

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.

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

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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

tourism has promoted the overall development of urban and rural areas. China's new urbanization, especially rural urbanization, plays an important role in realizing farmers' local and nearby employment, increasing farmers' income and promoting the development of national economy. Research shows that due to the relatively backward rural economy, there are still many poor people in rural areas, and the living conditions are also relatively backward, and the number of rural anxiety patients is also increasing year by year. The physiological characteristics of anxiety disorder include insomnia, dreaminess, general weakness, dizziness, headache, dry mouth, loss of appetite, frequent urination, etc. Intellectual characteristics include inattention, dizziness, thinking disorder, etc. Emotional characteristics include irritability, tension, uneasiness, pessimism, etc. The main social characteristics are lack of self-confidence and inferiority. Anxiety is not only harmful to physical and mental health, but also accompanied by many bad emotions, such as serious sleep disorders, cognitive disorders, mental disorders and so on. The strong dynamic value of tourism economy and the coordination ability of regional comprehensive development determine that the development of rural tourism economy plays an important role in the process of new urbanization. At the same time, new urbanization also puts forward higher requirements for the sustainable development of rural tourism economy. Although there are many studies on the development of rural tourism and its impact on tourists' mental health, there are few studies on the impact of anxiety on the local rural poor.

Objective: Taking a village as an example, to explore the impact of the development of rural tourism based on the urbanization model of consumer psychology on the anxiety of rural poor people, in order to provide a non-drug treatment for anxiety patients.

Subjects and methods: This study takes the local rural poor people in a village as the research object. In order to alleviate the anxiety of the poor people, this study takes the urbanization model based on consumer psychology and the development of rural tourism model as the research method, evaluates the mental health of the local poor villagers, and selects 200 villagers with anxiety. Before and after the development of urbanization model and the application of rural tourism model, the mental health scores of subjects with anxiety were compared.

Research design: After the application of urbanization model and rural tourism model, Hamilton Anxiety Scale (HAMA) was used to evaluate the villagers' anxiety before and after the application of the model. HAMA scale has two dimensions of somatic anxiety and mental anxiety, < 6 points are no depression, 7-17 points are possible anxiety, 14-21 points are anxiety, and > 21 points are significant anxiety.

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

Results: The total score of HAMA of villagers after application was significantly lower than that before application ($P < 0.05$), and the factors of mental anxiety and somatic anxiety were significantly lower ($P < 0.05$), as shown in Table 1.

Table 1. The influence of urbanization model on the development of rural tourism on villagers' anxiety

| Score | HAMA total score | Mental anxiety | Somatic anxiety |
|--------------------|------------------|----------------|-----------------|
| Before application | 19.17 | 10.98 | 8.28 |
| After application | 9.69* | 5.15** | 4.61** |

Note: * $P < 0.05$, ** $P < 0.01$.

Conclusions: New urbanization puts forward higher ecological requirements for the development of rural tourism. To promote the development of rural tourism economy, we need to carry out reform and innovation according to the requirements of ecological harmony, and walk out an innovative road of parallel new urbanization and ecological development of rural tourism economy. The rural economy is relatively backward, there are still many poor people in rural areas, and the living conditions are also relatively backward. The number of rural anxiety patients is also increasing year by year. The ecological transformation of rural tourism is not only the inevitable choice of economic and social development to a certain stage, but also the only way to achieve sustainable economic and social development.

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ANALYSIS ON THE STRATEGY OF IDEOLOGICAL AND POLITICAL EDUCATION FACING THE CHARACTERISTICS OF COLLEGE STUDENTS' GROUP ANXIETY IN THE NEW ERA

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