

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.

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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

practice, so as to optimize students' psychological state.

In the social environment, every individual needs to follow the most basic social rules, which basically regulate the individual's behavior and activities. The social role refers to the role played by the individual in the social environment and the social identity given to the individual in the social activities. When students' social role cognition has problems or obstacles, students may have mental health problems, which has a serious impact on the development of students' physical and mental health. In study and life, students' cognition of their social role may have certain role expectations and expectations of their role status in social groups. When there is a deviation between their role expectation and the actual situation, students may have psychological problems. College music education induces students' cognitive thinking about themselves through the educational infection of music, helps students solve puzzles and puzzles in the process of communication with students, and corrects students' inappropriate and incorrect self-role cognition.

Objective: Through the analysis of the current situation of music education reform in colleges and universities, combined with the analysis of the current situation of students' psychological status, to explore students' self-social role cognition, and to analyze the impact of music education reform in colleges and universities on students' mental health and self-social role cognition. Through the analysis of the relationship between college students' cognition and the implementation of the psychological reform of music, we can provide students with a reasonable reference for the establishment of the relationship between college students' cognition and the implementation of music education.

Subjects and methods: Study the current situation of music education in colleges and universities, understand the problems existing in music education in colleges and universities, collect the opinions and suggestions of music majors in colleges and universities on professional education, analyze the implementation of music education reform in colleges and universities, and explore the impact of music education reform in colleges and universities on students' psychological status. The research adopts the method of stratified cluster random sampling, and randomly selects two music professional classes from each of the four grades of a university for comparative experiments to verify the implementation effect of music education reform in colleges and universities, and explore the impact of music education reform in colleges and universities on students' psychology. During the comparative experiment, the students in the experimental group used the new teaching mode under the reform of music education in colleges and universities to optimize the existing teaching concept and teaching curriculum arrangement of music major. The students in the control group were taught according to the traditional teaching mode of music major, maintaining the original teaching arrangement and progress. The experiment lasts for 3 months. The experimental reform course includes all compulsory and elective courses related to music major.

Results: The changes of students' social role cognition and psychological status before and after the reform of music education in colleges and universities are shown in Table 1. After the reform of music education, students' self-social role cognition has improved significantly, and students' psychological anxiety and depression scores have decreased significantly.

Conclusions: The promotion of music education reform in colleges and universities has further optimized the curriculum concept of traditional music education in colleges and universities, adjusted the education mode of music education in colleges and universities, and effectively promoted the improvement of students' mental health level and helped students establish correct self-social role cognition by using the dual role of educational psychology and music infection.

Table 1. Changes of students' social role cognition and psychological status before and after the reform of music education in colleges and universities

Test dimension	Before reform	After reform
Correctness of social role cognition	1	4
Rationality of role expectation	2	4
Role coordination processing	1	4
Psychological anxiety	4	1
Psychological depression	3	1

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CORRELATION BETWEEN WOMEN'S ENTREPRENEURIAL PSYCHOLOGICAL ANXIETY AND THEIR ENTREPRENEURIAL EFFECTIVENESS