

## Research Article

# Statistical Research on the Development of Rural Tourism Economy Industry under the Background of Big Data

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China is rich in rural tourism resources. In recent years, rural tourism has been the focus of tourism development in various regions, which has greatly promoted the development of rural economy. But at the same time, low efficiency, unreasonable development, and homogeneous tourism environment have affected rural tourism and reduced the competitiveness of rural tourism. In order to explore innovative ideas and countermeasures for the development of “big data + rural tourism,” improve the development of rural tourism economy and industry, and improve the competitiveness of rural tourism, based on related researches on rural tourism, tourism competitiveness, coordination, etc., starting from the particularity of the rural tourism system, this paper proposes the use of coordination and coupling theory to analyze the status quo of rural tourism economic industry in a certain place in Jiangxi. The interaction of efficiency and competitiveness of rural tourism, such as infrastructure, has been studied in depth. The study found that, in rural tourism, efficiency and competitiveness are positively related. The higher the environmental index, the stronger the competitiveness. When the environment and competitiveness are coordinated, the economic benefits that can be created are about 30% higher than normal. This shows that, for rural tourism to develop better, it is an indispensable condition for the coordination of competitiveness and the environment.

## 1. Introduction

In recent years, my country's economic development has reached a new height. The improvement of people's income and life and rich material life have strengthened people's yearning for tourism. However, as a new tourism method, rural tourism can achieve the goal of urbanization and rural construction; tourism can drive the economic development of local rural areas. The income brought by tourism to local rural areas can improve their urbanization level [1]. Many rural areas in my country are rich in tourism resources and have a good foundation for tourism development. “Rural revitalization” is a common trend in such villages. Tourism resources with local characteristics have become the focus of the development and construction of rural tourism. In the tourism construction, they are gradually protected, explored, and developed to form tourist villages with their own characteristics. Therefore, we should guide the selection and

integration of tourism resources according to the situation, reasonably protect and shape tourism characteristics, and improve the local regionalization level [2].

For rural tourism, the development of rural tourism economy is the ultimate goal of the rise and development of the rural tourism industry, but in the long run, in order to enable the long-term development of the rural tourism industry, the healthy maintenance and growth of environmental capacity is very important. Therefore, how to control the change of environmental capacity is the key concern of the balanced development of tourism economy [3, 4].

For rural tourism, domestic and foreign experts have also conducted a lot of research. Foreign countries have done more research on rural tourism due to the early start of Internet big data and transportation development. Choi analyzes tourists from the perspective of the entire tour. The information they search is changed anytime and anywhere. First, search for information such as the location of tourist

attractions, hotel reservations, and route planning and then implement information tracking based on the dynamics of the scenic spot, such as some special scenic spots, performances, precautions, etc., and, finally, some experience sharing according to his own wishes, and based on these findings, he designs tourism products and services [5]. Xiang and Pan discovered through data mining on Internet users' browsing of tourist city information with search engine tools that hotel information ranks first in search volume, followed by driving guides and scenic spot overviews, while business districts are the part that tourists pay the least attention to. This discovery is used to design tourism products and services [6]. Buhalis pointed out that tourists will widely use a variety of online information sources when arranging their journeys, mainly including intermediary service providers, official websites, travel apps, WeChat official accounts, and various travel websites. On the Internet, consumers can communicate with suppliers and destinations, with dynamic communication and personalized customization of tourism products and services. Relatively speaking, domestic research started late, but it has also made great progress [7]. By tracing the process of sharing travel experiences, Li Ping noticed the important role that mobile phones play in the sharing process. Tourists are not restricted by time and space, thus attracting more attention. At the same time, sharing this way through mobile phones is very convenient [8]. Shan Na believed that rural eco-tourism products can be divided into experience-based, artistic, educational, self-guided tours, and farm stays and summarized the following product development directions: story explanation, product innovation, characteristic architecture to create artistic conception, and teaching mode [9]. Peng Xia mentioned that the main purpose of the integration of the Internet and the tourism industry is to improve the quality of tourism products and facilitate the travel itinerary, which is manifested in the booking of tickets, hotel accommodation, and other aspects. Therefore, the focus of the cooperation between the two is to build an Internet marketing and publicity platform. The tourism products and services are put on the Internet platform [10, 11]. In this survey, we will first sort out related concepts such as big data and agritourism and then summarize domestic and international surveys on the basic theory of agritourism, research methods, and influential factors. Then, on the basis of investigating the status quo of tourism development in Anyi County, it analyzes the six aspects of the development of rural tourism economic industry in the context of its big data, including the number of managers, capital investment, types of products and services, network marketing and promotion, information construction, and infrastructure, and establishes system boundaries. Secondly, it establishes a basic tree-in-tree model for the number of managers and service personnel, the total amount of capital investment, the number of types of products and services, the number of clicks on online marketing, the amount of capital invested in information construction, and the flow rate of infrastructure construction investment, to reasonably confirm the relevant flow rate. Flow position system generates typical meaning archetypes, conducts feedback analysis on archetypes, and proposes

corresponding management countermeasures. Then, using the branch vector determinant calculation method to analyze all the feedback loops of the rural tourism economic system development under the background of big data, it finds out the key elements restricting the development of the system, gives the overall system feedback, and proposes corresponding management countermeasures. Finally, the management countermeasures are simulated and analyzed through the system software.

## 2. Rural Tourism Economic Industry Development Methods

*2.1. Concept of Rural Tourism Economy Industry.* Rural tourism is a new type of industry that combines agriculture and tourism. It provides tourism, leisure, entertainment, fitness, shopping, etc. for different tourists with the help of rural unique natural scenery, human folklore, ancient architectural style and cultural characteristics, and other tourism resources, a new type of tourism model with diversified and different tourism products, thereby improving the tourism network environment and increasing the income of the people [12].

The living standards of Chinese residents have generally improved. At the same time, tourism has become more and more normalized. Tourism is not only an entertainment activity, but also a change of daily habits. In the past few years, China's tourism market has achieved sustained, healthy, and rapid development. While the tourism market has expanded, people's travel habits have also quietly changed. In the past, people may choose to travel more through travel agencies, but as tourists mature, more distinctive travel modes are accepted by people, and everyone is no longer satisfied with traditional travel routes, products, habits, etc., but are expected to be able to plan a unique travel route and own unique travel products [13]. On the other hand, with the acceleration of the pace of life, people's travels are more temporary and random, and people choose to travel as soon as they say they want. After arriving at the destination, according to the actual situation, they know and book the travel situation of the destination at any time [14]. Generally speaking, people who choose to travel will choose tourist destinations purposefully, as shown in Figure 1.

With the rapid development of social economy and technology, a new rural tourism industry has also been continuously developed. Tourists are increasingly rich in tourism psychology, and the tourism experience continues to mature. Tourists are also paying more and more attention to enjoying the experience of combining spirit and material in tourism [15]. The diversification of tourist needs and the increasingly obvious trend of individualization require more in-depth development of tourism resources, so that the needs of tourists can be met, and the sustainable development of the tourism industry can be promoted. Tourism resources are the foundation of tourism development, as well as a prerequisite for tourism planning and tourism resource development [16]. Because the development status of tourism resources is not optimistic, tourism resources rely on the continuous development of tourism to survive and



FIGURE 1: Traveling to choose high-frequency purposes. (a) Featured tour, (b) resort, (c) farmhouse, (d) national characteristics, (e) quality resources, and (f) red base.

develop. Only through resource development can it become a tourism product and bring its economic, cultural, and social benefits into play. Generally speaking, rural tourism mainly has the following characteristics:

- (1) Tourism in rural areas: The countryside has a unique geographical location. The surroundings are either scenic spots or unique advantages of ancient buildings. The strong folk customs and urban attractions form a strong contrast. Many urban residents have become accustomed to the urban scenery. Naturally, they are different. The field scenery, humanistic feelings, and folk customs of the countryside in China have become attractive points for urban residents [17]. All activities of rural tourism are in the countryside and surrounding market towns. Rural residents make effective use of rural space, plan rural tourist attractions, and innovate tourism products, so that tourists can appreciate the unique material and intangible culture of the countryside and experience rural life.
- (2) Diversified forms of activities [18]: In addition to farmers, the main suppliers of rural activities include enterprises that attract investment. Therefore, the tourism products and activities provided by rural tourism are naturally rich and colorful, covering all kinds of tangible flower viewing, water entertainment, farmhouse entertainment, etc. Activities also include abstract content such as folk customs, traditional culture, and scene simulation. Urban residents choose rural tourism mainly to experience a different life mode, which is bound to inspire local farmers and enterprises to various innovate forms of activities and create “Internet + rural tourism” new model.

- (3) Revitalize the local economy [19]: Rural areas have always been the key target of national support. Rural development has always relied on agriculture or animal husbandry. The vigorous development of rural tourism has brought a new direction for the development of rural economy. Especially in this Internet age, construction informatization, intelligence, convenience, and other new types of rural areas improve the infrastructure of rural tourist attractions, attract more tourists, and gradually change the way of relying on agriculture for livelihoods, revitalize the local economy, and improve the quality of life of local residents.

*2.2. Coordinated Development.* The industrial characteristics under the background of rural tourism planning are different from traditional industries. Plans facing different disciplines, different industries, different structures, and industries involving different levels provide multiangle and interdisciplinary knowledge to allow rural tourism to enter into collaborative development, with need to be integrated. Coordination refers to the healthy development of two or more systems or system elements. They are coordinated and unified with each other, from low-level to high-level, from simple to complex, and from disorder to order and evolve to achieve goals, the overall evolution of goals [20]. “Coordinated development” is the intersection of “coordination” and “development,” emphasizing integrity, comprehensiveness, and internal cohesion. Therefore, the definition of coordinated development is as follows: on the basis of following the objective laws, through the coordination between each subsystem and the entire system, subsystems and internal components, in order to achieve the overall goal of

the overall development of the system, the relationship between the system's internal components is constantly evolving toward an ideal state. In today's society, sustainable development and scientific development concept are the highest ideas of contemporary coordinated development theory [21]. People-oriented idea not only respects objective laws, but also emphasizes the overall coordination of the complex system of population, society, economy, technology, resources, and environment. To better strengthen the coordinated development within and between systems, the following characteristics should be grasped:

- (1) The principle of subjectivity: When choosing an indicator system, you should choose those indicators that best reflect objective facts, not all indicators.
- (2) The principle of flexibility: Different problems have different characteristics, and the choice of index system should be adjusted according to the specific characteristics of specific problems.
- (3) The principle of operability: When choosing an indicator system, you should choose indicators that can be collected and easily measured. Some indicators are important but difficult to collect or difficult to measure. Such indicators are not suitable for an indicator system.
- (4) Principles of accuracy and comparability: The selected index system should be numerically accurate, such as the unity of measurement caliber, the economic aggregate calculated using constant values, and the degree of conformity with the actual situation.

Generally speaking, coordinated development between regions is the state and process of interdependence, mutual adaptation, mutual promotion, and common development formed between regions under the conditions that each region is open to the outside world [22]. Expressed in systematic language is that each region takes other regions as its own constraints, chooses its own elements, adjusts its own structure, and changes its own functions to adapt to and promote the development of other regions, so that the elements of each region are constantly updated. The continuous optimization of the structure and the continuous mutual accommodation, connection, and promotion between regions have formed a spiral upward trend in the dynamic feedback process of each region in the country. A high degree of coordination coefficient indicates that the region is in a balanced development, and the degree of coordination is small, indicating that the region is in a state of uncoordinated development and needs to be adjusted in time.

*2.3. Competitiveness.* The basic feature of the market economy is free competition, which is a product of the commodity economy. The emergence of competition is based on the common needs of the subjects who participate first and then cause mutual struggle. At the same time, it will inevitably include competition for scarce resources. The

concept of "competitiveness" originated from people's understanding of ability. When participants compete with other participants for their own interests, the comprehensive ability reflected by it is competitiveness [23].

Competitiveness is a relative concept, which can only be manifested through comparison and competition with other participants. The understanding of "competitiveness" encompasses multiple angles and levels. It is a comprehensive and complex concept with rich connotations. According to the different types of participants, competitiveness can be divided into national competitiveness, industrial competitiveness, enterprise competitiveness, etc. According to different competition backgrounds, it can be divided into regional competitiveness, international competitiveness, etc. [24]. At the same time, "competitiveness" is a dynamic concept that includes the performance of the main body in the current competition and the capabilities that may be demonstrated in the future competition. Therefore, in order to conduct competitiveness evaluation, it is necessary to determine the target time period and define the subject type and background of competitiveness analysis.

Whether the tourism industry can be called an industry has been controversial. If the industry is interpreted as a collection of companies operating the same main industry, then the term tourism industry does not seem to be rigorous enough. However, if the composition of the industry is understood on the basis of consumers' purchasing purposes, then there is nothing wrong with the tourism industry. From this perspective, a collection of companies that provide tourists with "food, accommodation, transportation, travel, entertainment, and shopping" constitutes the category of the tourism industry. The tourism industry involves people's basic life content and has a wide range of extensions. According to different service objects, it can be divided into basic industry sectors and specialized industry sectors. The basic sectors mainly provide services for local residents, while the specialized ones are aimed at tourists (demand developed). The research done in this article will only focus on specialized industries, while basic industries such as urban transportation, postal services, taxis, general entertainment venues, and other basic industries that serve local residents will be less involved. Existing research can be divided into two levels according to the scope of the region involved. The first is overall competitiveness. The main body involved is the country. The research content mainly focuses on the ability level of a specific country in the international market competition. The second is the limitation. The tourism competitiveness of a geographical area includes a certain designated area, province, city, scenic spot, etc. [25]. The tourism competitiveness of a scenic spot mainly refers to the comprehensive performance of a certain scenic spot's market share, profitability, and development potential. Its competitiveness level is mainly evaluated from the level of economic benefits. The competitiveness of urban tourism refers to the attractiveness to tourists and the ability of sustainable development embodied under the comprehensive effect of tourism enterprises, related enterprises, and urban infrastructure within a certain city. Regional tourism competitiveness reflects the ability of a given area to maintain a sustained competitive advantage in market competition.

Tourism competition can generally be divided into three types of direct competition. Direct competition refers to the provision of similar services and products by multiple tourism companies. For example, there is direct competition between energy and water suppliers. Competition for substitutes appears among tourism companies that provide mutually replaceable services and products [26]. For example, there is competition for substitutes between airlines and car rental companies. Sometimes the main functions of services provided by multiple tourism companies are similar. For example, two hotels in the same area provide accommodation services, but because they have their own characteristics and can bring different experiences to customers, the competition between them is also summarized as competition for substitutes. The third type of competition is budget competition. Every customer has a limited travel budget. If he spends more on a certain travel service or product, he can only spend less on other services and products.

**2.4. Coupling Theory.** The main theoretical basis used in this study is coupling theory. The theory of the mode of coupling refers to a theory that studies the general laws of coupling between two or more modes of electromagnetic waves. The connection may occur between different modes of electromagnetic waves in the same conductor (cavity) or between modes of electromagnetic waves in different conductors. The theory studies the general law of interconnection between two or more modes of electromagnetic waves, also known as coupled wave theory. In general, it is a general theory that studies the connection between two or more waves. The connection may occur between different modes of electromagnetic waves in the same conductor (or cavity) or between modes of electromagnetic waves in different conductors (or cavity). Usually, the connection happens between the same type of waves, but it can also happen between different types of waves, such as the connection between two modes of electromagnetic waves and two modes of space charge in a rolling wave.

Let the variable ( $a = 1, 2, \dots, n$ ) be the ordinal parameter of the rural development compound system and  $m_{ab}$  be the  $b$ -th index of the  $a$ -th ordinal parameter. The influence of rural development and the influence of tourism development are completely different, but they are two subsystems that influence each other. The contribution of order parameters in the subsystem to the order degree of the system is shown in the following formula:

$$m_a = \sum_{b=1}^n \lambda_{ab} \vartheta_{ab}. \quad (1)$$

$m_{ab}$  is related to the overall rural development system and  $\lambda_{ab}$  is the weight of each order parameter. Therefore,

$$y(kT + t_i) = \frac{1}{\alpha(z)} \sum_{j=1}^r \beta_{bn}(z) \partial(kM + t) + v(kM + t_i). \quad (2)$$

And it can be transformed into

$$\begin{aligned} \alpha(z) &= 1 + \alpha_1 z^{-1} + \alpha_2 z^{-2} + \dots + \alpha_n z^{-n}, \\ \beta_{ij}(z) &= \beta_{ij}^0 + \beta_{ij}^1 z^{-1} + \beta_{ij}^2 z^{-2} + \dots + \beta_{ij}^n z^{-n}. \end{aligned} \quad (3)$$

Its function is to move the  $s(kT + t_{i-1})$ ,  $i = 1, 2, \dots, r - 1$  sampling signal in time backward  $s(kT + t_{i-1})$  by 1 non-uniform sampling interval, and a new transfer function model is proposed:

$$\begin{aligned} y(kT + t_i) &= \frac{B_i(\delta)}{A_i(\delta)} \bar{u}(kT + t_i) + v(kT + t_i), \\ Q &= 2 \left( 1 - \frac{m_1 m_2}{[(m_1 + m_2)/4]} \right)^{1/4}. \end{aligned} \quad (4)$$

When  $Q = 0$ , the deviation of the two systems is the smallest, and the coordination degree between  $m_1$  and  $m_2$  is the highest. Therefore,  $Q$  can be used as a measurement index of the coupling degree between  $m_1$  and  $m_2$ .

$$R_t = \left\{ \frac{(n_1 * n_2 \dots n_n)}{[\theta(n_j + n_i)]} \right\}^2. \quad (5)$$

The coupling function  $Q$  can be expressed by the following formula:

$$Q = 2 \frac{(m_1 * m_2)^{1/2}}{(m_1 + m_2)}, \quad (6)$$

$$d(v) = \text{rty} \left( - \int_1^s \kappa(b) v k \right).$$

Therefore, we can get

$$\partial = 1 - t(s) = 1 - \exp \left( - \int_0^s \kappa(t) dt \right). \quad (7)$$

When  $\Delta s$  approaches zero, use the following differential equation to illustrate the change:

$$\frac{dI}{ds} = T(s) * \rho(s) * A = T(s) * \kappa(s), \quad (8)$$

$$I(s) = I_0 + \int_0^s g(t) dt.$$

As shown in the following function:

$$b(c - 2) = vn(c) + Q(n). \quad (9)$$

The expression of secondary performance index is as follows:

$$M = \sum_{m=1}^{\infty} [x^i(n) Qc(m) + k^l(m) bA]. \quad (10)$$

The expression of weight matrix is as follows:

$$M = \frac{1}{2a^2 r^{-2}} \left( \frac{2b^2}{a^2 r^{-1}} N - H \right)^{-2} [a^2 r^{-1} t^2 + 3(1 - b^2)t]. \quad (11)$$

Emerging tourism industry models continue to emerge and develop under the guidance of the general trend of modern tourism, which greatly strengthens the vitality of the tourism industry and makes rural tourism occupy a place in the modern tourism industry.

### 3. Rural Tourism Experiment

*3.1. Subjects.* Taking a certain place in Jiangxi as an example, based on the analysis of the shortcomings and problems in the development of rural tourism in a certain place, this paper constructs a large data + rural tourism development problem model for a certain place and conducts an overall feedback analysis of a certain place big data + rural tourism system. It identifies the key factors restricting the development of the system and puts forward the management countermeasures to promote the development of rural tourism in a certain county under the background of "Internet +". There are 3 towns and 13 townships in a certain place, as shown in Figure 2.

*3.2. Construction of Rural Environmental Index System.* By consulting and summarizing relevant documents, the establishment of the indicator system should be combined with the actual situation. Based on the operability of data collection, we referred to related research results, referenced statistical data such as preliminary environmental status reports for specific counties, and divided and layered the environmental system. The tourism environment should be a complex system including economic, social, and natural environment and other elements. According to the characteristics of the development of the rural tourism industry, it is more practical to discuss the research capacity from the following four aspects, as shown in Table 1.

*3.3. Construction of Tourism Economic Index System.* When you build an evaluation index of economic development subsystem, based on the research literature of the current domestic and foreign experts, in combination with the current state of development of rural tourism economy, to analyze the index system of tourism economy subsystem, it is divided. According to many studies, when most scholars conduct economic analysis, tourism income and number of tourists are important factors for investigating economic development. Inbound tourism is also an important consideration when analyzing the tourism economy. It needs to be included in the tourism economic indicator system. Per capita expenditure is also an important indicator to measure the economic development of a city. It represents an important source of income for a city's tourism economy. It needs to be taken into account in economic development. The tourism economic index system is shown in Table 2:

*3.4. Data Processing.* When our test data are consistent with the normal distribution, as an intragroup comparison, we can use the double *t*-test and the independent sample *P* test.

However, if the regular distribution of data is insufficient, two independent samples and two related samples should be used for testing.

### 4. Analysis of Rural Tourism Development

*4.1. Situation in a Certain Place in Recent Years.* We have made statistics on the GDP of a certain place in recent years and then determined the proportion of rural tourism economy in it. The GDP of a certain county in recent years is shown in Table 3:

From the table, we can see that, with the development in recent years, the industrial structure of a certain county has been continuously adjusted, from the original secondary industry as the main industry to the tertiary industry, and the tourism industry is a component of the tertiary industry. Part of the development has also been achieved. The tourism investment of a certain county is shown in Figure 3.

It can be seen from Figure 3 that, in recent years, the government's investment in tourism has gradually increased, and the main investment is concentrated in transportation and infrastructure projects to create a convenient environment for tourists. In this regard, we investigated the environment and related capacity of a certain place, as shown in Figure 4.

From the figure, we can see that both the overall benefit index of the tourism environmental capacity and the overall benefit index of the tourism economy show a gradual upward trend and the growth trends of the two are approximately the same. This also requires us to follow the thematic positioning when constructing rural tourism in a certain place, to sort out the context and grounds, and on the basis of analyzing the characteristics of tourism resources and digging out local culture, we should plan and construct suitable one for the actual situation of a certain place and the surrounding tourism market based on local conditions (travel items).

*4.2. Changes and Development of Rural Tourism.* There are many factors affecting the development of rural tourism industry. We classify the different effects and simulate their impact on the rural tourism industry, as shown in Figure 5:

As shown in the figure, after the improvement of talent welfare and treatment, the number of management personnel and service personnel, the total capital investment, the types of products and services, the frequency of online marketing and promotion, and the amount of investment in information construction have all increased. This is because retention of talent is largely dependent on it. It is the treatment of talented welfare. As the treatment of human resources welfare improves, it will attract more and more local tourism management and service personnel. Once the number of management and service personnel increases, it will stimulate product development creativity and marketing promotion creativity and increase the number of types of products and services and the number of clicks on online marketing and promotion, thereby increasing the income of local tourism, allowing tourists to experience information-



FIGURE 2: Topographic map of Yihuang County.

TABLE 1: Tourism capacity and index system.

First-level index	Secondary indicators	Three-level indicators
Tourism environmental capacity	Tourism resources space bearing capacity	Line environment capacity (X1) Scenic environment capacity (X2)
	Tourism ecological environment bearing capacity	Water environmental capacity (X3) Solid waste environmental capacity (X4) Atmospheric environmental capacity (X5)
	Tourism facilities bearing capacity	Accommodation facility capacity (X6) Catering facilities capacity (X7) Road traffic facility capacity (X8) Capacity of leisure and entertainment facilities (X9)
	Tourism psychological bearing capacity	Tourist mental capacity (X10) Psychological capacity of residents in tourist areas (X11)

TABLE 2: Diagram of tourism economic system.

System	Evaluation index
Tourism economic system	Total rural tourist visits/ten thousand visits (Y1)
	Rural tourism income/100 million yuan (Y2)
	Domestic tourism/10,000 person-times (Y3)
	Income from domestic tourists/100 million yuan (Y4)
	Domestic travel per capita expenditure/yuan (Y5)
	Inbound tourists/10,000 person-times (Y6)
	External consolidated income/100 million US dollars (Y7)
	Per capita cost of inbound tourism/USD (Y8)
	The ratio of total rural tourism revenue to GDP (Y9)
	Hangzhou GDP (Y10)
	Number of star-rated hotels/a (Y11)
	Number of travel agencies/one (Y12)

TABLE 3: Yihuang County's GDP in recent years.

Output value (100 million yuan)	2016	2017	2018	2019	2020
GDP	61.74	66.68	72.68	82.13	85.91
Primary industry	7.82	8.25	8.79	9.35	10.23
Secondary industry	29.17	31.37	32.16	34.17	34.93
Tertiary industry	24.75	27.06	31.73	38.61	40.75

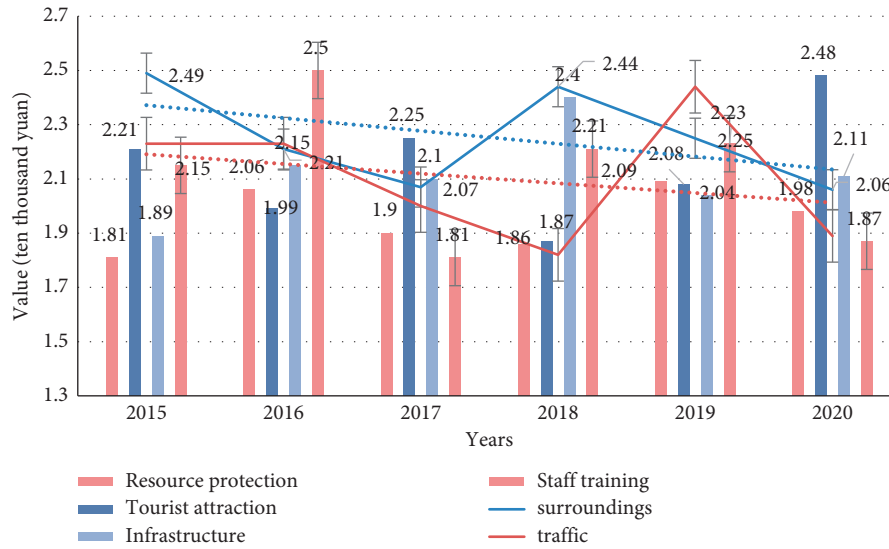


FIGURE 3: Tourism investment in Yihuang County.

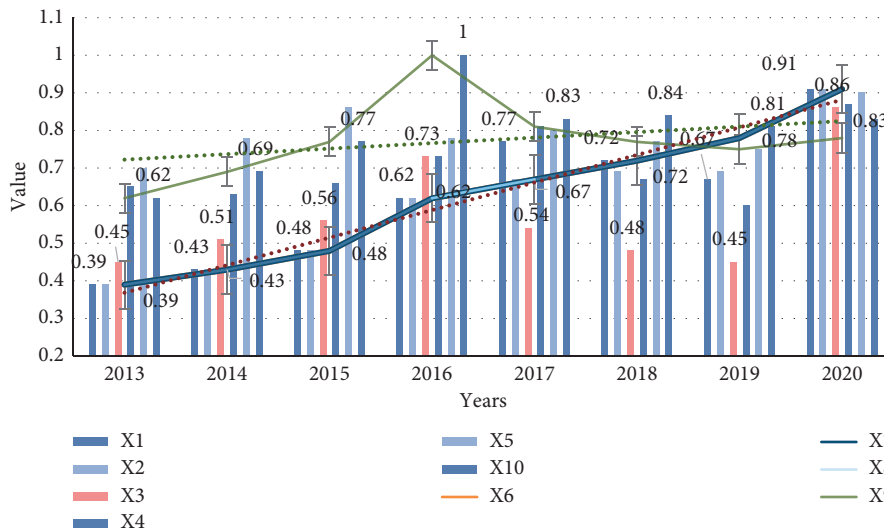


FIGURE 4: Environment and tourism development.

based, multistyle rural tourism. In order to understand the degree of satisfaction of tourists when traveling in a certain county, we conducted a related questionnaire survey on tourists. The results of the survey are shown in Figure 6:

From Figure 6 it can be seen that the local characteristics are rich in red pores and agricultural resources. Tourists have the highest satisfaction with these two tourist projects. Therefore, in future planning, these two resources should be



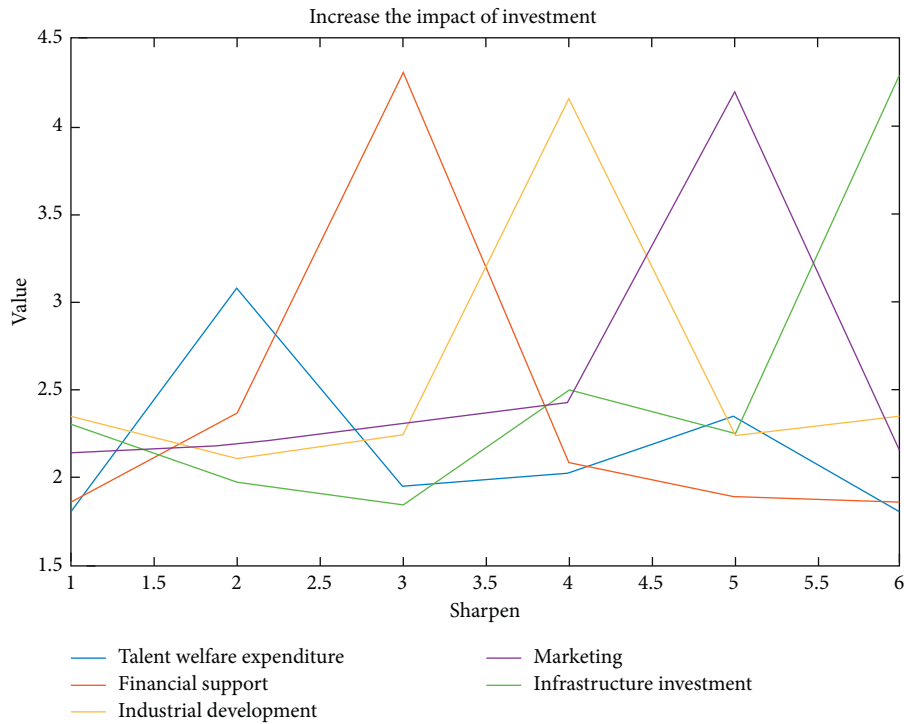


FIGURE 5: Factors influencing the development of rural tourism industry.

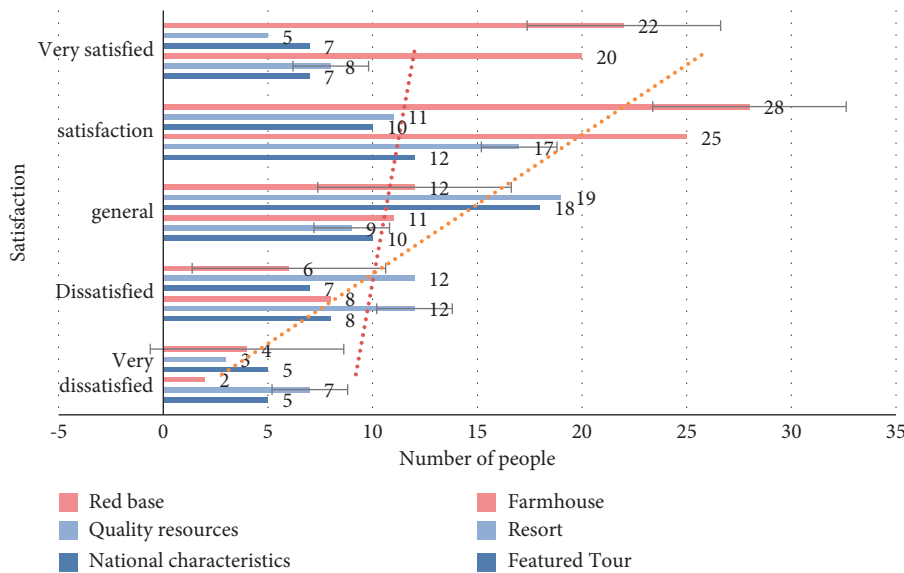


FIGURE 6: Passenger satisfaction survey.

rationally planned and integrated, making it bigger and stronger to promote the development of other tourism resources.

### 5. Conclusion

This paper studies the definition of rural tourism planning, the definition of local characteristic tourism resources, the classification of tourism resources, and the quality evaluation of local characteristic resources, analyzing and selecting

the quality factors of tourism resources somewhere, and the final conclusion is based on the development of local characteristic resources, planning tourism practice, and proposals for the development of tourism resources in tourism planning. Considering the value and characteristics of tourism resources, the value of tourism resources is higher than the characteristics of tourism resources. In the value of tourism resources, first attach importance to the value of tourism experience and then focus on the tourism value of this area. In the current construction of rural tourism

planning, in addition to creating pleasing landscapes, planning should pay more attention to the experience and participation of tourists. The implementation of macro-planning and design into details and perception has become the focus of current tourism planning. In the research of this article, because the research object of local characteristic tourism resources is relatively complicated, although the analysis and evaluation system has been established, it still needs more information, a larger range of research, and more comprehensive methods to make it more useful. In future research, more appropriate samples should be studied. The number of investigations can be increased, and the amount of investigation and data collection can be expanded to make the research more comprehensive.

### Data Availability

The data underlying the results presented in the study are available within the manuscript.

### Conflicts of Interest

The authors declare that they have no conflicts of interest.

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