

Study on the Development of Tea Culture Tourism in Xinyang City

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Abstract

Xinyang is one of the important tea areas in our country, which has a long history of tea culture and has a tremendous capacity in the development of tea culture tourism. This article first introduces the present status of Xinyang tea culture tourism resources, and then analyzes the advantages, disadvantages, opportunities and challenges via SWOT analysis method. Finally some suggestions are put forward to further develop Xinyang tea culture tourism.

Keywords

Xinyang city; the tea culture tourism; tourism development.

1. INTRODUCTION

China is the origin of tea. According to botanists, tea trees first appeared in the southwestern part of China, with a history of 60 million to 70 million years [31]. Tea is not only a natural substance, but also a major carrier of the traditional culture of the Chinese nation. During the period from the Han Dynasty to the Wei, Jin and Southern and Northern Dynasties, tea drinking was quite common, and tea began to sprout as a cultural phenomenon. During the Tang Dynasty, the first special book on tea and tea culture among the world, *The Classic of Tea*, was published, which marked the official establishment of China's tea culture. Looking at the history of Chinese tea culture, it is known that the important sign that tea enters the spiritual realm from the material level is to focus on the process of drinking tea rather than drinking tea itself. In this process, the consumption of tea has gradually evolved into the consumption of culture behind tea. The long and heavy tea culture is the most significant and unique advantage of Chinese tea [2].

Tea culture tourism, with the beauty of the pastoral, the beauty of culture, the beauty of ecology, the beauty of green, etc., is highly favored by tourists[3]. Tea culture tourism development is a tourism exploitation activity that integrates tea resources, natural resources, tea culture connotation and supporting facilities. It is estimated that by 2020, China will become the world's largest tourist power and the fourth largest source of tourists, and will also become the largest tea culture destination country, sharing tea culture with other countries [4].

2. OVERVIEW OF TEA CULTURE RESOURCES IN XINYANG

Xinyang tea resources (The main type is Xinyang maojian, which is the treasure of green tea, one of the top ten famous teas in China) are extremely rich, widely planted in the hills and mountains of Huainan area.

The best quality of Xinyang maojian is mainly produced in the southwest mountainous area of Xinyang, commonly known as "five clouds, two pools, one mountain, one village and one temple". These places, which are more than 500-800 meters above sea level, are typical high-quality tea producing areas. In addition, there are many famous teas in other places. For

example: “Yangtian Snow Green” in Gushi County , “Saishan Yulian” in Guangshan County , “Xiangshan Cuifeng” in Xinxian , and “Lingshan Jianfeng” in Luoshan County(see Table 1). These famous teas are not only the representatives of Xinyang tea brand, but also provide a good foundation for tea culture tourism. Since 2010, Xinyang has developed and cultivated Xinyanghong and Xinyang Guanyin. Xinyang Black Tea has been promoted in Zhengzhou, Wuhan, Shanghai Oriental Pearl and other places, setting off a brand storm. The holding of the Xinyang Tea Culture Festival has greatly enhanced the attention and reputation of Xinyang Tea Culture Tour. At present, the increasingly prominent tea culture tourism brand in Xinyang City has become more and more attractive to tourists from both inside and outside the province. Xinyang has also become an important tea culture tourism and leisure eco-city in the north.

Table 1. List of Xinyang Twelve Famous Teas

Type	Brief introduction
Xinyang Maojian	Well-known products, the origins are five clouds, two pools, one mountain, one village, and one temple
Yangtian snow green	Produced at Gushi Yangtian Tea Garden, a national-level ecological demonstration zone
King Kong Green	Produced around the Jingangtai in Shangcheng County, it was rated as the new tea in previous years.
Xinlin Yulu	Produced in Xinxian County, using steaming technology, excellent internal quality, with strong health benefits
Saishan Yulian	Produced in the Saishan area of Gwangsan County, the picking time is extremely strict, the shape is beautiful, the charm is unique.
Zhen Leichun	Produced in Zhenlei Mountain, harvested in early spring, rich in contents
Longan jade leaf	Produced in Qilong Mountain in Xinxian County, Fanwang Temple
Xingshan bamboo leaf green	Produced in Xingshan, Gwangsan County with novel style
Lingshan Jianfeng	Produced around Lingshan Temple in Luoshan County (Lingshan Temple is a famous Buddhist shrine)
Thundercloud	Produced in the mountains of the Thunderclouds, the tea gardens are beautiful
Shock thunder	Produced in Xinyang Zhenlei Mountain;the shape of leafs is excellent
Xiangshan Cuifeng	Produced in Xiangshan, Xinxian County, the processing technology is unique, and the Xiangshan Scenic Area has a beautiful scenery and many tourists.

3. INTRODUCTION TO XINYANG TEA CULTURE TOURISM

In recent years, the government has attached great importance to the development of the tea culture tourism industry and incorporated the tea culture tourism project into the overall tourism planning of Xinyang city. In 2017, the tourism bureau of Xinyang city, together with the Xinyang municipal government, launched a tourism promotion video themed "landscape Xinyang, leisure tea city". Nanwan lake tea island, Wenxin tea culture park, generalized tea culture park, Guangshan tea ware museum and other tea culture tourism parks have been planned.

Through the collection of online materials, simple interviews with local residents and the understanding of tea culture tourism projects of local travel agencies, it is found that the main forms of tea culture tourism in Xinyang city are as follows: 1. Tea picking activities combined with outings; 2. The Xinyang international tea culture festival (from April 28 to April 30 every

year); 3. Watching the tea ceremony; 4. Visit to tea industry parks; 5. Tea tasting and purchasing activities combined with other sightseeing activities.

4. SWOT ANALYSIS OF XINYANG TEA CULTURE TOURISM DEVELOPMENT

4.1. Analysis of Advantages

4.1.1. Tea culture Is Profound

Xinyang is a famous hometown of green tea in China, and Xinyang tea production takes root here. As a famous historical tea, Xinyang maojian was highly praised by Lu Yu, the tea sage, Su Dongpo, a literary master, and other historical celebrities. The history of Xinyang tea is obviously a history that permeates and interprets Xinyang culture. All these laid the foundation for the bud development of Xinyang tea, created the unique production and processing technology of Xinyang tea, promoted the wide spread of Xinyang famous tea, and endowed Xinyang with profound cultural heritage as tea.

4.1.2. The Tea Here Is With High Quality

The quality of natural ecological environment directly affects the growth and quality of tea. Xinyang is located in the transition zone between north and south China. It has a warm and humid climate, fresh air, clean water, abundant rainfall and superior ecological environment. It is an ideal place to produce high-quality tea. Xinyang tea area is located in high latitude, with low annual average temperature, large temperature difference between day and night, and a long dormant period. The types of diseases and insect pests and occurrence rate in this tea area are far lower than other tea areas in China [5]. In the middle of winter, tea trees stand cold and proud. With the opportunity of people increasing organic fertilizer, there is a large amount of stored nutrients, which makes the contents of tea leaves here very rich,, which are mostly better than other famous teas in China. In a word, Xinyang tea represented by Xinyang maojian has a very strong market competitive advantage [6].

4.2. Analysis of Disadvantages

4.2.1. Tourism Projects Lack Cultural Connotation

Tea culture itself has elegant cultural attributes, as a high-level tourism resources, its development in line with the new era of tourism demand, this demand highlights the greatest degree of spiritual pleasure and satisfaction. However, at present, the research on tea culture in the development of Xinyang tea culture tourism is relatively weak, and the atmosphere of Xinyang tea culture is not strong enough, which seriously hinders the in-depth and sustainable development of Xinyang tea culture tourism.

In recent years, although through holding tea culture festival, visibility and reputation of Xinyang maojian tea got bigger, but through the organization of data found that from the yield, output and market share, Xinyang tea industry development in China are still in the second phalanx, also hard to match with Hangzhou, Anxi tea city, Xinyang tea culture tourism development is not satisfactory. From the point of the current development situation, the tea culture tourism is mostly confined to tea, watching the same tea art forms, such as performance, to buy tea development stays in the shallow, deep cultural connotation are neglected, cultural involvement is weak, it also led to the tourists often only tour, not amorous feelings, experience the experience district of Xinyang tea culture unique charm, nature also won't make visitors leave deep impression [7].

4.2.2. Insufficient Tourism Experience

With the growing maturity of the tourism market and the deepening of tourists' tourism needs, "experiential tourism" has increasingly become the inevitable choice for tourism to develop in depth. However, at present, Xinyang tea culture tourism mainly provides tourists

with simple sightseeing Tours, and pays less attention to tourist experience. Tourists and local tea people lack interaction and communication, resulting in tourists often cannot leave a deep impression.

Therefore, in the era of experience economy, in order to carry out in-depth development of Xinyang tea culture tourism, the author believes that tourists' tourism experience should be strengthened and more experiential, participatory and interactive cultural tourism products should be provided for tourists.

4.3. Analysis of Opportunity

Known as the "little south of the Yangtze river" in Henan province, Xinyang city is located in the south of Henan province. It is the most significant landmark of the north-south boundary in China, with the advantage of connecting the east with the west and connecting the south with the north.

Xinyang connects Zhengzhou in the north, Hefei in the east and Wuhan in the south. It is one of the important cities along the Beijing-Guangzhou railway, Ningxia west railway, Beijing-Guangzhou expressway and Shanghai-Shanxi expressway. The introduction of Shijiazhuang high-speed railway passenger dedicated line not only drives the development of Xinyang in the east, but also integrates Xinyang into the one-hour metropolitan area of Zhengzhou and Wuhan. Beijing-Guangzhou line, for example, Xinyang can reach Beijing, Zhengzhou, Guangzhou, Shenzhen and other 34 cities. Hong Kong is also expected to be accessible by high-speed rail by early 2019.

4.4. Analysis of Challenges

Due to the particularity of the catering industry, its products are closely related to people's health and safety. In recent years, frequent outbreaks of food safety crisis have seriously damaged consumers' confidence in product safety [8], and tea, as a kind of daily drink, is also included.

Within the social network, articles about pesticide residues in tea are popular. For example, articles with the title "80% of tea leaves in China have pesticide residues, tea farmers don't drink tea and the tea circle is really deep" keep popping up, making many tea lovers afraid to drink tea even though they love tea. In addition, there are rumors that many of the teas on the market are shoddy and cheap to expensive, leading tea buyers to question the quality and price of the tea.

The tea trust crisis has a serious impact on the reputation of tea enterprises and consumers' confidence in tea enterprises, and has a negative impact on consumers' brand attitude and purchase intention.

5. SUGGESTIONS ON THE DEVELOPMENT OF TEA CULTURE TOURISM IN XINYANG

5.1. Cultural Development of Xinyang Tea-House

In view of the strong advantages of Xinyang tea culture and the disadvantages of too single tea culture activities, tea-house culture can be developed. The most typical expression of urban tea culture is the tea-houses, tea-houses, tea-houses and tea-houses scattered in various cities, also known as "tea-house culture".

Tea-house is a place for rest, entertainment and leisure leisure leisure, relaxed, peaceful, tea-house is the unique environmental atmosphere, busy people enter the tea-house, and behavior will show leisurely, angry people enter the tea-house, the mood will be peaceful; when a rude person enters a tea-house, his words and deeds will be polite. Anxious people into the tea-house,

the mood will feel slow; when anxious people enter the tea-house, their emotions will change. People are in a state of freedom, goodwill, quietness and inaction.

Tea activities in ancient tea-houses mainly include trading, poetry reciting, calligraphy and painting, Qingtan, mediation of folk conflicts, listening to storytelling, and listening to operas [9]. Combined with modern living habits, modern tea-houses can add painting and calligraphy, storytelling, opera and other activities. On the one hand, the learning and reference of ancient tea-houses not only shaped a strong tea tasting atmosphere, but also combined with the local shadow puppetry in Xinyang to promote and inherit two complementary cultural forms.

5.2. The Government Shall Strengthen the Management of Tea Quality

Due to China's unique tea complex and strong tea culture, there are many Chinese people drinking tea. Because of the obvious commercial properties of tea, the sale of tea is also an important part of tea culture tourism. Many tourists will choose to give tea as an important tourism product to relatives and friends after visiting. Therefore, consumers doubt the quality of tea, tea sales, as well as tea culture tourism, is a heavy blow.

First of all, the government should strictly control the quality and establish tea quality supervision and control organization. The products of tea enterprises large and small in the market should be inspected and restrained to ensure that the tea sold is free of pesticide residues, and the tea quality is consistent with the actual sales price. We must crack down on shoddy products that do not live up to their name. And the tea enterprise that accords with a standard issues qualified certificate, let consumer be at ease buy tea. Secondly, the supervision can't be temporary, it needs to carry out spot check continuously, so that tea enterprises can consciously and continuously guarantee the quality of tea.

In addition, tea enterprises also need to assume social responsibility, take the initiative to accept and cooperate with the government and consumers to check and question, put the certificate of qualification in an obvious position, and take the initiative to introduce to consumers the method to identify the quality of tea, so as to achieve sustainable sales of tea.

5.3. Enrich Tea Culture Tourism Activities and Improve Consumers' Travel Experience

With the increasingly fierce market competition and the promotion of tourism and cultural needs, the in-depth development of Xinyang tea culture tourism on the existing basis is an inevitable move to win the market and tourists. Aiming at the problems of single tea culture tourism activities and weak product experience, participation and interaction, it can enrich tea culture tourism activities and improve consumers' tourism experience.

For example, the existing tea picking activities are simply picking, and the quality of tea is not emphasized to tourists, and most fresh leaves picked cannot be used or Fried, which is not conducive to the protection of tea gardens, but also makes consumers feel that the picking activities are meaningless, thus leading to low revisit rate and other problems. Tea plantation enterprises can ask consumers to pick tea according to the real tea picking standard, and the fresh leaves after picking can be used as a deduction for the cost of purchasing tea. Tourists can also really participate in the cooking, baking and other processes, so that tourists taste their own tea. On the one hand, it can reduce the cost of labor employed by tea plantations to pick tea leaves; on the other hand, it enables consumers to exercise and improves the participation of tourists.

In addition, tea culture festival and tea industrial park, as an important part of tea culture tourism, mainly carry out tea art performances, singing and dancing activities and tea sales. Tea art performance as a strong ornamental, professional, but practical is not strong activity, is not necessarily consumers love. Tourists cannot copy or learn after viewing. Also, the uninitiated traveler cannot see the subtlety of the tea ceremony. Therefore, the tea ceremony for tourists, only a simple viewing value. In this regard, tea culture festival or tea industrial park tour can

add tea science activities, inform consumers how to make tea, how to taste tea, how to choose tea, with what kind of containers with what kind of tea, tea can play the greatest aroma and efficacy. These knowledge points are easy to remember, but also allow tourists to apply to the daily use of tea, tea, and then with tea and tea set sales, it may be said that the best of both sides.

6. CONCLUSION

With the prevalence of cultural tourism and the addition of high-speed railway lines in Xinyang city, the government should seize the opportunity to attach importance to the in-depth development and publicity of tea culture tourism, and take tea culture tourism as an important part of the tourism industry in Xinyang city.

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