

## THE IMPLEMENTATION METHOD OF MIXED FORM TEACHING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** The development of modern information technology has had a significant impact on the curriculum reform in colleges and universities, and it also makes college teachers face severe challenges. With the continuous implementation of the "Excellent Talents" training plan of the Ministry of Education, the discussion on talent training methods is deepening, among which the mixed-form teaching is particularly noticeable. Blended teaching is a kind of education and teaching mode combining network teaching and traditional teaching. Mixed-form teaching mode includes the deep interaction and integration of various teaching strategies, teaching methods and teaching means. Combining the advantages of traditional classroom teaching and modern information technology, it is our concern to find a better teaching mode to reform university classroom teaching.

**Subjects and methods:** Based on the perspective of educational psychology, this study analyzes the disadvantages of traditional teaching mode of curriculum, puts forward the necessity of implementing mixed teaching reform of curriculum, and designs the implementation scheme of online and offline mixed teaching mode reform of curriculum. This model is student-centered, teacher-led, focuses on cultivating students' autonomous learning ability, aims at meeting students' individual needs, focuses on enhancing students' theoretical and practical ability of analyzing and solving problems, and aims at enhancing students' innovative consciousness and exploring innovative skills, which can realize the co-construction and sharing of high-quality teaching resources.

**Results:** The learning process of students is a process of active construction, but their initiative and enthusiasm are not stimulated by the time process of transforming the objective world, but need teachers to mobilize. The traditional college classroom teaching mode affects students' interest and enthusiasm in learning, limits the development of students' innovative ability and hinders the improvement of teaching quality. From the perspective of the relationship between behavior and psychology, the application of mixed form teaching in vocational high school education not only meets the requirements of emotional recognition in today's education, but also meets the educational requirements of psychomotor. The mixed teaching mode has shown many advantages in the implementation process. For example, students' participation is higher, learning range is wider, and learning methods are diversified.

**Conclusions:** In the process of teaching, we can't absolutely abandon the inherent teaching mode. Teachers need to make a reasonable plan according to the characteristics of different subjects, take educational psychology as the teaching basis, and scientifically and efficiently combine mixed form teaching and inherent teaching methods, so as to cultivate students who meet the market demand in an all-round way. During the implementation of mixed-form teaching, teachers should constantly encourage students to argue their thoughts, create an active classroom atmosphere, and pay attention to the relationship between mixed-form teaching and other teaching methods, so that students can have a positive transfer effect in their learning. Modern educational psychology holds that people-centered development is the ultimate goal of education, which specifically includes the goal of cognitive emotion and the goal of psychological action. Only by encouraging students to discover the value of their guesses and the possibility of improvement, and enhancing students' confidence in using "thoughts" to answer questions, can we cultivate students' cognition and emotion of rational knowledge and improve students' self-promotion level.

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## THE EXPERIENCE ENVIRONMENT OF RURAL TOURISM HOMESTAY BASED ON TOURISTS' PSYCHOLOGICAL PERCEPTION

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**Background:** In the era of experience economy, tourism will become more and more experiential, which urges people to pursue more diversified and personalized accommodation facilities. With the promulgation

of the national homestay standard, this is both an opportunity and a challenge for the development of rural tourist homestays. B&B refers to the use of their spare spare rooms, combined with local humanities, natural landscape, ecology, environmental resources and production activities of agriculture, forestry, fishery and animal husbandry, which are operated by family sideline production to provide tourists with a place to live in the countryside. As the business card of rural tourism and the carrier of rural culture, B&B is of great significance for coordinating urban and rural development, promoting rural economic development and increasing agricultural employment. Let the tourists of B&B travel in rural areas integrate with the local natural environment and cultural environment, and truly experience the peasant life in rural areas, so that more and more people are willing to experience this relaxed life.

**Subjects and methods:** This paper analyzes the rural characteristics of homestays from the perspective of tourists' perception. The advanced experience of homestays in developed areas was analyzed through questionnaire survey and field interviews. Based on the existing research results of homestays' rural nature and the evaluation of related experts on homestays' rural nature, three first-class indicators and rural evaluation index system of homestays' environment, homestay design and homestay management are established. Using factor analysis to integrate and analyze each index, determine the most important rural evaluation index. It also studies how to create a suitable experience environment for homestays, so that customers can get pleasant and comfortable sensory experience and psychological experience during their stay in homestays. According to the development status and problems of B & Bs, this paper puts forward opinions and suggestions on developing tourist B&Bs from the government level, industry level and B&Bs operator level. In order to provide substantial reference for the development of tourist homestays.

**Results:** In this paper, the evaluation index system of B&B experience environment based on tourists' psychological perception is constructed. Through the research, it is found that there are some problems in rural tourist homestays, such as neglecting demand, weak service awareness, single mode, lack of characteristics, vague positioning, lack of marketing ideas, constraints of elements and lack of government support. According to the problems, this paper puts forward some corresponding suggestions, such as paying attention to customers' needs, renewing management concepts, enriching service contents, highlighting creative features, increasing policy support, breaking through constraints and so on. B&B is a kind of accommodation product, but it is not a general accommodation product. It is different from farmhouse music, and it is not an upgraded version of farmhouse music. This is a concept that should be changed. The exterior and interior design of B&B should reflect the rural characteristics, ensure the safety of B&B, improve customer satisfaction, strengthen internal construction and reflect the rural atmosphere.

**Conclusions:** By using the software analysis method to analyze and count the data obtained from the questionnaire survey, it is concluded that: by ranking the importance of indicators at all levels, the results show that tourists mainly focus on good communication with their hosts, rural dining experience, rural customs and habits experience, infrastructure equipment, fruit and experience of building environment, etc. Among the four dimensions of B&B experience environment, customers have the highest evaluation score for the importance of facilities and product experience, followed by environment and atmosphere experience, service experience and activity experience. The study of homestays can further promote ecological protection in rural tourism, inherit local culture and improve the participation mechanism of rural communities. Due to the author's research time and some restrictive factors, the data collection of evaluation system and the logical relationship between indicators need to be further improved. The research of this paper needs to be further deepened in the future.

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## THE INFLUENCE OF REGIONAL CULTURAL PSYCHOLOGICAL DIFFERENCES ON REGIONAL ECONOMIC DEVELOPMENT AND COUNTERMEASURES

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**Background:** With the trend of integration of economy and culture, culture is becoming a powerful internal driving force for regional development and playing an increasingly important role in its economic and social development. Cultural difference is one of the reasons for regional economic development differences, and it is of great significance to promote regional economic development. Today, China's economic development is facing more major challenges, and has entered a new economic development transition period. From the central government to the local government, to the extent that conditions