological and political work of employees in state-owned enterprises.

**Objective:** In the reform of state-owned enterprises, many deep-seated relations and problems need to be adjusted to fully realize the reform of the system. As the spiritual driving force of enterprise development, the ideological and political education of employees in state-owned enterprises involves many problems such as interests, responsibilities and rights in the system reform of state-owned enterprises. In order to reasonably coordinate the relations among various parties and achieve the purpose of promoting the smooth development of the reform of state-owned enterprises, we must start with the ideological and political work. In the ideological and political work of employees in state-owned enterprises, it is necessary to adopt appropriate psychological methods and combine relevant systems to correctly guide, educate and motivate employees, cultivate employees' professional sentiment of loving their posts, dedication and pioneering spirit, and then help state-owned enterprises develop healthily under the mutual promotion of spiritual and material strength. It highlights the importance and necessity of ideological and political work.

**Research objects and methods:** 26 employees of state-owned enterprises were randomly selected from three state-owned enterprises, a total of 78. Analyze the performance of all employees during the intervention period, and give them ideological and political education from the perspective of psychology.

**Research design:** From the perspective of psychology, the traditional ideological and political education was improved and optimized, and then 78 employees of state-owned enterprises were educated from the perspective of psychology. At different time points before and after the intervention experiment, the employees were asked to evaluate their satisfaction with the ideological and political education.

**Methods:** The satisfaction of state-owned enterprise employees with different ideological and political education work was divided into three levels: dissatisfaction, general and satisfaction. Excel software and SPSS22.0 were used for statistics and analysis.

**Results:** After the intervention, the satisfaction evaluation results shown in Table 1 were obtained. According to Table 1, there are only 4 dissatisfied employees of state-owned enterprises, accounting for 5.13%. The proportion of employees who choose general and satisfied employees is 62.82% and 32.05% respectively, which is much greater than the former. The results of satisfaction evaluation show that the ideological and political work from the perspective of psychology has a good educational effect.

**Table 1.** Evaluation results of state-owned enterprise employees' satisfaction with ideological and political education [n (%)]

Degree of satisfaction	Dissatisfied (%)	Commonly (%)	Satisfied (%)
Before intervention	19 (24.36)	25 (32.05)	34 (43.59)
After intervention	4 (5.13)	49 (62.82)	25 (32.05)

**Conclusions:** The ideological and political education work provides the reform power and development path for state-owned enterprises. It is very important to pay attention to the development of the ideological and political work of the employees of state-owned enterprises. The integration of psychological theory into the ideological and political work can significantly improve the satisfaction and professional quality of the employees and ensure the effectiveness of the ideological and political work.

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## ON THE PROMOTING EFFECT OF COLLEGE PHYSICAL EDUCATION REFORM ON STUDENTS' MENTAL HEALTH FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** Educational psychology is one of the applied disciplines of psychology, and it is also an interdisciplinary discipline of psychology and pedagogy. Therefore, educational psychology has both the academic theoretical characteristics and practical application characteristics of psychology and pedagogy. The main research contents of educational psychology include human learning in educational context, the effect of educational intervention, teaching psychology, and the social psychology of school organization. The core idea of educational psychology is to apply the theory or research results of psychology to education. Educational psychology has a wide range of applications, including curriculum design, improvement of teaching methods, promotion of learning motivation and so on. It can even help students face various difficulties and challenges in the process of growth. Under the guidance of scientific teaching theory, educational psychology can study and discuss the basic laws and the interaction between teachers and students in the teaching process, which is helpful to improve the teaching quality and teaching effect, and play a significant role in the smooth development of teaching work. In diversified teaching scenarios, educational psychology can have different positive effects, and even speed up the reform and optimization of related courses. The current teaching mode and effect of physical education in colleges and universities are not optimistic, mainly in two aspects: students and teachers. At the level of students, it is mainly reflected in the unclear motivation of physical education learning, the difficulty of correctly choosing physical education learning items, the weak awareness of independent physical exercise and the lack of interest in physical education learning. At the level of teachers, there are two problems: the lack of rationality of physical education teaching methods and incomplete teaching equipment. From the perspective of educational psychology, a series of reforms on college physical education teaching can find the most appropriate physical education teaching mode from the perspective of students' psychology, so as to improve students' sports enthusiasm and enhance students' physical quality.

**Objective:** Physical education in colleges and universities is of great significance to comprehensively implement quality education and further promote the growth of students. From the perspective of educational psychology, college physical education teaching needs to undertake the important tasks of improving students' physical and mental health, helping students form good habits, guiding students to establish rule awareness and driving students to practice social morality. However, in the current process of college physical education, there are still many problems to be improved, including lack of teaching resources, lack of students' interest and so on. From the perspective of educational psychology, colleges and universities should continue to strengthen theoretical teaching, highlight the social value of teaching, pay attention to students' psychological needs by constructing a multi-dimensional resource system and reforming students' evaluation mechanism, so as to provide strong support for the reform and practice of college physical education teaching.

**Research objects and methods:** 322 non physical education majors in colleges and universities were randomly selected as the research object to receive targeted physical education teaching training from the perspective of educational psychology, and to explore their psychological and behavioral performance in the