

Revitalization. In the research, the main body of agricultural materials management is taken as the research object, the new rural tourism development model is used to improve the rural economic development rate, and the effectiveness of the new rural tourism development model is evaluated by analyzing the change of collective consciousness and the improvement of behavior deviation. The results showed that all the participants' personal consciousness and collective consciousness were in a reasonable direction, and the score of personal behavior deviation was significantly lower than that before the intervention of the new model. Therefore, in the development of rural tourism, we can correctly guide the collective consciousness of the main body of agricultural materials management through the new rural tourism development model, and improve the behavior deviation of participants, so as to promote the development of rural economy.

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STUDY ON THE INFLUENCE OF COSMETIC PRACTICAL TEACHING REFORM ON STUDENTS' ANXIETY IN COLLEGES AND UNIVERSITIES

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Background: At the psychological level, anxiety refers to a negative emotion that includes irritability, anxiety, sadness, worry, tension, panic and uneasiness caused by excessive worry about the life, safety and future of yourself or the people you care about. At the same time, anxiety is also an emotional symptom syndrome. According to the performance of patients, anxiety is divided into three types: mental anxiety, exercise anxiety and somatic anxiety. In colleges and universities, with the promotion of grades, students face more and more things, greater and greater pressure, and more and more serious psychological anxiety. Students are prone to some negative emotions when they encounter difficulties, setbacks or blows, including tension, anxiety, fear and anxiety caused by impaired self-esteem, loss of self-confidence, frustration and guilt, which leads to anxiety. There are eight main reasons for college students' psychological anxiety, including changes in learning environment, self-cognitive imbalance, excessive academic burden, difficult adjustment of interpersonal relations, psychological confusion in making friends, insufficient psychological quality, difficult to bear setbacks, excessive social competition and employment pressure, and economic pressure caused by students' family poverty. A survey shows that more than 75% of college students feel pressure and anxiety about their study. Therefore, learning anxiety is the main anxiety type of college students.

Cosmetics practice is a major in some colleges and universities in China. It mainly studies the basic knowledge and skills in cosmetics raw materials, essence and fragrance application technology, organic chemistry, inorganic and analytical chemistry, and carries out cosmetics production, inspection, product development, product sales, etc. in the field of cosmetics technology. There are many problems in the current teaching mode of cosmetic technology, such as insufficient informatization and less practice, which leads to low teaching quality and unsatisfactory students' performance. Some students have anxiety under the great pressure of study and employment. Mild anxiety helps to stimulate students' learning enthusiasm and stimulate students' learning motivation. However, excessive anxiety will affect students' physical and mental health, and then affect students' daily life and normal learning. Therefore, it is necessary to reform the practical teaching mode of cosmetics in colleges and universities in order to improve the teaching quality, improve students' performance and alleviate students' anxiety. Based on the theory of educational psychology, the research analyzes the law of students' psychological changes in the teaching process, and then reforms the practical teaching mode of cosmetics in colleges and universities, so as to improve the teaching quality, improve students' performance, alleviate students' anxiety and output more high-quality professionals for the society.

Object: There are many problems in the current teaching mode of cosmetics technology course, resulting in low teaching quality and poor students' performance. Some students have anxiety under the great pressure of study and employment. Based on the theory of educational psychology, the research analyzes the law of students' psychological changes in the teaching process, and then reforms the practical teaching mode of cosmetics in colleges and universities, so as to improve the teaching quality, improve students' performance, alleviate students' anxiety and output more high-quality professionals for the society.

Subjects and methods: 120 students majoring in cosmetic practice in a university were selected as the research object, including 80 males and 40 females. The students were randomly divided into study group and control group, with 60 people in each group. Among them, the research group adopts the improved cosmetics practical teaching mode based on educational psychology, while the control group adopts the traditional cosmetics practical teaching mode. After teaching for a period of time, the professional course scores and anxiety levels of the two groups of students before and after teaching were compared. Self-rating Anxiety Scale (SAS) was used to evaluate students' anxiety, and Employment Anxiety Scale (EAS) was used to evaluate students' employment anxiety.

Results: The results show that the improved cosmetic practice teaching model based on educational psychology can effectively improve the teaching quality and alleviate students' anxiety. Before teaching, there was no significant difference in the SAS score between the two groups ($P > 0.05$). After teaching, the SAS score of the students in the research group decreased significantly ($P < 0.05$), and was significantly lower than that of the students in the control group ($P < 0.05$). The SAS scores of the two groups of students are shown in Table 1.

Table 1. SAS scores of two groups of students

Timing	SAS score		<i>t</i>	<i>P</i>
	Research group	Control group		
Number of students	60	60	-	-
Before teaching	68.4±7.2	68.5±6.3	0.254	0.669
After teaching	47.0±3.4	67.9±7.2	7.549	0.000
<i>t</i>	7.652	0.306	-	-
<i>P</i>	0.000	0.687	-	-

Conclusions: There are many problems in the current teaching mode of cosmetics technology course, such as insufficient informatization and less practice, resulting in low teaching quality and unsatisfactory student performance. Some students have anxiety under the great pressure of study and employment. At the psychological level, anxiety refers to a negative emotion that includes irritability, anxiety, sadness, worry, tension, panic and uneasiness due to excessive worry about the life, safety and future of themselves or the people they care about. Excessive anxiety will affect students' physical and mental health, and then affect students' daily life and normal learning. Therefore, based on the theory of educational psychology, the research analyzes the psychological change law of students in the teaching process, and then reforms the practical teaching mode of cosmetics in colleges and universities, so as to improve the teaching quality, improve students' performance, alleviate students' anxiety and output more high-quality professionals for the society.

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RESEARCH ON THE IMPACT OF ACCOUNTING BEHAVIOR ON DECISION MAKERS' EXCESSIVE ACHIEVEMENT PRESSURE FROM THE PERSPECTIVE OF CORPORATE GOVERNANCE

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Background: Decision makers play a vital role in the normal operation and development of enterprises. Because the income level and social status of corporate decision-makers are higher than ordinary people, their achievement motivation is generally higher. When the company's decision-makers want to achieve greater achievements to meet their sense of achievement, there will be achievement pressure. Achievement pressure refers to when a person's behavioral tendency and psychological tendency tend to achieve greater achievements, then it is considered that the individual has achievement orientation and achievement motivation. However, when the individual's goal achievement has not made progress/achieved for a long time, or the individual is in the position that others have achieved the desired achievement, but the individual has not achieved his own goal achievement, the individual will have achievement pressure. Appropriate achievement pressure can become individual motivation, stimulate individual learning passion