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THE INFLUENCE OF COORDINATED DEVELOPMENT OF RURAL TOURISM MANAGEMENT AND ECOLOGICAL CIVILIZATION CONSTRUCTION ON VILLAGERS' EMOTIONAL DISORDER

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Background: In recent years, China has put forward the concept of targeted poverty alleviation and launched rural tourism to promote rural economic development and stimulate tourism consumption, so as to achieve common prosperity and achieve an all-around well-off society. Therefore, rural tourism has become one of the ways to achieve targeted poverty alleviation. It is also an important measure to promote rural development and improve the income of poor farmers. China's rural vacation tourism has just started, so there are still many problems in the development process, resulting in the poor development of rural tourism in some areas. In this context, the income of some villagers has declined, and they have been in the mood of anxiety and depression for a long time, so they suffer from emotional disorders. Affective disorder, also known as bi-directional disorder, is a common mental disorder with the characteristics of mania and depression. It may occur in any period of time. The clinical manifestations of affective disorder are more complex, and the patients' emotions fluctuate, accompanied by symptoms such as distraction, rashness, exaggeration, running away from thinking, less sleep, more speech and so on. In addition, mental symptoms such as anxiety disorder, obsessive-compulsive disorder, money abuse and victim delusion are also common in patients with affective disorders. Mental disorders not only bring heavy economic burden to the patient's family, but also easily lead to social security problems and affect social harmony and stability. Therefore, we need to find a way to improve the income of villagers and alleviate the anxiety of villagers, so as to avoid villagers suffering from emotional disorders.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Based on consumer psychology, the research analyzes the needs of consumers in rural tourism, and then puts forward the coordinated development and construction mode of rural tourism management and ecological civilization construction, so as to promote the development of local rural tourism, improve the income of villagers, alleviate the anxiety of villagers and treat the emotional disorders of villagers.

Objective: China's rural vacation tourism has just started, so there are still many problems in the development process, resulting in the poor development of rural tourism in some areas. The income of some villagers has declined, and they have been worried and depressed for a long time, so they have suffered from emotional disorders. Based on consumer psychology, the research puts forward the coordinated development and construction mode of rural tourism management and ecological civilization construction, so as to promote the development of local rural tourism, improve the income of villagers, alleviate the anxiety of villagers and treat the emotional disorders of villagers.

Subjects and methods: Four villages developing rural tourism were selected from province a, and 10 villagers with affective disorder were selected from each village for research. Self rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the anxiety level of the subjects. The monthly income of villagers is used to evaluate the effect of the development model.

Study design: Four villages were randomly divided into study group and control group, with 20 people in each group. Among them, the research group adopts the coordinated development mode of rural tourism management and ecological civilization construction for rural tourism construction, while the control group adopts the traditional development mode for rural tourism construction. After a period of time, the anxiety and monthly income of the two groups of villagers were compared.

Methods: The corresponding data were processed and calculated by software SPSS22.0.

Results: Before the experiment, there was no significant difference in SAS scores between the two groups ($P > 0.05$). After the experiment, the SAS score of the villagers in the study group decreased significantly compared with that before the experiment ($P < 0.05$), while the SAS score of the villagers in the control group had no significant change compared with that before the experiment ($P > 0.05$), and was

significantly higher than that of the control group ($P < 0.05$). The SAS scores of the two groups are shown in Table 1.

Table 1. SAS scores of two groups of subjects

Grouping	SAS score		<i>t</i>	<i>P</i>
	Before experiment	After experiment		
Research group	63.48±4.53	46.35±4.32	8.724	0.000
Control group	65.92±3.88	63.33±6.54	0.141	0.813
<i>t</i>	0.163	8.963	-	-
<i>P</i>	0.824	0.000	-	-

Conclusions: Rural tourism is one of the ways to achieve targeted poverty alleviation, and it is also an important measure to promote rural development and improve the income of poor farmers. China's rural vacation tourism has just started, so there are still many problems in the development process, resulting in the poor development of rural tourism in some areas. In this context, the income of some villagers has declined, and they have been in the mood of anxiety and depression for a long time, so they suffer from emotional disorders. Based on consumer psychology, the research analyzes the needs of consumers in rural tourism, and then puts forward the coordinated development and construction mode of rural tourism management and ecological civilization construction, so as to promote the development of local rural tourism, improve the income of villagers, alleviate the anxiety of villagers and treat the emotional disorders of villagers. The results showed that there was no significant difference in SAS scores between the two groups before the experiment ($P > 0.05$). After the experiment, the SAS score of the villagers in the study group decreased significantly compared with that before the experiment ($P < 0.05$), while the SAS score of the villagers in the control group had no significant change compared with that before the experiment ($P > 0.05$), and was significantly higher than that of the control group ($P < 0.05$). It shows that this development model can effectively improve the income of villagers, alleviate villagers' anxiety and treat villagers' emotional disorders.

Acknowledgement: The research is supported by Research on Education and Teaching Reform of colleges and Universities in Hainan Province: "Research on sustainable livelihood of land-lost farmers in Hainan under the background of free trade zone (port)-taking Sanya as an example" (No. Hnky2019-99).

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RESEARCH ON THE INFLUENCE OF MUSIC EDUCATION REFORM IN COLLEGES AND UNIVERSITIES ON STUDENTS' SOCIAL COGNITIVE ROLE AND PSYCHOLOGICAL STATUS

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Background: Music education in colleges and universities is a general term for the educational practice activities of music related majors in colleges and universities. The quality of music education in colleges and universities directly affects the cultivation effect of music concepts and literacy of music majors in colleges and universities, and has important practical significance for the development and progress of music art in China. The fundamental purpose of music education in colleges and universities is to cultivate music professional and artistic talents with both morality and art. Music students are required to cultivate good personal cultivation and morality while improving their professional skills, so as to maintain a stable level of mental health. However, under the social situation of rapid development, college students bear psychological pressure from many aspects. Due to academic burden, interpersonal communication, employment development and other reasons, college students are more or less in a state of mental anxiety and depression, which is not conducive to the physical and mental health development and growth of college students. Mental stress at different levels makes college students a high incidence of mental health problems, which is not conducive to the all-around development of college students' comprehensive quality, and seriously affects their daily life and study. Music education in colleges and universities can adjust students' psychological status from the perspective of music therapy, combine the theories of musicology, medicine and psychology, and adjust students' psychological emotion in combination with music theory and