

## STUDY ON THE IMPACT OF THE IMPROVEMENT OF RURAL SPORTS ECONOMIC SERVICE MODE ON THE PSYCHOLOGICAL PRESSURE OF STAFF UNDER THE STRATEGY OF RURAL REVITALIZATION

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**Background:** Stress is a common psychological state in individual psychology, which is generally manifested as feeling irritable, nervous and anxious about a certain factor. Individual psychological stress is usually related to specific factors, which can be concrete things or fuzzy concepts. This factor is called stress events. Generally speaking, when an individual realizes that a certain factor has a negative impact or threat on himself, this factor may become a stress event. The psychological theory divides stress events into internal events and external events. External events generally refer to stress events caused by great changes in an individual's external environment caused by changes in life. Common external stress events include unemployment, economic hardship, death of relatives and friends, etc. Internal stress events refer to problems that are difficult for individuals to deal with under their cognition, such as motivation conflicts. Common internal stress events, such as the choice of university and work, and the failure to achieve personal values and goals, will not bring serious consequences in the short term, but are difficult to choose or deal with under their cognition. In order to relieve individual psychological pressure, we should also consider whether to start from the inside or the outside according to the specific pressure events.

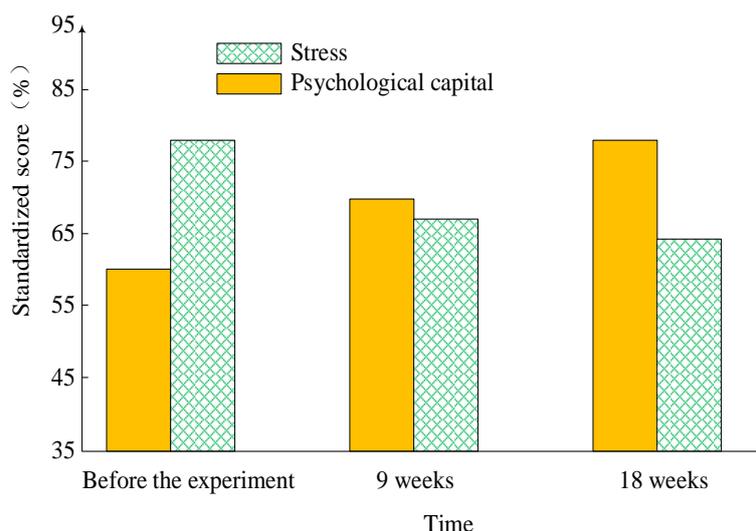
In the context of rural revitalization, the development of sports economy is an important topic. The development of rural sports economy can stimulate consumption, generate new demand, and radiate to related industries. On the one hand, the revitalization of rural sports economy can solve the social and development problems in rural areas by absorbing labor force and creating jobs. On the other hand, it can also revitalize culture and transfer the cultural consumption market. In the process of economic revitalization and industrial transformation, the staff of the industry are likely to face greater psychological pressure, which generally comes from the inadaptability to the change of post content and the increase of work content and learning content. For some employees, their stress events also include resignation and layoff. This kind of psychological pressure has a negative impact on the sports industry and the staff itself. For the industry, a large number of employees under greater psychological pressure will affect the productivity of enterprises and other organizations. From the personal perspective of the staff, long-term and high-intensity psychological pressure will have a negative impact on their body and mind, and serious cases may have psychological problems such as anxiety. This kind of psychological pressure caused by industrial changes is universal and collective, which should be paid considerable attention.

**Objective:** This paper studies the impact of the change of the rural sports economic service mode on the psychological pressure of the staff under the Rural Revitalization Strategy, and tries to use the improvement of the service mode to alleviate the psychological pressure of the staff in the sports industry.

**Subjects and methods:** The study recruited 314 people from the sports service industry in a township as the research objects, and measured their psychological stress level. After that, according to the psychological stress characteristics of sports service staff, we designed a scheme to improve the service mode, and implemented an 18-week experiment on the subjects. During the experiment, the staff accepted the improved service mode. The psychological stress level of the subjects was measured during and after the experiment, and compared with the data before the experiment to study the impact of the improvement of the service mode on the psychological stress of the staff.

**Results:** Figure 1 shows the changes of psychological pressure and psychological capital of the subjects before and during the experiment. The data were standardized for comparison. It can be seen that the psychological pressure of the research object shows a downward trend, while the psychological capital first rises, and then the trend gradually slows down. This shows that the improvement of sports economic service mode can effectively increase the psychological capital of staff and help them fight against stress events.

**Conclusions:** Under the background of rural revitalization, the sports economy is also developing, and its service mode has changed accordingly. In the dramatically changing environment, the psychological stress and other mental health problems of the workers in this industry show universality and collectivity. This phenomenon has a negative impact on the industry and individuals that cannot be ignored. In view of this situation, the research combined with psychological theory to study the improvement of the service model of the industry. The experiment proves that the improved service model has a positive effect on the psychological pressure of the staff in the sports service industry.



**Figure 1.** Changes in psychological status of staff in sports service industry

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## POSITIVE SIGNIFICANCE OF CHINESE INTERNATIONAL EDUCATION BASED ON PSYCHOANALYSIS IN ALLEVIATING STUDENTS’ LEARNING ANXIETY

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**Background:** Anxiety is a negative personal experience, which often occurs when an individual is in a high uncertainty and high-risk environment and thinks he cannot effectively deal with these situations. The performance of anxiety psychology is usually divided into external and internal. The external performance includes uncontrollable pacing, trembling, irritability and insomnia. The internal performance is the abnormal changes of individual autonomic nerve, ECG, EEG and so on. According to the different factors that cause individual anxiety, anxiety can be divided into many categories. Among them, anxiety caused by learning and learning related activities and environments becomes learning anxiety. Learning anxiety is a very common anxiety among students. It has been found that more than 26% of the students in primary and secondary schools in a certain area have had learning anxiety. Some psychological theories believe that students’ learning anxiety is a conditional stimulus when learners face pain, and this strong unhappiness will stimulate learners’ behavior and become the internal driving force of learners’ new behavior. Under this theory, to improve students’ learning anxiety, we can start with external stimulation, and the improvement of teaching mode and educational method can effectively change the external stimulation factors of learning activities.

Under the background of the expansion of China’s economic scale, the improvement of China’s comprehensive national strength and the gradual rise of China’s international influence, the scale of Chinese International Education and the number of people receiving such education are also rising. There are two types of international Chinese education in terms of regions. One is Chinese teaching for non Chinese regions, and the other is international Chinese teaching for regions within China. Some studies have investigated foreign language learning and related foreign language learning anxiety problems. The results show that Chinese learners generally believe that the learning difficulty of Chinese is much higher than that of other languages. At the same time, the proportion of Chinese learners with foreign language learning anxiety symptoms is also higher than that of other languages. The reason for this phenomenon is that, on the one hand, the complexity of Chinese characters and pronunciation is higher than that of Indo-European languages. On the other hand, the teaching of international Chinese is faced with the problem of a large gap of Chinese teachers and insufficient localization of teaching materials. The defects in this aspect often lead to greater learning difficulties for international Chinese learners. From the perspective of psychology, in