

Study on Eco-tourism Development Strategy in Tea Growing Areas

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Abstract: Ecological tourism in tea planting area is a new type of tourism. China has a long history of tea planting and profound tea culture. In combination with the advantaged natural scenery and ecological environment in the tea planting area, the ecological tourism in the tea planting area is developed. The development of eco-tourism in tea production areas not only spreads the traditional historical and cultural knowledge of tea culture, but also promotes the development of local economy in tea production areas, which is of great significance. In this paper, by analyzing the conditions for the development of eco-tourism in tea growing areas, the path of the development of eco-tourism in tea growing areas is discussed.

Keywords: Tea planting area; Ecotourism; The development strategy.

1. RELATED CONCEPTS OF ECOLOGICAL TOURISM

The earliest appearance of the term “ecological tourism” can be traced back to 1965, when scholar Hetze suggested rethinking culture, education and tourism, and proposed a new concept of tourism development, which was considered by the academic community to be the original thought of ecological tourism. The World Ecotourism Association defines ecological tourism as: to understand the cultural and natural history knowledge of the local environment, travel to a natural area with purpose, to create economic development opportunities without changing the integrity of the ecosystem and allow the protection of natural resources to benefit local residents financially.[1] Although different organizations or scholars have different understandings of ecological tourism, the author believes that they are consistent in their connotations. For example, the American Ecotourism Association believes that ecological tourism is a responsible tourism that protects the environment and maintains a good life for local residents; Australia mentions that ecological tourism is a natural tourism about the interpretation and education of the natural environment, and the management uses an ecologically sustainable way; domestic scholars believe that ecological tourism is an activity that appreciating natural resources while protecting the natural environment.[2] In general, its connotation involves common points, such as protecting the environment, paying attention to the interests of residents, returning to nature and responsible tourism.

Currently, the word “ecological” is used at high frequencies. In the tourism industry, “ecological tourism” is gradually becoming well known. With the improvement of people’s knowledge level and the pursuit of quality of life, they gradually begin to pay attention to new types of tourism.

2. OVERVIEW OF CHINA’S TEA GROWING AREAS

Tea has become the world’s three recognized beverages. China is the hometown of tea, becoming the world’s largest producer of tea and the second largest exporter. There are 20 provinces, municipalities and autonomous regions with tea production in the country. In 2016, the total tea production was 2.43 million tons, an increase of 181,000 tons from 2015. The growth rate is 8%, and the yield per unit area is about 0.8 tons. The production efficiency of tea planting is considerable. Throughout the country, there are many provinces with long history where tea grow and there are many production bases and processing bases for teas and other beverages. Tea growing has become one of the characteristic industries of agricultural production in many regions, and it is also an important channel for mountain farmers to obtain economic benefits. It has become one of the strategies for carrying out precise poverty alleviation in some regions.

At present, the tea growing area in mainland China is 2,933,000 hectares, an increase of 56,000 hectares from 2015, with a growth rate of 1.95%. However, in recent years, the growth rate of income in tea industry has slowed down, and tea growing areas have gradually joined the ranks of tourism. Relying on tea, develop ecological tourism. Combine the unique ecological environment of tea growing areas with tourism, and promote new forms of tourism development. It has driven a new growth point in the economic development of the tea industry.

3. CONDITIONS FOR TEA GROWING AREA TO DEVELOP ECOLOGICAL TOURISM

The tea growing area is especially suitable for ecological tourism because of its natural ecological environment, rich tea culture local characteristics, improvement of infrastructure such as traffic roads and a series of colorful tea culture experience activities extended from tea planting. Tourists can feel and appreciate the ecological environment related to tea in tea growing areas and experience the historical and cultural flavor of tea culture.

3.1 Natural ecological environment

The growth of tea requires a good environment. Some tea trees prefer a warm environment, some prefer a moist environment, some prefer a cool environment, and temperature is closely related to the growth rate of tea trees, picking period and tea quality. The most suitable temperature for tea tree growth is 15-30°C. Below or above this temperature will inhibit the growth of tea trees. Secondly, the optimum annual precipitation of tea planting is 1000-1700 mm, air humidity is about 80%, suitable precipitation and air humidity will make the tea green and soft, and the tea quality is excellent. Finally, although the tea tree likes to be cool, it also

needs a certain amount of light. Under the condition of relatively shading and diffuse light, the new shoots are rich in content, good in tenderness and high in quality. Most of tea growing areas are mountainous or close to the mountains. The cool climate in mountains, the haze of the clouds, and the large temperature difference between day and night promote the enhancement of photosynthesis in tea, and finally increase the amino acid content in tea. Therefore, since ancient times, good tea has come from the mountains, and there are sayings that “the mountains are good for tea”, including Anhui Huangshan Maofeng Yunwu Tea, Wuyi Rock Tea, Alishan Zhulu Tea, Lishan Tea, etc.; Organic tea gardens pay more attention to “natural”. Organic tea garden is an organic combination of nature and ecology. The organic tea garden has higher requirements on the ecological environment quality of tea growing and is far away from the city or the polluted areas. It has a separation zone from the general agricultural production area to prevent urban garbage, waste gas, waste water, etc. Chemical fertilizers are prohibited from using in organic tea gardens. The fertilizers used need to be specially reviewed. According to organic principles, fertilizers are generally taken locally, which is in line with the core concept of natural ecology.

3.2 Humanities in tea growing areas

China is the origin of tea trees, and it is the country with the longest time to discover the effects of tea, cultivate tea trees and make tea. It has rich knowledge of tea culture. Learn about tea culture, learn about tea art, tea history, tea spirit, tea ceremony, etc., experience the fine tradition of tea culture in China for four or five thousand years, enjoy the tea style with rich local characteristics, and feel the fun of tea picking, thus realizing the relaxation of the state of mind, the cultivation of personal sentiments, the promotion of the spiritual realm, and the clear of spirit. The tea growing areas are mostly in mountainous areas, the mountainous areas are far away from urban life, and commercial development is less. The traditional life customs of tea growing areas have been preserved. The beautiful ecological environment combining with the traditional living customs of the residential areas in tea growing areas has created great appeal to people who have a fast living pace.

3.3 Infrastructure

Due to the need for transportation, the tea growing area has improved infrastructure such as traffic roads. The quality tea growing base is mostly in the remote mountainous areas. The traffic in the mountainous areas is backward, and it is difficult for outside vehicles to enter the tea growing areas. Due to the need for storage and transportation of tea, the road infrastructure in tea growing areas has been continuously improved. In recent years, China’s high-speed railway has developed rapidly. After improving the railway and high-speed rail facilities in urban areas, it has begun to popularize the remote mountainous areas. As an important infrastructure for tourism, transportation greatly affects the experience of tourists in this place. The improvement of transportation infrastructure has improved the internal accessibility of tea growing areas, and is conducive to the development of ecological tourism in tea growing areas.

3.4 Tea culture experience activities

In recent years, industrial experience tourism has become more and more popular tourist projects. The tea planting area has its unique ecological environment with very fresh and clean air and water. The tea growers also see the economic benefits of tea growing areas, combining the traditional living customs of nearby villagers and the traditional tea planting process, they carry out a systematic tea culture experience activities, where tourists can shuttle through tea growing areas and leave a graceful style, appreciate the fun of tea picking, and feel the green and fragrance tea life. The tea culture experience activities are more and more diverse.

4. THE PATH OF ECOLOGICAL TOURISM DEVELOPMENT IN TEA PLANTING AREA

Ecological tourism in tea planting area is mainly based on the process of tea production and tea unique culture. It is not only rigidly restricted to the production of traditional tea, but also adopts the way of promoting tourism and tourism to promote tea development, which is a new type of tourism activity project. Under the support of national policies, the two modes of "tourism +" and "ecology +" should be used to promote the mutual promotion and deep integration of tea production areas and tourism industries. Focusing on the development of tertiary industry, the ecological development of tea production areas should be strengthened and comprehensive development capacity should be improved to promote the social and economic development of tea growing areas.

4.1 Reserve space for the development of ecological tourism in tea growing areas during planning and development.

The traditional tea planting area is simply for tea planting, and the planting area and nearby facilities are all for tea planting, but to combine tea planting with ecological tourism, a series of planning and development should be re-formulated. Therefore, some space should be reserved for the development of eco-tourism in planning and development. In the planning of tourist reception routes, it should be consistent with the planting routes of tea planting areas, so that tourists can have a deep understanding of the process of tea planting and production. At the same time, the best tour route is designed, which combines the tour route design of tea garden with the characteristic landscape, beautiful natural scenery and humanistic design of the plantation, so as to find the optimal viewing position of the plantation and set the observation platform, so that tourists can fully experience the feeling of returning to nature. Reasonable planning and land for food and lodging, because food and accommodation will produce living garbage, in order to protect the natural ecological environment in tea growing area, restaurants and hotels should be set up in tea growing area traffic convenient arrived in place or in the middle of the tea garden, hotel and restaurant setting isolation belt, prevent living garbage pollution in tea garden soil, natural environment, etc.; Planning and designing large-scale tea art activities, building tea culture tourism base, carrying out tea culture museum exhibition, tea art museum, etc., to provide tourists with tea tasting and tea art services. These are the factors that need to be considered by the developers of ecological tourism planning in tea planting

areas. According to the different needs of tourists, the ecological advantages of tea planting areas are combined with the different needs of tourists, so as to achieve better development of ecological tourism in tea planting areas.

4.2 Further improve the tourism infrastructure

Tea growing areas are generally located in relatively remote mountainous areas, and tourism infrastructure in mountain areas is lagging behind urban tourism infrastructure. Although the transportation facilities near the growing areas have improved due to the preservation and transportation of tea, the muddy roads around the tea villages do exist, and the accessibility of the plantations has declined during rainy and humid weather. So still need to improve the transportation infrastructure, combined with the concept of "traffic and tourism", the highway construction and the combination of tea area of each small and medium-sized enterprises, build a systematic tea with the development of traffic construction scale, and ecological tourism area, at the same time will implement green scenic area synchronization, make tea area scenic area, and then focus on building and perfecting all kinds of infrastructure, build a can meet the demand of modern urban tourists convenient, comfortable and fashionable atmosphere of ecological tourism, attracting more and more visitors; In accommodation to meet the different needs of tourists, in the tea garden, visitors will naturally fantasy accommodation facilities and corresponds to the tea culture, so the hotel design combined with tea culture, such as using the tea-house building modeling the appearance of the hotel, use the tea color for background and tea the modeling design of the hotel room number, room corridor hanging lines associated with tea and all kinds of historical and cultural story, room facilities related to tea on the badge, moreover can also combine the local tea culture and tea zen way to the hotel design and operation, as a cultural theme of the hotel as the hotel added appeal for a long time, etc.; Communication is another important content of tourism infrastructure. The communication equipment of tea planting area is comprehensively improved. Tourists can share their natural and ecological sceneries with friends in a timely manner and better publicize the tea garden. Besides, we should improve the infrastructure of water, electricity and sewage, and protect the natural ecological scenery of the tea garden.

4.3 Improve ecological concept and ecological character of tea planting area

To a great extent, the manager of tea planting region decides the development of ecological tourism in tea planting region. In the early stage of the development of eco-tourism in tea planting areas, managers will pay attention to the balance between the eco-tourism development of tea garden and tourism development. However, once the eco-tourism development in tea planting areas is quite successful, managers will prefer the balance between ecology and tourism to tourism development. Therefore, while managing the tea planting area, the managers of the tea planting area should constantly improve the ecological concept, deeply understand the connotation of eco-tourism, constantly improve the ecological character of the tea planting area, and pay attention to the natural ecological environment, so as to achieve the win-win situation of the development of tea planting area and eco-tourism.

4.4 Introduce an excellent talent team

In the development of eco-tourism in tea planting regions, it is necessary to introduce tea garden management personnel, cultivate front-line tourism service reception personnel, and cultivate professional tea tree talents. With the continuous introduction of eco-tourism development and planning talents and the continuous injection of fresh blood into the tea-growing area, the tea garden can bring out greater economic benefits by relying on its unique ecological resources. Most of the staff in the tea garden is near the mountains of the villagers, and is generally age older villagers, they have simple morals, but there were some communication barriers on communication with tourists, so the tea growing area need to cultivate a batch of a gleam of tourism service reception staff, train their consciousness of service consciousness, improve the tourism service reception, relative basic training service concept, skill and ecological knowledge, tea culture and strengthen the education; Tea plantations can also recruit local creative young people as partners to attract young people back to the countryside to build and drive the economy of the mountainous areas where tea is grown.

4.5 Develop ecological tourism products in tea planting areas

The development of eco-tourism is inseparable from eco-tourism products. Relying on the wide range of green sceneries in the tea planting area, we design a unique ecological tour route of tea culture. After the sightseeing, the tea planting and picking process can be added in person; Tea plantation should actively explore the tea growing area eco-tourism development of tourism projects, academic salon held tea culture, tea ceremony, seminars and other cultural activities, organizing learning group ecological theme, such as tea, tea zen yoga activities, thus rich tea growing area of cultural attributes, also may invite the famous experts of tea growing area and nearby residential in-depth investigation, depth excavation belong to the long history of local culture and local characteristics, according to the local unique tea culture activities create local characteristics. For example, there are tea-themed stories, tea picking songs and tea picking dances in jiangxi, and the local activities such as "tea asking song" of jinggangshan folk song; Tea plantation should also set up research and development design team, research and development in line with the local tea souvenirs and packaging and design of tourist souvenirs related to tea, can make tourists after visiting the area to buy tea souvenirs, such as the design and production for the tea set can be hired and tea garden, also can be purchased for tourists, the economic benefits of extension of tea, enhancing the ecological value of the tea culture.

4.6 Tea culture communication, education

Although there are many tea plantations in the market, there are few well-known ones. Tea plantations can take advantage of new media, through making documentaries and small video, as well as editing network soft, in the form of the ecological environment of tea plantation show in people's eyes, at the same time, according to the characteristics of the local tea culture design "tea culture food", "tea art exchange", "communication" tea culture activities, through these links, the excellent forty-five thousand years of Chinese tea culture spread knowledge to all over the world, improve the construction of spiritual civilization of the society, at the same

time can also take this opportunity to set up the tea planting area brand construction, make the tourists in tea garden aspect in each activity to understand the connotation of the local tea culture.

5. THE CONCLUSION

Tea growing area of ecological environment and tourism industry showed vigorous vitality, the combination of ecological tourism in China knowledge of tea culture to absorb nutrients, tea growing area of ecological tourism development also let people relax themselves in the fast pace of life understand learning tea culture at the same time, disseminating the knowledge of traditional Chinese tea culture, improve the social construction of spiritual civilization. At the same time, we should protect the natural and beautiful ecological environment of tea growing areas, promote local economic and social development, and make the tea industry achieve sustainable development.

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