

Research Article

New Path Innovation of Rural Tourism Development Based on Mobile Communication

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Mobile communication is the communication between mobile bodies and an important way of communication between mobile users and fixed users. Power control technology is one of the keys of mobile communication information technology. This technology mainly adopts the core technology of the CDMA system. Through the self-interference system, it overcomes the problem of the mobile communication network and improves the quality of mobile communication. In the early twenty-first century, the rapid development of mobile communication technology has made important contributions to communication services worldwide. Rural tourism is a type of holiday with the aim of tourism, using the countryside as a framework for wandering and wild behavior. In fact, rural tourism is a project that has emerged in recent years, aiming to promote the economic development of rural areas and provide economic support for rural revitalization. At present, rural tourism is an important direction of tourism development, but the characteristics of the countryside have been ignored, and a large number of homogenizations have appeared in the development of rural areas. The development of rural tourism should highly combine agriculture, farmers, and rural development, make tourism an important industry in rural communities, strive to develop the local characteristics of rural tourism, increase tourism revenue, and truly benefit farmers. The purpose of this paper is to study the innovative research on the new path of rural tourism development based on mobile communication. It is hoped that mobile communication technology will be used to analyze the development patterns of rural tourism in different regions and to explore new development paths. This article first describes the notion of rural tourism, makes a comparative analysis of the different development models of rural tourism at home and abroad around rural revitalization, and makes a corresponding discussion on China's rural tourism model. China's rural tourism includes city-based, scenic-based, historical and cultural-based, transportation-based, industrial economy-based, and folk-custom-based. This paper briefly introduces the main development process of mobile communication technology, analyzes the relationship between the current era of big data and mobile communication networks, and explores the importance of mobile communication technology at present. The experimental results of this paper show that in terms of income, tourists above 70,000 yuan account for 31.8%, and tourists below 20,000 yuan account for 8.7%, indicating that rural tourism is less affected by the annual income of tourists. Tourists with a single consumption of less than 500 yuan accounted for 8.2%, indicating that there are many types of rural tourism, and tourists can choose according to their own abilities.

1. Introduction

Thanks to the in-depth development of reform and opening up, China's economy has made rapid progress, urbanization has been continuously improved, the rural economic structure has been continuously optimized, the level of urban and rural residents has been continuously improved,

and social conflicts have also shifted to the quality of life. The adjustment and upgrading of the industrial structure is conducive to promoting the improvement of local income levels and is conducive to promoting employment and entrepreneurship. Under the background of new rural construction and rural revitalization, the development of modern agriculture and rural economy is the primary

task, and the development of rural tourism is a new way and effective means to promote the development of modern agriculture and improve the rural economy. With the support of policies, rural tourism has developed rapidly in recent years, and rural tourism represented by “farm stay” has prospered and developed, providing an effective development direction for the current rural tourism. Rural tourism will not only stimulate the development of the local economy but also play an important role in protecting the local culture. With the development of rural tourism, there has been a phenomenon of homogeneity in the development models of various places. The tourism models of various places are single, resulting in aesthetic fatigue, which is unfavorable to the current development of rural tourism. In the development of rural tourism, attention should be paid to protecting the original rural character, strengthening the characteristics and differences of operation, and highlighting the natural, simple, green, and fresh environmental atmosphere of the countryside, and emphasizing nature, leisure, and wildness, and striving to show the charm of rural tourism and avoid urbanization. In order to solve this phenomenon, this paper aims to study the innovative research on the new path of rural tourism development based on mobile communication, hoping to use mobile communication technology to summarize the current rural tourism development model and explore new development directions.

Through the systematic research on the development theory of rural tourism, the current development status and existing problems of rural tourism are analyzed, which provides a new reference and a new path for the development of rural tourism in the new period. The development of rural tourism is conducive to stimulating local economic vitality, gathering rural resources, expanding economic development paths, and increasing farmers' income. It will help to develop and improve the development model of the rural tourism industry, promote the upgrading and development of rural tourism, help the construction of ecological civilization in the suburbs, and help expand the tourism and leisure space for urban and rural people.

Further, standardize the planning of rural tourism, develop tourism projects, such as characteristic homestays, inns, and theme farmhouses, drive the development of surrounding ecological and cultural resources, and move forward in the direction of integrated development. In the process of creating rural tourism, the balance between cultural heritage and modernization, and the combination of heritage protection and cultural inheritance.

2. Related Work

As the industry grows, the structure of the economy in rural areas is being transformed and upgraded. Rural tourism is an important way to promote the development of rural economy and has made important contributions to the development of rural economy. China's historic

and cultural villages are receiving increasing attention and rural tourism is considered an important way to grow and reduce wealth in rural areas. Gao suggests a comprehensive and sustainable model of traditional rural revitalization based on rural tourism to gain a greater appreciation of the link between rural travel and rural rejuvenation. The case study shows that the three levels of this model are an efficacious way to achieve successful rural revitalization [1]. Rural tourism is considered a commercial activity under the Cooperative Societies Act 2015, but this legal move is moot. Looking for opportunities to revitalize rural tourism, Djokovic interviewed the general manager of the agricultural cooperative. Their perspectives were analyzed to measure their perception of the impact of rural tourism on the operation of cooperatives in rural areas, and the potential of HR to implement the consequent organizational changes. Furthermore, the potential of agricultural cooperatives has been explored in the context of the external environment. The findings show that general managers have a positive attitude towards revitalizing rural tourism as part of cooperative operations and are aware of the favorable impact of tourism on rural areas [2]. Jegdić explored the development and application of entrepreneurship in rural tourism destinations. He identified villages as tourism products, ethnic houses, and rural families providing accommodation and food and drink, as well as traditional village activities. Research shows that the development of rural tourism should be based on effective investment in tourism products through entrepreneurial projects that meet modern demand trends. Investment in tourism products in rural tourism destinations will affect the growth of rural tourism revenue and, thus, the economic development of these regions [3]. Zhang used the first 320 key villages as research objects and used GIS tools to analyze and explore their spatial distribution characteristics. The findings revealed that they are intensive in the southeast and thin in the northwest [4]. Rosalina PD extends this definition by investigating the definition of rural tourism and the challenges it faces in both developed and developing country contexts. The findings show that the biggest problems faced by the country come from in-house issues associated with resources [5]. Peri conducted the analysis using SEM-structural equation modeling. The findings show that there is a straightforward link between service quality and satisfaction [6]. One type of modern tourism is rural tourism, which has entered a more complex stage. In this context, Qezelbash proposes an evolutionary approach to perform a multi-level analysis of RT within a region, transforming from a basic rural economy to a new economic form, and evolutionary economic geography may be an appropriate framework. The experimental results show that the transition from rural to tourism development is caused by important issues, such as slowness of established rural configuration, insufficient capacity, and dislocation of relevant units [7]. Although these theories have discussed mobile communication technology and rural

tourism to a certain extent, the combination between the two is less and not practical.

3. Innovative Research Methods for New Paths of Rural Tourism Development Based on Mobile Communication

3.1. Overview of Mobile Communications. Communication is the basis of communication and the most important way of transmitting information. Communication has always existed in human society [8]. From the earliest communication represented by voice, sign language, and patterns to the present mobile communication, several major changes have taken place in communication [9]. The first-generation revolution is represented by voice, the second-generation revolution is represented by SMS, the third-generation revolution is represented by social applications, the fourth-generation revolution is represented by games, and the fifth-generation revolution is represented by virtual reality. The increasing convenience of communication technology for people [10] in Figure 1 shows the structure of the mobile communication system.

With the development of IoT technology and integrated circuits, mobile communication technology has also been promoted [11]. Mobile communication has the characteristics of mobility, complex radio wave propagation conditions, serious noise and interference, complex system and network structure, and high frequency band utilization. From the previous landline phones to today's mobile electronic devices, people can communicate and chat anytime and anywhere. Mobile communication technology not only facilitates life but also plays a great role in the business field [12, 13]. Figure 2 shows the commercial structure of mobile communication.

Big data presents numerous tasks for data handling [14]. The emergence of big data has formed an information island, with more data and less information; mining data information is not timely. The advent of the magnitude of big data calls for an urgent need to sort and handle big data [15]. In this backdrop, big data systems have appeared with the era [16, 17]. The advent of the big data era has facilitated the development of integrated circuits and provided the conditions for the spread of mobile communication technology [18]. Mobile communication technology can break through the limitations to optimize and analyze propagating signals in complex conditions. Figure 3 shows the structure of mobile communication under big data conditions.

3.2. Theoretical Analysis of the Communication Network. Different communication networks require different algorithm codes. In the field of tourism, it is necessary to use mobile communication technology to predict and judge the future development trend and results of things in advance [19].

$$W(c=i) \equiv 1. \quad (1)$$

Formula (1) represents the regular communication network, i represents the node neighbor, and c represents the average degree of the network.

$$W(o) = \left(\frac{u(u-2)/2}{u} \right) w^u (2-w)^{u(u-2)/1-u}. \quad (2)$$

Formula (2) represents a random communication network, u represents the number of nodes, and w represents the probability.

$$\begin{aligned} \langle u \rangle &= \sum_0^{u(u-2)/2} uW(u), \\ \langle u \rangle &= \sum_0^{u(u-2)/2} u \left[\frac{u(u-2)/2}{u} \right] w^u (2-w)^{u(u-2)/2}, \quad (3) \\ \langle u \rangle &= w * \frac{u(u-2)}{2}. \end{aligned}$$

The above formulas use different methods to calculate the expected value of u , and in actual use, different calculation methods need to be adopted according to different situations.

The least squares method is most commonly used for regression coefficients, and the mathematical expression obtained is

$$\begin{aligned} \tilde{\rho}_1 &= \frac{w_{ab}}{w_{aa}}, \\ \tilde{\rho}_0 &= \bar{P} - \tilde{\rho}_1 \bar{t}. \end{aligned} \quad (4)$$

Among them

$$\bar{t} = \frac{1}{m} \sum t_a, \bar{P} = \frac{1}{m} \sum P_a, \quad (5)$$

$$w_{ab} = \sum (t_a - \bar{t})(p_a - \bar{P}) = \sum t_a p_a - \frac{1}{m} \left(\sum p_a \right).$$

As can be seen from the above formula, as long as m pairs of data are given, we can find ρ_0 and ρ_1 , then we can get

$$\bar{P} = \tilde{\rho}_0 + \tilde{\rho}_1 \bar{t}. \quad (6)$$

If the actual application is a scale-free network, its node distribution is as follows:

$$W(o) = \varphi * o^{-\nu}, \quad (7)$$

where ν is a power-law exponent and φ is a constant.

$$\sum_0^i W(o) = 1. \quad (8)$$

The magnitude of the constant needs to be determined when analyzing the higher-order moments of the nodes of a scale-free network. Formula (8) represents the density function, $o = 1$.

$$\sum_0^i W(o) = \nu * \sum_0^i o^{-\varphi} = 1. \quad (9)$$

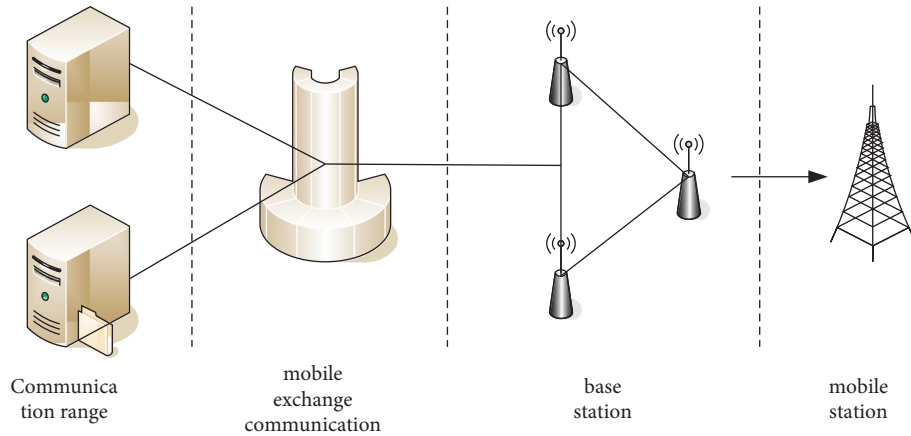


FIGURE 1: Mobile communication system structure.

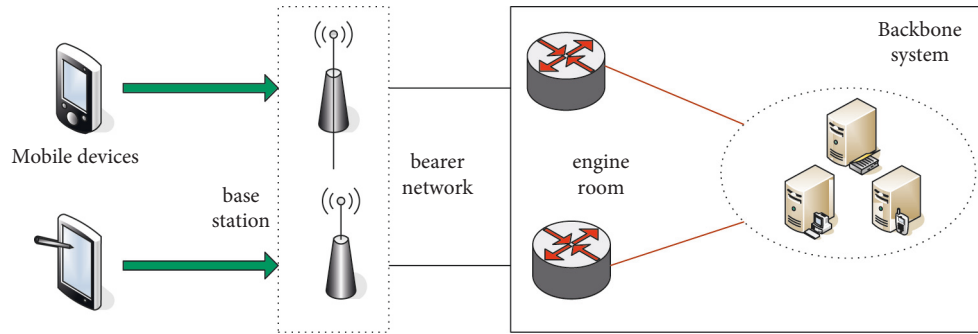


FIGURE 2: Commercial structure of mobile communication.

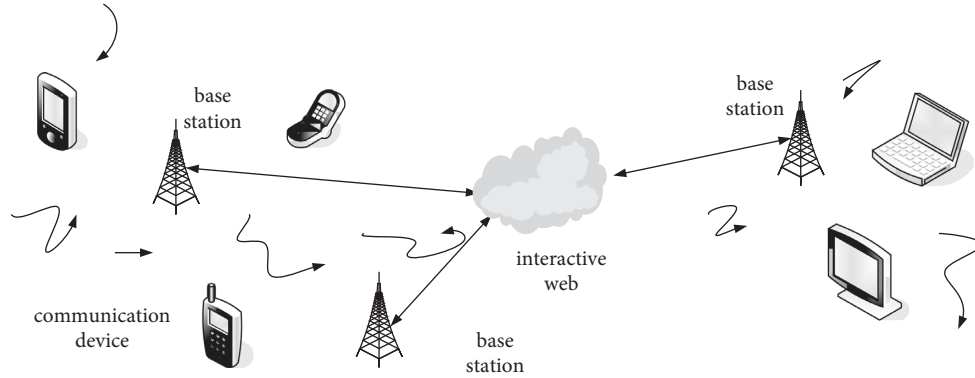


FIGURE 3: The composition of mobile communication under big data conditions.

Among them $w = 0$, γ represents the minimum bound of the limited degree, $o \in [0, i]$.

$$\alpha(0) = l * [2 - \bar{l}] = l * \left(2 - \sum_0^{\infty} l(h) \right), \quad (10)$$

where \bar{l} represents the degree distribution of the network, and at the initial moment, the node ratio is l .

$$P_a = \rho_0 + \rho_1 t_1 + \dots + \rho_a t_\tau + k_a, \quad a = 1, 2, \dots, m. \quad (11)$$

Among them, ρ_0 and ρ_1 are the variables of the linear register of polynomials equation.

$$T = Q\rho + \tau. \quad (12)$$

To estimate the model of a multiple linear regression formula using least squares, one must use

$$W = \sigma\sigma = (T - Q\rho)(T - Q\rho) = \dot{T}\dot{T} - 2\rho(\dot{Q}\dot{T}) + \rho(\dot{Q}\dot{Q})T. \quad (13)$$

W is the minimum value and Figure 4 shows the least squares model. Using the principle of calculus to differentiate w , we can get

$$\frac{\theta Q}{\theta \rho} = -2Q\rho + 2\dot{Q}Q\rho. \quad (14)$$

$$\langle u^B \rangle = \sum_0^r u^B * W(u). \quad (15)$$

$\langle u^B \rangle$ represents the scale-free network higher-order moments of the probability density function, and formula (15) represents its definition.

$$\langle u^B \rangle = \sum_0^r u^B * \frac{\eta}{\theta - 2} * (\eta u)^{-\theta}. \quad (16)$$

Formula (16) represents the order moment of B .

3.3. Overview of Rural Tourism. Tourism is the study of tourists, using tourism facilities and natural resources to offer them the necessary goods and services [20]. Rural tourism takes the natural objects of the countryside as its attraction, building on the traditional rural leisure, and agricultural experience tours, we will expand the development of new tourism modes, such as conferences, vacations, leisure, and entertainment projects. China's research on rural tourism includes tourism development mode, the impact of village tourism development on the community, and the existing problems and countermeasures in rural tourism development. Because of its significant impact on countries' GNP, tourism has been the focus of a number of studies, both nationally and internationally.

Although the tourism industry has developed relatively steadily, research into the tourism market has been relatively weak. It is basically a simple data analysis of the figures in the Tourism Statistics Yearbook.

Rural tourism is currently in its infancy, with villages as the operating location and farmers as the main business. The development of rural tourism in the modern sense in China is relatively late, and at the beginning it was mainly to meet the political needs. Rural tourism mainly includes (1) rural leisure tour; (2) agricultural sightseeing tour; (3) ancient village tour; (4) folk culture tour; and (5) natural ecological tour. The specific mode of rural tourism development is shown in Figure 5.

As an emerging industry, tourism has become one of the most promising and large-scale industries in the global economy. Its industrial status and the economic driving role in economic development have been gradually strengthened, mainly in the fact that it can generate new jobs to drive employment rates; boosting the regions' economies; fostering the dissemination of regional cultures, etc. According to surveys, world tourism has continued to grow since 1960. Figure 6 shows the reception of rural tourism in recent years.

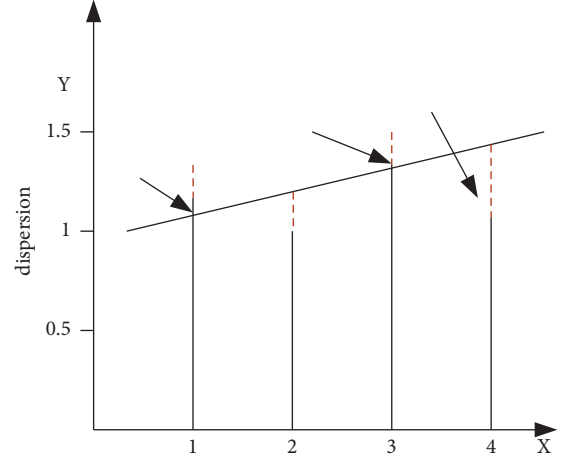


FIGURE 4: Least squares sum of squared deviations.

4. Innovative Experiment of a New Path of Rural Tourism Development Based on Mobile Communication

4.1. Experimental Subjects. In order to explore the tourism environment of a village in the B district of city A, we investigated the local tourism resources. In general, the variety is relatively complete and the cultural atmosphere is strong. In addition, we also conducted a simple questionnaire to the local population to understand their views on local tourism resources. The details are as follows:

According to the data in Table 1, among the subjects of this questionnaire survey, the number of valid surveys is 195. From the perspective of population age, 37 people are older than 55, accounting for 19%; 63 people are 40–55 years old, accounting for 32.3%; 40 people are 30–40 years old, accounting for 20.5%. There are 55 people under the age of 30, accounting for 28.2%. According to the data, the 40–55 year old are the largest number of respondents in this survey, followed by those younger than 30 years old. These are representatives of young and middle-aged people, and their views can reflect the actual local situation. From the perspective of occupation, there are 44 workers, accounting for 22.5%; 50 government officials, accounting for 25.6%; 60 businessmen, accounting for 30.7%; and 41 farmers, accounting for 21.2%. According to the data, the proportion of farmers is the least, and the economic development of the area is relatively good.

According to the data in Table 2, among the respondents of this survey, there are 55 people with a bachelor's degree or above, accounting for 28.2, 64 (32.8%) were college-educated, 46 (23.6%) were high school-educated and 30 (15.4%) were high school-educated or below. According to the data, tourism is not restricted by the education level, but people with higher education are indeed more eager to go out to play. From the perspective of income, there are 62 people with 70,000 and above, accounting for 31.8%; 76 people with 40,000–70,000 people, accounting for 39%. There are 40 people with 20,000–40,000 people, accounting for 20.5%; 17 people with less than 20,000 people, accounting for 8.7%.

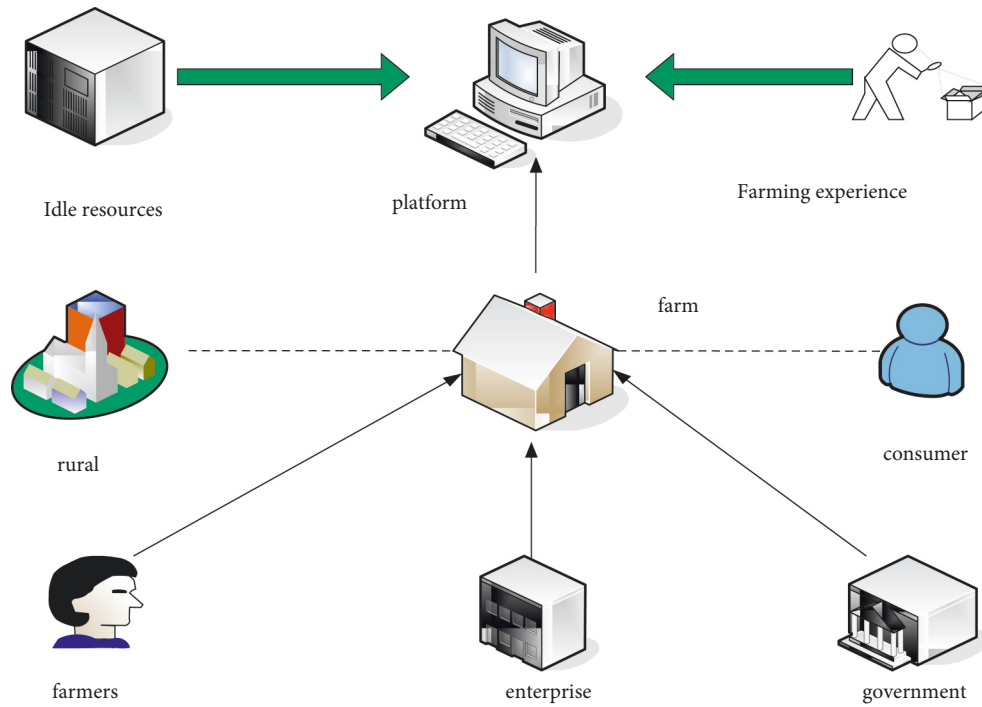


FIGURE 5: The specific model of rural tourism development.

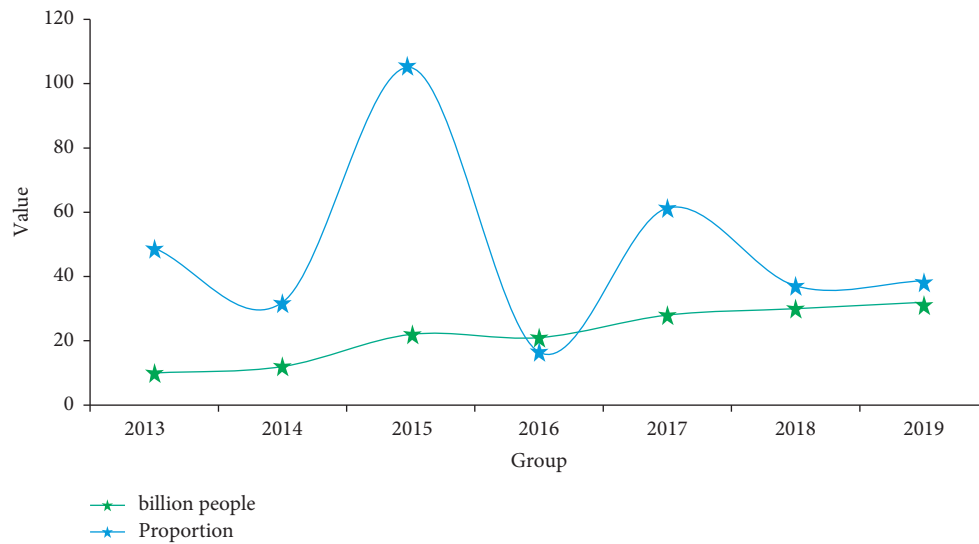


FIGURE 6: Rural tourism reception.

According to the data, people with higher incomes are more likely to travel, but this conclusion is not absolute, and there are still some low-income people who travel frequently. This also shows that rural tourism is affordable and grounded, and it also reflects its strong development potential.

4.2. Survey on Attitude towards the Development of Rural Tourism. Consumption determines production. Only when the market has expectations for rural tourism can rural tourism have the power to develop. In this experiment,

tourists' attitudes towards the development of rural tourism were investigated. The details are as follows:

According to the data in Table 3, there are 39 people who are very interested in the development of rural tourism during this questionnaire survey, accounting for 20%; 52 people are interested in the development of rural tourism, accounting for 26.7%. There are 80 people who hold indifferent attitude towards the development of rural tourism, accounting for 41%; 24 people who are not interested in the development of rural tourism, accounting for 12.3%. According to the data, more people are interested in the development of rural tourism,

TABLE 1: Basic information of questionnaire respondents.

Group	Information	Number of people	Proportion (%)
Age	Older than 55 years old	37	19
	40–55 years old	63	32.3
	30–40 years old	40	20.5
	Less than 30 years old	55	28.2
Occupation	Workers	44	22.5
	Officials	50	25.6
	Businessman	60	30.7
	Farmer	41	21.2

TABLE 2: Education and income of survey respondents.

Group	Information	Number of people	Proportion (%)
Academic qualifications	Bachelor's degree and above	55	28.2
	College	64	32.8
	High school	46	23.6
	High school and below	30	15.4
Income	70,000 and above	62	31.8
	40–70,000	76	39
	20,000–40,000	40	20.5
	Less than 20,000	17	8.7

indicating that people are still looking forward to rural tourism, and they also hope that rural tourism can develop better.

4.3. Survey on Understanding of Rural Tourism. With the continuous development of tourism, different types of tourist attractions have emerged, but rural tourism is still in its infancy, and the types of tourism cannot be compared with mature urban tourist attractions. This experiment investigates tourists' understanding of rural tourism. The details are as follows:

According to the data in Table 4 49 people, accounting for 25.1%, are relatively familiar with the types of tourism around the scenic area. There are 79 people who are relatively familiar with tourism types in characteristic villages, accounting for 40.5%; 47 people are relatively familiar with tourism types in urban suburbs, accounting for 24.1%; 20 people are relatively familiar with other tourism types, accounting for 10.3%. According to the data, most people are interested in the characteristic villages in rural areas, indicating that rural culture is a hot spot in the tourism market.

5. New Path Innovation of Rural Tourism Development Based on Mobile Communication

5.1. Travel Expenses and Travel Modes. In the actual travel process, travel and consumption occupy the main part, especially long-distance travel, travel accounts for a large proportion of travel, especially rural travel, the transportation is not convenient, and it will take more time. Consumption is the main component in the tourism process, but different tourists have different intentions. The details are as follows.

TABLE 3: Statistics on the level of interest in rural tourism.

Group	Number of people	Proportion (%)
Very interested	39	20
Interested	52	26.7
Not interested	80	41
Not interested	24	12.3
Total	195	100

TABLE 4: Survey on the level of knowledge of rural tourism.

Group	Number of people	Proportion (%)
Scenic perimeter type	49	25.1
Characteristic village	79	40.5
Urban suburban	47	24.1
Other types	20	10.3
Total	195	100

According to the data in Figure 7, it can be found that 87 people travel by private car, accounting for 44.6%, and 40 people travel by train and high-speed rail, accounting for 20.5%. There are 25 people who travel by plane, accounting for 12.8%; 17 people who travel by bus, accounting for 8.8%; 26 people who travel by other means of transportation, accounting for 13.3%. According to the data, private cars are the first choice for travel, especially in rural tourism, where transportation may not be directly accessible. Private cars are the best choice, and private cars have a higher degree of freedom, so there is no need to strictly arrange time. It is worth noting that in the survey and analysis, some people choose buses, and most of these people travel with travel agencies. From this data, it can also be shown that travel agencies are paying attention to the rural tourism market. At present, the continuous upgrading of transportation, especially the emergence of high-speed rail, has rapidly increased

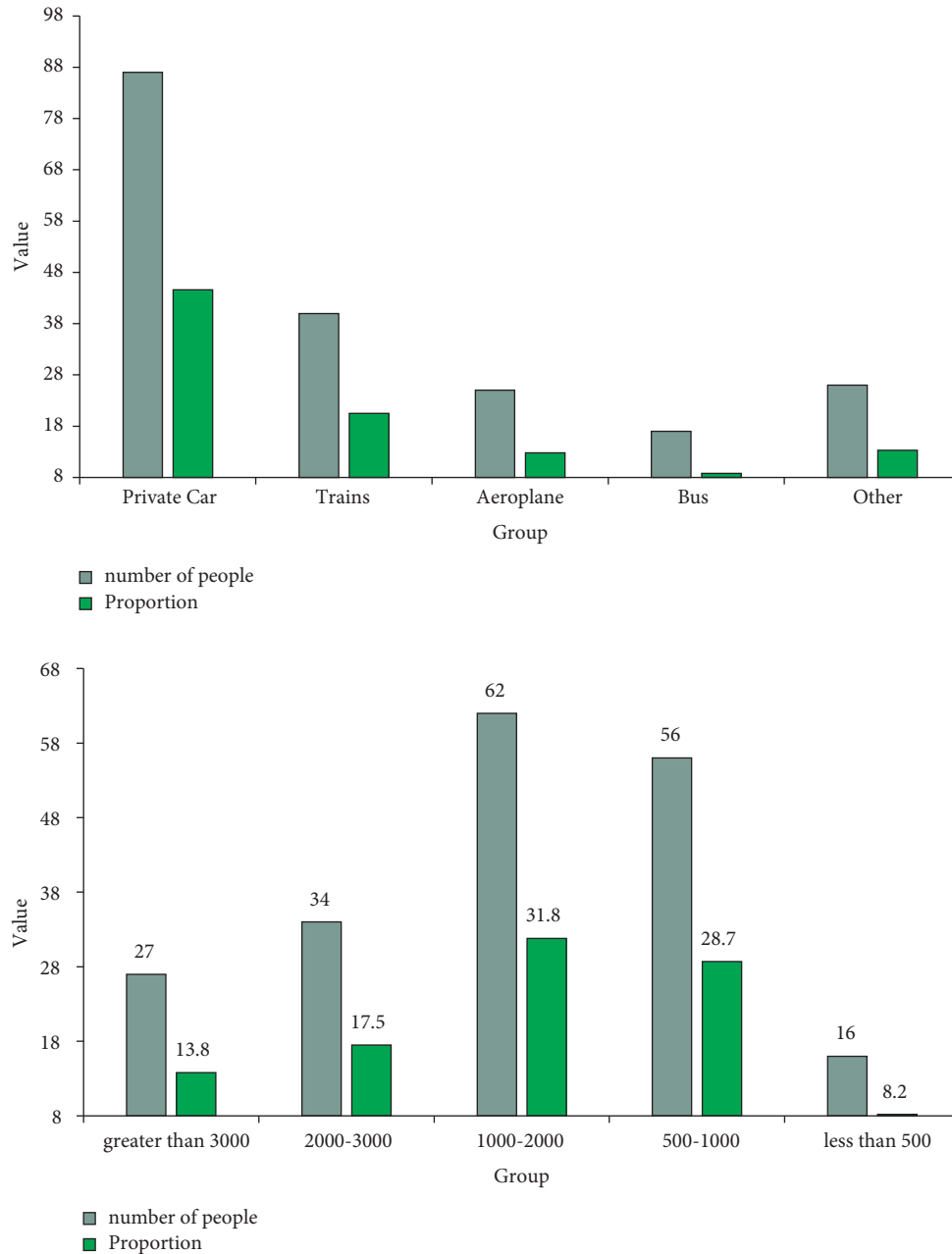


FIGURE 7: Tourism spending and travel mode analysis.

the speed of appearance, and has now become an important way of travel.

Through the travel consumption of tourists, it can be found that 27 people have a single travel consumption of more than 3,000 yuan, accounting for 13.8%; 34 people have a single travel consumption between 2,000 and 3,000 yuan, accounting for 17.5%. There are 62 people who spend between 1,000 and 2,000 yuan per trip, accounting for 31.8%; 56 people who spend between 500 and 1,000 yuan per trip, accounting for 28.7%. There are 16 people with a single travel consumption of less than 500 yuan, accounting for 8.2%. According to the data, rural tourism can choose different consumption levels according to its own situation. In fact, the consumption level of rural tourism is relatively general,

and most people can afford it. This also opens up a market for rural tourism, which can attract more people to participate and promote the development of rural economy.

According to the data in Figure 8, in order to explore the needs of tourists for tourism, we analyzed the purpose of tourists' travel. In order to relieve pressure, 77 people chose to travel, accounting for 39.4%; 61 people chose to travel in order to experience rural life, accounting for 31.3%. There are 53 people chose to travel to experience the natural landscape, accounting for 27.2%; 47 people chose to travel to experience the cultural landscape, accounting for 24.1%; 89 people chose rural tourism to escape the summer, accounting for 45.6%. There are 24 people choose rural tourism to visit relatives and friends, accounting for 12.3%;

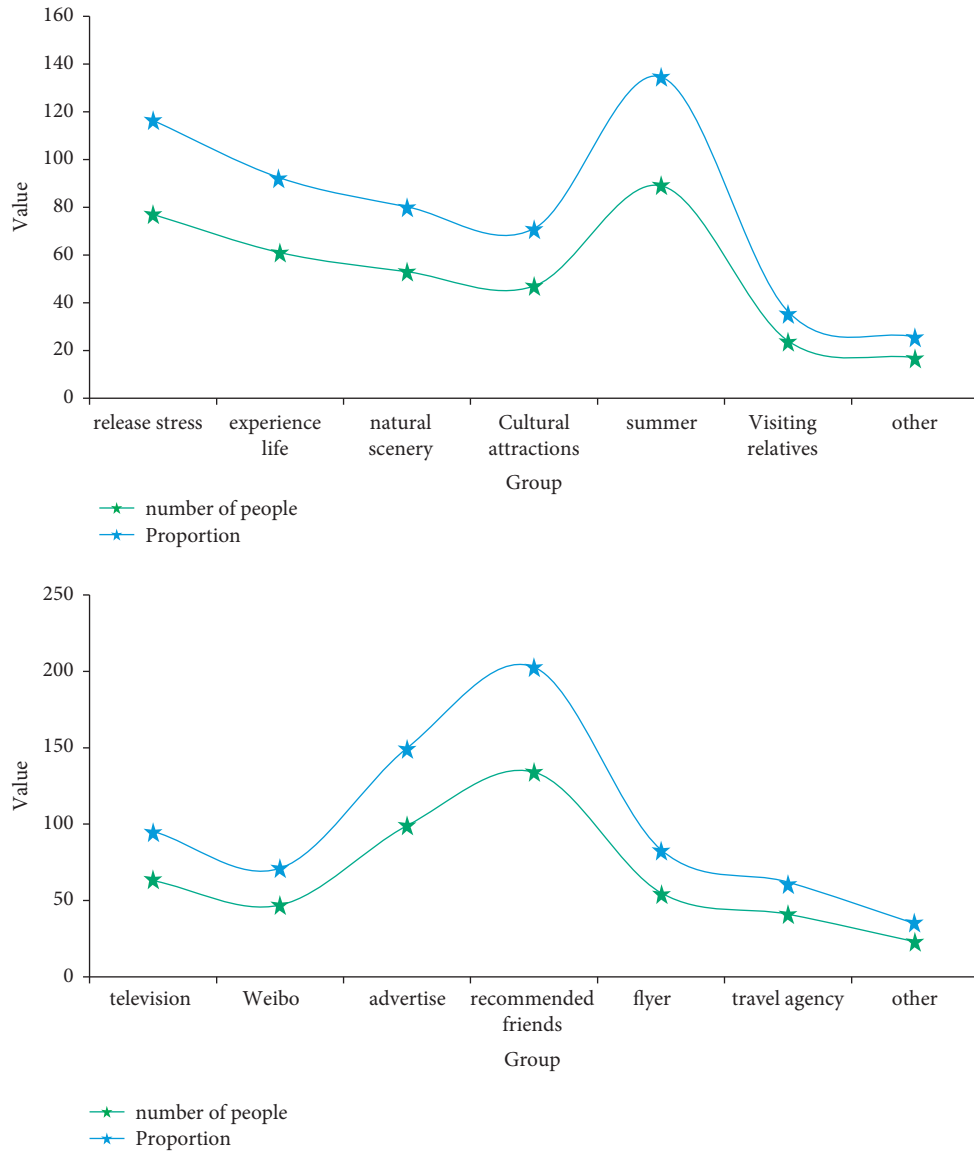


FIGURE 8: Analysis of tourism purposes and sources of information.

17 people choose to travel for other purposes, accounting for 8.7%. According to the data, the most groups choose rural tourism for the purpose of summer escape, which is also the biggest hotspot of rural tourism. But the hotspot is seasonal and should not be the focus of rural tourism. According to other travel purposes, appreciating natural and cultural landscapes and experiencing life are also the key points of travel. Rural tourism can start from this part and focus on creating characteristic rural tourism to avoid the problem of homogenization.

From the perspective of tourism information sources, 63 people, accounting for 32.3%, learned about tourism information from traditional media TV. There were 47 people who learned about tourism information from the emerging media Weibo, accounting for 24.1%; 99 people who learned about tourism information from advertisements, accounting for 50.8%. There were 134 people, or 68.7%, learned about travel information because of their friends'

recommendations; 55 people, or 28.2%, learned about travel information from leaflets. There were 41 people got travel information from travel agencies, accounting for 21%; 23 people got travel information from other means, accounting for 11.8%. According to this data, most people get their travel information through friend recommendation or advertising. Therefore, in addition to doing good publicity, we should focus on building the quality of scenic spots, improving service quality, improving tourists' sense of experience, and establishing a good reputation for scenic spots, so as to attract more people to choose rural tourism.

5.2. Cost-Effectiveness Analysis of Rural Tourism. The value should match the price. Rural tourism is mainly to experience a different experience from the city, which requires the rural tourism to be differentiated from the city in the entire tourism design. In order to better

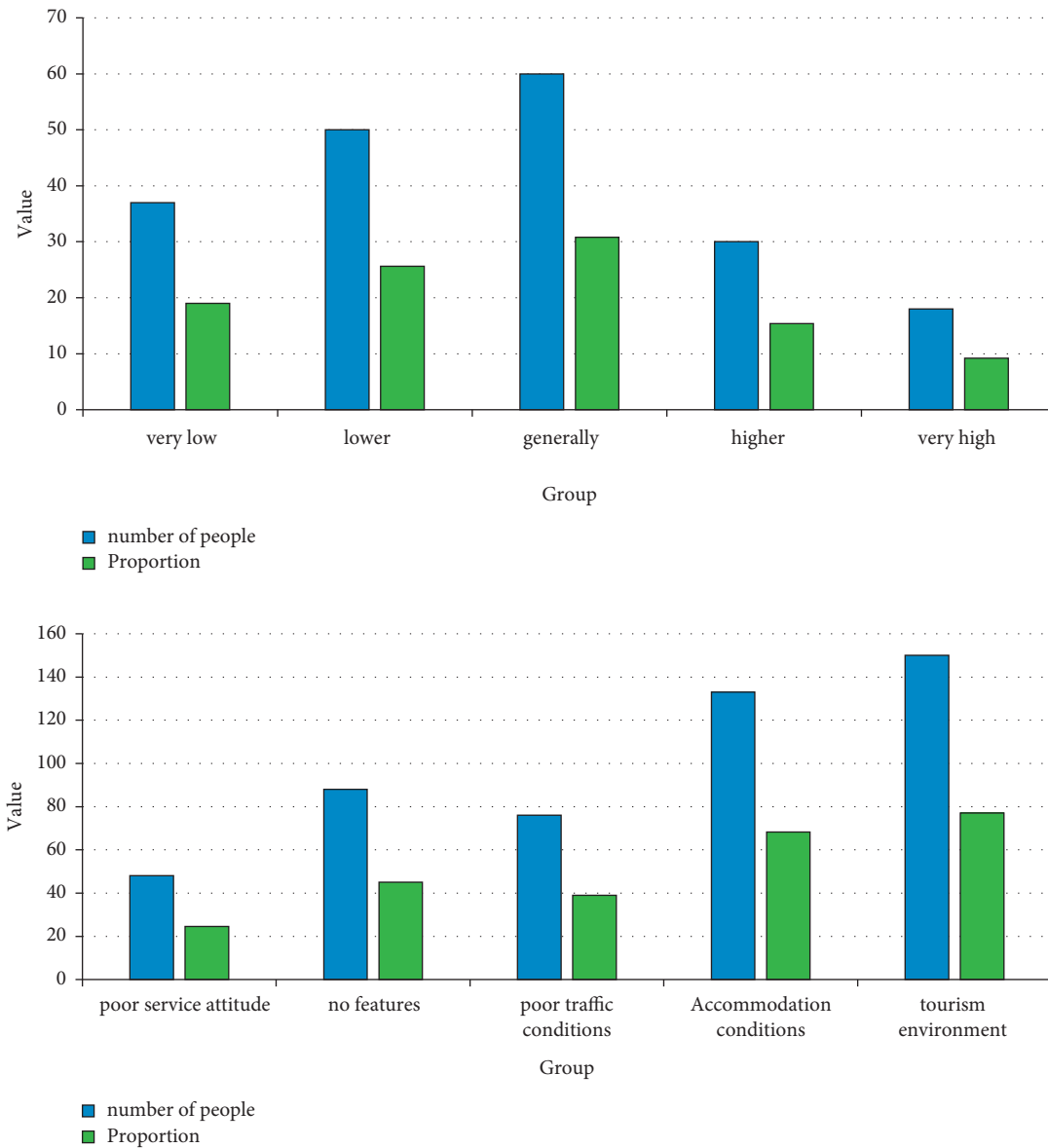


FIGURE 9: Cost-effectiveness analysis of rural tourism.

develop rural tourism, we have analyzed the cost-effectiveness of rural tourism for tourists. The details are as follows.

According to the data in Figure 9, 37 tourists think that the cost performance of rural tourism is very low, accounting for 19%. There are 50 tourists who think that the cost performance of rural tourism is relatively low, accounting for 25.6%. There are 60 tourists who think that the cost performance of rural tourism is average, accounting for 30.8%. There are 30 tourists who think that rural tourism is more cost-effective, accounting for 15.4%. There are 18 tourists who think that the cost performance of rural tourism is very high, accounting for 9.2%. According to the data, the overall cost-effectiveness of rural tourism is relatively high, and the experience of tourists is poor. The development time of rural tourism is short, the rules and regulations in various aspects are not perfect, and the tourism reception staff are

not skilled enough, which leads to tourists feeling that the cost performance is low.

Since tourists generally believe that the cost-effectiveness of rural tourism needs to be improved, we conducted a survey on the aspects of tourists' dissatisfaction. The study found that 48 people believed that the rural reception service was poor, which greatly affected the sense of tourism experience; 88 people believed that the rural infrastructure was not perfect, accounting for 45.1%; 76 people believed that the rural transportation conditions needed to be improved, accounting for 39% of this group. There are 133 people who think that the rural accommodation conditions are poor, accounting for 68.2%, indicating that the accommodation conditions have a great impact on tourists; 150 people think that the rural tourism environment is poor, accounting for 77%. This data shows that there are still many problems in the current rural tourism, especially the accommodation and

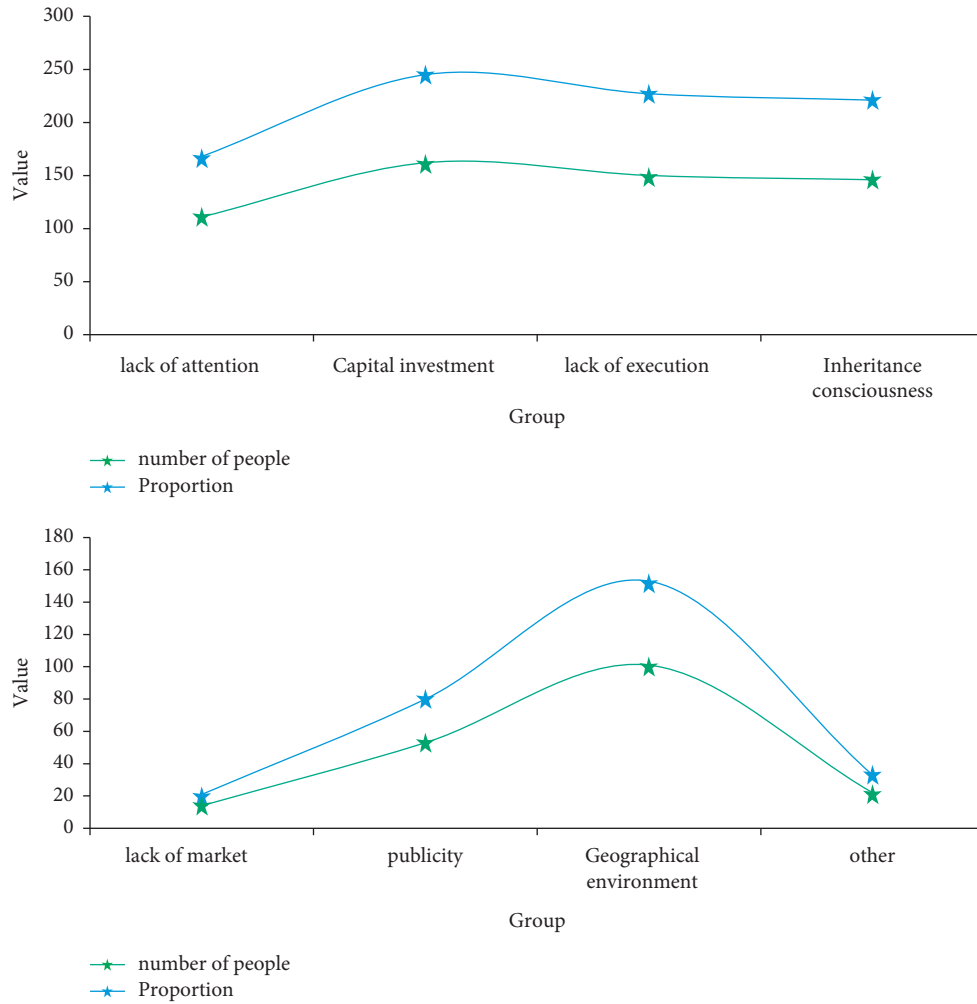


FIGURE 10: Analysis of rural tourism development problems.

tourism environment, which have brought a lot of troubles to tourists. Therefore, we should focus on solving these problems when developing rural tourism scenic spots.

5.3. Rural Tourism Development Issues. The development of rural tourism is conducive to stimulating the development of the rural economy and making rational use of local resources. From an economic perspective, tourism development is very reasonable, but from the perspective of resource protection and market development, there are still many problems. Next, we investigate and analyze the problems of rural tourism development.

According to the data in Figure 10, 111 people think that the development of rural tourism lacks attention, and this group accounts for 57%. There are 162 people who believe that the investment in rural tourism development is insufficient, and this group accounts for 83%. There are 150 people who believe that the implementation of rural tourism development is not in place, and this group accounts for 77%. There are 146 people who believe that the awareness of rural tourism development and inheritance is lacking, and this group accounts for 75%. According to the data, the

current rural tourism development funds are lacking, the construction is not in place, and the cultural heritage has not been paid enough attention, so that the rural tourism development is not perfect. There are 14 people who believe that the rural tourism market is not active enough, and the lack of a market for rural tourism development is the biggest problem in tourism development. There are 53 people who think that the lack of publicity of rural tourism and the inability to attract tourists is the biggest problem at present. There are 101 people who think that the geographical location of rural tourism is the biggest reason for restricting rural development. From the survey data, there are many problems in the development of rural tourism, but cultural inheritance and capital investment are the biggest problems at present.

6. Conclusion

With the continuous development of the tourism industry, rural tourism has also developed. The development of rural tourism is an important means and an effective measure to develop modern agriculture, improve rural economic development, improve farmers' income and living standards,

and protect and develop traditional rural culture. At present, the development time of rural tourism is short, and there are still many problems. The purpose of this paper is to study the innovative research on the new path of rural tourism development based on mobile communication. It is expected to collect the development overview of rural tourism with the help of mobile communication technology, analyze the development mode of rural tourism in different regions, and explore new development paths. The conclusions of this paper are as follows: (1) The consumption level of rural tourism is relatively general, most people can afford it, and they can choose different consumption levels according to their own conditions. (2) Appreciating natural and cultural landscapes and experiencing life are also the key points of travel. Rural tourism can start from this part and focus on creating characteristic rural tours. Although some conclusions have been drawn in this paper, there are still some shortcomings: (1) This paper mainly studies from a micro perspective combined with local reality. The channels and sources of data acquisition are limited, and there are, inevitably, limitations. (2) Although this paper discusses rural tourism, it does not elaborate on the ecological environment and infrastructure.

Data Availability

No data were used to support this study.

Conflicts of Interest

The authors declare that there are no conflicts of interest regarding the publication of this article.

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