

An Analysis of the Development of the Tea Industry and Cultural Tourism

Rui Li

School of Education, Yunnan Open University, 650000, Kunming, Yunnan, China

Abstract

Tea custom is a part of folk custom, and folk custom tourism is a form of tourism. Folk tourism is aimed at gaining insight into local customs. Tourists participate in a variety of folk custom activities in tourism activities, and appreciate the differences in life and culture between different nationalities and regions. There is a long history of tea growing in every tea Township of China. Singing and dancing with tea picking have passed from mouth to mouth and have local characteristics; the custom of drinking tea, the legend of tea, and the tea ceremony are long-term accumulated spiritual wealth, especially the use of tea by different ethnic groups located many different historical relics. All these phenomena are a vivid expression of folklore in a region and can also become a characteristic form of folklore tourism. Tea culture tourism not only has deep cultural heritage and various experiences, but also integrates a variety of cultural tourism, natural landscape and other leisure tourism products to meet people's psychological needs. With people's attention to spiritual culture, the rapid development of tea culture tourism has been promoted to a certain extent. In order to make tea culture tourism meet the needs of contemporary economic and social development, it is of great significance for the development of tea culture tourism to continuously launch tea culture tourism products and dig deeper into tea culture tourism resources.

Keywords

Tea Industry, Cultural Tourism, Cultural Connotation, Cultural Taste.

1. Introduction

As the birthplace of tea, China is a country with a very long history and culture. With the development of science and technology, the cultivation of tea has spread all over the country. In addition to being a drink, tea carries more national emotions and history, so tea culture tourism has attracted many tourists and effectively promoted the development of tea culture tourism. [1]Coupled with the continuous development of material and cultural living standards, it gradually shifted to diversification, which transformed tourism from the original scenic spot tourism to experiential tourism, while tea cultural tourism just combined tea resources with tourism and became an integrated tourism.

2. The Significance of Tea Culture Tourism Development

With the change of lifestyle, people's concept of tourism is constantly changing. At present, traditional tourism can no longer meet the spiritual needs of people, thus promoting a new tourism development model to meet people's desire and demand for tourism. The development of tea culture tourism has promoted the development and inheritance of China's traditional culture to a certain extent. It not only enables tourists to experience the profoundness of China's tea culture through tourism, but also enables this intangible cultural heritage to be inherited.

2.1. Tea Plantation

Due to the widespread distribution of tea in China, except for some areas that are not suitable for growing tea, there are basically tea plantations, and each area is rich in tea with different characteristics due to its regional characteristics. For example, *Longjing* brand in West Lake of Hangzhou, *Maofeng* of Yellow Mountain in Anhui province and *Biluochun* in Dongting are relatively well-known tea brands in China. These areas rely on their unique advantages to combine tea plantations with local traditional tourism in the process of tea culture tourism development, thus adhering to the experience-based tourism is effective and enriches tourists' experience of scenic tourism.

2.2. Tea Making Process

Tea-making reflects both science and technology, and is also a folk culture. Through the development of tea culture tourism, the process of making tea and the cultivation of tea gardens can be combined to allow tourists to deepen understanding of culture.[2] During the display of tea-making technology, there is a strong interactive experience, so that visitors can feel the traditional tea-making skills and feel the natural and simple tea-making taste.

3. Problems Facing the Development of Tea Culture Tourism

3.1. Protection of Tea Culture Tourism Resources

The development of tea culture tourism has promoted the local economy to a certain extent, however, due to its attractiveness, the tea culture tourism resources have been blindly developed. The excessive development of tea culture tourism resources can easily affect tea industry. The sustainable and healthy development of cultural tourism, and the insufficient development of tea cultural tourism resources, can easily lead to the failure to reflect local characteristics in the development process.

3.2. The Connotation of Tea Culture Tourism

Tea culture, as China's outstanding traditional culture, includes a variety of contents, such as the history of tea culture, the cultivation and production of tea, the way of drinking tea, etc., however in the process of tea culture tourism development, its resources are not tapped enough. [3]it is difficult to form unique local characteristics, which leads to the homogenization of the development of tea culture tourism.

3.3. The Structure of Tea Culture Tourism is Single

The singularity of tea culture tourism structure is a common situation in the development of tea culture tourism in China. Although tea culture tourism area is an experience about tea culture such as tea picking and tea tasting, In the development process, it did not show its own unique personal characteristics, so many tourists in different places are basically the same experience of tea culture tourism, can not meet the personalized needs of tourists. This structural unity, to a certain extent, affect the development of tea culture tourism.

3.4. Lack of Professionals in the Industry of Tea Culture Tourism

The lack of professionals in tea culture tourism has seriously affected the innovation and creativity in the development of local tea culture tourism, thus affecting the development of tea culture tourism.[4] Although some tea culture tourism staff members have certain professional knowledge and capabilities, they do not have enough knowledge about tea culture and it is difficult to combine tea culture with local tourism, which has affected the tourists' experience of tea culture.

3.5. Source of Customers

For the positioning of tea culture tourism, it should be based on the domestic market and actively expand international markets such as Europe, America, Japan and South Korea. In recent years, the number of domestic tourists has grown exponentially, and the number of international tourists has also grown rapidly. Under such a favorable situation, the market positioning of China's tea culture tourism should also be consistent with the overall market of China's tourism industry in order to ensure the correctness and reliability of industrial development. As far as the *Dongting* area is concerned, although a large number of tourists come here every year, the tea culture tourism in the area has never been smooth as expected.[5] The place did not fully integrate *Biluochun* and other tea products with local tourism projects, resulting in scattered tea guests and tourists. At the same time, there is no targeted positioning of tea and tourism consumer groups in this area, resulting in the slow development of tea culture tourism.

4. Development Strategies for Tea Culture Tourism

4.1. Establish Marketing Model of Online Community

To publish the contents of local tea culture tourism on some related tourism websites through Internet information to attract the attention of tourists, or express their views on tea culture tourism through multimedia platforms such as WeChat and Weibo to form an atmosphere of public opinion, and then achieve extensive publicity on tea culture tourism.

4.2. Set up a Website for Tea Culture Tourism

Through the established tea culture tourism website, it can not only strengthen the promotion of tea culture tourism, but also provide tourists with colorful tourism information, and form a cooperative relationship with tea culture travel agencies, thereby promoting the tea culture tourism. The tea culture tourism website can highlight the connotation of tea culture for sure and set up some tourist message boards, attracting more tourists through the discussion of tea culture.

4.3. The Development of Diversified Tea Culture Tourism Products Includes

The development of tea culture tourism, the focus of which is to attract a steady stream of tourists. Therefore, it requires the development of tea culture tourism to have characteristics consistent with itself, thus forming fixed customers, for instance, with the help of some large-scale activities, publicity and promotion of tea culture tourism, research and development of local characteristics of goods, and promote the development of other industries.[6] Another example is that when in Rizhao city, Shandong province, it carried out local tea culture tourism, effectively combined tea culture with bamboo and pottery culture, which not only made tea culture tourism in Rizhao city very strong, but also promoted economic development in different fields.

4.4. Improve the Professional Knowledge and Literacy of Relevant Staff

In the process of tea culture tourism development, pay more attention to the cultivation of high-quality talents in tea culture specialty, and effectively promote the service quality of tea culture tourism. In the specific training process, trainers must have not only professional knowledge in tourism, but also be proficient in tea culture, and be able to integrate tea culture and tourism expertise to improve the professional knowledge of tea culture tourism staff Level and literacy. Of course, regular training is required for in-service employees to improve their knowledge of tea culture and further provide tourists with a more comprehensive and in-depth tea culture experience.[7]

4.5. Deepen the Connotation of Tea Culture, Highlight the Cultural Taste of Tea Culture Tourism

With the rapid development of China's society and economy, as people's living standards improve, they also pay more attention to improving the quality of life. Therefore, tea culture tourism is more and more loved by people to meet spiritual needs. For example, Puer tea culture should also meet the needs of the development of the times, in addition to telling the history of the tea, combined with people's pursuit of health and name brands.[8] First of all, give full play to the advantages of the spiritual wisdom brand contained in tea brands in various places, and meet the psychological needs of tourists through the spiritual culture in tea culture tourism products to achieve the effect of resonance, which will bring tourists a different experience; second, Combining tea culture tourism in various places with local religious pilgrimage culture, therefore increasing the impact of local tea culture tourism, while deepening the connotation of tea culture; finally, combining science and technology in the development of tea culture tourism through the establishment of museums , science and technology museum etc and effectively enhancing travelers' experience of tea culture.

5. Conclusion

Tea culture tourism refers to a series of diversified tourism activities with the theme of tea and tea culture, and the purpose of achieving entertainment, gaining knowledge and experiencing the value of life. Tea culture is an important part of our traditional Chinese culture. It also provides a deep cultural connotation for the tourism industry. With tea culture as the starting point, we can create a variety of tea products, and we can also build food, shopping, and tourism in such activities. And entertainment projects, at the same time, will also promote the development of all tea-based services and the formation of the economic environment for tea tourism. China's tea cultural tourism is still in the initial stage of development. Facing the problems encountered in the development process, it is necessary to continue to improve the development mode of tea culture tourism through its corresponding policies in accordance with the local conditions to promote our famous tea, thus push forward the healthy and sustainable development of cultural tourism.

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