

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

Yanhua Hu

School of Marxism, Shenzhen Polytechnic, Shenzhen, 518055, China

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.

Secondly, the questionnaire method. In the questionnaire survey method, a total of three sessions were set up: firstly, an interview session was conducted to make a preliminary investigation into the teaching hardware and software, the strength of teachers and the dissemination channels of psychological teaching; secondly, two different groups were set up in the questionnaire distribution session to compare variables, so as to effectively collect the effectiveness of the teaching process; thirdly, an expert session was set up based on the limitations of the current professional level, through the way of discussion with experts, to further open up the research ideas and repair the research content.

Thirdly, the categorisation and summarisation method. The research was summarised and analysed in terms of different variables, combining mathematical statistics and logical thinking, in order to improve the accuracy of the results.

Result: After research and investigation, the main challenges faced by the current implementation of moral education in universities combined with psychological health education to carry out relevant teaching activities are in three aspects: First, in terms of teaching and education, some teachers' moral education work is detached from textbooks, and does not increase the care for students, failing to fully practice teaching according to their abilities. Secondly, in terms of service and nurturing, the failure to open a moral and psychological counselling room and the lack of logistics make teaching, research and students' daily life and teaching quality vulnerable to external influences. Thirdly, in terms of management and education, the professional level and system of the management staff are backward, which in turn affects the effectiveness of the courses. By analyzing the causes and adjusting the relevant countermeasures, it is found in the process of collecting and organizing the survey results that moral education and psychological health education in colleges and universities are carried out together, which makes students more motivated in the classroom and can change the current situation that moral education in colleges and universities is conducive to formality.

Conclusion: Moral education in colleges and universities is a complex engineering system that requires the scientific concept of development as a guiding philosophy and the participation and support of the party and society in order to improve the effectiveness of moral education in colleges and universities. Based on the background of the new curriculum reform, the integration of psychological health education into moral education in colleges and universities has become the mainstream trend of current development. Colleges and universities should recognize the current teaching reform situation, and continuously improve the current moral education teaching system based on the development of modern education and quality-oriented education. On the premise of enhancing students' core qualities and psychological qualities, we should pay more attention to the cultivation of the inner qualities of teaching staff, so as to continuously improve the quality of the construction and development of moral education work in China's colleges and universities.

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DIGITAL COMMUNICATION OF LINGNAN TRADITIONAL SPORTS CULTURE IN THE PERSPECTIVE OF PSYCHOLOGY

Dongyi Huang

*School of Sports Science, Guangzhou College of Applied Science and Technology,
Guangzhou 511370, China*

Background: Lingnan traditional sports culture is part of China's traditional culture and an important component of human sports culture, which contains the history of human development and survival, and is also a comprehensive, open and diverse cultural system form. At present, the international political situation is turbulent, the social environment is complex, and as China's strength continues to grow, it is urgent to inherit and develop China's excellent traditional culture, and the State Council has issued the Opinions on Implementing the Project of Inheritance and Development of Excellent Chinese Traditional Culture and other related traditional culture construction policies. Based on the background of the new period, new era and new media, it is the responsibility of every citizen to revive traditional culture and promote the spirit of national sports in China. Therefore, in order to conform to the development of the