

# The SWOT Analyses of Fujian Tea Health Tourism

Yan Qian

Tianjin Vocational Institute  
Tianjin, China 300402

**Abstract**—Tea health culture tourism combines tea culture industry with tourism industry. It is a very important way for tea industry development and tea culture dissemination. This paper mainly discusses the opportunities and challenges of developing tea culture tourism in Fujian as one of tea villages, as well as the advantages and disadvantages of developing tea culture tourism in Fujian, and gives corresponding countermeasures and suggestions.

**Keywords**—tea health culture; tourism; tourism products

## I. INTRODUCTION

Fujian has been a beautiful area with rich cultural tourism resources since ancient times. In recent years, Fujian's tourism industry has developed very well. In 2017, Fujian received totally 383 million visitors, an increase of 21.4% over the previous year, 9 percentage points higher than the national average growth rate. The total tourism revenue has exceeded the 500 billion yuan, reaching 5.83 billion yuan, an increase of 29.2% over the previous year, which is comparable to the national level. The average growth rate is 14 percentage points higher. Preliminary estimates show that tourism added value accounts for 6.7% of GDP and contributes 15.6% to the national economy. In 2018, under the Fujian Provincial Government, the General Office of the Fujian Provincial People's Government transmitted the Notice of the Provincial Travel and Development Commission on Accelerating the Implementation Plan of Promoting the Global Eco-tourism. The Implementation Plan clearly pointed out that by 2020, the total number of tourists received in Fujian Province will exceed 500 million, and the total tourism income will exceed 700 billion yuan. 10,000 tours, leisure, vacation and research tourism products with Fujian characteristics will be developed.

Fujian is the homeland of Oolong tea in China. It has a thousand-year history of tea culture and is the birthplace of tea culture. The written record of tea production in Fujian is more than 300 years earlier than that in The Book of Tea. The famous Lianhuafeng and its lotus tea have constructed a unique tea cultural landscape of overseas Chinese. Tea-building and tea-fighting became popular in Song and Yuan dynasties. During Ming and Qing dynasties, tea innovation increased and Oolong tea-making technology was created. Tea trade became more and more prosperous. Tea mountain and tea water in Wuyi Mountain embellished the cultural background of Fujian tea. Modern Fujian tea culture is further developed on the basis of inheriting predecessors. Tea planting, tea making, tea selling, tea tasting and tea

contest almost occupy the life content of tea villagers. Therefore, the development of tea health tourism in Fujian has unique advantages.

## II. STRENGTH ANALYSIS OF THE DEVELOPMENT OF FUJIAN TEA HEALTH TOURISM IN FUJIAN

### A. Environmental Advantages

Fujian is located on the southeast coast of China, adjacent to Zhejiang in the northeast, Jiangxi in the northwest, Guangdong in the southwest, and Taiwan in the southeast. Influenced by the monsoon circulation and topography, Fujian belongs to subtropical monsoon climate. It is suitable for tea growing and picking, on the one hand, it is also suitable for tourists to live for a long time.

### B. Transportation Location Advantage

Fujian is located in the southeast coastal area. Aircraft, railways, highways and even waterways, namely cruise transportation, are very convenient. So far, there are seven airports in Fujian, totaling 100 routes. Fujian Airlines is also expected to open its Taiwan routes in 2019. As for railways, many cities, such as Nanchang, Wuhan, Hefei, Wenzhou, Hangzhou, Shanghai, Shenzhen and Changsha, have entered Fujian's 5-hour traffic circle, while Beijing, Jinan, Zhengzhou and Xi'an have all entered Fujian's 10-hour traffic circle. Fujian's railways are also accessible in all directions. By 2018, Fujian's expressway has opened 5344 kilometers. Eighty-four counties (cities and districts) in the province have achieved 15 minutes of high-speed, which is the fourth province to realize "county-county-to-county expressway". The density of road network has reached 4.1 kilometers per 100 square kilometers, ranking second in all provinces in the country and reaching the level of developed countries. The main framework of the "three vertical and six horizontal" expressway has been basically built, and 16 import and export corridors with surrounding provinces have been built to realize full docking. Non-stop toll collection is networked with 29 provinces (municipalities and autonomous regions) nationwide, and standardized management is built to achieve full coverage. In 2017, the State Tourism Administration issued a document agreeing to establish a "China Cruise Tourism Development Experimental Zone" in Fuzhou. Fuzhou became the fifth approved "China Cruise Tourism Development Experimental Zone" in China after Shanghai, Tianjin, Shenzhen and Qingdao. Such convenient transportation location advantages

provide a strong accessibility for the development of tea health tourism in Fujian.

### *C. Advantages of Ecological Resources*

Fujian's geographical characteristics are "mountains and seas", 90% of the land area is mountainous and hilly areas, known as "eight mountains and one water field", with forest coverage of 65.95%, ranking first in the country. Fujian's abundant tourism resources are created by the characteristics of mountains and rivers. In addition to the natural scenery of Haitan Island, Gulangyu Island, Wuyi Mountain, Taining, Qingyuan Mountain, Baishuiyang, Taimu Mountain, there are also human landscapes such as Tulou, Anping Bridge, Sanfang Qixiang and so on. Fujian's own eco-tourism resources and its unique culture can provide a rich soil foundation for the development of tea health tourism, and enrich the connotation of tea health tourism products in terms of product design.

### *D. Brand Cultural Advantages*

As the birthplace of Oolong tea, Fujian's tea culture itself is a good brand, and the influence of this brand has existed since ancient times. There are four traditional Oolong tea brands in China, two of which belong to Fujian. One is South Fujian Oolong tea. Among them, Anxi Tieguanyin, Golden Osmanthus, Yongchun Foshou and Minnan Narcissus are the best. The second is North Fujian Oolong Tea, which mainly includes Wuyi Rock Tea and North Fujian Narcissus. In the latest list of the top ten tea brands in China, Dahongpao in Wuyishan and Tieguanyin in Anxi ranked first and third respectively. Such a strong brand advantage will certainly drive the development of tea health tourism.

## III. WEAKNESS ANALYSIS OF THE DEVELOPMENT OF FUJIAN TEA HEALTH TOURISM IN FUJIAN

### *A. Insufficient Service Facilities*

The development of tea health tourism needs a variety of supporting services and facilities. In addition to the construction of basic tea houses, which is conducive to tourists' visiting and picking, the construction of tea rooms is conducive to tourists' tasting and enjoying tea, the higher level also needs to embody the spirit of tea ceremony from the layout of the whole tea tourism routes, and the relevant service personnel of tea tourism also need to love and understand tea. The construction of this series of service supporting projects is a long-term investment in both time and cost. In addition, the idleness and waste of resources caused by off-season tourism after the completion of supporting facilities are issues that need the attention of developers.

### *B. Insufficient Tea Health Tourism Professional Talents*

At present, many practitioners in Fujian tourism industry know about tea culture, but few really understand tea ceremony, tea technology and tea planting, while those who know tea knowledge do not know tourism business. Therefore, the lack of professionals is the bottleneck of developing tea health tourism.

## IV. OPPORTUNITY ANALYSIS OF DEVELOPING TEA HEALTH TOURISM IN FUJIAN PROVINCE

### *A. National Policy Support*

In 2013, the National Tourism and Leisure Program issued by the State clearly pointed out that we should encourage rural vacations around cities, actively develop bicycle tourism, self-driving tourism, sports and fitness tourism, health care tourism, hot spring ice and snow tourism, cruise boat tourism and other tourism and leisure products, and promote excellent traditional culture. Tea health tourism, on the one hand, strengthens health, on the other hand, disseminates our traditional tea culture, in line with the policy recommendations.

### *B. The Rise of Mass Health Culture*

With the improvement of people's living standard, people pay more and more attention to health and health care. In the early stage, health care tourism products are mostly outbound tours, such as hot spring tours in Japan, beauty tours in Korea and massage health tours in Thailand. Tea health tourism combines tea culture and tourism resources, which meets the public's demand for instant market and healthy consumption.

## V. THREAT ANALYSIS OF DEVELOPING TEA HEALTH TOURISM IN FUJIAN

### *A. More and More Competitors, Similar Products and Too Commercialized*

At present, Sichuan, Yunnan, Taiwan and Jiangxi have introduced tea cultural tourism products to the market. Although the number of products is large, they are mostly the same, basically involving tea picking, tea ceremony, tea tasting and tea purchasing. In addition, tea cultural tourism products still have the problems of over-commercialization and low taste, which will violate the original intention of developing tea cultural tourism products and damage the original connotation and value of tea cultural tourism products.

### *B. Tea Health Tourism Has Strong Seasonality*

Generally speaking, tea can be picked all year round, but for Oolong tea, different harvesting seasons have a great impact on the quality of Oolong tea. Oolong tea in spring has the best quality, followed by autumn tea, and the worst quality in summer and summer season. The obvious seasonal characteristics of tea will seriously restrict the development of tea health tourism products.

## VI. RELEVANT COUNTERMEASURES

### *A. Tea Cultural Tourism Products*

1) *To fully tap the connotation and extension of tea cultural tourism products and constantly enrich tea cultural tourism products:* The starting point of all tourism products innovation is the needs of tourists, and tea culture tourism products are no exception. Nowadays, many tourists are no

longer interested in over-commercialized tea ceremony performances, uniform tea-picking links or new farmyards. The connotation of cultural tourism products is to fully display the real life or working status of tourist destinations. From this point of view, it is necessary to enrich the extension of tea cultural tourism products. For example, many tea lovers are the elderly. The traditional form of large group travel is very unsafe for them. It is necessary to consider 4, 6, or 8 people's small group travel. In terms of accommodation, we can choose to live directly in the tea farmers' home, to experience the real life of tea farmers, and so on.

2) *Cooperating with other important tea districts to develop comprehensive tea cultural tourism products:* There are ten famous teas in China. Most tea lovers not only pay attention to one kind of famous tea, but also to the development of comprehensive tea culture tourism products through horizontal cooperation among all tea districts.

#### *B. Increasing the Publicity of Fujian Oolong Tea Cultural Tourism Products*

First of all, make full use of traditional marketing channels. On the one hand, cooperate with other travel services, such as tea houses, hotels, various scenic spots, travel agencies, tourism catering enterprises and other external publicity. On the other hand, it is necessary to carry out marketing through various kinds of tourism or tea culture expositions, trade fairs and other channels. Secondly, they are good at using electronic marketing means, such as micro-blog, micro-message, qq and so on. Finally, in addition to the above marketing channels, it is necessary to use the old marketing method of personnel marketing. Many big customers need to establish cooperative relationships through personnel sales.

#### *C. Focusing on the Training of Relevant Professional Talents*

1) *Tea culture courses can be added to tourism majors in vocational colleges:* The training of tourism talents in vocational colleges should focus on the current needs of society. Therefore, it is suggested that vocational colleges should increase the courses of tea culture, such as tea art, tea ceremony and tea culture.

2) *Tea enterprises can participate in the training of talents:* School-enterprise cooperation can accurately cultivate talents needed by enterprises. The direction of tea culture tourism needs the participation of enterprises. On the one hand, enterprises can provide cutting-edge market information and universities can provide professional teachers. The combination of the two is indispensable.

#### *D. Improving the Construction of Related Service Facilities*

The development of tea culture tourism needs the improvement of related service facilities. On the one hand, related service facilities include the improvement and construction of catering, accommodation, tea garden scenic spots, tea shopping shops and other service facilities directly

related to tourism. On the other hand, it also includes the construction and improvement of the service facilities of the whole city, including the construction of traffic accessibility, the improvement of urban road signs and so on.

## VII. CONCLUSION

The development of tea culture tourism is the inevitable result of the expanding connotation and extension of tourism industry. Through SWOT analysis of the development of tea culture tourism in Fujian, Fujian has unique advantages in developing tea culture tourism, but there are still some shortcomings, such as unclear characteristics of related products and strong seasonality of products. Therefore, on the one hand, Fujian needs to seize the opportunities for the development of tea culture tourism; on the other hand, it also needs to pay attention to the innovation of related products, the cultivation of relevant talents and the increase of tea culture tourism marketing. Keep pace with the times, and constantly adjust the strategies to promote the development of tea culture tourism, so as to maintain its healthy and sustainable development.

## REFERENCES

- [1] Jianli, Miao Youcheng, Ou Yiling, Zhang Yanan, Xiao Lizhang. Research progress of tea culture tourism in China. *Jiangsu Agricultural Science*. Volume 47, Volume 3, 2019
- [2] Zhang Yuexi. Concept and Development of Health Tourism [J]. *China Tourism Daily*, 2010 (10)
- [3] Fujian Tourism Development Committee Government Portal. <http://lfw.fujian.gov.cn/>