

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

permit, economic development is directly put at the top of all work. In the development of regional economy, the ideas and values of regional culture, including human resources, will have a long-term and sustained impact on the development of regional economy. On the surface, this is a gap in regional economic development, but in-depth analysis, it actually reflects the gap in regional cultural psychology.

**Subjects and methods:** It is of great practical significance for promoting the coordinated development of China's regional economy to study the psychological characteristics of Chinese regional culture and its different influences on regional economic development, and to reconstruct a regional cultural psychological foundation that can not only reflect the characteristics of different regional cultures, but also reflect the requirements of the development of socialist market economy. This paper attempts to explore the role of regional culture in the internal factors of regional economic development, and puts forward some thoughts on promoting regional economic development from the perspective of developing regional culture. This paper analyzes the influence of regional cultural psychological differences on regional economic development, studies the relationship between regional cultural psychological differences and regional economic development, and finally puts forward some suggestions to provide some reference for regional cultural and economic development.

**Results:** The results show that culture can not only provide spiritual power and cultural atmosphere for a region, but also greatly promote economic and social benefits, and become the basic factor to enhance regional competitiveness. Cultural differences are one of the reasons for the differences in regional economic development, which is of great significance to promoting regional economic development. The purpose of the analysis and research on regional economic development differences is to explain the causes of regional economic development differences, reveal the important factors that affect economic growth, and thus get some policy suggestions to promote the sustained and rapid development of regional economy. The new regional cultural psychological structure is embodied in advanced values, patriotic national spirit, good ethics, scientific behavior and healthy public opinion environment. However, from the economic point of view, the key is to set up the values that are suitable for the development of socialist market economy.

**Conclusions:** In China, whether in economically developed areas or economically backward areas, there is a trade-off between environmental governance and economic development. Only by reconstructing the regional cultural psychology through certain ways, can we better promote the coordinated development of China's regional economy by forming advanced values, strong spiritual power, good ethics, scientific behavior and healthy public opinion environment that reflect the development of socialist market economy.

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## APPLICATION OF LIGHT MUSIC THERAPY IN RELIEVING COLLEGE STUDENTS' ACADEMIC PSYCHOLOGICAL PRESSURE

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In the environment of market economy, social competition is becoming increasingly fierce. Influenced by academic and employment problems, the ideological and psychological status of college students is also more complex. The importance of College Students' mental health education and management has also become an important topic of concern in Colleges and universities. Music therapy is also widely used in the treatment of College Students' psychological problems because of its remarkable effect in psychotherapy. This paper starts with the function of music therapy, and then combined with the current psychological status of college students. This paper discusses and analyzes the application of music therapy in relieving college students' psychological stress, hoping to be helpful to college students' psychotherapy and management. Starting from the role of music therapy, and then combined with the current psychological situation of college students, this paper discusses and analyzes the application of music therapy in the relief of College Students' psychological pressure, hoping to be helpful to the psychotherapy and management of college students.

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