

cannot well control and face the negative emotions under pressure, which will produce anxiety symptoms. Ideological and political education is not only an important way to strengthen the ideological construction of educational objects, but also the main method to guide educational objects to cultivate correct outlook on life and values. It plays an important role in establishing the self-confidence of educational objects, cultivating good moral concepts and strengthening the ideals and beliefs of educational objects. It is of great significance to the moral quality level, mental health construction and future development of educational objects. Based on personality psychology, the research improves and innovates the traditional teaching mode of ideological and political education in colleges and universities. The results showed that there was no significant difference in SAS score and SCL-90 score between the two groups before teaching ($P > 0.05$). After a period of teaching, the SAS score and SCL-90 score of the students in the research group were significantly lower than those in the control group ($P > 0.05$). Therefore, improving the teaching mode of ideological and political education in colleges and universities based on personality psychology can effectively alleviate students' anxiety and improve students' psychological quality.

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THE IMPACT OF “RURAL REVITALIZATION +” SPORTS CULTURE TOURISM INDUSTRY DEVELOPMENT ON TOURISTS' PSYCHOLOGICAL BARRIERS BASED ON SOCIAL PSYCHOLOGY

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Background: Social psychology refers to the study of the occurrence and change law of psychology and behavior of individuals and groups in social interaction. Social psychology discusses interpersonal relationships at the individual level and social group level. The research contents at the individual level include: individual socialization process, communication, speech development, partners, the impact of family and living environment and school on individuals. The research contents at the social group level include: group communication structure, group norms, attitudes, racial prejudice, aggressive behavior, customs and culture, etc. Psychoanalytic theory was founded by Austrian psychiatrist Freud at the end of 19th century and the beginning of 20th century. Early theories believed that all human behavior motives were related to sexual instinct and impulse; Behind sex is a sexual potential called “Libido”, which often drives people to pursue pleasure. The later theory holds that people have sexual instinct and self-instinct pointing to the growth and promotion of life, that is, survival instinct, but also death instinct expressed as the desire to kill. Over the past decade, the mortality rate of middle-aged people aged about 50 has increased the fastest, of which 70% is directly due to mental fatigue, work pressure, mental tension, psychological burden, emotional instability, too fast pace of life, too fierce competition and so on. The reasons for this situation are: First, the awareness of physical fitness is relatively weak; Second, it is easy to ignore the combination of work and rest, resulting in long-term mental fatigue; Third, lack of sleep. Therefore, mental fatigue, mental stress and continuous tension will seriously endanger physical and mental health. This kind of harm is multi-link and multi-level, which is difficult to be antagonized by general drugs.

In recent years, China has accelerated the revitalization of rural areas. The pace of development, especially the development of sports and cultural tourism industry, attaches great importance to the development of rural tourism, and has formulated many corresponding measures in terms of policies to promote the development of rural sports and cultural tourism industry. Under this background, many rural villages and mountainous areas with tourism resources have begun to vigorously develop sports and cultural tourism, but due to lack of experience in the development process and insufficient supporting infrastructure and funds, there are many problems in the process of tourism development, such as blind development in pursuit of economic benefits, which has an impact on the development level, competitiveness and environment, which is very unfavorable to the sustainable development of China's tourism development. From the demand level theory, balance theory and conformity theory of social psychology, we can analyze the internal deep-seated reasons for the development of “rural revitalization” sports culture tourism industry. Its essence is to take sports culture as the core connotation, express this culture through tourism forms, and realize the in-depth understanding and specific practice of sports culture in the process of tourism.

Objective: In modern civilized society, people's pace of life is faster and faster, and the pressure of work is also greater and greater. It is very easy to have all kinds of psychological obstacles in life and work. This

paper investigates and analyzes the psychological obstacles and influencing factors of rural sports and cultural tourism participants by studying the ways and methods to promote the development of rural sports and cultural tourism from the perspective of psychology.

Research objects and methods: Using stratified cluster random sampling method, five rural areas were randomly selected for field survey, and 200 tourists of different ages and genders were randomly selected. A total of 200 questionnaires were distributed, and 200 valid questionnaires were recovered, with a recovery rate of 100%.

Research design: Hamilton Anxiety Scale (HAMA) was used to judge the development of rural sports and cultural tourism, and the psychology of tourists was analyzed. The scale can reflect the severity of the disease, including physical anxiety and mental anxiety. If the score is lower than 6, there is no depression; if the score is between 7 and 17, there may be anxiety; if the score is between 14 and 21, there is anxiety; if the score is more than 21, there is significant anxiety.

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

Results: The total HAMA score of tourists after the tour was significantly lower than that before the tour ($P < 0.05$), and the factors of mental anxiety and physical anxiety were significantly lower ($P < 0.05$).

Table 1. Improvement of tourists' anxiety before and after tourism

Score	Factor		<i>t</i>	<i>P</i>
	Before tourism	After tourism		
HAMA total score	19.16	9.68	2.476	<0.05
Mental anxiety	10.79	5.23	3.401	<0.05
Somatic anxiety	8.27	4.60	3.390	<0.05

Conclusions: Actively cultivate the awareness of sports cultural tourism and improve the information system of sports cultural tourism. The improvement of information system is one of the effective ways to expand the social benefits of sports cultural tourism and improve personal expectations. Only by improving the social benefits and social expectations of sports cultural tourism can we better promote the development of sports cultural tourism. In view of the low popularity and attraction of sports cultural resources in some rural areas, as well as the lack of tourists' understanding of sports cultural tourism, we can strengthen publicity, coordinate the relationship between all aspects, and comprehensively, systematically, deeply and persistently publicize sports cultural tourism. For example, enrich the content and types of sports and cultural tourism projects, develop more tourism projects with both leisure value and economic value, and create different tourism projects according to the needs of tourists of different genders and ages. Only by improving the perceived value of sports culture tourists can we enhance the popularity of sports culture tourism and promote the development of sports culture tourism industry.

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THE INFLUENCE OF COLLEGE ENGLISH TRANSLATION AND INFORMATION TEACHING INNOVATION ON COLLEGE STUDENTS' THINKING LOGIC OBSTACLES

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Background: Thinking is the reflection of human brain's indirect generalization of objective things and the highest form of human cognitive activities. The materials obtained from perception form concepts through brain analysis, comparison, synthesis, abstraction and generalization. The whole process is called thinking. Thinking is a pathological state that lacks its inherent logical connection and cannot be understood by normal people, which is called thinking logic disorder. There are many different classifications of thinking disorders, including thinking speed disorder, thinking form disorder, lack of purpose orientation, pathological symbolic thinking and so on. Patients occasionally feel that their thinking does not belong to them, that their thinking activities lose their autonomy, or that they are controlled by external forces, such