

same time, ideological and political education combined with local culture can also counteract the anxiety level of peasant youth groups. Both the lower group and the higher group showed different degrees of anxiety level decline after education. The self-assessment of their identity and cultural self-confidence also showed increased. The above results show that if the anxiety of young farmers is effectively intervened, it will have positive significance for the integration of ideological and political education and local culture.

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INFLUENCE OF THE COORDINATED DEVELOPMENT MECHANISM OF TOURISM AND DIGITAL CULTURAL INDUSTRY ON ALLEVIATING TOURISTS' PSYCHOLOGICAL ANXIETY

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Background: Anxiety is the psychological state that people generate when they face uncertain factors and negative emotions that cause their own anxiety. Excessive levels of anxiety can cause a series of adverse physiological and psychological reactions, which need to be alleviated by appropriate interventions. Tourism is closely related to tourists' mental health and anxiety. On the one hand, as an entertainment activity, tourism can relieve tourists' tension in daily life, eliminate social and psychological pressure, and have negative effects on tourists, including anxiety. Psychological state has a very good relief effect, and many studies have pointed out that travel has become a therapy for preventing and alleviating psychological problems. On the other hand, the tourism activity itself may be a stimulating factor that triggers the anxiety of tourists. For some tourists, uncertain factors and negative events during the journey will have a negative impact on their psychological state, but increase their anxiety level.

At present, a transformation and upgrading direction of the tourism industry is the coordinated development of the tourism industry and the digital cultural industry. The digital cultural industry is a knowledge-intensive and high-tech service-oriented industry, which can penetrate, deepen and expand the tourism industry, and can further guide the tourism industry development. One of the main manifestations of this collaborative development in practice is the creativity and digitization of the tourism industry. Its specific forms include the attraction of digital cultural industrial parks, the digitization of traditional scenic spots, and the digitization of travel methods. The coordinated development mechanism of the tourism industry and the digital cultural industry has brought new vitality to both the tourism industry and the digital cultural industry. Does the tourism industry that develops in concert with the digital cultural industry have new characteristics on the psychological anxiety of tourists? Appropriate synergies, through digital cultural elements, make tourism activities have a higher positive impact on tourists' psychological anxiety, and reduce its possible negative impact, these are issues to be explored.

Objective: By comparing the differences in the degree of relief of tourists' anxiety levels between ordinary tourist routes and tourist routes that cooperate with digital cultural industries, it is explored whether the tourism that cooperates with digital cultural industries can better relieve tourists' psychological anxiety than traditional tourism.

Subjects and methods: 100 tourists with similar anxiety levels were recruited as research subjects and divided into two groups equally. Two groups of tourists went on an eight-day tour, one of which was an experimental group and participated in a collaborative digital cultural industry tourism route, and the other group was a control group who participated in a traditional tourism route. The anxiety of the two groups of tourists was measured and compared before and after the tour.

Research design: The study used the Hamilton Anxiety Inventory (HAMA) and the anxiety, depression, fear and Symptom Checklist 90 (SCL-90) to evaluate the subjects' anxiety and other psychological states. After the measurement is completed, the psychological anxiety relief degree of the two groups of tourists before and after the trip and the anxiety between the two groups are compared and statistically tested to confirm whether the tourism route in coordination with the digital cultural industry has a good effect on the relief of tourists' psychological anxiety, and the comparison whether there are obvious advantages from traditional tourist routes.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: The HAMA scores of the experimental group and the control group after traveling showed that the anxiety level of the tourists in the control group was lower, and the advantages in mental anxiety, physical anxiety and total score were statistically significant ($P < 0.05$).

Table 1. Comparison of anxiety of two groups of tourists after travel

Item	Mental anxiety	Physical anxiety	HAMA
Control group	5.02±2.68	4.61±1.93	9.57±3.89
Test group	4.38±1.76	3.95±2.10	7.98±3.14
<i>P</i>	0.034	0.047	0.021

Conclusions: The coordinated development mechanism of the tourism industry and the digital cultural industry has brought great changes to the tourism industry in alleviating the psychological anxiety of tourists. The results of the study show that the anxiety level of the tourists in the experimental group who chooses the tourism route that cooperates with the digital cultural industry after travel is better than that before the travel. At the same time, compared with the tourists in the control group who choose the traditional travel route, their anxiety level has a greater advantage. This advantage is statistically significant. The psychological state of the experimental group and the control group also showed different characteristics in each stage of tourism. To sum up, it is feasible to better alleviate the psychological anxiety of tourists by cooperating with the tourism industry of the digital cultural industry.

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ANALYSIS OF TEACHING COUNTERMEASURES FOR NEW IDEAS OF IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: Positive psychology is a theory that focuses on and studies the positive emotions in the mind, while most other research methods focus more on the negative psychology of people. The concept of positive psychology is to affirm the individual's own value and advantages, to explore people's potential and intrinsic motivation, and to pay attention to the well-being based on the individual's surrounding environment and social interaction, and to look at themselves and their surroundings with an open and admiring eye. Some studies have found that people with more positive emotions can show stronger ability to resist pressure in life, and can also bring positive emotions to the people around them through communication. At the same time, the object of positive psychology is not limited to itself, it is also committed to changing the environment through people's subjective initiative, making the environment more positive and thus reacting to people.

Ideological and political teaching is a teaching activity of cultivating socialist successors based on the educated people and according to the country's needs for talents and students' own needs. Ideological and political teaching is rich and extensive. According to the teaching content, it can be divided into four themes: ideal and belief education, patriotic subject education, moral education and comprehensive development education. The current problems commonly faced by ideological and political education include the diversification of students' value orientation in colleges and universities, the weak subjectivity of some ideological and political education, and the difficulty of ideological and political education in solving the practical problems of contemporary students. These issues have much in common with the issues concerned by positive psychology, so new ideas combined with positive psychology can be used to design new teaching strategies for ideological and political education. The countermeasures should be based on students, combined with positive psychology theory, so that ideological and political education has higher attractiveness and affinity, infect students with a positive outlook on life, values and world views, so that they can perceive the world in a positive and correct way. For this reason, it is necessary to analyze the countermeasures for the teaching of new ideas of ideological and political education from the perspective of positive psychology, and to study the impact of ideological and political education on students from the perspective of positive psychology.

Objective: This paper analyzes the countermeasures of ideological and political education under the new thinking of positive psychology, and studies the influence of this kind of teaching on students' psychological state and ideological and political learning effect.

Subjects and methods: Find 120 college students with similar basic conditions and divide them into an experimental group of 60 and a control group of 60. The experimental group was implemented with ideological and political teaching under the idea of positive psychology, and the control group was implemented with traditional ideological and political teaching. After the experiment, the teaching effect