

**Research objects and methods:** 100 students from a university were randomly selected as the research object and divided into control group and experimental group by digital random grouping method. The control group used conventional English teaching methods, and the experimental group used business English teaching and training teaching methods combined with educational psychology. The experimental period was 2 months. Mental health was assessed by Symptom Checklist-90 (SCL-90), and the grade classification of assessment was completed by Density Based Spatial Clustering of Application with Noise (DBSCAN). The scale includes 90 items and 10 subscales, of which subscale 10 is not used for these statistics. Each factor item was analyzed with a five-level scoring standard of 0-4 points. The higher the score of each factor, the lower the level of mental health. The subjects' evaluation of each factor is equal to or greater than 3 points, which can be used as the standard of moderate health problems and above.

**Methods:** Through the latest version of Epi Info data statistical analysis software, this paper analyzes the effect of business English teaching practice teaching method combined with educational psychology on students' mental health.

**Results:** Table 1 refers to the proportion of the experimental group with good mental health in the whole experimental cycle. The psychological problems of the patients in the experimental group were significantly improved, and with the increase of the implementation time of the new business English teaching and training teaching intervention, the psychological health level of the patients was significantly improved. Therefore, the experimental group introduced the English business English teaching practice teaching combined with educational psychology, which has an ideal effect on the intervention of patients' psychological problems.

**Table 1.** The proportion of the experimental group with good mental health in the whole experimental cycle (%)

Mental health indicators	After 1 month	After 2 months	After 3 months
Somatization	72.21	81.36	86.29
Obsession	72.36	82.13	87.56
Interpersonal sensitivity	71.28	82.36	84.16
Depressed	74.28	82.48	89.23
Anxious	73.68	82.39	86.34
Hostile	75.21	82.94	86.29
Terror	74.14	82.36	87.56
Paranoid	73.21	83.28	84.16
Psychotic	74.16	83.78	83.25

**Conclusions:** The practical teaching method of business English teaching combined with educational psychology can greatly improve students' psychological problems to varying degrees. This new teaching mode can be vigorously promoted and publicized in the future, so as to increase the educational effect of business English teaching and training.

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## THE EFFECT OF OPTIMIZED MANAGEMENT OF TOURISM INDUSTRY ORGANIZATION ON THE PSYCHOLOGY OF EMPLOYEES

Xiaowei Qiu

*School of Economics, Tianjin College, University of Science and Technology Beijing, Tianjin 301830, China*

**Background:** Organizational psychology is a science that analyzes human behavior laws and psychological phenomena in organizational management. The theory takes people as the center, constantly adjusts and optimizes the interpersonal relationship in the organization, changes and improves the external environment and conditions, gives full play to the individual's creativity, initiative and enthusiasm, and smoothly realizes the organizational objectives in a scientific way, which is conducive to the common development of the organization and the individual. The research content of organizational psychology can be attributed to three relationships: human and human, human and material, and material and material. The goal of organizational psychology is to analyze the law of psychological activities of leaders, organizations, groups and individuals in the organization with the help and application of relevant theories

and methods, and then coordinate the relationship between people by means of enhancing organizational cohesion, improving leadership level and leadership art, motivating motivation, adjusting interpersonal relationship and so on. The situational application of organizational psychology theory is mainly reflected in two aspects. Firstly, it takes national characteristic variables such as economy and culture as independent variables to analyze the phenomenon of individual and organizational ability. Secondly, find out a more important organizational characteristic, then classify the organization according to this characteristic, and draw the conclusion that the previous theory is applicable to a specific organizational characteristic.

With the improvement of people's material economy and living standards, the tourism industry has ushered in new development opportunities. However, there are still many problems in the development of the tourism industry, mainly manifested in the low coordination and unity of various departments of the tourism industry and the low enthusiasm of the management departments of the tourism industry. Under such a development background, it is of great significance to actively introduce new development ideas into the tourism industry. Tourism industry management workers should take people as objects and help relevant employees establish correct ideas and views by means of criticism, persuasion and demonstration, so as to provide the ideological basis and spiritual source for organizational development. Organizational psychology has been widely concerned by many scholars in the field of management because of its own characteristics and the impact of people's behavior on culture and society. After contextualizing the theory of organizational psychology in the tourism industry, it can not only enhance the work pertinence of relevant enterprises in the tourism industry through the demand theory, but also use the incentive theory to improve the work effectiveness of relevant enterprises and units, but also improve the work initiative of relevant employees through changing the theory. The work initiative of relevant staff in the tourism industry is mainly reflected in changing behavior through knowledge and using information communication. For the effectiveness of work, it is embodied in eliminating the sense of unfairness, preventing the widespread of bad emotions, enriching work content and making rational use of fierce means. For the pertinence of work, the staff of relevant enterprises need to do a good job of demand analysis, which helps them to achieve substantive results.

**Objective:** In order to analyze the application value of organizational psychology in the development of tourism industry, this paper aims to contribute to the improvement of the psychological quality of employees in tourism industry.

**Research objects and methods:** 100 relevant employees in the tourism industry were randomly selected as the research objects. All objects passed the tourism industry training combined with organizational psychology. The experimental period was 2 months. The psychological evaluation is carried out through five aspects: willpower, emotional ability, demand analysis, enthusiasm and leadership ability, and the evaluation grade classification of psychological related factors is completed by using C4.5 decision tree. The evaluation grades are set as bad, average, good and good. Each index is evaluated with a five-level scoring standard of 1-5 points. The calculation formula of psychological good rate is the ratio of the number of people in the three grades of general, good and good to the total number of people. In order to ensure the authenticity and reliability of the results, the average value of all subjects was used as the final result.

**Methods:** Through the latest version of Minitab20 data statistical analysis software to analyze the effect of tourism industry model combined with organizational psychology on tourists' mental health.

**Results:** Table 1 refers to the psychological good rate of relevant practitioners in the tourism industry during the experiment. It can be seen from Table 1 that after the tourism industry training combined with organizational psychology, the psychological good rate of relevant personnel has been greatly improved, and the psychological good rate has increased significantly with the increase of training time.

**Table 1.** Psychological good rate of relevant practitioners in the tourism industry during the experiment

Mental health indicators	Before	After 1 month	After 2 months
Willpower	72.21	81.36	86.29
Emotional ability	72.36	82.13	87.56
Requirement analysis	71.28	82.36	84.16
Enthusiasm	74.28	82.48	89.23
Leadership	73.68	82.39	86.34

**Conclusions:** Tourism industry training combined with organizational psychology can not only enhance the psychological quality of relevant employees and improve their psychological cognition level, but also play a positive role in the sustainable development of the tourism industry.

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## A STUDY ON THE PROMOTION PATH OF STUDENTS' COGNITIVE PSYCHOLOGY IN ENGLISH WORD TEACHING

Ying Xi

*The School of Foreign Languages, Guangdong Innovative Technical College, Dongguan 523960, China*

**Background:** With the continuous development of psychology, new psychological research has become a development trend, and cognitive psychology came into being under this background. Cognitive psychology is a subject that analyzes the law of human psychological activities. Its research object is the cognitive status of human body in psychology, including language, thinking, memory, perceptual learning, attention, perception and so on. Most scientists point out that the process of human memory can be divided into three stages: long-term memory and coding. In the process of information processing, people will produce short-term memory, which is the initial stage of memory generation. It is worth mentioning that the memory function will not be limited. People's memory function can store a large amount of content in a short time, and code the information to classify similar information together. It can be understood that people's forgetting of knowledge is not the forgetting of their own content, but the forgetting of memory coding. The formation of long-term memory can be regarded as that people can form long-term memory as long as they can remember the corresponding code. The key problem in English word teaching is word memory. At present, the key to solve this problem is cognitive psychology. Cognitive psychology can not only help students understand and memorize words, but also improve the quality of English word teaching.

The ways to promote students' cognitive psychology in English word teaching are as follows: situational teaching, associative teaching, understanding teaching and fragment teaching. The results of fragment teaching method have been confirmed by most mathematicians. Although the efficient memory effect in the short term is ideal, the forgetting speed is also very fast. In understanding teaching, psychological theory holds that the human brain has a deeper memory of the knowledge after understanding. No matter how long the interval is, people can remember it with a little memory. With the help of the relevant characteristics of understanding and memory, English vocabulary teaching can improve the level of English vocabulary teaching. In teaching, teachers need to help students understand words, especially the original meaning of words. Teachers also need to promote students' proficiency in English alphabetical order through continuous practice. Usually, the arrangement of most English words is closely related to pronunciation, and the specific letter combination is closely related to pronunciation. Students use a lot of exercises to deepen and consolidate their grasp of vocabulary meaning. Teachers need to teach students to copy more English words. Such repeated practice can continuously deepen the brain's memory of memory coding, and then form long-term memory. It is worth mentioning that words of different nature also have certain rules. Teachers can promote students to better understand and master words by teaching in a regular way.

**Objective:** This paper analyzes the promotion path of students' cognitive psychology in English word teaching, and discusses the impact of the promotion path on students' cognitive ability, in order to provide new ideas for cultivating high-quality students.

**Research objects and methods:** Students from five schools were selected as the research object, and the number of students in each school was 100. Through the Density-based Clustering (DENCLUE) algorithm, this paper analyzes the impact of the promotion path of students' cognitive psychology on students' psychological cognitive ability in English word teaching. The evaluation contents include thinking ability, memory ability, memory ability, representation, perception and attention. Each evaluation content is represented by three levels: no improvement, improvement and obvious improvement. The research results are expressed by the improvement rate, which is the ratio of the number of people with improved and significantly improved levels to the total number of people. The duration of the experiment was 6 months. In order to enhance the feasibility of the experimental results, the average value of all objects is taken as the final result.

**Methods:** This paper analyzes the influence of the promotion path of students' cognitive psychology in English word teaching on students' psychological cognitive ability through NOSA data statistical analysis software.

**Results:** Table 1 shows the influence of students' recognition path on students' psychological cognitive ability before and after the combination of cognitive psychology. On the whole, with the increase of experimental time, students' thinking ability, memory ability, memory ability, image, perception and attention have been significantly improved. Therefore, the cognitive psychological promotion path of students in English word teaching can improve students' psychological cognitive level to a great extent.

**Table 1.** The influence of students' recognition path on students' psychological cognitive ability in English word teaching before and after the combination of cognitive psychology