

**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

and students' psychological state of the two groups were compared.

**Research design:** The two groups of students were given ideological and political education for a period of one month, and the class duration was two hours every three days. The two groups of students were tested for their psychological state and ideological and political teaching results before the start of the course, during the course and after the end of the course, to compare the differences in the performance of the two groups, and to confirm the validity of positive psychology ideas through statistical methods. The psychological measurement tools used in this study are the 90-item symptom list and the self-made ideological and political teaching effect evaluation form.

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

**Results:** The results show that the experimental group using ideological and political teaching under the idea of positive psychology has better ideological and political teaching effect than the control group using traditional ideological and political teaching, and its average score is 8.5 points higher, and the difference is statistically significant ( $P < 0.05$ ).

**Table 1.** Comparison of ideological and political teaching results

Item	Control group	Experimental group	<i>P</i>
Score	77.2	85.7	0.039

**Conclusions:** The teaching strategy of ideological and political education combined with the idea of positive psychology is a new development direction of ideological and political education. Positive psychology can theoretically provide targeted improvement methods for many problems faced by the teaching of current ideological and political education. Through comparison, it is found that students who receive ideological and political teaching combined with positive psychology ideas perform better in psychological state than students who receive traditional ideological and political teaching, and the assessment scores of the two groups of students in ideological and political education are also students who combine positive psychology teaching have more advantages. Positive psychology can bring considerable optimization to the effect of ideological and political teaching in colleges and universities, and students' acceptance of this teaching method and learning efficiency are also higher.

**Acknowledgement:** The research is supported by: 2020 Ideological and Political Education Project of Colleges and Universities in Guangdong Province: Research on the integration of craftsman spirit into ideological and political education in higher vocational colleges in the new era. (No. 2020GXSZ187); The 22nd Batch of Educational and Scientific Research Projects in Qingyuan City (2021): Research on the integration of media enabled ideological and political courses in higher vocational colleges.

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## ANALYSIS OF THE RELIEVING EFFECT OF THE INNOVATION OF IDEOLOGICAL AND POLITICAL EDUCATION TEACHING MODE IN COLLEGES AND UNIVERSITIES ON THE ANXIETY OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** Anxiety disorders are the result of the accumulation and synthesis of multiple negative emotions and negative psychological states. People with severe anxiety may have a variety of physical and psychological adverse reactions. Common physiological symptoms include insomnia, weakness, dizziness, loss of appetite, frequent urination, etc., common psychological symptoms include inability to concentrate, thinking disorders, extreme emotions, etc. The adverse reactions of people with severe anxiety will further stimulate their anxiety, resulting in a vicious circle of increased anxiety. The proportion of college students with severe depression is not low due to the mental health problems of college students due to the pressure of study, emotion, social interaction, economy, etc. If the anxiety of college students is not intervened and alleviated in time, it may lead to their psychological serious health problems.

Ideological and political education is an important part of the educational concept of the comprehensive development of colleges and universities. It is a teaching of cultivating socialist successors according to the needs of the country for talents and the needs of students themselves. The teaching content is mainly ideal and belief education, patriotism education, ethics education and all-round development education.