

RURAL REVITALIZATION + DEVELOPMENT OF MARINE CULTURAL TOURISM INDUSTRY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology studies the changes of individuals or groups in psychological behavior under the action of society and the laws of these changes. Social psychology is generally studied from the perspective of individuals and social groups. From the perspective of social groups, social psychology studies the structure of group communication and its norms. The research field of social psychology mainly includes three aspects: individual, interpersonal and group. Individual process is to study individual perception, self-consciousness and other contents. Interpersonal process is to study the interaction between people. Group process is to study human psychological behavior in group and other environments, such as group process and organizational behavior. Group indicates that people who depend on and influence each other form a collection. The number of people in this collection is more than two, and these members will have face-to-face contact or interaction. The psychological functions of groups mainly include sense of belonging, sense of identity and social support. Social support means that after the behavior and thought of the members of the group meet the requirements of the group, the group will encourage and praise these members to continue these behaviors. The high cohesion of the team can promote the stability of the team, improve the dependence of members on the group, enable members to obtain higher self-confidence and improve the work efficiency of the team. Rural revitalization strategy is a kind of group organization behavior from the perspective of social psychology. In the rural revitalization strategy, we always adhere to the standard of giving priority to the development of agriculture and rural areas. The ultimate goal of the strategy is to achieve industrial prosperity, establish a livable ecological environment, revitalize rural civilization, effectively manage rural construction, enrich the lives of rural residents, promote the process of agricultural and rural modernization, and organically integrate urban and rural areas. For coastal areas, in order to respond to the rural revitalization strategy, we can start with marine culture, develop the rural marine culture tourism industry on the basis of adhering to the harmonious coexistence between man and nature, and actively and effectively use the surrounding natural resources to enable rural residents to achieve wealth and increase income. The essence of marine culture is the relationship and product between human beings and the ocean. For example, Xiamen occupies an important position in China's coastal areas, where marine cultural resources are very rich. Among them, Xiamen fishing village has very unique local characteristics in marine geographical location, material production and culture. In response to the rural revitalization strategy, we can start with the small fishing village with characteristics in Xiamen, make a specific analysis according to the characteristics of the marine geographical location and culture of the small fishing village, and take the "three new" as the guiding ideology to develop the marine cultural tourism industry of the small fishing village, so as to open up a new pattern. Among them, "three new" means new thinking, new path and new measures.

Objective: To analyze the current situation of the development of marine culture industry in Xiaodui fishing village in Xiamen, understand the specific situation of marine culture in fishing village, analyze the specific causes according to the decline and decline of marine folk beliefs, traditional folk houses in Southern Fujian and fishing custom culture in Southern Fujian, and take targeted measures according to these situations. Through the development of cultural and creative products with regional characteristics, promote economic development and upgrading on the basis of cultural development, and inherit and innovate marine folk beliefs. Properly repair and protect the traditional residential buildings in Southern Fujian, and take some measures to promote the large-scale establishment of traditional residential buildings in Southern Fujian, so as to form a neat and characteristic architectural community, make the homestay tourism in the fishing village more distinctive and lasting, and then promote the development of marine cultural industry and tourism industry.

Research objects and methods: The research objects are tourists in coastal areas. 300 tourists are randomly selected from two tourist destinations in coastal areas to understand their tourism hobbies, personal characteristics and other relevant information, investigate the current situation of tourist destinations in coastal areas, and record relevant data, through fuzzy evaluation, tourists' satisfaction with the measures of rural revitalization + marine cultural tourism industry is evaluated. The satisfaction is divided into five grades. The scoring method adopts grades 1-5. The higher the score, the higher the satisfaction. SAS software is used for relevant data processing and analysis.

Results: Social psychology is a kind of psychology that studies group process and organizational behavior. From the perspective of social psychology, we can study the development of marine cultural tourism industry under the strategy of rural revitalization. By analyzing the current situation of marine culture, this

paper summarizes the reasons for its formation. According to these current situations, targeted design and development are carried out. Through the development of cultural and creative products with regional characteristics, marine folk beliefs can be inherited and innovated. With some encouragement and support measures, the traditional folk houses in Southern Fujian have been established on a large scale, and a neat and characteristic architectural community has been formed, through this series of measures, promote the development of rural revitalization + cultural marine cultural tourism industry. The satisfaction of tourists with bachelor's degree on the measures of developing cultural and creative products with regional characteristics is (4.88±0.71), and the satisfaction of repairing traditional residential buildings in Southern Fujian is (4.93±0.48). The relevant results are shown in Table 1.

Table 1. Satisfaction evaluation of tourists with different levels of education on the countermeasures of rural revitalization + cultural marine cultural tourism industry

Education level	Cultural and creative products with regional characteristics	Repair of traditional residential buildings in Southern Fujian	Further industrialization of fishing custom culture
Junior college	4.04±0.56	4.67±0.51	4.23±0.46
Undergraduate	4.88±0.71	4.90±0.08	4.66±0.47
Graduate student	4.84±0.57	4.64±0.73	4.83±0.65

Conclusions: From the perspective of social psychology, this paper studies the development of marine cultural tourism and cultural industry in the strategy of rural revitalization. In the group organization behavior of rural revitalization strategy, the government plays the role of group leadership and encourages local people to actively participate in the development of marine cultural industry. Carry out in-depth analysis from the perspective of marine culture and excavate relevant cultural characteristics to realize the revitalization of fishing villages and villages in Xiamen + the development of marine cultural tourism industry.

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ANALYSIS OF INNOVATIVE TEACHING REFORM OF HUMAN RESOURCES EDUCATION IN COLLEGES AND UNIVERSITIES UNDER COGNITIVE IMPAIRMENT

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Background: Cognition is the process of extracting and processing individual knowledge or acquired knowledge. This process involves random, psychological and social behavior. Specifically, it is manifested in learning, memory and thinking. Cognitive impairment indicates that there are abnormalities in the process of information acquisition and processing, resulting in memory impairment and pathological changes in cognition, language, behavior and so on. To keep cognition normal, we must ensure that the function of cerebral cortex is normal. If the cerebral cortex is abnormal, it will lead to cognitive impairment. There is a correlation between different types of cognitive impairment. Problems in one aspect of cognition will affect other aspects of cognition. For example, if an individual's attention and memory are abnormal, there will be obstacles in problem-solving. Cognitive impairment mainly includes three types: perception, memory and thinking. Perceptual disorder refers to perceptual abnormality. The specific manifestations of abnormality include retardation, discomfort, allergy and so on.

At present, the students majoring in human resource management in colleges and universities have a vague understanding of the meaning of human resource management, do not understand the qualities that the professionals need to have, have low awareness, and have a slow perception. Some students filled in their volunteers after the deployment of the school. They didn't know much about the major. Some just understood it literally. They felt that the major should belong to management, and they liked management, so they chose the major. Some students have a preliminary understanding through the network and feel that they can choose. On the whole, many students are at a loss about the employment of this major, do not know the work content of the employment of this major, generally have less understanding of salary, work status and other related contents, and their understanding is very one-sided. Moreover, because the teaching of human resource management specialty is relatively single, the content is boring and does not reflect the changing characteristics of the new era, most students only accept it passively and think less