

the language with its deep cultural background, so as to make the two languages communicate more widely, so as to further promote the cultural exchange between the two countries. Therefore, for translators, they not only need to understand the cultural background of the language, but also need to have good psychological quality.

Table 1. Comparison of total scores of psychological and behavioral disorders between two groups of college students

Intervention time	Psych behavioral disorder score		t	P
	Experience group	Control group		
Before intervention	3.16±1.24	3.13±1.31	0.295	0.807
After intervention	2.66±1.18*	3.14±1.26	2.763	0.021

Note: Comparison of this group, * $P < 0.05$.

* * * * *

RESEARCH ON THE IMPACT OF INDUSTRY EDUCATION INTEGRATION MODEL ON COLLEGE STUDENTS' PSYCHOLOGICAL ECOLOGY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Jihui Wu^{1,2} & Huanliang Sun^{1*}

¹Hunan Agricultural University, Changsha 410128, China

²Jiangsu University of Technology, Changzhou 213001, China

Background: Educational psychology is a social psychology that studies human learning, the effect of educational intervention, teaching psychology and school organization in educational context. The focus of educational psychology is to apply the theory or research results of psychology to education. Educational psychology can be applied to designing courses, improving teaching methods, promoting learning motivation and helping students face various difficulties and challenges in the process of growth. Educational psychology pays attention to how students learn and develop, and pays special attention to students with special educational needs in practical work. Through the relationship with other disciplines, it is also helpful to understand educational psychology. Educational psychology is based on psychology and has developed many special fields to study educational problems. Higher education is an important type in China's educational development. It shoulders the mission of cultivating high-quality talents for economic and social construction and development. It plays an irreplaceable role in accelerating the process of industrial upgrading and economic structure adjustment. According to the talent needs of enterprises in social industries, colleges and universities need to take the training of management cadres or technical backbones as the talent training goal, rely on industrial resources in relevant fields, build an industry education integration talent training mode based on educational psychology, and implement a three-stage teaching organization. In the process of professional post practice, college students need to be carried out under the guidance of college professional instructors and enterprise mentors, and students should receive the training of enterprise professional posts while successfully completing their post work. Psychological conflict is a normal psychological process, which often occurs in the situation where individuals show inner contradiction and are difficult to choose when facing the psychological factors related to psychological conflict. If the psychological conflict is not relieved and handled for a long time, and the individual is in a high stress state for a long time, it will seriously affect the individual's mental health. However, students' psychological pressure in different degrees during enterprise practice teaching has become an important factor affecting the quality and effectiveness of enterprise practice teaching. Strengthening the analysis and intervention of students' psychological pressure during enterprise practical teaching is not only conducive to students' completion of enterprise teaching practical learning objectives, but also conducive to students' shaping a positive and healthy psychology.

Objective: Taking a higher vocational college as an example, this paper discusses the psychological conflict and coping strategies of higher vocational college students' enterprise practice from three aspects: main performance, cause analysis and coping strategies, hoping to provide a useful reference for the solution of psychological stress problems of higher vocational college students during enterprise practice teaching.

Subjects and methods: In order to alleviate the negative psychology of students in the process of enterprise practice, taking the production education integration model based on educational psychology as

the research method, this paper evaluates the mental health problems of students in a higher vocational college, selects 200 students with anxiety, and divides the students into control group and experimental group, with 100 people in each group. The experimental group was intervened by the integration mode of industry and education based on educational psychology, and the control group was intervened by the conventional teaching mode.

Research design: After teaching, the Self-rating Anxiety Scale (SAS) was used to evaluate before and after training. The score limit was 50 points. More than 50 points indicated anxiety. The lower the score, the healthier the psychology. Judge the anxiety status of the two groups of subjects before and after training.

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0.

Results: Before teaching, there was no significant difference in the number of anxieties between the two groups after SAS evaluation ($P > 0.05$). After teaching, the number of students with various anxiety levels in the experimental group decreased significantly ($P < 0.05$), as shown in Table 1.

Table 1. Comparison of the number of people with different degrees of anxiety between the two groups after intervention (n)

Anxiety	Experimental group		Control group	
	Before teaching	After teaching	Before teaching	After teaching
Without anxiety	22	61	25	43
Mild anxiety	53	33	51	37
Moderate anxiety	18	6	19	17
Severe anxiety	7	0	5	3

Conclusions: Enterprise practical teaching is an effective way for higher vocational colleges to promote the talent training mode of “integration of industry and education and joint education between schools and enterprises”, and cultivate talents with good professional quality and professional skills. In the process of participating in enterprise practical teaching, students have psychological conflicts such as seeking independence and strong dependence, longing for communication and interpersonal withdrawal, wanting to play and lack of confidence, high expectation and low ability. The main reasons are students’ lack of career planning, students’ general inferiority complex, the guidance of corresponding departments is not in place, and the rigidity of enterprise management. This paper explores the coping strategies of enterprise practice psychological conflict of higher vocational students, which provides a useful reference for solving the psychological conflict of enterprise practice students in higher vocational colleges.

Acknowledgement: The research is supported by: Humanities and Social Sciences Research Project of the Ministry of Education of the People’s Republic of China; Name of Scientific Research Project: Research on the ecological mechanism of the integration of industry and education in vocational education (No. 21YJA880067).

* * * * *

STUDY ON THE IMPACT OF RURAL TOURISM ON THE ANXIETY OF THE RURAL POOR BASED ON THE URBANIZATION MODEL OF CONSUMER PSYCHOLOGY

Shanshan Ku & Noor Alyani Binti Nor Azazi

School of Social Science, Universiti Sains Malaysia, Penang 11800, Malaysia

Background: With the improvement of people’s living standards, rural tourism has gradually become one of the important entertainment methods in modern society. This method can not only alleviate people’s negative emotions, but also treat diseases to a certain extent. Nowadays, the concept of health is not only a biological concept, but also closely related to social, psychological and other factors. Health is a state of mutual adaptation of physiology, psychology and society. It is not only a state without disease and weakness, but also a state of mental health, good social adaptation and moral health. This concept puts health in human social life and points out that health is the sum of physical, spiritual and social happiness. At present, for China’s tourism industry, it has evolved into a strategic pillar industry in the national economy, the industrial status is becoming higher and higher, and the comprehensive driving function of the tourism industry is becoming more and more obvious. Rural tourism has developed from farmers’ spontaneous economy to agglomeration. The adjustment of rural industrial structure has brought a lot of economic income to the countryside, promoted the improvement of rural facilities and environment, and rural