

began to expand its regional area, but it also caused great damage to the ecological environment, affected consumers' consumption psychology, and caused consumers' anxiety. Therefore, it is particularly important to study the coupling and coordination between consumers' anxiety psychology and the high-quality development of environmental economy. There are few studies on the coordinated development of consumer anxiety psychology and environmental economy, and most of them are oriented to a wide range of comprehensive development. Under the background of national high-quality development, exploring the coupling and coordination process between small-scale consumer psychology and environmental economic development can help improve the literature demand of China's economic development. Therefore, this study explores the objective reality of the coordinated development of consumer anxiety psychology and high-quality environmental economy, and puts forward efficient and coordinated development strategies in order to alleviate consumer anxiety and promote China's economic development.

Objective: Explore the psychological anxiety of consumers in tourism, analyze the correlation between consumer anxiety and the environmental and economic development of scenic spots, put forward the high-quality coupling development path of consumer anxiety and environmental economy, and put forward the scheme and measures to alleviate consumer anxiety.

Study design: The research takes an ecological scenic spot in Southwest China as the object, counts the economic development of the ecological scenic spot from 2018 to 2021, and counts the anxiety psychology of consumers in the scenic spot during this period. The evaluation index system is constructed, the entropy method is used to determine the weight of the index, and the coupled co scheduling model is constructed to measure the coupled co scheduling of consumer anxiety and high-quality development of environmental economy.

Results: The coupling coordination degree between consumer anxiety and high-quality development of environmental economy from 2018 to 2021 is shown in Table 1. The coupling degree between 0.8-1.0 indicates very strong coupling, between 0.6-0.8 indicates strong coupling, between 0.4-0.6 indicates moderate coupling, between 0.2-0.4 indicates if coupling and between 0-0.2 indicates very weak coupling. Table 1 shows that with the increase of time, the coupling degree between consumers' anxiety, anxiety and high-quality development of environmental economy gradually increases, and finally reaches more than 0.6 in 2021, which is a strong coupling.

Table 1. Change of coupling degree between consumer anxiety and high-quality development of environmental economy

Project	2018	2019	2020	2021
Impatience-environmental and economic development	0.31	0.45	0.57	0.63
Unrest-environmental and economic development	0.29	0.44	0.53	0.61

Conclusions: With social and economic development, consumer anxiety has gradually become the norm in society. In the development of tourism, the change of ecological environment leads to the aggravation of consumer anxiety, which affects the economic development of scenic spots. Therefore, it is of great significance to analyze the coupling relationship between consumer anxiety and the environmental economic development of scenic spots. In the study, the anxiety psychology of consumers in tourism is analyzed, the economic development of scenic spots is counted, the evaluation index system is constructed, and the coupling degree is calculated. The results show that there is a strong coupling between consumers' anxiety psychology and the high-quality development of environmental ecological economy. Therefore, in order to ensure the stable development of social economy and stabilize consumers' anxiety psychology, it is of great significance. The reconstruction of ecological environment is needed to meet the psychological needs of consumers, alleviate consumers' anxiety, and finally realize the high-quality development of China's economy.

* * * * *

THE CONNOTATION OF SOCIAL PSYCHOLOGY IN THE RISK ASSESSMENT OF RETURNING TO POVERTY AFTER TOURISM

Shulan Wang

School of Food Science, Henan Institute of Science and Technology, Xinxiang 453003, China

Background: Social psychology is scientific research that analyzes psychological activities from the

social nature. In social psychology, it mainly studies the communication psychology among social individuals, groups and organizations. In social psychology, social representation is the guarantee that determines the development of social communication. According to the research content of social psychology, social representation can help individuals have a clearer understanding ability in social communication. In addition, social psychology shows that social representation can help the specific analysis of a specific phenomenon in social communication and increase the ability of communication and interaction between societies. From the perspective of social psychology, the communication between all sectors of society has intensified, which has also promoted the social and economic development to a certain extent. Under the guidance of social psychology, the development speed of tourism is obvious. The reason is that people are more willing to enjoy life because of the improvement of the national economy. The visual pleasure brought by tourism can effectively help people experience life. Driven by social psychology, tourism has become the main way of social communication. With the help of social psychology, the communication between tourists and scenic spot residents has become more and more frequent, and social channels have been formed, which has brought poor areas out of poverty. However, social psychology also believes that the long-term conduct of social activities will lead to social fatigue of individuals or groups in the social environment, which will lead to a certain social disconnection after tourism out of poverty, resulting in the risk of returning to poverty.

Anti-poverty has always been an issue of close concern in China's social development. As one of the important ways and means to help rural areas get rid of poverty, rural tourism has been gradually implemented in many rural areas. After years of development, under the mode of rural tourism, rural areas have been getting rid of poverty and reaching the standard of getting rid of poverty. However, it is undeniable that most rural areas can reach the poverty alleviation standard with the support of tourism, but there is still a certain risk of returning to poverty. The risk of returning to poverty refers to the risk of returning to poverty after getting rid of poverty. In rural tourism, some studies have proposed that rural areas are prone to blood loss, desensitization and transfer. In the study, it is considered that after rural tourism gets rid of poverty, it is easy to reduce the risk of returning to poverty under the influence of tourists. In addition, due to the lack of tourists, social exchanges are reduced, and the countryside is unable to accept the latest news, resulting in desensitization and poverty. In social psychology, it is believed that tourism is the flow of people driven by psychological activities, and that rural tourism will change its role in social communication, which will lead to the failure of self-regulation within the countryside and lead to the transfer of poverty. In order to better understand the connotation of social psychology in social activities, the research starts with the analysis of the return to poverty risk assessment after tourism is lifted out of poverty, and analyzes the path of social psychology in the return to poverty assessment, so as to provide reference for rural tourism to lift out of poverty for a long time.

Objective: Explore the relevant contents of social psychology in rural tourism, and explore the impact of social activities on social psychology based on the connotation of social psychology in the risk assessment of returning to poverty after rural tourism gets rid of poverty.

Study design: This paper analyzes the social psychology in rural tourism, constructs the rural tourism return to poverty risk evaluation model from the perspective of social psychology by using the fuzzy evaluation method, takes the rural tourism return to poverty risk in a certain area of China as the research object, and selects tourists, group organizations and scenic spot employees in Tourism development as the evaluation subject. Using Excel statistical evaluation data and MATLAB to analyze all the data, get the risk value of poverty return in the region, judge the risk of local poverty return, and finally get the social and psychological changes of tourists, group organizations and employees in scenic spots in the risk of poverty return.

Results: The psychosocial changes such as self-identity, others' identity and social identity of tourists, group organizations and scenic spot employees are analyzed, as shown in Table 1. Table 1 shows that as the time in the risk assessment gradually pushes back, the proportion of self-identity, others' identity and social identity among tourists, group organizations and scenic spot employees shows a phenomenon of continuous improvement.

Table 1. Psychosocial changes in risk assessment

Project	First year (%)	The second year (%)	The third year (%)	The fourth year (%)
Self-identity	42.2	49.8	62.7	75.3
Others' identity	46.2	59.8	64.7	69.3
Social identity	47.5	49.6	52.3	73.6

Conclusions: Social psychology is widely used. In rural development, tourism, as an important measure of economic development, contains a very rich content of social psychology. Therefore, in order to

understand the connotation of social psychology in social activities, the study takes the return to poverty risk assessment of tourism as the research means, and analyzes the changes of social psychology in the process of constructing a fuzzy evaluation model to evaluate the return to poverty risk of rural tourism in an area. The results show that in the risk assessment of returning to poverty, the number of self-identity, others' identity and social identity of tourists, group organizations and scenic spot employees is increasing, indicating that the social psychology of people will also change in the change of social activities. Therefore, in order to promote China's economic development, it is necessary to analyze the social and psychological changes in social activities, so as to provide reference basis for risk assessment in economic development.

Acknowledgement: The research is supported by: 2022 Henan Province Key R&D and Promotion Project (Soft Science Project): Analysis of Tourism-Driven Poverty-Returning Path and Blocking Mechanism in Henan Province in the Post-Poverty Era. (No. 222400410322); 2022 Key Scientific Research Projects of Higher Education Institutions in Henan Province: Study on the Mechanism of Tourism-Driven Poverty Return Blocking in The Post-Poverty Alleviation Era in Southern Taihang Region. (No. 22A630017); 2021 Xinxiang Municipal Government Decision-making Research Bidding Project: Research on Tourism-Driven Poverty Return and Rural Revitalization Mechanism in Xinxiang City in the post-poverty Era (No. B21090).

* * * * *

RESEARCH ON THE PATH OF INTEGRATING CHINESE TRADITIONAL CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Xiaoli Wang

College of Marxism, Baoji University of Arts and Sciences, Baoji 721013, China

Background: Educational psychology is a type of psychology proposed according to the current situation of education. The purpose of educational psychology is to use students' psychology to solve the problems of traditional teaching schemes in innovative design. Educational psychology believes that in Teachers' teaching, students' learning behavior and teachers' teaching behavior are affected by psychological activities. Under the subjective concept of teaching psychology, it is considered that the design of teaching methods needs to pay attention to the changes of students' learning behavior at all times, so as to analyze the changes of students' psychological activities. Broadly speaking, using psychological analysis, educational psychology can be divided into pedagogy and psychology, combined with the teaching practice in pedagogy theory and the characteristics of teachers' and students' learning psychological activities in psychological theory. In educational psychology, pedagogy and psychology integrate and influence each other. Teachers' teaching plans are formulated according to students' psychological activities, and students' psychological activities are affected by teachers' teaching plans. With the needs of social development, the research objects of educational psychology also began to increase. From previous studies, we can know that early educational psychology focused on students' psychology and students' behavior, and focused on the cultivation of students' professional knowledge by using students' psychology. With the change of the concept of social education, college education will focus on the cultivation of students' all-round comprehensive quality, that is, the cultivation of students' life values. So far, from the perspective of college teaching, educational psychology has gradually been used in the ideological and political cultivation of students.

In the ideological and political education in colleges and universities, teachers continue to try different teaching schemes to adapt to the changes of students' thoughts. With the increasing attention to traditional culture in China, students can receive more and more cultural shocks. On this basis, college ideological and political teachers began to focus on Chinese traditional culture, aiming to improve the value training system in Ideological and political teaching with the help of the cultural spirit and thought in traditional culture, so as to reshape and improve the students' thought. Chinese traditional culture is an important spiritual heritage in China. In China's Millennium inheritance, traditional culture, as an important spiritual food, continues to affect the development of the Chinese nation. Therefore, taking traditional culture as a key part of daily teaching can help protect and inherit traditional culture to a certain extent. In the ideological and political education in colleges and universities, the cases of teachers integrating traditional culture into them also began to increase, but a large number of teaching practice can not only analyze the specific role of traditional culture in ideological and political education, but also know its specific impact on students' thought. Therefore, from the perspective of educational psychology, the research takes students' thoughts as the main object and integrates traditional culture into ideological and political teaching, in order to