

A Study on the Tourism Development of Tea Mountain in Yunnan Province

—Take Baiying Mountain in Lincang City as an example

Jianling Qi¹, Jingyi Li, Yingchun Lu^{2*}, Yanxiang Pu
Yunnan Agricultural University
Kunming, China

¹School of Economics and Management, Yunnan Agricultural University

²State-owned Asset Management Department of Yunnan Agricultural University

*Corresponding Author

Abstract—Yunnan tea mountain tourism is a new type of tourism. The rise of this kind of tourism is accompanied by the rise of Pu'er tea market. Based on the analysis of tea mountain tourism in Baiying Mountain, Yunnan Province, this paper envisages the present situation, existing problems and future development direction of tea mountain tourism. Through this study, it can provide some reference value for the development of tea mountain tourism in China.

Keywords—Tea mountain; rural tourism; One, two, three industry integration

I. INTRODUCTION

Yunnan belongs to the southwest tea district of China's four major tea producing areas. There are the oldest wild tea trees, and there are the largest and most concentrated wild tea trees. After a long-term investigation, researchers and experts from Xishuangbanna Tropical Botanical Garden of the Chinese Academy of Sciences have found that there are abundant ancient tea resources of wild, transitional and cultivated types in Yunnan Province for more than one thousand years. More than 200 ancient tea trees have been found in 10 provinces and regions in China, of which 27 counties in Yunnan Province. The ancient tea resources in Yunnan provide the conditions for the integration of tea industry with three industries. The unique geographical and environmental advantages of Yunnan Tea Mountain are also attracting tourists both inside and outside the province. Not only tea merchants come to the tea mountain in pursuit of high quality, but also some tourists come to the tea mountain to experience the natural atmosphere and return to the original pastoral life.

Tea mountain refers to a large-scale mountain planting area, which is mainly planted with tea trees (including wild and cultivated ones) and supplemented by other plants. According to the different light and water conditions of tea producing areas, the well-known tea mountains in Yunnan are divided into six tea mountains in and out of the Lancang River, including:

There are six ancient tea mountains in Jiangnei (north of Lancang River): Youle, Golden, Yibang, Mangzhi, Barbarian

Bricks and Manzao, which are now commonly referred to as "Yiwu Tea Origin";

Outside the Yangtze River (i.e. south of Lancang River) there are six new tea mountains: Nannuo, Nan'e, Mengsong, Jingmai, Brown and Bada.

In addition to the above well-known tea mountains in China, there are dozens of large and small tea mountains in Yunnan Province.

Tea mountain tourism refers to the positive interaction between tea planting, ecological protection and leisure tourism, and the transformation and upgrading of tea industry, as well as the improvement of quality and efficiency. Relying on the superior natural environment, profound cultural heritage and abundant tea resources of Tea Mountain, it extends the industrial chain in many ways, diversifies the industrial operation and breaks through the industry limitations in tea planting, harvesting, tea packaging, tea supplies, tea food, tea tourism, tea culture, tea education, eating, housing, leisure, entertainment and other related industries. The present tea industry is a new type of tourism which combines with tourism.

The tea-producing areas in Yunnan Province, represented by Baiying Mountain, are rich in tea resources, natural resources and human resources, and have great potential for tourism development. Through the study on the tourism development of Baiying Mountain ancient tea mountain, the key problems in Yunnan tea mountain tourism and the promotion of the integration of three production industries in Yunnan tea industry are solved value.

A. Major Tourism Resources and Distribution in Baiying Mountain

Baiying Mountain has a beautiful environment, and every year all kinds of birds come to live here. Among them, Baiying Mountain is the most famous one, so it is named Baiying Mountain. As a tea mountain tourist destination, it has certain advantages in resources, tea products, culture and market influence.

B. Current Situation of Tourism Development in Baiying Mountain Tea Mountain

Baiying Mountain tea mountain resources are mainly distributed in Baiying Mountain village, tea mountain tourism is dominated by Baiying Mountain tea mountain tourism. At present, the proportion of income in tourism industry in this village is not large, and the main source of income depends on the development of tea industry in planting industry. Compared with the tea income table and the tourism income table, the tea sales are positively correlated with the tourism industry. From 2013 to 2015, the tourism revenue maintained at a fixed level, the fluctuation range is not large, and the tea sales income fluctuation is not very large. In 2016, the tourism revenue increased, and the tea sales revenue also increased raise. From this, we can see that tourism and tea industry have mutual promotion.

With the rise of tea mountain tourism in Yunnan, the tourism pattern of Baiying Mountain tea mountain is basically the same as that of Yunnan tea mountain at present.

1) Leisure Tour with Professional Tea Merchants as the Main Body

Professional tea merchants mainly aim at collecting tea. Every tea-picking season, Baiying Mountain always welcomes a large number of tea merchants, who live in the tea mountain, participate in the process of peasant primitive system, have close contact with peasants, and generally live in peasant households. In the leisure time after tea collection, to go around to play, first to find other tea resources, and second to enjoy the surrounding scenery, relax. Every year, tea merchants collect tea from farmers'homes, and they eat and sleep in their homes, from which farmers earn economic benefits. Some professional tea merchants sometimes invite their important customers or partners to take tea breaks in the local tea tasting. This part of the group has a strong consumption capacity, but it requires a higher quality of service, facilities and products for the whole service process, belonging to high-end consumers.

2) Senior Tea Friends Travel as the Main Tea Mountain Free Travel

Pu'er tea has a long cultural history. Baiying Mountain not only has a long history of Zen tea culture, but also is one of the three golden business cards of Lincang tea. Therefore, many friends who like tea will come to visit it. These tea friends usually take the group as a unit, organize themselves to go up the mountain, accompany them to play on the tea mountain. Some tea friends also live in the farmers' home after communicating with the farmers. They can not only visit the surrounding scenery of the tea mountain, but also visit and experience the process of the initial production of some tea, and drink fresh local tea. This kind of tourism is more active, without too much time and space constraints. They will buy a small amount of tea when they meet their favorite tea. They also know the characteristics of different tea varieties in Baiying Mountain through tourism. At the same time, they will bring some favorite local products and souvenirs to their relatives and friends. Farmers mainly earn income by selling high-grade and high-quality tea and leading them to play around. This part of consumers have higher requirements for tea products.

3) Team Travel by Enterprise Customers and Employees

In order to give back customers and distributors, some large enterprises in Yunnan Province organize tea-mountain tour to give back customers every year, and some enterprises hold annual meeting in tea-mountain. Due to the restriction of local accommodation conditions, the time spent on Baiying Mountain is generally one day, the first day is under the mountain, the next morning from the mountains, the morning to appreciate the local tea tree style, lunch at the local tea museum, watching tea art performances, tea tasting, afternoon to the Stele for reference. Watch, return at night, the whole process by tea farmers to provide food and tea products, and will hire local tea farmers as temporary tour guides, tea related knowledge and production demonstration.

In the Tea Mountain Bank, the enterprise will organize distributors to subscribe for some tea trees. The profits from subscribing for tea trees will be distributed by the enterprise and the tea growers through consultation. The activities of subscribing for tea trees not only bring income to the enterprises and tea growers, but also greatly increase the popularity of the tea mountain. This part of consumers mainly focus on tours and experiences, and the total amount of products and services purchased is large.

4) Self-driving Tour with Family as the Main Body

Baiying Mountain attracts some families to take self-driving tours here with its high quality tea and quiet natural environment. On the one hand, they will visit the natural scenery and relax their tired bodies in the city; on the other hand, they will buy some local tea and some local specialties from Baiying Mountain to taste at home. Farmers will provide accommodation and food for the families who travel by themselves and earn some income. The consumption of these families brings benefits to local farmers. This part of consumers belong to relatively rational consumers, focusing on the comfort of services, focusing on the cost-effective ratio of goods and services.

II. EXISTING PROBLEMS OF TEA MOUNTAIN TOURISM IN BAIYING MOUNTAIN

A. Infrastructure Construction is Seriously Lagging Behind

At present, the main roads from the county to Baiying Mountain are composed of dirt roads and stone roads. The transportation facilities are poor. If the mountain roads are more muddy in the rainy season, the family cars can hardly pass. There are no special restaurants, inns, hotels or hotels for tourists in Baiying Mountain. Tourists can only choose to return or stay at farmers'homes on the same day, and the accommodation conditions are poor. Mobile phones and Unicom mobile phones basically have no signal. When they enter the mountains, they want to keep in touch with the outside world. Only mobile phones use telecommunications, and the signal is very weak. The backwardness of communication facilities also hinders the development of e-commerce in agricultural products and rural tourism.

B. Insufficient Development of Tourism Products

Baiying Mountain abounds in ancient tree tea. There are also some primary tea factories or tea processing factories, large and small. However, these primary tea factories and processing factories only process fresh tea leaves, which are single in variety, simple in packaging and lack of characteristics. In addition to tea, local agricultural products are still in a simple production stage, lacking targeted packaging and publicity.

III. IMPROVE THE COMPETITIVENESS OF TEA MOUNTAIN TOURISM BY DEEPENING THE INTEGRATION OF TEA TOURISM

Tea Mountain Tourism is a kind of industry chain, which is oriented by consumers' needs and centers on the needs. It realizes the industrial chain of tea industry in processing, selling and serving in series.

A. Strengthen the Integration of Tea Products and Tourism

Baiying Mountain tea products can be combined with the tourists to develop distinctive product packaging based on the quality of tea products to meet the needs of modern tourists. In addition, personalized tea products can be customized according to the needs of tourists.

B. Strengthen the Integration of Tea Garden and Tourism

Tea plantations should be integrated into tourism to create a leisure and sightseeing experiential mode of tourism. In the process of tea garden tour, through the participation and experience of tourists, we can fully feel the good ecological environment of the tea garden. While enjoying the beautiful scenery of the tea garden, tourists can pick tea by themselves, participate in the process of tea farmers' making, and taste their own tea. At present, this kind of leisure experience tourism is more and more popular with tourists.

C. Strengthen the Integration of Tea Culture and Tourism

The Spring Tea Conference is associated with tea sacrifice activities. Each year, when the Spring Tea Conference is held, a time is set aside as a tea sacrifice day to hold a ceremony to sacrifice tea ancestors. It can enrich the activities of Zen tea, spread the culture of Zen tea, attract tourists, and increase the popularity of local tea.

In the spring, summer and autumn tea harvesting season, new products can be released. In the form of tasting or tea

garden sightseeing experience, tea tourism activities in Baiying Mountain can be enriched, and economic development of local farmers can also be promoted. Combining with the local characteristics of tea drinking, the local government, enterprises and cooperatives can organize some tea art competitions. With the characteristics of tea and the combination of catering, some unique dishes have been developed, such as fried eggs, tea rice, cold tea and so on.

Tea Mountain Tourism is a kind of experiential sightseeing tourism relying on tea tree resources, combining local ecological resources, biological resources and human resources to realize the integration of the first, second and third industries of tea industry. Tea is the main line, tourists are the main body, and service and product consumption are the core. On the one hand, it promotes the development of tea industry and prolongs the industry. Chain, on the other hand, diversify the development of tourism industry, realize distinctive tea mountain tourism by satisfying consumer demand, realize the integration of three industries of tea industry, realize industrial efficiency, increase farmers' income and rural development.

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