Research Article

Sustainable Tea Garden Ecotourism Based on the Multifunctionality of Organic Agriculture Based on Artificial Intelligence Technology

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There have been “tea-travel” resources combining tea gardens and tourism long ago. Chinese people pay more and more attention to the spiritual consumption demand, but they have been criticized because of their imperfect development. Although many experts and scholars have conducted research on this, they have not obtained valid results. However, with the development of modern science and technology agriculture, the emergence of organic agriculture can undoubtedly contribute to the sustainable development of tea garden ecotourism. Therefore, this article is based on the versatility of artificial intelligence technology and organic agriculture, starting from its definition and functional characteristics, combined with the current situation and development requirements of tea garden ecotourism, and deeply analyzes the sustainable development of tea garden ecotourism, ideas, and models in order to provide a reference for the development of ecotourism in China’s tea gardens. This paper uses the data analysis method, comparison method, questionnaire survey method, and other methods to first theoretically summarize the multifunctionality of organic agriculture and tea garden ecotourism and then takes Lushan Yunwu Tea Garden as an example to investigate the tea plantation area of Lushan in 2019 reaching 150,000 mu. The annual output reaches 20,000 tons, and the annual output value reaches 2.342 billion yuan; the plantation area of tea gardens in the country is expanded to 45.997 million mu in 2019, the output value increases to 25.47 billion yuan, and the sales volume reaches about 2 million tons. Research shows that based on artificial intelligence technology, the sustainable tea garden ecotourism market has broad prospects and good development prospects. The unique regional development model of Lushan Yunwu Tea Garden is worthy of reference for many domestic tea garden ecotourism scenic spots.

1. Introduction

1.1. Background and Significance. At present, with the improvement of living standards, concepts such as health and well-being have gradually taken root in people’s consciousness and have become the consensus of people. The development of network technology and the popularization of information knowledge have made people’s understanding of the valuable nutrients contained in tea more and more comprehensive, and the demand for tea is also increasing. Tea and various elements related to tea are slowly becoming new consumer hot spots. In addition, the improvement of economic income and the improvement of consumption ability have also caused people’s consumption content to change substantially. People are no longer just satisfied with the daily necessities of saturated life. More and more people are beginning to pay attention to the enjoyment and enjoyment of spiritual culture. More people choose spiritual consumption to release their pressure on work and study. Some people are to improve their artistic realm, broaden their horizons, or achieve other goals such as fitness. Participating in tourism activities is undoubtedly the best choice for most people.
Combining the two consumption contents of tea and tourism leads to ecological tourism and green tourism related to tea gardens. Combined with artificial intelligence technology to help the sustainable development of tea garden ecotourism [1]. Tea garden ecotourism is a new model based on modern tourism. It can not only promote the sustainable development of China’s tourism industry but also promote the local tea culture and drive the local economic development. More importantly, it can realize the local economy and society and harmonious development of environmental benefits. Therefore, it is of great social significance to study tea garden ecotourism and promote the sustainable development of tea garden ecotourism, which deserves to be explored.

1.2. Related Work. With the increasing richness of “tea-travel” resources on the market, many experts and scholars have carried out research on tea garden ecotourism in recent years. Song Lei and Zheng Qinghua pointed out in their works that under the general environment of the “Belt and Road” policy, China’s tourism industry will usher in a golden period of development. Nowadays, the national personal income continues to increase, and our nationals pay more and more attention to the consumption needs of the spiritual level. The generation of tea cultural tourism just meets the demands of people for modern consumer demand. Tea cultural tourism has also become an important project of cultural tourism in the 21st century. This article summarizes the characteristics of Wuyi Camellia cultural tourism industry in various aspects. With the background of the “Belt and Road,” it analyzes the development of Wuyi Camellia cultural tourism industry and puts forward relevant suggestions [2]. Xiang Xiaojing also said that tea culture tourism can give full play to regional ecological advantages and tea industry advantages. It is an organic combination of tea resources and tourism resources. Its good development will promote the realization of comprehensive benefits of ecology, economy, and tourism itself, which is a new round. Important measures for poverty alleviation: taking Ankang City as an example, according to the actual natural resources and economic development of Ankang City, the feasibility of developing tea culture tourism poverty alleviation in Ankang City of Shaanxi Province was analyzed from the aspects of the resource base, industrial base, and policy support. In his research, it was concluded that the poverty alleviation benefits of developing tea culture tourism in Ankang City are comprehensively reflected in three aspects: economic benefits, social comprehensive benefits, and ecological benefits. Tourism poverty alleviation is gradually becoming an important way for Ankang City to get rid of poverty and become rich [3]. Although many experts and scholars have achieved certain results, there are still many problems in my country’s sustainable tea garden ecotourism development model, which needs further discussion.

1.3. Innovation in This Article. The innovations of this article are mainly reflected in the following aspects: (1) take Lushan Yunwu Tea Garden as an example to study sustainable tea garden ecotourism development model, which is more targeted and specific; (2) the economic value created by the tea industry and tea garden ecotourism industry is more reliable through the questionnaire survey of tourists’ consumption preferences and the statistics after data processing; and (3) based on the multifunctional perspective of organic agriculture and divergent thinking, this study proposes a variety of sustainable tea garden ecotourism way of development.

2. Sustainable Development of Ecotourism in Tea Gardens Based on the Versatility of Organic Agriculture

2.1. Connotation Analysis of the Definition of Multifunctionality of Organic Agriculture

2.1.1. Definition of Multifunctionality of Organic Agriculture. Agriculture is my country’s primary industry. Generally speaking, agriculture refers to an industry that uses the growth and development laws of animals and plants to obtain products through artificial cultivation [4]. Organic agriculture is a healthier, environmentally friendly industry that is derived from the development of modern agriculture and conforms to the laws of nature’s development. In agricultural production, in order to ensure the survival rate and yield of animals and plants, a large number of artificial fertilizers, pesticides, and feed are generally used, which often have a negative impact on the environment, while organic agriculture uses organic fertilizers to meet the needs of animals and plants. The nutritional requirements of plants are healthier and more environmentally friendly [5]. During the development of agriculture, it will show its multiple functionalities, including economic, ecological, social, and cultural value factors. While the versatility of organic agriculture has these value factors, it focuses on its ecological value factors. Combined with the relevant theories of agricultural versatility, organic farming versatility can be defined as follows: organic farming versatility means that in the production process of organic agriculture, it not only provides people with healthy and harmless agricultural products but also maintains natural ecological balance. Social-economic development and national political stability play multiple functions, and these functions are subdivided into subfunctions. Each subfunction affects and interacts with each other to form an integrated organic functional system [6, 7].

2.1.2. Components of Multifunctionality of Organic Agriculture. Organic agriculture is aimed at agricultural production methods. Organic agriculture with versatility usually consists of three elements. The first is agricultural natural resources. It mainly includes resources such as soil, water, air, temperature, topography, landform, and biology. These resources constitute the main body of the ecological environment, making organic agriculture have ecological functions; agricultural natural resources are also provided by the ecological environment for human survival and
production. Objective conditions, which involve environmental carrying capacity and human health issues, therefore have social functions; due to the differences in natural resources and the environment, a natural landscape zone for viewing can be formed, which can promote the development of tourism and bring economic benefits and protect the natural environment. The difference can affect people’s thoughts and concepts, so it has the function of cultural education [8]. The second is organic agricultural production. Organic agriculture not only provides people with healthier and environmentally friendly series of agricultural and sideline products but also solves various problems such as the low income of farmers, loss of land nutrients due to excessive use of fertilizers and pesticides, low crop yields, and farmers’ lives in the production process. At the same time, a series of cultural connotations are gradually formed in long-term production activities. Through the study and cognition of this cultural connotation, it is convenient for people to dig deeper into social culture and value [9]. Finally, organic agricultural and sideline products: organic agricultural and sideline products can provide raw materials for industrial production while meeting the survival and health needs of urban and rural residents. At the same time, the food quality of organic agricultural and sideline products is related to human life and health, and it involves social development and political stability. Agricultural and sideline products are the crystallization of artificial cultivation. The results of selection and breeding from generation to generation have very rich historical and cultural connotations [10].

2.1.3. Main Contents of Multifunctionality of Organic Agriculture. The content of the multifunctionality of organic agriculture mainly includes the following five aspects:

First, economic function: it is mainly reflected in the provision of organic agricultural and sideline products to the society, which is expressed in economic value.

Second, social function: organic agriculture solves labor and employment problems and promotes social development; and the quality of organic agricultural by-products is related to human health and social livelihood and involves social issues.

Third, political function: our country is a major agricultural country. Agriculture has been my country’s primary industry for thousands of years. It maintains social stability and order, determines the social organization structure, and also affects the country’s political decisions and treasury reserves.

Fourth, ecological function: the constituent elements of organic agriculture are originally the main factors of the ecological environment, so organic agriculture itself has ecological functions.

Fifth, cultural function: agriculture is an ancient industry with a deep and long history and cultural connotation. It has an educational effect on people and can influence people’s aesthetics and values.

2.2. Tea Garden Ecotourism

2.2.1. Definition of Tea Garden Ecotourism. Ecotourism in tea gardens relies on the production of tea gardens and organically and efficiently integrating tea gardens with nature, cultural landscapes, and modern tourism. It is based on protecting the natural ecological environment and is a new type of ecotourism that focuses on the development of rural tourism resources. Generally speaking, the tea garden refers to the place where tea leaves are grown, and the second refers to the place where tea is tasted. The tea garden mentioned in this article refers to the former. The general tea gardens have beautiful natural scenery, which is of great ornamental value due to differences in the natural environment, which also has the foundation of tourism development. This kind of viewing activity combining tea garden and tourism is called tea garden ecotourism [11, 12].

2.2.2. Development Status of Tea Garden Ecotourism. With the continuous development and upgrading of people’s consumption concept, more and more people begin to achieve the purpose of physical and mental soothing through tourism activities. Participating in tourism, getting close to nature, and realizing the relaxation and pleasure of one’s own body and mind has become a common consensus among most people [13, 14]. This provides an opportunity for the development of tea garden ecotourism so that tea garden ecotourism development has a corresponding consumer market. However, although the early development of tea garden ecotourism has achieved results that cannot be underestimated to a certain extent, with the development of society and the increasing consumption requirements of consumers, traditional tea garden ecotourism can no longer meet the needs of consumers. The problems that have become increasingly apparent are often criticized by people [15]. For example, the infrastructure of the tea garden ecotourism area is not perfect, and the full number of restaurants and hotels in the peak tourist season causes many tourists to have no place to go. The roads are too narrow and traffic jams often occur; the variety of tea in the tourist area for viewing is single and cannot meet different consumers. The demand for scenic spots: poor management of scenic spots leads to garbage being everywhere, affecting viewing mood, and so on. Undoubtedly, the market prospect of tea garden ecotourism is very impressive and broad, but also the existing problems of tea garden ecotourism cannot be ignored. Only by seeking truth from facts, formulating corresponding solutions to the problems, and applying appropriate medicines, the sustainable development of tea garden ecotourism can be realized.

2.2.3. Development Requirements for Tea Garden Ecotourism. During the development of tea garden ecotourism, the following principles and requirements must be followed:

First, based on reality, aiming at consumer market demand: only by fully combining consumer needs and
meeting consumer needs can we quickly occupy a large market share in peer competition.

Second, specific analysis of specific issues: tea garden ecotourism development must combine its own characteristics to form its own characteristics, which can be used for referencing and learning from others’ strengths, but it cannot be copied and copied, and the same should be adopted. It is necessary to enhance the fun and singular characteristics of its own development to ensure your own competitiveness.

Third, maintain the overall concept and consider the development of tea gardens from a macro perspective: the development of tea garden ecotourism is about not only the creation of tea garden-related attractions but also the continuous improvement of the surrounding facilities related to the attractions. It is necessary to consider the possible needs of consumers from a systematic perspective and try to make consumers in the tea garden enjoy all kinds of consumption elements.

Fourth, economic benefits are combined with ecological and social benefits. The development of ecotourism in tea gardens cannot be at the expense of the environment. Both development and protection must be given equal emphasis so that the sustainable development of ecotourism in tea gardens can be achieved [16, 17].

2.3. Under the Condition of Multifunctional Organic Agriculture, How to Realize the Sustainable Development of Tea Garden Ecotourism. As mentioned above, organic agriculture has many functions such as economy, society, ecology, culture, and politics. The nature of tea production is also an agricultural activity, and tea gardens draw the circle of tea production and its production environment in a fixed place [18]. In this area, due to differences in natural environment and resources, tourism landscapes of great ornamental value will be produced. With the change of people’s consumption concept and the increase of new consumption demand, the original tea garden tourism landscape cannot any longer meet people’s consumption demand, so tea garden ecotourism development urgently needs to change the new development model, and this process will be integrated into the versatility of organic agriculture [19]. During development, it is necessary to not only fully tap its economic value but also respect its ecological and educational functions and effectively play the comprehensive value of tea garden ecotourism development to promote sustainable development [20, 21].

2.3.1. Integrate and Plan the Existing Resources of the Tea Garden, Improve the Surrounding Facilities, and Build a Core Tourism Brand. Since the development of tea garden ecotourism, its natural resources are undoubtedly very rich, but the overall development is still immature. Many tea gardens do not have their own characteristics in terms of management or tourism products, and they are not attractive to consumers. Secondly, the infrastructure and related supporting facilities in the tea garden are also very scarce. The traffic roads and catering accommodation are very limited to a consumer, which greatly reduces the passenger flow of the tea garden; the construction of the tea garden should start from the construction of infrastructure and realize the sustainable development of tea garden ecotourism. Furthermore, the brand awareness of the tea garden will also limit the development of the tea garden [22, 23]. Therefore, in the process of tea garden ecotourism development, we must fully tap the resources in the park, develop special tourism products, form our own unique advantages, and fully combine natural resources with social resources; in addition, we should strengthen the infrastructure construction in the park and improve the surrounding supporting facilities system to ensure that the tea garden can have a greater load of passengers, finally, increasing publicity, building a core tourism brand, and forming its own brand competitive advantage.

2.3.2. Strengthen the Management of Tea Planting and Tea Farmers and Form a Development Model with the Tea Industry as the Core and Multiple Contents. Improving the depth and connotation of tea culture tourism and developing more fresh and deeper tea culture tourism projects are also conducive to the sustainable development of tea garden ecotourism. The main industry of tea gardens is tea. No matter how the tea garden is developed, it must be centered only on tea. Therefore, in the development and construction of tea garden ecotourism, attention should be paid to the cultivation and cultivation of tea. On the one hand, standardize the cultivation and management of tea trees to increase tea output; on the other hand, strengthen the management and training of tea farmers and train professional and technical personnel. At the same time, constructing a variety of content related to tea can integrate elements such as tea production, picking and production, and tourism into the development mechanism of the tea garden [24, 25]. In short, tea garden ecotourism must consider the multiple functions and values of tea gardens in the development process. Only by possessing multiple resource content can we meet the diverse needs of consumers.

2.3.3. Equal Emphasis on Development and Protection, Foundation and Market, and Demand and Policy. In order to ensure the sustainable development of tea garden ecotourism, in the process of tea garden development, it is necessary to combine the requirements of multifunctionality of organic agriculture, insist on equal emphasis on development and ecological environment protection, insist on the importance of the tourist base and the consumer market, and insist on the equal importance of the consumer market demand and relevant national policies [26]. Tea garden ecotourism must adhere to the combination of economic benefits and ecological benefits; while pursuing economic value, it must also do ecological maintenance during the development process [27, 28]. In addition, the development of tea gardens should be combined with the consumption characteristics of consumers to cater to consumer needs, rather than being blindly developed; it must incorporate the
necessary cultural and environmental factors. Finally, in the process of tea garden ecotourism development, it is necessary to take full advantage of the relevant national support policies to minimize the development cost of tea gardens.

3. Development and Achievements of Sustainable Tea Garden Ecotourism Taking Lushan Yunwu Tea Garden as an Example

As one of the three major export trade commodities on my country’s ancient Silk Road, tea has thousands of years of development history in China. At present, tea has become one of the world’s three major beverages. There are many places in the country where tea is grown, and there are also many people who like to drink and taste tea. The types of tea are rich and diverse. China’s tea-producing areas are mainly distributed in the four regions of Jiangbei, Jiangnan, South China, and Southwest, concentrated between 94 and 122 degrees east longitude and 18 and 37 degrees north latitude (as shown in Figure 1). At a height of meters, the lowest is only a few tens of meters from the sea level, due to the difference in levels, a quite rich tea structure has been formed.

3.1. Selection of Survey Objects. In order to explore and analyze the development ideas and models of sustainable tea garden ecotourism in China, Lushan Yunwu Tea Garden is now the subject of investigation and analysis. By investigating the tea plantation, tea production, sales of Lushan Yunwu Tea Garden, the tea garden ecotourism passenger flow, and economy revenue generation value, we can analyze the planning and construction ideas of the Lushan Yunwu Tea Garden and the points to be considered, in order to provide a reference for the development of tea garden ecological tourism in other parts of the country.

3.2. Basic Situation of Lushan Yunwu Tea Garden. Lushan is located in Lushan City, Jiujiang City, Jiangxi Province, between 115°52′–116°8′ east longitude and 29°26′–29°41′ north latitude. It is a famous world cultural landscape and a famous 5A-level tourism in the country. Scenic spots and summer resorts: the highest point of Lushan Mountain is 1474 meters above sea level, and it is surrounded by clouds all year round, which provides natural conditions for the cultivation and production of tea. Among them, Lushan Yunwu Tea is the most famous. According to the data, until 2019, Lushan has a total tea garden area of 22,000 mu, an increase of 0.6 million mu from 2009. The pollution-free organic tea garden has reached 100% full coverage, and the proportion of mechanized pruning and picking has reached more than 94%. In 2019, the total output of tea reached about 10,000 tons, with an annual output value of 150 million. The specific situation is shown in Table 1 and Figure 2.

3.3. Passenger Flow and Economic Revenue of Lushan Yunwu Tea Garden. Lushan Yunwu Tea Garden, while striving to build an organic and pollution-free tea garden, to improve tea quality, production, and sales, is also actively planning to build tourism facilities and services within the tea garden and adheres to the sustainable development path of tea garden ecological tourism. By taking tea as the basis and integrating tea planting and picking experience, tea area sightseeing, tea making, tea knowledge lectures, and other elements, we will vigorously develop tea garden tourism projects. According to the data from the Lushan survey, the number of tourists and total tourism revenue of Lushan during the Spring Festival of 2019 are both all-time highs. The city received 459,500 tourists, an increase of 13.16%; the total tourism revenue was 580 million yuan, an increase of 17.84% year on year; five tourism complaints were received, a decrease of 17%, and the settlement rate was 100%. During the Spring Festival, the weather in Wuyi Mountain was generally fine. From the second day of the first lunar month to the sixth day of the first lunar month, the volume of tourists received continued to run at a high level for five consecutive days. In the cloud tea garden scenic spot, the consumption rate of tourism items reached 86%, 34% of tourists chose Jinxiu Valley scenic spot, 28% chose Triad Spring scenic spot, and over 38% chose to watch the movie of Lushan’s love. People showed high enthusiasm for the tourism projects in the tea garden.

4. Analysis of the Planning and Construction of Sustainable Tea Garden Ecotourism Projects

4.1. Analysis of Tourists’ Consumption Preferences. When developing and constructing tourism projects to increase tourism multielement, sustainable tea gardens should be based on the consumer market and consumer demand and avoid blind development. In order to understand and analyze the consumer’s consumption preferences and needs, this article conducted an on-site survey questionnaire for tourists from Lushan Yunwu Tea Garden. A total of 100 questionnaires were distributed and 96 were recovered, with a recovery rate of 96%. After removing the questionnaires, 88 valid questionnaires were obtained and the effective questionnaire recovery rate was 88%. This questionnaire data statistics used the following formulas to analyze and summarize the problems and numbers:

\[
\text{COUNTIF formula:} \quad \text{COUNTIF}($B$2: $B$11, 1). \quad (1)
\]

\[
\text{Sum formula:} \quad \text{SUMIF}($A$2: $G$2, $H$2, $A3: G3). \quad (2)
\]

Analyze and summarize the problems and numbers. The questionnaire set a total of 13 questions, including tourists’ gender, age, occupation, income, love for tea, frequency of drinking tea, whether they understand tea culture, whether they have traveled to Lushan Yunwu Tea Garden, whether they have participated in the tourism project of Lushan Yunwu Tea Garden, whether they understand Lushan Mountain’s scenic spots with tea culture as its main purpose, whether they have purchased tea from Lushan, whether they think tea culture will promote tourism, and...
whether they will travel to tea garden ecotourism scenic spots because of tea. According to the statistical analysis of the survey data, 56 tourists like tea, and the frequency of drinking tea is relatively high, which is basically maintained once a day, and 32 of these 56 tourists drink tea at a frequency of 1. Many times a day, it can be seen that middle-aged and elderly tourists pay more attention to health and love to drink tea; of the 88 tourists, 46 are male and 42 are female. Among the tourists who drink tea, 40 are male and only 16 are female. Men prefer to drink tea; on the issue of Lushan Yunwu Tea Garden tourism, over 90% of tourists said that they have been to Lushan Yunwu Tea Garden tourism and participated in the tourism projects, which shows that people will also be famous by Lushan city when they travel to Lushan. The tea culture and tea garden scenic spots are deeply attractive, reflecting the joint effect between the tourist attractions; 3 people said they know the Lushan Mountain Tea Garden scenic spots well, 25 people said they knew more, 38 people said they generally understood, and 22 people said they did not. The propaganda of Lushan Yunwu Tea Garden scenic spot is not enough and needs to be strengthened; in the end, most people think that tea culture has a promoting effect on tourism, saying that because of tea, they will consider going to tea garden ecotourism scenic spot and may buy local tea. The specific survey data are shown in Figures 3–5.

4.2. Analysis of Our Country’s Tea Production, Output Value, and Sales Volume. In recent years, the planting area of tea gardens in my country has been continuously expanding. The data shows that the tea garden area of the 18 major tea-producing provinces (autonomous regions and municipalities) in 2019 is 45.997 million mu, an increase of 2.0227 million mu from 2018, an increase of 4.60% year on year. Among them, the pickable area reached 36.907 million mu, an increase of 2.139 million mu. Among them, the tea gardens in Yunnan, Guizhou, Sichuan, Hubei, Zhejiang, and Fujian have the largest area, exceeding 3 million mu. The planting area of Anhui, Hubei, Fujian, Gansu, Shandong, and Guangdong increased by more than 5% year on year. The specific situation is shown in Table 2.

From the point of view of output value and sales volume, with the continuous increase of tea output, my country’s tea output value also shows a continuous growth trend. Data shows that, in 2019, my country’s total tea output value

| Planting area (10,000 mu) | Total output (ton) | Total output value (billion) |
|---------------------------|-------------------|-----------------------------|
| 2009                      | 1.6               | 7834                        | 0.9                        |
| 2019                      | 2.2               | 12318                       | 1.5                        |

Figure 1: Distribution map of tea production areas in China. Image source: https://www.baidu.com.

Table 1: Relevant data of tea production and sales in Lushan from 2009 to 2019.

Figure 2: Tea production and sales in Lushan Yunwu Tea Garden in 2009 and 2019.
reached 254.7 billion yuan, an increase of 12.3% year on year. Among them, Guangzhou, Yunnan, Fujian, Guizhou, and Sichuan have the highest output value. In terms of sales volume, the national tea sales volume reached about 2 million tons in 2019, an increase of 5.3% over 2018. The specific situation is shown in Figure 6.

In summary, the overall situation of China’s tea market is good, and the tea market has broad prospects. The state has provided relevant policy support for tea and tea garden ecotourism that combines tea and tourism. The plantation area of tea gardens is gradually expanding every year; tea output, the sales volume, and the economic value created are also increasing year by year; the environment of tea garden ecotourism environment is beautiful; tea garden infrastructure resources construction is complete; and tea garden ecotourism prospects are good. Furthermore, according to the investigation and research of Lushan Yunwu Tea

### Figure 3: Proportion of tourists participating in tea garden tourism projects.

| Tourist Type                      | Fairview Valley Scenic Area | Sandiequan Scenic Area | Watch Lushan Love Movie |
|-----------------------------------|-----------------------------|------------------------|-------------------------|
| Know well                         | 34%                         | 28%                    | 38%                     |
| Understand better                 | 23%                         | 30%                    | 23%                     |
| General understanding             | 8%                          | 10%                    | 12%                     |
| Don’t understand                  | 1%                          | 2%                     | 1%                      |
| Yes                               |                             |                        |                         |
| No                                |                             |                        |                         |

### Figure 4: Frequency of drinking tea at different ages.

| Frequency                      | Number of people |
|--------------------------------|------------------|
| Several times a day            | 90               |
| Once a day                     | 70               |
| Once every 3 days              | 50               |
| Once a week or longer          | 30               |

### Figure 5: Tourists’ cognition of the tea garden scenic spot in Lushan Yunwu Tea Garden.

### Table 2: Areas of tea gardens in China’s major tea-producing provinces from 2018 to 2019.

| Province | 2019  | 2018  | Change (%) |
|----------|-------|-------|------------|
| Jiangsu  | 50.8  | 50.6  | 0.40       |
| Zhejiang | 306.0 | 298.8 | 2.41       |
| Anhui    | 280.3 | 254.5 | 10.14      |
| Fujian   | 327.8 | 310.8 | 5.47       |
| Jiangxi  | 164.9 | 171.3 | -3.74      |
| Shandong | 35.6  | 33.0  | 7.88       |
| Henan    | 174.5 | 174.5 | 0.00       |
| Hubei    | 495.0 | 449.0 | 10.24      |
| Hunan    | 266.3 | 253.3 | 5.13       |
| Guangdong| 100.1 | 93.0  | 7.63       |
| Guangxi  | 115.6 | 115.6 | 0.00       |
| Hainan   | 3.6   | 3.6   | 0.00       |
| Chongqing| 70.3  | 67.3  | 4.46       |
| Sichuan  | 575.0 | 545.1 | 5.49       |
| Guizhou  | 698.7 | 684.3 | 2.10       |
| Yunnan   | 699.9 | 666.8 | 4.96       |
| Shaanxi  | 215.4 | 207.0 | 4.06       |
| Gansu    | 18.2  | 17.2  | 5.81       |

Data source: China Tea Circulation Association, intellectual research consulting collation.
Garden, Lushan Yunwu Tea Garden has reflected its innovation and regional characteristics in tourism development and construction, which is undoubtedly a good reference for the vast tea garden ecological tourism scenic spots in China. In terms of consumer consumption research, it also summarizes the longing and expectations of most tourists for tea garden ecotourism. In short, sustainable tea garden ecotourism has broad market development prospects, but how to develop and build each scenic spot still has to be done according to specific analysis.

5. Conclusions

The improvement of economic level, the change of consumption concept, and the diversification of modern tourism forms have made more and more people pay attention to tea garden ecotourism, a new type of tourism. While dedicating to the production and sales of tea, the tea garden scenic area is also actively making efforts to create a tea garden ecotourism area, construct a tea garden ecotourism project, and increase the diversification of the tea garden ecotourism scenic area to attract more tourists and meet the consumption needs of more people.

This research is aimed at the development and construction of tea garden ecotourism in modern society, based on artificial intelligence technology combined with the versatility of organic agriculture, and proposes the development idea and model of tea garden ecotourism, that is, integrating the existing resources of tea gardens and improving the surrounding environment. Facilities to build a core tourism brand: strengthening the management of tea planting and tea farmers has formed a development model that takes the tea industry as the core and coexists with multiple contents; both development and protection are emphasized; foundation is emphasized on the market; and demand is emphasized on policies.

This study uses Lushan Yunwu Tea Garden as an example to specifically analyze the tea planting situation, tea production, and sales of tea plantation in Lushan Yunwu Tea Garden, as well as the tea garden ecotourism passenger flow and economic revenue generation value, to explore the success and potential of Lushan Yunwu Tea Garden ecotourism development and construction. According to the research, the creativity and regional characteristics of Lushan Yunwu Tea Garden development and construction are obtained. Finally, through the investigation of the national tea production, output value, sales volume, and sales, the broad market prospects of our country’s tea industry and tea garden ecotourism are analyzed. There are still some shortcomings in this research. The analysis of tea garden reference objects is a little one-sided, and multiple tea gardens should be investigated and compared to make the analysis more accurate.

Data Availability

This article does not cover data research. No data were used to support this study.

Conflicts of Interest

The authors declare that they have no conflicts of interest.

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