environment, this study found that cognitive behavioral therapy can improve the suicidal ideation of depressed patients. It can not only effectively improve patients’ depression and suicide attitude, but also make patients face difficulties and setbacks rationally, and better adapt to the society. It is worthy of clinical promotion. (3) The tanker data used in this risk analysis is limited. If you want to obtain more comprehensive and rigorous analysis results, you should collect more data with the help of Shenzhen municipal government.

**RESEARCH ON TOURISM ATTRACTION, TOURISM EXPERIENCE VALUE PERCEPTION AND PSYCHOLOGICAL TENDENCY OF TRADITIONAL RURAL TOURISM DESTINATIONS**

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**Background:** In recent years, rural tourism has become an important way to implement the Rural Revitalization Strategy in China, and traditional villages have become an important type of rural tourism destination. On the one hand, how to improve the attraction of traditional rural tourism, on the other hand, how to meet the escalating experience needs of rural tourists, so as to make the sustainable development of traditional rural tourism and promote rural rejuvenation, is an urgent problem for traditional rural tourism stakeholders. Especially in the increasingly competitive rural tourism destinations, how to cultivate loyal tourists has become a major problem faced by tourism destinations. This paper puts forward the following assumptions about the emotional work of rural tourism practitioners

H1: the surface behavior dimension of emotional labor is positively correlated with work pressure.

H2: the deep behavioral dimension of emotional labor is negatively correlated with work stress.

H3: the surface behavior dimension of emotional labor has a positive impact on job burnout.

H4: the deep behavioral dimension of emotional labor has a negative impact on job burnout

**Research Objects and Methods:** From the perspective of psychology, taking the “first behavior result” of tourists in traditional villages and rural tourism destinations as the research object, and drawing lessons from the theory of self-determination and psychological ownership, this paper constructs and verifies the research model formed by tourists’ experience perceived loyalty in rural tourism destination scenic spots. Thus, it reveals the interactive mechanism between the antecedents and behaviors, behaviors and results of traditional rural tourism destination tourists and rural tourism attraction, experience perception participation and loyalty attraction. According to the theoretical hypothesis, we use Amos to construct the formation model of experience perceived loyalty of rural tourism destination tourists, and use maximum likelihood estimation (MLE) to estimate the parameters of the model. The model includes 7 dimensions and 32 observation indicators. The perception dimension of experience value includes three sub dimensions: rural tourism service value perception, rural tourism emotional value perception and rural tourism resources and environment perception. The upper layer of these three sub dimensions constitutes the general dimension of “rural tourism experience value perception”. 1031 questionnaires were distributed, 945 valid questionnaires were distributed, and the effective rate was 91.7%. A field survey was conducted on many traditional rural tourism destinations in China. At the same time, the emotional behavior of tourism practitioners in various regions was investigated. The questionnaire is designed to objectively evaluate the individual's sense of self-worth or social ability. The original scale consists of 32 items. Helmreich and Stapp (1974) modified the scale and divided it into two independent 16 item scales to shorten the test time. The following criteria are followed in the composition of the two scales: the correlation between the subscale and the total scale is equivalent, the average scores between the scales and between different genders are equal, the score distribution is equal, and the corresponding factor structure. The correlation coefficient between the two subscales and the 32 item version of the total scale is 0.97, and the correlation coefficient between them is 0.87. Many researchers using tsbi only use one of the subscales. The 32 item version of tsbi factor analysis produced a large factor item and four theoretically related factor items: confidence, dominance, social ability, social withdrawal or relationship with authority. The subjects answered these statements on a 5-level scale, with a total score ranging from 0 to 64.

**Results:** The perceived value of rural tourism resources has a significant effect on the attractiveness and loyalty of traditional tourism resources. In this process, experience value perception plays a positive intermediary role between resource attraction and tourist loyalty. The attraction of traditional village rural tourism services has a positive impact on tourist loyalty. The higher the service attraction, the higher the tourist loyalty. However, the indirect impact of resource attractiveness on tourist loyalty is not significant, mainly because the value perception of tourists caused by high service attractiveness is not necessarily very high. The attraction of traditional rural tourism environment has an indirect negative impact on tourist loyalty. However, the correlation analysis in Table 3 shows that there is a significant positive correlation between environmental attractiveness and tourist loyalty. The self-control of tourism employees was negatively correlated with emotion perception, emotion evaluation, emotion control and emotion regulation reflex (P < 0.01), and negatively correlated with emotion regulation self-efficacy (P < 0.05), which had nothing to do with the applied emotion strategies. The self-care ability and emotion regulation ability were significantly positively correlated with each dimension (P < 0.01); Encouraging autonomy and emotion regulation ability were significantly positively correlated with each dimension (P < 0.01); The ability of self-control and emotion regulation were significantly negatively correlated with each dimension (P < 0.01).

**Conclusion:** Traditional villages should give full play to the advantages of traditional rural tourism resources, maintain the “countryside” and rural authenticity, and enhance the attraction of tourism resources. When developing rural tourism in traditional villages, we should improve the service attraction and pay attention to the needs of tourists’ experience value. Considering the different characteristics of the spatial distance between traditional rural tourism and other types of tourism destinations, traditional rural tourism destinations should create a rural tourism environment conducive to tourists’ spatial perception. The emotional regulation of tourism...
service personnel is also conducive to bring positive feedback to rural tourism.

RESEARCH ON THE RELATIONSHIP BETWEEN THE NEW MODEL OF STATE-OWNED ENTERPRISE REFORM AND PSYCHOLOGICAL IDENTITY AND EMOTIONAL REGULATION
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Background: At the current stage of development, China must simultaneously cope with the slowdown of economic growth, difficulties in structural adjustment and absorb the impact of previous economic stimulus policies. State-owned enterprises are an important force in China’s overall economic development. If the government wants to improve the economic structure while maintaining stable growth, deepening the reform of state-owned enterprises has become one of the important measures. At present, there are still horizontal problems in the reform and development of state-owned enterprises, such as system, mechanism, structure and resources. The key to the development of state-owned enterprises and the construction of a new development model are the core of this paper. It is of great significance to study the relationship between the new model of state-owned enterprise reform and psychological identity and emotional regulation.

Research Objects and Methods: Based on the cognitive difference theory of psychology, this study adopts the cross research method of questionnaire survey and quantitative analysis. An electronic questionnaire with 8 cognitive dimensions and 34 secondary questions is designed to collect the cognitive information of four types of stakeholders in the process of state-owned enterprise reform, and explore its influencing factors, social publicity and its impact on stakeholders. Through reliability and validity test, correlation analysis and regression analysis, find out the influencing factors with the highest degree of correlation with the reform of state-owned enterprises. Objective to explore the relationship between the new model of state-owned enterprise reform and psychological identity and emotional regulation. At the same time, the collected effective scales are sorted out and the data are semantically analyzed. On this basis, combined with the previous theoretical concepts, a preliminary measurement table of stress coping style was compiled; Secondly, the preliminary test is carried out according to the items of the scale, and the data are analyzed through item analysis, exploratory factor analysis and reliability test of the scale; Finally, the formal scale is compiled, tested and recovered, and verified by confirmatory factor analysis and reliability and validity test.

Results: The study found that there were significant differences in people’s cognition of state-owned enterprise reform in five aspects: the essence of state-owned enterprise reform, reform process, reform policy, reform effectiveness and value system, and reform resistance. From the results of the questionnaire survey, it can be seen that the diversification of market capital, organizational cultural differences and the market competitiveness of non-public economy are the factors with high awareness of resistance to reform. The diversification based on the formation of values and reform consensus, especially the reconstruction of the value logic of consensus, and the realization of passive consensus and positive consensus are important conditions for the continuous deepening of the reform of state-owned enterprises and entering a new stage of development. From the perspective of the effect of emotional recovery of the public after the reform, in order to test whether the emotional recovery procedure effectively weakens the possible continuous negative emotional consequences caused by the setback scenario, we compared the emotional scores of the recovery stage and the setback inducing stage among the subjects in each group. The repeated measurement ANOVA of PA index 2 (stage: frustration, recovery) * 2 (population: depression, non depression) * 3 (Group: control group, conscious attention dispersion group and unconscious attention dispersion group) showed significant stage main effect (f (1112) = 6.86, P < 0.05, P2 = 0.12) and the interaction between stage and group (f (2112) = 6.01, P < 0.05, P2 = 0.19). The simple effect analysis of interaction found that there was no significant difference in PA score between recovery stage and frustration induced stage in unconscious attention dispersion group (P = 0.21). The PA scores of control group (P < 0.05) and conscious attention dispersion group (P < 0.05) in recovery stage were significantly higher than those in frustration induction stage. In the frustration inducing stage, there was significant difference in PA scores among the three groups (f (2115) = 9.84, P < 0.001, P2 = 0.26).

Conclusion: This study proposes to rebuild the consensus on the reform of state-owned enterprises, from passive to active, and build a diversified cooperative development model on this basis. The new model of state-owned enterprise reform should focus on the boundary between government governance and market governance, and seek the effective combination of government and market. We should give all kinds of market players greater vitality and space to develop the economy, create wealth and optimize the efficiency of resource allocation. Due to the repeated outbreaks of coronavirus disease in 2019, the data we collected according to the design is not enough to support individual and collective cognition for further modeling and regression analysis. This study discusses the cognition of state-owned enterprise reform from the perspective of psychology. New research ideas can provide useful exploration for building a new development model.

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CONSTRUCTION OF MULTIMODAL HEALING SPACE BASED ON INDIVIDUAL EMOTIONAL BEHAVIOR CHANGES
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Background: In the current era of changing crises, various catastrophic events pose a threat to world civilization and human health and survival. For human beings, in addition to dealing with external natural crises, there are also spiritual crises from the level of individual consciousness. More and more people fall into anxiety, fear, anxiety and depression. Aiming at the negative emotional state of ordinary people, this paper attempts to effectively construct the rehabilitation space of multimodal vision, hearing, touching and smelling by studying individual psychology and personality. This