

## THE INTEGRATION OF TRADITIONAL CULTURE AND TOURISM INDUSTRY FROM THE PERSPECTIVE OF CONSUMER ANXIETY

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**Background:** In recent years, with the change of people's consumption concept, the integration of culture and tourism industry has gradually become the mainstream trend of the current stage of tourism industry development, whether it is the development of traditional tourism projects, or the development of new tourism projects are more and more focus on the integration of culture, especially the integration of traditional culture. Such a shift is of course closely related to changes in Consumer Anxiety. The aim of integrating traditional culture and the tourism industry is to attract more consumers in the process of cultural integration with tourism and to promote better and faster development of the tourism industry, so the integration of the two must fit the psychology of consumers. In fact, since the 18th Party Congress, General Secretary Xi Jinping has made a series of important statements on the integration of the cultural and tourism industries, reflecting the importance of the integration of the cultural and tourism industries in the new era, and also showing that culture and tourism are interdependent and that they are closely linked. As society continues to develop and the psychological needs of contemporary consumers change more and more rapidly, the integration of traditional culture and tourism industries must be closely combined with changes in Consumer Anxiety to seek new development paths.

**Objective:** (1) To accurately grasp the current situation of the integration of traditional culture and tourism industries at this stage. Combining the spirit of important national discourses and documents on the fusion of culture and tourism industries, we analyse in depth the feasibility of the fusion of traditional culture and tourism industries, and at the same time make a key analysis of the current situation of the fusion of traditional culture and tourism industries, taking into account the basic situation of the development of regional cultural tourism industries. On the basis of the basic situation of the integration of traditional culture and tourism industry, the path of integration is explored from the perspective of Consumer Anxiety.

(2) Exploring the path of integration by combining concepts related to Consumer Anxiety. Starting from the changes of consumers' psychological needs, we accurately grasp the changes of consumers' psychological needs in traditional culture and tourism industry development, and deeply analyse the advantages, disadvantages, opportunities and challenges of the integration development of regional traditional culture industry and tourism industry, on the basis of which we propose the path of integration of traditional culture and tourism industry.

**Subjects and methods:** The first is Consumer Anxiety, focusing on the influence it has on Consumer Anxiety from the perspective of traditional culture. The impact of traditional Chinese culture on Consumer Anxiety is analysed in depth from the aspects of humanism, humane care, face culture and the middle way, etc. At the same time, the concepts related to Consumer Anxiety are combined to propose what adjustments should be made to the integration of traditional culture and the tourism industry.

The second is the path of integration of traditional culture and industry. Combining the changing psychological needs of consumers for traditional culture and tourism development, it explores how to carry out the integration of cultural and tourism industries, focusing on three aspects of integrated marketing, combined marketing and online cultural promotion to explore how to promote the integration of traditional culture and tourism industries based on an accurate grasp of Consumer Anxiety.

**Results:** It is important to combine the changing needs of consumers for cultural tourism, actively create better services and enhance the innovation of industrial integration operations. Combine the needs of consumers of different age groups, provide more refined and in-depth cultural tourism services, and pursue the improvement of the quality of cultural tourism products. Further improve the standardisation of tourism projects and integrate traditional culture into all aspects of tourism project promotion, tours, ticketing and transportation.

The Internet is a tool for creating intelligent tourism systems, starting with transport, ticketing and entry to the park, to provide comprehensive online services and create a cultural and tourism ecosystem based on the Internet. In addition, we must actively create new tourism formats, new modes of play and new tourism scenarios to meet the tourism needs of consumers of different ages. We will actively develop innovative tourism models such as online tourism and cloud tourism, while incorporating the essence of traditional culture and exploring a combined online and offline marketing model.

Implement a marketing mix strategy for the tourism industry in conjunction with the regional cultural and historical context. Take the production line of regional cultural tourism products, tourism prices and

items such as tourism methods as the main product, while using traditional culture as a clue to identify the core tourism products in the main product, carry out marketing of regional traditional cultural tourism products, and broaden the development path of cultural tourism industry with the help of excellent traditional culture.

**Conclusion:** In summary, any product and industry integration development must be closely around the needs of consumers, grasp the consumer market is half of the success, cultural tourism industry integration is the same. In the face of the impact of various new things in the network era, traditional culture seems relatively unattractive, but the integration of traditional culture and tourism projects, through innovative ways of industrial integration, with the help of network and information technology to innovate the path of industrial integration, can effectively promote the sustainable and healthy development of the tourism industry.

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## **ANALYSIS OF THE PRACTICE OF MORAL EDUCATION COMBINED WITH PSYCHOLOGICAL HEALTH EDUCATION MODE IN COLLEGES AND UNIVERSITIES**

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**Background:** Under the background of modern quality education, the way and structure of education has changed drastically. In terms of the current moral education in colleges and universities, more attention is paid to the process of education and the quality of the educational content. In addition to paying attention to the personal qualities of students and their individual research and attention, a model of moral and psychological health education should be formed from the perspective of psychology, so as to solve the current psychological problems of students caused by the pressure of study and life, and thus break through the phenomenon that moral education cannot be put into practice. In order to grasp the psychological trends of students, further improve the ideals and beliefs of students in colleges and universities, help them to develop good behavioural habits by solidifying their ideological character and combining the characteristics of students of the current age group, strengthen the interaction between teachers and students, and reduce students' psychological defences against teachers, in order to actively promote the systematic and effective construction of moral education in colleges and universities.

**Objectives:** First, to solve the current situation of lack of effectiveness of moral education. At present, the basic theory of moral education in colleges and universities in China has a systematic framework, and many colleges and universities have taken the public basic curriculum as an opportunity to realize the construction of moral education courses in colleges and universities, but the formalism is more serious. Therefore, this paper will combine with psychological health education in the hope of accelerating the effectiveness and connotation of moral education in colleges and universities in China.

Secondly, to meet the new requirements put forward by the Party and the State for moral education in colleges and universities. Therefore, this paper gives a solution to the new situation, new era and new background, the new round of moral education work put forward by the Party and the State for colleges and universities, taking psychological health education as a breakthrough. This paper is for reference only.

Thirdly, in order to adapt to the innovative development of moral education in colleges and universities themselves, psychological health education is taken as the background, hoping to improve the quality of moral education work in colleges and universities in this way.

**Subjects and methods:** Research objects: The research objects of this paper mainly focus on the teaching staff and students who carry out moral education courses in colleges and universities from the perspective of psychological health education. By increasing the analysis of the two on the relevant course contents and the effect of education, the feasibility of combining moral education with psychological health education mode practice in colleges and universities is discussed.

Research methods: First, literature search method. Make full use of the Internet resources, combined with the paper media to search and identify relevant content, through the analysis and collation of the way, to provide a theoretical support basis for the study, in order to carry out the later research work.