

psychology of consumers, so as to promote the sustainable development of the economic market and improve the quality of life of social people.

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THE POSITIVE INFLUENCE OF CULTURAL TOURISM INTEGRATION BASED ON CONSUMER PSYCHOLOGY ON TOURISTS' PSYCHOLOGICAL CONSTRUCTION

Yajing Tan

Gannan Normal University, Ganzhou 341000, China

Background: With the continuous development of China's social economy, the national cultural quality is also improving. At the same time, with the improvement of China's attention to culture, how to realize the wide-ranging dissemination of culture has become the main research object. The state continues to emphasize that culture is the soul of tourism and tourism is the intermediate carrier of culture. Cultural tourism is to respond to the national call and integrate culture into tourism. Cultural tourism takes local tourism as the intermediate carrier and culture as the material output to attract tourists to participate in tourism consumption, promote the economic development of scenic spots and achieve the purpose of spreading regional culture. From the perspective of tourist psychology, cultural tourism includes four main psychologies: novelty seeking, difference seeking, pleasure seeking and knowledge seeking. In the tourism psychology of tourists, tourists, as the main consumers of scenic spots, have been in the noisy environment of the city for a long time. Therefore, a large number of tourists locate the tourism location as a natural ecological area with unique culture, that is, tourists need to meet their own sense of novelty in tourism viewing, and also need to meet the knowledge seeking psychology of tourists for special cultural products. In addition, in cultural tourism, the consumer consumption psychology produced by tourists is also an important factor affecting the change of psychological quality in tourism. Therefore, how to use consumer consumption psychology to carry out psychological construction for tourists in cultural tourism is of great significance.

Consumer psychology is the psychological activity produced by consumers in the process of consumption, including the psychological feelings and experiences of consumers in observing goods, searching goods, contacting goods, choosing goods and purchasing goods. Consumer psychology generally includes four kinds: conformity, seeking differences, comparison and realism. Under the influence of conformity psychology, consumers tend to consume blindly, that is, they have no own ideas and determine whether they consume by relying on the information of the number of buyers of goods. The psychology of seeking differences means that consumers pursue novelty and uniqueness, only pay attention to the uniqueness of goods in commodity consumption, and it is difficult for consumers to evaluate the value of goods. The psychology of comparison is the vicious psychology of consumers when consuming goods. Driven by the psychology of comparison, consumers will not make a rational analysis of goods, but only require them to meet their psychological needs, which is an undesirable consumption psychology. Realistic psychology is the most common psychological activity in consumer psychology. Most consumers first pay attention to the practical value of goods and buy them after evaluating them. In cultural tourism, consumers' consumption psychology is based on the cultural connotation of cultural products. In order to carry out psychological construction of tourists in the process of tourism, based on the theory of consumption psychology, this paper analyzes the cultural connotation of cultural products in cultural tourism and its positive effect on tourists' psychological construction.

Objective: This paper analyzes the psychological performance of tourists in cultural tourism in Europe, evaluates the impact of cultural tourism on tourists' psychological quality, analyzes the psychological changes of tourists in Tourism under consumer psychology, and puts forward the promotion scheme of cultural tourism connotation based on consumer psychology to tourists' psychological construction.

Subjects and methods: Taking 200 tourists participating in cultural tourism as the research object, this paper analyzes the changes of tourists' psychological activities in cultural tourism, including tourists' anxiety psychology, social psychology and behavioral psychology. After that, it is proposed to use consumer psychology to optimize the expression of cultural connotation in cultural tourism, evaluate the changes of tourists' anxiety psychology, social psychology and behavioral psychology under the influence of consumer psychology, and put forward the construction scheme of tourists' psychology in cultural tourism.

Results: The changes of tourists' anxiety psychology, social psychology and behavioral psychology before and after the influence of consumer psychology are shown in Table 1. From Table 1, it can be seen that the cultural tourism cultural performance under the influence of consumer psychology can alleviate tourists'

anxiety psychology, promote the improvement of tourists' social psychology and improve tourists' behavioral psychology.

Conclusions: With the development of society, people's yearning for tourism is increasing. How to meet the psychological needs of tourists and promote the psychological construction of tourists is an important concern in the development of tourism. Taking the tourists in cultural tourism as the research object, this paper puts forward consumer psychology to improve the cultural expression ability in cultural tourism, and analyzes the effect of tourist psychological construction under the influence of consumer psychology. The results show that under the influence of consumer psychology, tourists' anxiety psychology, social psychology and behavioral psychology change significantly, and can be improved to a certain extent. Therefore, in view of the psychological construction of tourists in tourism, consumption psychology can be used to meet the consumption needs of tourists and improve the cultural expression in cultural tourism.

Table 1. The influence of cultural tourism on tourists' psychology under consumer psychology

	1 month	2 months	3 months	4 months
Anxiety psychology	64.12±4.31	59.72±4.01	55.13±3.97	48.15±3.89
Social psychology	5.71±1.06	5.92±1.32	6.74±1.19	7.66±1.18
Behavioral psychology	4.29±2.83	5.11±2.34	6.68±2.01	8.01±1.77

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THE INFLUENCE OF THE CONSTRUCTION AND ANALYSIS OF DACHENG AESTHETIC THEORY ON COLLEGE STUDENTS' BEHAVIORAL COGNITIVE IMPAIRMENT

Peng Lu & Jingzhi Tan

Xi'an Jiaotong University, Xi'an 710049, China

Background: College students are the main educational objects in China. Generally speaking, college students will have a certain degree of anxiety after leaving the high school campus environment and entering the university campus, and they will have different degrees of behavioral cognitive impairment when facing the unfamiliar university campus environment. From the perspective of psychology, the main reason for college students' behavioral cognitive impairment lies in the improvement of the difficulty of college education and the increase of the knowledge involved in college teaching, which has an impact on students' conventional cognition, resulting in behavioral cognitive impairment. In view of the current situation of college education, in view of the behavioral cognitive impairment of college students, colleges and universities continue to improve the teaching system and teaching mode, and urge teachers to formulate teaching plans from the aspect of students' psychological cognition. However, it is undeniable that college students' behavioral cognitive impairment has gradually shifted from curriculum learning to daily life. In order to better alleviate college students' behavioral cognitive impairment, it is necessary to implement teaching management for college students. From the generation principle and action mechanism of behavioral cognitive impairment, we can know that the generation of behavioral cognitive impairment is that after the human brain is faced with unbearable information, the neurotransmitters in the brain are abnormal, and then there are different degrees of cognitive abnormalities. After patients have behavioral cognitive impairment, under the influence of cognitive impairment, they lack correct subjective ideas in the analysis of known content, so they cannot express the same performance as ordinary people in behavior. In the cognitive impairment of students' behavior in college education and learning, in the face of complex college environment, neurotransmitters have abnormal information transmission, resulting in students' inability to perceive English in teaching in line with conventional standards. Therefore, the mitigation of college students' behavioral cognitive impairment is an important work in colleges and universities except professional teaching. In order to help college students, alleviate behavioral cognitive impairment, this paper studies how to alleviate students' behavioral cognitive impairment by improving students' aesthetic psychology.

Dacheng aesthetic theory is an important way in aesthetic education. It uses aesthetic thought to build a comprehensive aesthetic evaluation system. In view of the cognitive impairment of college students'