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RESEARCH ON THE INFLUENCE OF TOURISTS' AFFECTIVE DISORDER ON THE MANAGEMENT OF CULTURAL SCENIC SPOTS

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Background: Patients with affective disorders have certain obstacles in the processing and expression of emotions. There are emotional disorders, which are manifested in anxiety, depression, indifference and other emotional symptoms. The emotional symptoms of patients with affective disorders are shown in Figure 1. Patients with affective disorders often have different degrees of cognitive impairment, which makes their cognition and expectation of the surrounding environment inaccurate, prone to loss and anxiety, resulting in anxiety and tension in patients with affective disorders. Depression is a common emotional symptom in patients with affective disorders. Patients with affective disorders often have a variety of depressive states, such as stagnation, upset, loss of appetite and so on. Patients with affective disorders often lead to the regression of physiological functions such as vision, hearing and so on, which makes patients with affective disorders have problems such as sleep disorders and language disorders, resulting in physical discomfort symptoms such as depression and fatigue. Patients with affective disorder are also prone to emotional agitation. Because patients with affective disorder have obstacles in emotional processing and expression, their ability of emotional regulation and control is reduced, and the emotional transition reflection of some situations is not handled properly. Therefore, when patients with affective disorder have contradictions with others, patients with affective disorder often show great hostility and trigger the phenomenon of intense emotion. Patients with emotional disorders may also have euphoric symptoms. Patients with emotional disorders often get a sense of satisfaction due to their own imagination, and there is an increase in self-pleasurable words. Their facial and physical expressions give people a feeling of stupidity and childishness. Patients with affective disorder may also have indifferent emotional symptoms. Due to the impairment of vision, hearing and language ability of patients with affective disorder, their perceptual reflex response is slow and there is the problem of sensory blocking, which makes patients with affective disorder often show the symptoms of indifference.

Traveling is a common way to relieve psychological stress. People often choose traveling as a means to relax themselves and relieve their emotions. In recent years, cultural tourism has gradually become a new way of tourism healing. It can relieve the inner pressure and emotions in the cultural heritage and beautiful scenery of cultural scenic spots, sort out their own emotions and psychological emotions, and alleviate their own emotional obstacles under the dual action of natural scenery and humanistic background. In the process of cultural tourism, tourists can intuitively feel the natural beauty of scenic spots and appreciate different geographical environment customs. The environment of scenic spots is beautiful, and its vegetation coverage is much higher than that of urban areas. Therefore, when tourists living in cities travel to scenic spots, they can experience completely different ecological environment beauty. Moreover, tourists can touch historical and cultural feelings through cultural buildings and scenery in cultural scenic spots, alleviate their anxiety, loss and other emotions under the influence of cultural scenic spots, and improve their mental health level in the tourism of cultural scenic spots.

Objective: The research analyzes the psychological characteristics of patients with affective disorder, starts from the psychological and cultural needs of patients with affective disorder, explores the impact of cultural scenic spot tourism on psychotherapy of patients with affective disorder, and puts forward the management strategy of cultural scenic spots for patients with affective disorder. Through the optimization of the management mechanism and strategy of cultural scenic spots, the research hopes to provide new ideas and references for the mitigation treatment of patients with affective disorders, promote the efficiency of cultural scenic spot management, and help patients with affective disorders release their emotions in cultural tourism.

Subjects and methods: The research adopt the way of reform pilot and comparative analysis to explore the impact of cultural scenic spot management optimization on tourists' emotional disorder, pilot the implementation of the cultural scenic spot management optimization strategy proposed by the research, and analyze the changes of tourists' emotional disorder under the optimization of cultural scenic spot management. The research takes a cultural scenic spot in a city as the pilot site of the reform, and takes the scenic spot tourists in three days as the research object. There are 3621 tourists in total. The emotional disorders of tourists are statistically analyzed. It also reviews and analyzes the emotional disorders of tourists under the traditional management mode, compares and analyzes the emotional disorders of tourists

under the traditional management mode and the new management mode, and explores the auxiliary treatment effect of cultural scenic spot management optimization on tourists' emotional disorders.

Results: The emotional barriers of tourists before and after the pilot of cultural scenic spot management optimization are shown in Table 1.

Conclusions: In recent years, cultural tourism has become a new way of health tourism. People feel different natural scenery and historical and cultural heritage through cultural tourism, get different leisure and vacation entertainment experience, and relieve inner pressure while obtaining leisure feeling, so as to improve their mental and mental health and alleviate emotional barriers. Research shows that cultural tourism under the optimization of scenic spot management can effectively help patients with affective disorders relax and play the effect of adjuvant treatment of affective disorders. Through the optimization of the management of cultural scenic spots, the management mode of cultural scenic spots for patients with affective disorder is established, and the natural scenery, warm humanistic care and profound cultural meaning are used to help tourists improve their physical health and relax in the beautiful countryside, which provides a new auxiliary treatment for the treatment of patients with affective disorder.

Table 1. Emotional barriers of tourists before and after the pilot of cultural scenic spot management optimization

Time	Score
Before reform	4.21
After reform	1.53

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APPLICATION OF BIG DATA TECHNOLOGY IN MENTAL HEALTH EDUCATION

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Background: The past college mental health education model did not keep up with the development and change speed of the times and students' needs. With the advent of the new media era, the development of networked information technology has opened up a new development path for college students' mental health education. Colleges and universities are required to establish a new innovative teaching model of college students' mental health education and break the traditional college students' mental health education model. In order to alleviate the psychological anxiety symptoms of contemporary college students and improve the mental health level of college students. On the other hand, starting from the current situation and problems of mental health education in colleges and universities, mental health education in colleges and universities has the limitations of superficial form and limited coverage of students' problems. Apply big data mining and processing technology to college mental health education courses, use the advantages of big data to realize teaching content data processing, and use big data to establish a database integrating a variety of teaching schemes and teaching data. Big data technology has certain data processing ability, which can identify and classify the teaching contents in information-based teaching and reduce the workload of teachers' teaching scheme formulation, ensure the accuracy of teaching content. Introducing big data technology into mental health education in colleges and universities can also help colleges and universities establish a new information-based mental health education system and carry out mental health education through big data and network. Use big data to visually and intelligently analyze students' mental health and ideological status, and analyze and mine students' psychological information in clustering and accuracy, so as to provide data information reference for ensuring the effectiveness of mental health education in colleges and universities.

The government and society always pay attention to the education quality level of higher education, including professional knowledge and skill education and mental health education for college students, and require college students to achieve comprehensive development in professional, psychological and physical quality. As a key link, college students' mental health education is directly related to the overall promotion of higher quality education. Strengthening college students' mental health education can effectively help college students establish a good psychological mechanism and promote college students to establish a correct and mature outlook on life, values and world outlook. College students' mental health education is also a key part of college moral education and a necessary factor for the development of college moral education under the new situation. Colleges and universities are required to strengthen college students'