Conclusions: To realize the protection and tourism development of famous historical and cultural villages, we can deeply excavate the non-cultural heritage infamous historical and cultural villages, take the non-cultural heritage as the starting point, give play to the guiding role of folk culture, use the local characteristics of famous historical and cultural villages to attract more tourists and promote the development of rural tourism. The protection and development of famous historical and cultural villages should strengthen the living inheritance of non-cultural heritage, pay attention to the living inheritance of cultural heritage, protect and respect the development laws and characteristics of cultural heritage, and promote the commercial and economic development of famous historical and cultural villages based on the inheritance of intangible cultural heritage of famous historical and cultural villages. Moreover, the government should establish the protection system of intangible cultural heritage inheritors from the institutional level, realize the intelligent protection of intangible cultural heritage through digital technology, establish the database of intangible cultural heritage inheritors, and promote the impact of historical and cultural village protection and tourism development on modern people's spiritual anxiety.

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ANALYSIS OF THE INFLUENCE OF THE INNOVATIVE DEVELOPMENT OF IDEOLOGICAL AND POLITICAL EDUCATION ON STUDENTS' MENTAL ANXIETY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a branch of social psychology, and it is closely related to general psychology and pedagogy. Its main research object is the learning and educational psychology of students and the teaching psychology of educators in the environment of receiving education. By studying the psychology of students and educators, the application of educational psychology can achieve many purposes, such as improving teaching methods, stimulating students' learning motivation, assisting students to face difficulties in the learning process and so on. Under the background of the rapid changes of the Chinese era, the growth environment of China's youth groups has become more complex. Due to the unbalanced development of the social environment, the confusion of values on the Internet, the intensification of employment competition among college students and other problems, some college students have the anxiety of irrational emotional tendency. If this anxiety is not eliminated and guided, it may even develop into mental anxiety disorder, which seriously affects students' life, social intercourse, study, employment and other affairs. Dispelling this anxiety, or restricting and eliminating it in the early stage of anxiety, is conducive to helping college students form stable and positive social values. However, at present, most colleges and universities in China do not set up compulsory mental health courses, and a few elective mental health courses are not valued by students and teachers. Therefore, integrating the content of college students' mental health education into the existing courses is a more realistic and effective strategy, and the ideological and political education course has the characteristics of guiding students' thoughts and psychology, it is most suitable for integration with mental health education. Therefore, this study is committed to exploring the feasibility of applying educational psychology methods in college ideological and political courses to guide and treat students' mental anxiety and emotion.

Objective: To investigate the current overall mental anxiety of college students in China, and carry out teaching experiments to verify whether the integration of educational psychology theory and method into ideological and political education in colleges and universities can alleviate the symptoms of mental anxiety to a certain extent.

Participants and methods: Four colleges and universities were randomly selected from China, and then SAS (Self-rating Anxiety Scale) questionnaire survey was conducted on the students willing to participate in the study. 284 students were selected from the student group with a total score of no less than 50 (it is considered that such students have a certain degree of anxiety symptoms), and they were divided into experimental group and control group on average, carry out ideological and political teaching with the same content, and the teaching experiment lasts for one semester. However, in the teaching process of the experimental group, teachers are required to use the method of educational psychology as much as possible to observe the real-time psychological state of students. When students are found to have anxiety, they should ask and understand the causes of their anxiety in time, and take targeted measures to comfort, encourage solve students' anxiety by solving anxiety affairs, and teach some skills of self-regulation of anxiety. After the experiment, the two groups of students were investigated by SAS questionnaire again. In

addition, all measurement type features in the study are displayed in the form of mean ± standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for Chi-square test. The significance level of difference is taken as 0.05.

Results: After the experiment, the effective questionnaire data were entered into the computer and Python3.0 programming language, and Table 1 is obtained.

Table 1. Statistics of SAS scale scores of two groups of students before and after the experiment

Statistical time	Experience group	Control group	*t*	*P*
Before experiment	56.4±5.2	56.6±5.6	0.845	1.749
After the experiment	41.7±4.8	56.3±4.5	0.130	0.01
t	0.142	0.822	-	-
P	0.012	1.848	-	-

It can be seen from Table 1 that the *P* values of *t*-test of SAS total score data of the two groups of students and the control group before and after the experiment are 1.749 and 1.848 respectively, which are far greater than the significance level of 0.05. It is considered that the data difference is not significant, that is, the severity of anxiety symptoms of the two groups of students before the experiment is roughly the same and comparable, and pure ideological and political teaching has no effect on treating students' anxiety symptoms. However, after the experiment, the average SAS total score of the experimental group was 41.7, which was significantly lower than that of the control group, and the data difference was significant.

Conclusions: In view of the psychological anxiety of Chinese college students, after investigating and understanding the current situation of the overall mental anxiety of Chinese college students, an ideological and political teaching experiment was designed and implemented. In the experiment, both groups of students received the same ideological and political teaching, but the teachers in the experimental group were required to pay attention to the anxiety of students in the teaching process and take targeted measures to deal with it. After the experiment, the average SAS total score of the experimental group was 41.7, which was significantly lower than that of the control group, and the data difference was significant. The experimental results show that using educational psychology to deal with students' anxiety in the process of ideological and political teaching is helpful to improve students' mental anxiety.

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THE CONSTRUCTION STRATEGY OF LOGISTICS TRANSPORTATION PACKAGING RECYCLING NETWORK MODEL FROM THE PERSPECTIVE OF ENVIRONMENTAL PSYCHOLOGY

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Background: Environmental psychology, also known as ecological psychology, is an applied social psychology discipline that studies the relationship between human psychology, behavior and environment. The research purpose of environmental psychology is to apply the discovered psychological laws and psychological theories and methods to the workers' production process, so as to optimize the production process, reduce or eliminate the occurrence of accidents, and improve the workers' production efficiency. The research scope of environmental psychology and social psychology overlap, but the former pays more attention to the relationship between human psychology and natural environment, while the latter pays more attention to the relationship between the psychology of the research object and the social environment. However, from a macro perspective, the natural environment and social environment are coordinated and unified, because both will have an important impact on the behavior of individuals and organizations. In recent years, the logistics industry has developed rapidly, accompanied by the increasingly serious problem of over decorated package packaging, and customers' lack of corresponding awareness in package recycling and environmental protection, which has further exacerbated the degree of environmental pollution. Scholars in the industry have put forward a number of solutions to this problem, among them, the most effective is to build a logistics transportation packaging recycling network to recycle the used packaging materials. Therefore, this study attempts to use the method of environmental psychology to analyze the psychological factors of residents and system employees who affect the operation