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THE INFLUENCE OF THE COORDINATED DEVELOPMENT MECHANISM OF DIGITAL CULTURE INDUSTRY AND TOURISM ON RELIEVING TOURISTS' PSYCHOLOGICAL ANXIETY

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Background: Psychological anxiety is an individual's anxiety and anxiety about the future prospects. This anxiety often lacks objective basis and reasons. When people encounter some difficulties and difficulties, they may worry too much about the future situation due to the estimation of their own ability and environment, resulting in serious psychological anxiety. There are many reasons for individual psychological anxiety. From the perspective of social cognition, individual's cognition, understanding and judgment of social events and life situations will directly affect individual's psychological conditions. The events and environment experienced by individuals in the process of socialization will have an important impact on the basis of individual's psychological state. In life, when facing social activities and social events, some individuals always adhere to a negative psychological cognitive evaluation, psychologically deny the social relations and behaviors they encounter, and have high expectations for life activities, resulting in serious psychological anxiety. On the other hand, the individual personality characteristics of social individuals will also affect their mental state level. The personality of a social individual is a personality characteristic formed slowly in the process of growth and development. It is a comprehensive embodiment of its psychological characteristics and psychological emotional tendencies, and is affected by the living environment and genetic factors. The personality characteristics of individuals are also related to their psychological endurance in the face of difficulties. Some individuals are more inclined to egotism, weakness and other bad directions. In the face of the same practical problems, they are more likely to have serious psychological pressure, resulting in a higher degree of psychological anxiety.

In the new era, digitalization is the key to the development of various industries. In recent years, the rise of new technologies such as big data and blockchain has brought the world into a great era of digital development, and digitalization has become a new driving force for world economic development. Facing the explosive data situation, the tourism industry should also seize the opportunity to join the global digital development wave, comprehensively transform and innovate the past development mechanism of the tourism industry, organically combine the digital cultural industry with the tourism industry, realize the common progress of culture and tourism, and promote the in-depth development of the cultural tourism industry. Establish a coordinated development mechanism between the digital cultural industry and the tourism industry, so that the digital cultural industry and the tourism industry can complement each other, so that the tourism industry can promote the development of the cultural industry, and at the same time, the cultural industry can provide source support for the tourism industry. When tourists go to a new place for sightseeing, they can not only enjoy the beautiful scenery, but also experience different local customs and cultures. Tourists' sightseeing can bring double-sided benefits to the local cultural industry and tourism industry, and promote the consumption growth of the cultural tourism industry. However, while paying attention to the development of tourism and economy, we cannot ignore the psychological health problems of tourists. We need to actively pay attention to the psychological anxiety of tourists, innovate the tourism development model, and provide help to improve the quality of tourists' psychological health.

Objective: With the development of the information age, the tourism industry is constantly transforming its services to information. In the development of tourism, the psychological emotion of tourists is the key factor affecting the consumption behavior of tourism. In order to promote the development of tourism and alleviate the psychological anxiety of tourists in tourism, this paper puts forward the collaborative relationship between the digital culture industry and tourism in the information age, and analyzes the effect of the collaborative development mechanism of the two on resolving the anxiety of tourists.

Subjects and methods: Randomly select 300 tourists from a scenic spot from 2019 to 2021 as the research object, use Internet technology to collect the current development status of digital culture industry and tourism, and build a collaborative development model of digital culture industry and tourism. The Self-assessment Anxiety Scale (SAS) was used to obtain the anxiety psychology of 300 tourists participating in the survey, and The Overall Well-Being Scale (GWB) was used to obtain the

well-being of all tourists in the process of tourism development. The changes of tourists' Anxiety Psychology and well-being under the collaborative development model of digital culture industry and tourism industry were analyzed.

Results: The changes of tourists' psychological anxiety, well-being and the degree of synergy between digital culture industry and tourism are shown in Table 1. With the deepening of the synergy mechanism, the degree of tourists' anxiety has decreased significantly.

Table 1. Coordination degree and change of tourists' evaluation

Project	2019	2020	2021
Synergy degree	0.314	0.445	0.567
Anxiety score	64.31±5.77	57.39±5.15	49.62±4.81
Happiness score	47.25±7.13	59.36±7.59	74.37±5.82

Conclusions: Psychological anxiety is a common mental disorder, which is mainly manifested in obvious and long-term emotional tension, depression, anxiety and other states. When individuals are in this negative state for a long time, their mental health is seriously damaged, their mental mood is out of the level of normal people, and it is easy to induce other psychological and physical diseases, which is not conducive to their long-term development. The establishment of a coordinated development mechanism between the digital cultural industry and the tourism industry can effectively deepen the supply side reform of the tourism industry and promote the integrated development of local cultural and tourism industries. It can also help tourists with psychological anxiety ease their emotions during tourism, relax their body and mind, and achieve the purpose of easing their psychological anxiety through digital technical means.

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ON THE PATH OF EDUCATIONAL EQUITY IN THE REFORM OF THE NEW COLLEGE ENTRANCE EXAMINATION AND ITS IMPACT ON THE ANXIETY OF POOR STUDENTS

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Background: Anxiety refers to an individual's excessive worry about his life and future, resulting in irritability. Anxiety will be relieved or eliminated with the or solution of things. When individuals have anxiety for a long time, anxiety belongs to abnormal anxiety, which is a manifestation of mental illness. The individual experience of abnormal anxiety has no reason to fear the imminent disaster, worry about his physical condition, and feel that he is suffering from a very serious disease. When the abnormal anxiety is serious, the individual will have emotional and emotional disorders. It is good for people to face the difficult problems and keep a good psychological state. Excessive anxiety will affect the development of individual physical and mental health, and lead to some mental diseases. There are some poor students in middle schools. These students come from remote areas. Their families are relatively poor and are under great economic and psychological pressure. Poverty has a certain restrictive effect on the interest and ability development of poor students and hinders the improvement of their comprehensive quality. Due to their poor family, poor students are prone to anxiety, have strong inferiority complex in the process of communicating with their classmates, are more sensitive to interpersonal relationships, and pay more attention to the evaluation of others. When hearing other people's negative comments, some poor students will have negative emotions such as irritability and sadness, and then become more inferior. In addition, poor students' academic anxiety is also more obvious. Poor students tend to pay more attention to their academic performance. When their academic performance is not ideal at a certain time, these poor students will have irritability, anxiety and other emotions. Excessive attention to their academic performance will also aggravate their academic anxiety.

With the continuous development of society, the demand for education is also changing. There are some problems in the reform of the college entrance examination, such as educational equity, unclear evaluation standards, difficult presentation of students' comprehensive quality evaluation, political preference in the reform of colleges and universities, no effective supervision mechanism has been established, and there is still a phenomenon of black box operation in the enrollment of some colleges and universities. Various problems have hindered the effectiveness of educational equity. When the evaluation criteria are not clear