

Therefore, the research on the temporal and spatial evolution and mechanism of rural tourism industrial agglomeration will help scholars in relevant fields to further understand the development trend of rural tourism. Industrial agglomeration has an all-round impact on rural tourism. Therefore, industrial agglomeration should also have an impact on the consumption mentality and behavior of tourists in the tourism industry.

Objective: Based on the theory of social psychology, this paper studies the relationship between rural tourism industry agglomeration and tourists' consumption psychology, and analyzes the temporal and spatial evolution and mechanism of industrial agglomeration to explore whether industrial agglomeration can stimulate tourists' consumption psychology.

Subjects and methods: 720 tourists from the same area were selected as the research objects, and they were divided into two groups, namely, high cluster group and low cluster group. Arrange the high concentration group to visit the rural tourist attractions with high industrial concentration, and the low concentration group to visit the rural tourist attractions with low industrial concentration. The two groups of subjects were measured before and after tourism. The main evaluation items of psychological measurement included tourists' subjective well-being, consumption psychology and consumption behavior. After the measurement, the data were compared.

Results: Table 1 describes the changes of consumption psychology, consumption behavior and subjective well-being of the two groups of research objects before and after tourism. It can be seen that the increase of the high concentration group is greater than that of the low concentration group in three dimensions, which indicates that the higher industrial concentration can stimulate the consumption mentality of tourists, and then affect their consumption behavior and psychological feelings of tourism.

Table 1. Mental state changes of the two groups of subjects before and after tourism

Time/Item	Consumer psychology		Consumption behavior		Subjective well-being	
	High concentration group	Low concentration group	High concentration group	Low concentration group	High concentration group	Low concentration group
Before the tour	3.6	3.7	3.8	3.6	4.3	4.1
After the tour	4.2	3.9	4.4	4	4.5	4.2

Conclusions: The industrial agglomeration of rural tourism is an inevitable trend with the continuous development of its scale. Under this trend, the consumer psychology and behavior of tourists will also change. The research explored the influence mode and degree of the spatial-temporal evolution and mechanism of rural industrial agglomeration on tourists' consumption psychology and behavior, and proved through experiments that tourism areas with a higher degree of industrial agglomeration can better stimulate tourists' consumption psychology and behavior.

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RESEARCH ON THE IMPACT OF COLLEGE CONTINUING EDUCATION MANAGEMENT MODEL INNOVATION ON COLLEGE STUDENTS' MENTAL HEALTH

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Background: Psychologically healthy individuals are in a normal state in terms of psychology or in the process of activities. They have a good personality, have correct cognition, have a positive attitude towards things, show appropriate words and deeds, and are relatively stable in emotion. They will not have large fluctuations, and will not be extreme or irritable. The influencing factors of individual mental health are mainly divided into internal and external factors. Among the internal causes, the individual's personality

will have a greater impact on the development of their mental health. People with weak personality are more likely to have mental health problems than those with strong personality. When facing difficulties, they are more likely to shrink back, and their emotions are prone to greater fluctuations, resulting in negative emotions such as irritability and anxiety. In addition to internal factors, the environment will also have a greater impact on the development of individual mental health. A peaceful and relaxed environment will enable people to stretch their body and mind, be conducive to the healthy development of psychology, and keep people's mood in a stable state. A stressful and disordered environment can easily make people's emotions become irritable and nervous. Great pressure will make people's emotions unbalanced, cause some mental health problems, and even cause some diseases, forming a kind of trouble for people. With the continuous popularization of higher education, more and more adults pay attention to continuing education in colleges and universities, and many adults are in the ranks of continuing education. However, there are still some problems in the continuing education in colleges and universities. The strength of education and teaching management is not enough, and colleges and universities do not pay enough attention to it. It is more just a formalism and lacks control over the teaching quality. As college students participating in continuing education, their learning effect is poor. They are more in pursuit of getting a degree certificate than full continuing education, which does not play a great role in improving the ability of students. This is unexpected for students who want to improve their ability, which leads to their academic anxiety and anxiety, disappointment in continuing education, and is not conducive to the development of students' mental health. In continuing education, the management system is not perfect, and the system has not been adjusted according to the actual situation. It just blindly copied the overall rules and regulations of the school, without corresponding incentive and assessment measures, and failed to mobilize the enthusiasm of teachers with strong professional skills. This is also a reason for the poor teaching quality, so that students have not made great progress in professional disciplines, Make students anxious about the employment of their major.

Objective: To understand the current situation of continuing education in colleges and universities, the existing deficiencies and students' mental health status, and to analyze the reasons for students' mental health problems. On this basis, this paper puts forward the reform measures of continuing education management, completes the quality control of education, gives full play to the educational function of colleges and universities, perfects the relevant assessment and evaluation system, mobilizes the enthusiasm of teachers with strong majors, inspects and supervises students' learning, promotes the improvement of students' professional quality, and is conducive to alleviating students' mental health problems. Carry out multi-party cooperation mode, carry out specialized training courses through school enterprise cooperation, provide more practical opportunities for students, improve students' professional level, realize the optimal allocation of resources, and alleviate students' anxiety and anxiety.

Subjects and methods: The subjects were continuing education students. 392 continuing education students were randomly selected from a university. Understand the basic information of these students and master their attitudes and views on continuing education. Implement the reformed continuing education management model for these students and record relevant data. Study the changes of students' mental health level before and after the implementation of continuing education management reform management mode, use S-PLUS software to process and analyze relevant data, and use grade 1-5 scores. The lower the score, the lower the index.

Results: Table 1 shows the changes of students' mental health level before and after the implementation of the management model of continuing education management reform. It can be seen from table 1 that after the implementation of the management mode of continuing education management reform, the anxiety score of students decreased significantly, and the anxiety score at this time was 1.37. Students' learning enthusiasm has been significantly improved. 1.79 points higher than that before the implementation of the management model of continuing education management reform.

Table 1. Changes of students' mental health level before and after the implementation of the management model of continuing education management reform

Time	Anxious	Uneasy	Learning enthusiasm
Before Implementation	4.26	4.13	2.86
After implementation	1.37	1.29	4.65

Conclusions: Influenced by the personality characteristics of students and the management mode of continuing education in colleges and universities, many students have mental health problems, are perfunctory about learning, have a negative attitude, and some students have negative emotions such as anxiety and anxiety. After the reform of the management mode of continuing education in colleges and universities, the students' professional level has been significantly improved, and they are more active in

learning professional knowledge. The students' anxiety, anxiety and other negative emotions have been relieved to a certain extent, and the level of mental health has been improved.

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ANALYSIS OF THE RELATIONSHIP BETWEEN ARTIFICIAL INTELLIGENCE AND ART FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY AND ITS IMPACT ON STUDENTS' PSYCHOLOGICAL EMOTIONS

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Background: Social psychology studies the changes in psychological behavior of individuals or groups under the influence of society and the laws of these changes. It puts individuals and groups in a social network and studies people's psychology and behavior from the perspective of social interaction. The essence of artificial intelligence intervention in art activities is based on scientific and technological means, which greatly expands the interaction between people. Examining human artistic behavior from the perspective of social psychology can be viewed from a broader social level, thus opening up a new path for the scientific interpretation of the relationship between artificial intelligence and art. The relationship between artificial intelligence and art should not only focus on the current situation, but also cover ancient and modern art creation, and finally the interaction between people, people and people, people and people in the past. The relationship between artificial intelligence and art should include three levels: external openness, internal openness, and the interaction between subject and object. Based on this, we can better understand and understand the art of artificial intelligence, and try to organize and construct the relevant art language system. The importance of the interactive point of view proposed by social psychology is to urge us to reflect on the relationship between artificial intelligence and human function, environment, personality and culture, and to transform its limited "imagination" into human senses and wisdom. In colleges and universities, students majoring in art and design will have no inspiration, which will lead to the unsatisfactory effect of the designed works, and sometimes the design inspiration can be met but cannot be sought, which leads to the distress and anxiety of students majoring in art and design for finding design inspiration. Some students majoring in art and design even spend a lot of time, but still cannot think of an appropriate design scheme. Thus, further aggravated the negative emotions of art students. Some students majoring in art and design will worry about the color matching of their design works. They are not satisfied with the color matching they use, but cannot say how to adjust it, which makes them have negative psychological emotions such as anxiety and irritability. Some art majors have some deficiencies in imagination, which leads to their low professional level. Their long-term anxiety makes them doubt their ability and become slack in learning. Therefore, this paper analyzes the relationship between artificial intelligence and art from the perspective of social psychology, applies artificial intelligence to art education, and studies its impact on students' psychological emotions.

Objective: To understand the current situation of art education, the psychological state of art and design majors and the application field of artificial intelligence, and to analyze the reasons for the negative emotions of art and design majors. In view of the negative emotions of students majoring in art and design, this paper analyzes the relationship between artificial intelligence and art, and understands the application of artificial intelligence in the art field. Applying artificial intelligence to art education, teachers cultivate art knowledge for students majoring in art design with the help of artificial intelligence technology, so that students can accumulate experience in the process of practice, which helps to alleviate students' negative emotions and mobilize students' learning enthusiasm.

Subjects and methods: The research object are art and design majors. 123 art and design majors are randomly selected from a certain university. These students come from different majors and grades, and there is a certain gap in their professional level. These students are divided into general teaching group and innovative teaching group. The former has 61 students and the latter 62. In teaching, the general teaching group adopts the previous teaching method, and the innovative teaching group adopts the art education integrated with artificial intelligence. The teaching time is 1 semester, and the relevant data of the two groups of students are recorded. Study the psychological and emotional changes of the two groups of