

# Research on the Combination Path of Tea Culture Experience and Urban Leisure Tourism

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**Abstract**—With the rapid development of cultural industry, tea culture is no longer a traditional concept of culture, and the combination of tea culture and tourism industry is promoted to the spiritual concept. The combination of tea culture experience and urban tourism and leisure provides infinite space for the integration of tea culture and tourism industry. Firstly, this paper introduces the history of tea culture development, analyzes the possibility of combining tea culture experience with urban leisure tourism development, and discusses how to achieve the path of combining the two industries, in order to provide a theoretical basis for further promoting tea culture tourism.

**Keywords**—Tea culture urban leisure tourism; Combination path

## I. INTRODUCTION

There is no doubt that the development of tourism in our country is extremely rapid, many places have been transformed into tourism development areas, but how to further develop the local tourism has become a new problem. Urban leisure tourism is a very popular form of tourism, which meets the tourism needs of the contemporary urban population. We have carried out a lot of research and investigation on the further development of urban leisure tourism, and found that the combination of leisure tourism and culture is the key to the development of tourism. Moreover, this path has become the main goal of our research and development.

## II. BRIEF INTRODUCTION AND EXPLANATION OF TEA CULTURE

### A. Emergence and Development of Tea Culture in China

Tea in China was first found to have drinkable characteristics by people in the Bashu area, till the Shang Dynasty, most people have a clear understanding of tea, tea is gradually known to more and more people and applied to life. The Tang Dynasty was a period when Chinese tea culture began to sprout and formed a complete concept of tea culture. Yu LU, known as the "tea sage", wrote a book called Tea Classics, which recorded a variety of knowledge related to tea, and took tea drinking as an activity of cultivating artistic sentiment. Tea Classics not only introduced tea tasting skills to the world, but also carried forward tea culture as an ideological concept. In this period, a true tea culture emerged and was formed in China.

### B. The Rise and Prosperity of Chinese Tea Culture

After the development of tea culture in the Tang Dynasty, tea culture was accepted by the ordinary people with a crazy momentum. Especially in the Song Dynasty, the cognition of tea was not only limited to the application of tea techniques, but also taking tea as a cultural activity. Through the study, we can easily find that the prosperity of tea culture in Song Dynasty is mainly attributed to two points: Firstly, the tea culture gains popular in the imperial palace and secondly, folk tea culture began to become increasingly rich. In particular, tea quality appreciation began to rise, which is an important part of the Song Dynasty tea cultural activities. It is precisely because of this, people have a clear distinction between tea varieties, quality standards, so that tea culture has achieved an outstanding development. Till the Yuan Dynasty, tea culture has already formed a set of mature standards of tasting, and people set more and more detailed standards about tea category, and began to develop a variety of drinking techniques. Since the founding of the People's Republic of China, tea has got a chance for better development; along with our inheritance of traditional culture, tea culture has been raised to a new height. Nowadays, tea has been widely recognized in the world, and more and more people begin to accept this drink.

### C. Main Connotations of Tea Culture

The tea culture that we are talking about can be interpreted in both broad and narrow sense. In a broad sense, tea culture refers to all the spiritual aspects of tea-related activities. In a narrow sense, tea culture refers to the tea techniques we use when tasting tea or the related tea knowledge, such as: Tea tasting techniques, tea poems, etc.

## III. TEA CULTURE AND URBAN LEISURE TOURISM INDUSTRY

### A. Characteristics of Urban Leisure Tourism

Tourism has been the development direction in recent years, the main reason is the change of people's ideology and the improvement of material living standards. A large number of tourists have brought greater economic benefits to the local, and even become an important pillar of the local economy. At present, the tourism industry has brought great impetus to the economic development of our country. In a sense, tourism should not only be a profit model of attracting tourists, but

also include all kinds of industry chains which are closely related to tourists' life. Urban leisure tourism is mainly oriented to the short-distance traveling urban crowd, so it should focus on the leisure effect, and should pay attention to tourists' tourism experience. Culture as a psychological experience of tourists can greatly develop the leisure effect of the industry, which is conducive to the construction of a new type of urban leisure tourism area.

### *B. Effect of Tea Culture on Urban Leisure Tourism*

In recent years, there are also some problems with the tourism industry, such as inadequate attractiveness of tourist company, unreasonable improvement of tourist areas and so on. For the further development of tourism, many areas have changed the traditional mode of collecting fees from tourists and selling souvenirs, and instead they incorporate cultural elements into the local tourism development mode, thus expanding the economic benefits of the tourism industry. The combination of tea culture and tourism industry has been highly recognized by many units, and a series of measures have been implemented to speed up the combination of tea culture and urban leisure tourism. Before long, the effect of these measures in the development of urban leisure tourism has worked, and such effect is mainly reflected in three aspects: The direct effect is to increase the economic benefits of the local tourism industry, promote the further development of urban leisure tourism, and further improve the infrastructure construction in the region; Secondly, it promotes the development of related industries, such as catering, housing, rental and other industries, and further increases the impetus of local economic development; Thirdly, it provides a large number of jobs, effectively integrates and utilizes the local idle labor force, and stabilizes the development of the region. The most important thing is it greatly enriches the local culture, as cultural experience is not only a kind of leisure for tourists, but also plays a great role in promoting the construction of local spiritual civilization, and even plays a leading role in the inheritance and development of the traditional culture of the country as a whole.

### *C. Importance of Tea Culture in Urban Leisure Tourism*

Tea culture, in its thousands of years of development history, contains a very rich cultural heritage, its tourism value is very high, which is why the combination effect of tea culture and urban leisure tourism is so good. First of all, the combination of tea culture and urban leisure tourism can open up the local tea market, which virtually provides a good communication platform for the tea industry; It also increases the attraction of urban leisure tourism among tea lovers, laying a good market foundation for tea and tourism industry, and providing a good opportunity for the further combination of tea culture and urban leisure tourism. Secondly, the development of tourism industry will inevitably lead to the development of related industrial chains, which can promote the development of local economy and cultural exchanges as a whole. The market demand under the tourism industry is extremely huge. Moreover, the development mode of combination tea culture and tourism industry is in line with the overall trend of the current tourism groups, and the tourism concept advocated by tea culture coincides with the tourism

development direction advocated by the state to inherit and promote traditional culture.

## **IV. HOW TO REALIZE THE COMBINATION OF TEA CULTURE EXPERIENCE AND URBAN LEISURE TOURISM**

The long-term combination of tea culture and urban leisure tourism will form a close relationship, and the two will achieve their coordinated development in the process of combination. Under the current situation, the combination of cultural industry and tourism industry is an inevitable trend. In the process of the development of urban leisure tourism, to achieve the combination of the two, we must start from the economic model, implement scientific and reasonable development measures, and carry forward the tea culture to achieve further development of urban leisure tourism.

### *A. Mechanism of Combination of Tea Culture Experience and Urban Leisure Tourism*

As for the general situation that the tea culture is combined with urban leisure tourism, we have a large number of implementable operations to help us achieve this goal, and most of these measures have a strong connection, and multiple means can be adopted to achieve the combination of tea culture and urban leisure tourism under the influence of various comprehensive factors. We will outline the following measures: Creating tourists' consumption demand is the most direct way for us to achieve economic benefits, which is also the fundamental reason for the survival and development of tourism industry. We should vigorously improve the local tourism resources and integrate tea culture into tourism resources. Tea fairs, exhibitions and other forms can be used to allow visitors to accept the culture of the existing market products and at the same time have a sense of identity, through which we can develop a large number of tea culture-related emerging industries. Tea culture is the essence of Chinese traditional culture. While appreciating and accepting tea culture, it can not only enhance tourists' tourism experience, but also improve people's spiritual realm, which has a great role in promoting the construction of local spiritual civilization.

The development of urban leisure tourism and tea-related industries is ultimately measured by the standard of economic efficiency. It is very urgent to increase the economic benefits of local tourism industry; While combining urban leisure tourism with tea culture, we should also pay attention to the promotion of tea industry, which can improve the development scale of tea-related industries and better integrate with our urban leisure tourism. It can also expand the service scope and service quality of urban leisure tourism, thereby expanding the market and obtaining higher economic benefits.

But there are still some problems in the combination of tea culture and urban leisure tourism, Tea and tourism belong to different industries, which will inevitably lead to management loopholes and inadequate supervision by government departments, which requires government departments to strengthen the supervision of the local tourism industry and provide a better competitive environment for its development.

### *B. Tea Culture Experience and Development Pattern of Urban Leisure Tourism*

From the current situation, many of our city leisure tourism is still found to adopt traditional mode of development such as collect fees from tourists, sell souvenirs and others, and the development mode of integrating cultural elements into urban leisure tourism is the top priority of our current work, in order to achieve economic expansion of the tourism industry. The combination of tea culture and tourism industry has been highly recognized by many units, and a series of measures have been implemented to speed up the combination of tea culture and urban leisure tourism. In view of the current development needs of the industry, we urgently need to enhance the cultural level, which can be achieved by improving the construction of cultural service system; For example: Construction of tea culture learning center, ancient tea horse road sightseeing and so on; We can also integrate tea culture into our service system and combine it with the current tourism-related industries so that tourists can enjoy the service and feel the strong tea culture atmosphere. Then our tourism model will be transformed into cultural experience type, which will strengthen the tourists' sense of experience from the perspective of tourists' humanistic concern. The development of tourism industry drives the development of related industry chain, to promote the local economic development and cultural exchange as a whole, and stimulate the market demand under the tourism industry, which is the combined development mode of our tea culture and urban leisure tourism.

### *C. Guarantee the Effective Combination of Tea Culture Experience and Urban Leisure Tourism*

The development of tourism industry will inevitably lead to the development of related industrial chains, which can promote the development of local economy and cultural exchanges as a whole. The market demand under the tourism industry is extremely huge. It is also very important to maintain the development mode of combining tea culture with urban leisure tourism. We can pay attention to the tea lovers, so as to promote and increase the attractiveness of urban leisure tourism. Moreover, tea lovers can lay a good market foundation for the tea and tourism industry so as to facilitate our future development. Also, the market development is an important link, and we should advocate more and more people to accept and recognize tea culture, so as to enhance the development potential of the market. Only under the stimulation of economic benefits, tea culture and urban leisure tourism can have a stronger combination; we can reasonably and scientifically promote the integrated development of tea culture and urban leisure tourism, to achieve the healthy and rapid development of new tourism.

## V. CONCLUSION

In a word, the combination of tea culture experience and urban leisure tourism can promote the further development of tourism industry, can realize the transformation of local tourism industry, and also has important significance in the inheritance and development of culture. Therefore, the future development of leisure tourism in our city must rely on its integration with tea culture; By integrating from the economic

model and the development model of the tourism industry; the cultural advantages of tea culture will be fully revealed, so as to further promote the high-speed development of urban leisure tourism.

### ACKNOWLEDGMENT

This paper is one of the Basic Ability Promotion Project for Young and Middle-aged Teachers in Universities of Guangxi 'IPA Matrix Model Analysis of Liupao Tea Culture Tourism Development'(2018KY00672). Guilin Tourism University Scientific research fund Project (2016QN04), (2016JGB416). Also is one of the phased achievements for the research subject: Research on Integrative Development of Guangxi leisure Sports Industry and Tourism Industry (17FTY004). One of the studies was guided by the "Li Xiang Research Team" of Guilin Tourism University. And Guangxi University's 100 Talents Program Research funding project.

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