

score. The higher the score on the scale, the more serious the anxiety of patients. The anxiety level is divided into four levels: no anxiety, possible anxiety, obvious anxiety and serious anxiety. The improvement rate was selected as the final evaluation index.

Methods: The effect of visual communication design on anxiety of patients with depression was analyzed by the latest version of SASD data statistical analysis software.

Results: Table 1 refers to the improvement rate of anxiety psychology of patients with depression before and after the application of visual communication design. It can be seen from Table 1 that the anxiety psychology of patients with depression has been significantly improved after the intervention of visual communication design, and the improvement rate has increased significantly over time, mainly because visual communication design can reduce the psychological anxiety of patients with depression to a certain extent through diversified visual symbols.

Table 1. Improvement rate of anxiety in patients with depression before and after the application of visual communication design

Mental health indicators	After 1 month	After 3 months	After 6 months
Spirituality	81.0	86.0	89.0
Somatization	82.0	87.0	92.0

Conclusions: The Institute proposed that visual communication design can improve the psychological anxiety of patients with depression, and this method can have strong popularization value in the anxiety intervention of patients with depression. Later, this method can be applied to the intervention of patients with other types of depression, so as to maximize the scope of application.

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THE NECESSITY OF PSYCHOLOGICAL COUNSELING IN POSTOPERATIVE NURSING OF BURN AND SCALD

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Background: Burn and scald is a special type of surgical diseases. Burns and scalds are mostly sudden and unexpected. Patients often have a variety of negative emotions, which lead to psychological problems. Such as tension, anxiety, fear, irritability, etc. Burns and scalds are mostly accidents. Patients do not have enough psychological preparation and psychological buffer zone. Coupled with the lack of burn knowledge, patients cannot correctly face their own injuries, which will produce anxiety. The pain, the change of appearance, the worry about the future and the fear of death will make the patients have the psychology of fear and fear. After operation, continuous pain, dressing change, dressing, venipuncture and other nursing work will lead to irritability of patients. Burn patients need surgery for complete treatment, and patients generally lack relevant knowledge of burn surgery, resulting in patients' fear of surgery. In addition, due to the unacceptability of accidents, patients will also have negative emotions such as anger and depression. The above psychological problems will lead to anxiety symptoms. The treatment compliance of anxiety patients will be reduced, which will slow down the recovery speed of patients, cause greater economic burden for patients' families, and waste medical resources at the same time. Therefore, it is necessary to conduct psychological counseling for patients.

Behavioral psychology is a subject that studies the relationship between human behavior and psychological activities. Behavioral psychology holds that human behavior is an active and conscious behavior under the guidance of consciousness. Human consciousness is composed of intention and cognition, which is the result of the interaction of these two factors. Based on behavioral psychology, the study analyzes the behavior patterns and psychological laws of patients, and then formulates targeted psychological counseling strategies to alleviate the negative emotions of patients. Including: establishing a good doctor-patient relationship with patients, rational use of nonverbal communication, minimize the pain of patients during operation. Carry out corresponding medical knowledge education for patients. Psychological counseling based on behavioral psychology can effectively alleviate the anxiety of patients, improve the recovery speed of patients, reduce the economic burden of patients' families, and save hospital medical resources.

Objective: Burns and scalds are often sudden and unexpected. Patients often have a variety of negative emotions, which lead to psychological problems. Based on behavioral psychology, the study analyzes the behavior patterns and psychological laws of patients, and then formulates targeted psychological counseling strategies to alleviate the negative emotions of patients, so as to improve the recovery speed of patients, reduce the economic burden of patients' families and save the medical resources of the hospital.

Subjects and methods: 100 burn and scald patients were selected from the surgery of a third-class hospital. Self-rating Anxiety Scale (SAS) and Symptom Checklist-90 (SCL-90) were used to evaluate the degree of anxiety.

Study design: 100 burn and scald patients were randomly divided into study group and control group, with 50 people in each group. Among them, the patients in the study group combined with psychological counseling based on behavioral psychology on the basis of routine nursing. The patients in the control group only received routine nursing. After a period of time, the anxiety levels of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS18.0 and Excel.

Results: Before treatment, there was no significant difference in SAS score and SCL-90 score between the two groups ($P > 0.05$). After a period of treatment, the SAS score and SCL-90 score of patients in the study group were significantly lower than those in the control group ($P > 0.05$). The changes of SAS scores of the two groups before and after treatment are shown in Table 1.

Table 1. Changes of SAS scores of two groups of patients before and after teaching

Timing	Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before treatment	78.7±3.8	78.6±2.9	0.246	0.752
After treatment	52.1±1.3	61.4±3.8	6.537	0.013
<i>t</i>	8.462	4.453	-	-
<i>P</i>	0.000	0.012	-	-

Conclusions: Most burns and scalds are sudden and unexpected. Patients often have a variety of negative emotions, which lead to psychological problems. The treatment compliance of anxiety patients will be reduced, which will slow down the recovery speed of patients, cause greater economic burden for patients' families, and waste medical resources at the same time. Based on behavioral psychology, this study analyzes the behavior patterns and psychological laws of patients, and then formulates psychological counseling strategies. The results showed that there was no significant difference in SAS score and SCL-90 score between the two groups before treatment ($P > 0.05$). After a period of treatment, the SAS score and SCL-90 score of patients in the study group were significantly lower than those in the control group ($P > 0.05$). Therefore, psychological counseling based on behavioral psychology can effectively alleviate the anxiety of patients, improve the recovery speed of patients, reduce the economic burden of patients' families, and save hospital medical resources.

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STUDY ON THE DEVELOPMENT OF CULTURAL TOURISM INDUSTRY AND ITS ROLE IN EMOTIONAL RELIEF OF PATIENTS WITH ANXIETY DISORDER

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Background: With the development of my country's comprehensive national strength, people's quality of life has been improved. After getting rid of poverty, more people yearn for spiritual freedom and are willing to use their spare time to travel to achieve the effect of relaxing their body and mind. To a certain extent, it has stimulated the development of my country's tourism industry. After several years of development, in order to fully meet the needs of customers, the tourism industry will actively promote new activities to attract tourists, and the mentality of tourists has also changed to some extent. At this point, cultural tourism has emerged to meet people's growing spiritual needs. Modern people, especially young people, often experience anxiety or depression due to the pressure of school, work, and family. Anxiety is a common emotional state in people's psychology. The etiology usually has a certain diversity, including the blow of great changes, physical diseases and so on. Anxiety within the normal range is a natural response of human instinct and a mechanism for human self-protection, and is often referred to as physiological anxiety. If the