

and third days of the first group, but the emotional scores gradually fluctuated from the fifth day, and the number of people with low scores showed an increasing trend. In the second group, the number of high emotional scores increased significantly from the third day.

Conclusions: As a new tourism mode under the new development pattern, the development quality of red tourism affects the changes of tourists' psychological quality. The high-quality development of red tourism shapes and improves the personality quality of tourists, deeply feels the connotation of red culture, enhances national cultural self-confidence, and guides the cultivation of positive and healthy psychology.

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ANALYSIS OF THE INFLUENCE OF RED CULTURE ON CONTEMPORARY COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a branch of psychology, which mainly studies people's learning, the effect of intervention, teaching psychology and school organization under the educational environment. Educational psychology mainly applies the theory of psychology to education. Therefore, educational psychology is closely related to the basic theories of pedagogy and general psychology. Under the background of education and teaching, educational psychology studies students' psychological phenomena and development laws, guides students' psychological changes with the help of psychology, and provides psychological basis for the education and training objectives of a certain stage, so as to make students develop in moral, intellectual and physical aspects and realize the educational purpose quickly and effectively. Therefore, educational psychology does not simply explain educational phenomena with psychological knowledge, but studies the process of students' external information and internal information exchange and the law of psychological change under the educational background. For example, students' psychological laws such as the skills of mastering knowledge, moral norms and the formation of their personality.

With the deepening of China's reform and opening up and the process of foreign exchanges, cultural input has seriously penetrated into colleges and universities. As a high-quality group, college students have strong adaptability and acceptance ability to new things. Due to the differences of individual ideological and political literacy, the input of foreign culture has affected college students' outlook on life, values and world outlook to varying degrees. In view of this phenomenon, the ideological and political education in colleges and universities should take Chinese red culture as the core, and promote the deep integration of red culture and ideological and political education under the guidance of educational psychology. Red culture is an advanced culture with Chinese characteristics. It has educational values such as leading by example, shaping personality, establishing self-confidence and cultivating positive mental health. It helps college students establish a correct outlook on life, values and world outlook, improves college students' ability to endure setbacks, and helps college students cultivate the psychological quality of national self-confidence, cultural self-confidence and personal self-confidence. At present, most of the ideological and political education is based on traditional education methods, which leads to the low enthusiasm and initiative of college students in the study of ideological and political education. In the context of educational psychology, the integration of the value of red culture and ideological and political education distracts college students from their psychological changes, making college students more active in this mode of Ideological and political education.

Objective: Under the guidance of educational psychology, we should integrate the red culture into the ideological and political education of contemporary college students and explore the psychological status of college students in order to help college students establish self-confidence, establish correct values and cultivate a positive and healthy psychological state.

Subjects and methods: 75 college students were selected from each of the four higher vocational colleges, and 300 of them participated in the experiment of college students' ideological and political education integrated into the red culture. The experiment was divided into two groups, with 150 people in each group. The first group was the control group of traditional ideological and political education, and the

second group was the ideological and political education integrated into the red culture. The experiment lasted for 4 months. The experiment was evaluated by University Personality Inventory (UPI). UPI contains 60 evaluation items, mainly for mental state and physical symptoms. Each item has only positive and negative options. The positive option is recorded as 1 point, the negative option is recorded as 0 point, and 60 items contain 4 false test questions. Therefore, the highest score is 56 points and the lowest score is 0 points. Results the evaluation was divided into three levels, in which the grade A score was more than 25, indicating that there were serious psychological problems. Grade B means that the score is between 15 and 25, indicating general psychological problems. Grade C means that the score is between 0 and 14, indicating that there are no psychological problems or minor psychological problems. Naive Bayes Model (NBM) algorithm is used to classify the improvement of psychological problems.

Results: Table 1 shows the results of the psychological impact of the ideological and political education integrated into the red culture on college students. From Table 1, it can be concluded that the first group of college students have more people teaching between 15-25 districts, and there is no clear line change in the number of students in the first two months. From the third month, the number of people with scores of more than 25 points has an increasing trend. At the beginning of the experiment, the scores of most college students in the second group were also in the range of 15-25 points, but from the second month, the number of grade C students increased significantly.

Table 1. The influence of ideological and political education integrated into red culture on college students' psychology

Number of experimental groups		Number (pcs.)			
		First month	The second month	The third month	The fourth month
Control group	[0,14]	18	16	9	3
	[15,25]	108	110	116	120
	[25,56]	24	24	25	27
Experience group	[0,14]	13	45	84	127
	[15,25]	111	88	63	23
	[25,56]	26	17	3	0

Conclusions: Under the guidance of educational psychology theory, promoting the deep integration of red culture and ideological and political education can improve the psychological state of college students and have more initiative in Ideological and political learning, so as to help college students enhance their self-confidence and establish correct values.

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RESEARCH ON THE INFLUENCE OF RED CULTURE ON CONTEMPORARY COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Red culture is the concentrated embodiment of countless revolutionary martyrs' dedication and unremitting struggle for the country. It is the cultural gene flowing in the bones of the Chinese people. Over the past century since its founding, the Communist Party of China has led the people to create a unique and precious red culture. This culture represents the spirit of hope, courage, hard work and fear of sacrifice, and has inspired generations of Chinese people to move forward. Red culture is not born out of thin air. It is the spiritual crystallization of the combination of Marxist philosophy and China's specific reality. The core of red culture, such as Jinggangshan spirit, Yan'an spirit, Lei Feng spirit, Manned spaceflight spirit and Earthquake relief spirit, are derived from the great practice of China's revolution, construction and reform. It is the party that overcomes many difficulties on the road of governance and always cares for the people. It is a concentrated embodiment of continuous efforts for the great rejuvenation of the Chinese nation. As President Xi stressed, the prosperity of the country and the nation is supported by cultural prosperity. The great rejuvenation of the Chinese nation needs to take the development and prosperity of Chinese culture as the premise, and improve the cultural soft power and competitiveness by constantly