

Study on Rise of Tea Culture and Driving Effect of Tourism

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Abstract: Chinese traditional tea culture has a good driving role in the development of local tourism economy. With the rapid development of tourism, the form of tourist consumption has changed, and tea culture tourism has gradually been loved by tourists. With the rapid development of tourism, governments at all levels pay more and more attention to the development of tourism under the effect of tea culture. For the development of tourist attractions to provide a new form of tourism and innovation of tourism products. Under the promotion of tea culture, the aesthetic value of tea, the value of history and culture and the practical value of health care are used to attract tourists and promote tourism effect. With the combination of tea culture related resources and tourism resources, the comprehensive development and comprehensive development of tea culture can form a new tourism mode, which can help tourists gain knowledge edification and inner pleasure through sightseeing, participating in experience and so on.

Keywords: tea culture; tourism; economy; driving effect

1. Introduction

China's traditional tea culture has a history of thousands of years. Chinese tea drinking is said to have started in the age of Shennong, to say less than 4700 years. Lu Yu's Tea Classic in Tang Dynasty summed up the connotation of tea production and culture in ancient China. The spirit of tea ceremony is put forward. Chinese tea culture has a long history. With the popularity of traditional tea culture, the rise of Chinese traditional tea culture has a good driving effect on tourism[1].

As a new form of tourism combining tea industry with tourism, rural tourism of tea culture has great attraction to modern tourists. The development of rural tourism of tea culture is of great value to society, economy, ecology and so on. There is no uniform definition of tea culture tourism in the industry. Experts and scholars have expounded the characteristics of tourism and tea culture respectively[2]. Tea culture tourism takes tea and tea culture as its theme, and it draws tourists to leisure and entertainment by making use of the aesthetic value, historical and cultural value and practical value of health care of tea. The purpose of acquiring knowledge and experiencing the value of life is to develop a series of tourism activities in various forms and rich contents. The tourism of tea culture is a kind of attraction to understand China's long history of tea culture and art of tea ceremony, and to increase knowledge and cultivate oneself[3]. A cultural tourism, which integrates viewing, inspection, study, participation and shopping, combines tea culture related resources with tourism resources, and forms a new tourism mode by comprehensive development and comprehensive development. With sightseeing, partici-

pating in the experience and other ways of sightseeing, visitors can obtain knowledge and inner pleasure.

With the rapid development of tourism, the form of tourists' consumption has changed, and the tourism of tea culture has gradually been liked by tourists. Under the impetus of tea culture, the comprehensive integration is carried out in combination with the deep exploitation of tourism effect to guide the whole tourism consumption market. At the same time, to carry out multi-platforms such as Internet online tourism platform and travel agency offline platform, all channels for marketing and ticket sales, with tickets as a breakthrough, combined with air tickets, hotels, car rental, introduction and other products, mainly for tourists to provide self-driving, self-help travel services, led by tea culture, driving tourism development[4].

2. Historical Evolution And Value Guidance of Chinese Tea Culture

2.1. Historical Evolution of Tea Culture In China

Chinese traditional tea culture has experienced thousands of years of development and has rich connotations. Chinese traditional tea culture is based on Chinese traditional farming culture and reflects the spiritual characteristics of a nation with a history of five thousand years. With the continuous development of modern spiritual civilization, Chinese traditional tea culture has injected new connotation and vitality. With the development of global integrated economy, Chinese traditional tea culture has merged with the history, culture and economy of various countries. And form a unique tea ceremony system, school and etiquette. Chinese traditional tea culture has

played an important role in guiding the development of tourism economic system[5]. By making tea, drinking tea, advocating the spirit of tea virtue and tea people, the Chinese traditional tea culture shows the characteristics and charm of urban tea culture. A cup of tea per person, a poem painting tea, show a respectful etiquette, thus promoting tourism development.

2.2. Connotation And Value of Chinese Traditional Tea Culture

The long history of Chinese traditional tea culture makes the tea culture infuse new spirit connotation, take the tea dedication spirit as the model, carries on the development tourism economic guidance, raises the people's moral standard by the tea nourishment. The tea culture in history pays attention to the cultural ideology, and the modern tea culture advocates the solemn and lively tea ceremony, carries forward the Chinese tea culture, and advocates the Chinese tea morality as "honesty, beauty and respect". The connotation of Chinese traditional tea culture includes both material and spiritual aspects[6]. Chinese traditional tea culture has experienced thousands of years of development history, excavating the historical relics of traditional tea culture from the aspects of tea calligraphy, tea painting, tea song and tea dance, etc. To explore the spiritual connotation of Chinese traditional tea culture, to guide tea picking and tea drinking as cultural values, to analyze the historical heritage of tea culture, and to carry forward tea culture. This paper introduces Chinese traditional tea culture into the process of social progress and the development of tourism economy in the 21st century, and explores the tourism value of Chinese traditional tea culture from the historical imprint of traditional tea culture, utensils, tablets, pavilions, wells and gardens[7].

3. Concept of Tea Culture Tourism and Benefit of Tea Culture Tourism

The tourism of tea culture belongs to one of the thematic cultural tourism in the classification of tourism products. It is a series of tourism activities carried out with tea and tea culture as the theme, tea culture experience as the means, to achieve the purpose of active rest and entertainment, to acquire knowledge and so on. Tea culture tourism, for tourists, not only to the tea garden, enjoy the beauty of the tea garden, but also in the tea workshop to learn how to make tea, understand China's long tea culture, increase knowledge, cultivate sentiment. For tea enterprises in tea producing areas, the endless stream of tourists cannot only bring them economic benefits, but also an excellent brand marketing. Tea culture tourism is a cultural tourism activity with a long history of tea culture as its theme. Chinese tea culture tourism content is rich, including tea culture visit ancient tourism, investigate tea culture fashion, watch tea art performance, participate in various tea ceremony activities, enjoy the local

tea house amorous feelings, taste tea refreshments, tea food activity and so on.

Tea culture plays an important role in promoting tourism economy. We can taste Longjing tea, eat local vegetables, enjoy the beauty of ecological nature in tea culture village, and enjoy the amorous feelings of farmers. Tea culture tourism has become an international attraction of tea culture and rural tourism cultural leisure, holiday tourist destination. In the process of developing tea culture tourism, taking ecological agriculture as the developing direction, we should try our best to meet the people's return to nature, return to the traditional psychological demand, vigorously carry forward the pure ecological tea culture, combine the planting of fruit trees and landscaping with tea planting. Let the person in the tea garden, feel relaxed and happy.

4. Current Tea Culture Tourism Deficiency

4.1. Tourism Infrastructure

It needs to be improved Traffic is of great importance to the development of tourism, and poor accessibility is an important factor that puzzles the development of tea culture tourism. Therefore, we should attach great importance to the construction of transportation networks in and out of the region, and the current marking system of the tea Culture Industrial Park is not perfect. Tourist talents are scarce, tour guides explain irregularities, and infrastructure facilities such as toilets need to be upgraded. At present, the resources of accommodation facilities mainly focus on the surrounding hotels the local County City Hotel, with insufficient reception capacity and lack of service awareness, an upgrade is urgently needed.

4.2. Connotation of Tea Culture In Tourism Market Is Not Enough

The fast-paced work makes the city people develop a fast-food life style. They come to the countryside to participate in tea cultural tourism activities, most of them are watching flowers, not many people can settle down to sit down, slowly brew a cup of tea, in the tea appreciation of life. In recent years, the rise of "tea tourism" fever, more stay on the material form of tea, did not involve the spirit of tea culture. Even many so-called tea-culture tourism actually sell tea under the guise of tea culture. The main problems of tea culture tourism are that the connotation of tea culture is not enough in the tourism market, many tea culture products only stay on the basis of researching, protecting and shaping the image of enterprises, and they are not really in line with the tourism market. For example, some of the existing tea culture tourism routes design, more stay in the tour level, but can allow tourists to meditate to understand, participate in the tea culture and achieve self-cultivation, can be less clear trip. The tour-

ism of tea culture should have two levels: one is the humanistic tourism of tea culture, which has a long history and profound Chinese tea culture. Let tourists feel the history of tea at the same time, get a cultural enlightenment and harvest. There is an old saying in China that "tea is born from dhyana". As a true tea culture tourism, it is necessary to have a realm and create a "tea mirror" so that tourists can realize the breadth and depth of tea culture. This is a small crowd tour.

5. Suggestions on The Development of Tea Culture Tourism

5.1. Explore Regional and Resource Advantages

The advantage of geographical location, historical status and technology of tea culture tourism are dominant in many tea culture brands in China. The tourism of tea culture is based on history and culture, and the characteristic tourism mode of tourist experience, leisure vacation, health and health is favored by tourists. Moreover, tea culture tourism has its own other cultural scenic spots, hotels and camps in the south of Anhui. Travel agencies, business and other resources form complementary and drainage, they are easy to form value chains and cluster benefits. Making full use of the natural tourism of tea culture, many famous mountains and rivers of tea contain land spirit, tourists feel tea culture in nature. This is also a popular tourism, but the true tea culture tourism is bound to be a niche market. Therefore, the future tea tourism can be based on the needs of tourist different levels of positioning the market. So that the minority and the public coexist.

5.2. Highlight The Characteristics of "Tea" Tourism and Integrate Tourism Resources In The Area

In order to develop tea culture tourism, we should rely on resources, market orientation, and set up special tourism products according to the needs of tourists, such as tea garden ecological sightseeing tour, tea workshop tour, tea culture parent-child experience tour and so on. For children to launch the theme of parent-child tea camp activities, visit the tea garden, learn about tea culture, tea art, tea gifts, to parents, and let the children go to the teahouse to experience the process of a leaf into tea soup; For the middle-aged and aged tourists, they should take the health vacation as the main part. In the process of leisure and relaxation, they can taste the tea culture, connotation, taste tea custom, etiquette, and let them taste famous tea and learn to make the tea drink.

5.3 Enrich "Tea" Tour Routes and Feel Area Culture

It has great significance to promote the development of local economy and society by carrying out tea tour, ecological culture tour, tea culture route tour and spreading

local culture. The tea culture in our country is extensive and profound. We need to continuously launch a series of tea culture core attractions to visualize intangible culture and historical resources by means of architecture, tea sets, tea arts, tourism routes, and so on. Let tourists have intuitive visual feelings and real personal experience; secondly, continue to improve the facilities of the scenic areas, so that tourists can go well, play well, eat well, buy pleasure, live in comfort. At the same time, with the cooperation of the surrounding scenic spots, we should carry out inter-regional tourism routes, formulate and improve the tourism planning of tea culture in the region, strengthen the training of tourism practitioners, and provide a good space for the development of tea culture tourism. Invite local tea culture lovers to hold tea culture exchange activities, talk about tea history, tea food, tea affairs, tea sets, tea customs, etc. build tea pavilions to concretize the local tea culture; invite tea culture experts and scholars to give lectures. Create a strong tea culture atmosphere, cultivate high-quality tea people, expand market influence.

5.4. Cultivation of High-Quality Tea Culture Tourism Talent Team

In order to develop tea culture tourism, we should improve the tea culture accomplishment of tourism service team, train a group of professional tea experts and tea culture communicators. Can cooperate with vocational colleges to train tea culture tourism practitioners. First of all, regular training should be given to on-the-job tour guides, who have a deep understanding of tea culture before they can pass the characteristic tea culture to tourists. Secondly, vocational colleges should train more high-quality tea people for tourism, strengthen their study in tea culture, tea set, tea art, tea tasting and so on, and improve the cultural value and taste of tea culture tourism. The real high quality tourist service talents can lead tourists to experience the unique charm of tea culture and improve the satisfaction and turning back rate of tourists.

6. Conclusions

Chinese tea culture has a long history, thick and tolerant. How to make full use of these inherent advantages, with the help of the development of tourism, carry forward the tea culture, promote the development of tourism, tea culture and tourism organic integration, promote the development of tourism. Under the promotion of tea culture, the aesthetic value of tea, the value of history and culture and the practical value of health care are used to attract tourists and promote tourism effect. Tea culture tourism is the way we need to explore and persist for a long time in the future.

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