

**Subjects and methods:** To explore the mechanism and role of the development of ice and snow tourism industry on people's mental health, and then explore the effect of ice and snow tourism on mental healing. 10 ice and snow scenic spots were selected for investigation. 100 people were selected and divided into control group and experience group, with 50 people in each group. The questionnaire survey on the impact of the development of ice and snow tourism industry on people's mental health was carried out. 100 questionnaires were recovered and 100 valid questionnaires were available. Using Liszt 5 sub-scale method and SPSS analysis, this paper finds out three main factors and two secondary factors of the impact of the development of ice and snow tourism industry on people's mental health, and studies the effect of the development of ice and snow tourism industry on mental healing.

**Results:** the study found that the experience group can reduce anxiety and tension due to ice and snow tourism activities, and help to relieve people's bad emotions caused by the pressure of study and work in daily life. Ice and snow tourism, as a random movement of the human body under the guidance of the cerebral cortex, produces a reflection that starts with feeling, takes psychological activities as the relay, and ends with muscle effect activities. The level of negative psychological variables such as anxiety, depression, tension and psychological disorder in the experience group who often participated in ice and snow sports was significantly lower than that in the control group who did not participate in physical exercise, while the level of positive psychological variables was significantly higher.

**Conclusions:** Although the relationship between sports, energetic activities and emotional health has not been determined representatively, emotional health is inevitably related to participation in sports and energetic recreational activities to a great extent. The most fundamental nature of ice and snow tourism itself is a kind of game activity. In the process of activity, sports fun is the most direct purpose for individuals to engage in sports. Therefore, moderate and regular exercise in ice and snow tourism is of great significance to the cultivation of good will quality and psychological cure.

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## **SUPPLY CHAIN COORDINATION OF PHARMACEUTICAL ENTERPRISES PROMOTED BY BIG DATA FOR CONSUMER PSYCHOLOGY**

**Ying Zhang**

*School of Information Engineering, Changchun University of Finance and Economics,  
Changchun, 130122, China*

**Background:** With the continuous development of information technology, it is increasingly urgent to meet the personalized needs of consumers' psychology, which urges the supply chain to carry out technological innovation on the supply chain based on big data technology. After neurological drug enterprises use big data for technological innovation, the enterprise supply chain structure is more simplified, the operation efficiency is greatly improved, and the decision-making is more data-based and scientific. However, when applying big data for technological innovation, it is bound to increase the operation cost of the supply chain of neurological drug enterprises, cause the problem of supply chain cost allocation, and then affect the role of neurological drugs in curing patients.

**Subjects and methods:** In order to solve the problem of cost sharing and benefit distribution when supply chain members carry out supply chain innovation of neurological drug enterprises, and better realize the operation coordination mode of supply chain, this study is oriented to consumer psychology and promotes the supply chain coordination mechanism of neurological drug enterprises with the help of big data technology. This study takes consumer psychology as the creator of value, constructs a secondary supply chain connotation model composed of manufacturer motivation and consumer psychology, introduces the concept of consumer psychological surplus, and considers the innovation utility and consumer psychological utility of manufacturers using big data technology for technological innovation, The changes of product purchase rate, product sales price and the income of manufacturers and consumers in the supply chain participated by consumers and the traditional supply chain under the big data environment are compared respectively.

**Results:** Through the research, it is found that under the background of big data, consumer psychology, as the creator of value, participates in the production of neurological drugs. In the case of consumption

efforts, it is found that the benefits of manufacturers and consumers in the supply chain will increase by comparing the cost of consumers' efforts and the cost of consumers' efforts. This shows that the participation of consumer psychology in the supply chain of neurological drugs can improve the income of the supply chain and provide a reference for the operation and coordination of the supply chain.

**Conclusions:** Only by setting the appropriate psychological threshold of consumers can we maximize the revenue of the supply chain of neurological drugs. At the same time, this study also provides a decision-making reference for neurological drug supply chain enterprises on the application of big data technology for supply chain technology innovation. Finally, the supply of neurological drugs in the hospital is increased, and the clinical cure rate and patient satisfaction of neurological drugs are improved.

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## **AN ANALYSIS OF THE REGULATING EFFECT OF ENGLISH EDUCATION ON COLLEGE STUDENTS' MENTAL HEALTH**

**Zhihai Chen**

*Foreign Languages Department of Changchun Institute of Technology, Changchun, 130012, China*

**Background:** From the perspective of educational ontology, English practical teaching and mental health education are two academic categories that do not belong to each other. In fact, they are widely related in mechanism, form and content. The traditional concept of English Teaching in Colleges and universities is mainly to cultivate students' strong ability to use English and form a unique understanding of English culture. However, modern English teaching mode is an educational mechanism formed by the demand for talents in the era of knowledge economy. To some extent, mental health education has become an indispensable part of English practical teaching. Therefore, in College English teaching, introducing the concept, definition and content of mental health education into classroom teaching has become an effective way to cultivate talents with strong foreign language application ability.

**Subjects and methods:** The most important link in constructing the teaching model of mental health education in College English teaching is to highlight the concept of English practice. First of all, we should pay attention to students' classroom practice. According to the training objectives of innovative talents, the knowledge of various disciplines contained in the teaching system should be integrated into the teaching plan and syllabus. In practical teaching, we should combine practical innovation theory with classroom teaching mode, respect students' wishes in practice, guide students to give full play to their creativity and learn to innovate. We should take oral English expression, listening training and reading comprehension as practical teaching contents, and let students practice in practical teaching to form English practical ability. Secondly, we should pay attention to the professional education of students' mental health. As an important personality shaping method, mental health education plays a positive role in cultivating students' English practical ability. To strengthen the cultivation of students' innovative ability, we should provide students with a stage to give full play to their talents. The school can cooperate with enterprises to provide students with English practice channels, and can also communicate and cooperate with other colleges and universities to provide students with communication opportunities and cultivate students to form a perfect practical psychological cognition.

**Results:** According to the research results of modern psychological application and its related theories, teachers should study students' cognitive style, thinking characteristics and psychological activity mechanism to guide students' psychological education, and build an educational model in line with students' personalized growth and development. This also determines that in Modern College English teaching, teachers must start from the actual cognitive situation of students and guide students' values around the problems they encounter in their study and life. On the one hand, College English teachers should integrate the knowledge and methods of psychology into the whole teaching link. On the other hand, teachers should not ignore the relationship between English teaching practice and mental health education. They must carry out psychological teaching activities at fixed points and quantitatively around students' behavior decision-making mechanism, so as to meet the needs of students' sound psychological cognitive structure.