

Study On Tea Culture Industry Clustered Development In Fujian Province

Feng Qu^{1, a}, Xiangrong Jin², Qiuhua Chen¹, Xiangying Xie¹

¹Management College of Fujian Agriculture and Forestry University, Fuzhou, Fujian, China

²School of economic, ZheJiang University, Hangzhou, Zhejiang, China

^a15659755962@163.com

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Abstract. Fujian tea culture has rich connotation, far-reaching influence, and permeates in the whole tea industry chain, and has the cluster development potential. Combing the content of Fujian tea culture, and based on the theory of industrial cluster, it constructed the overall development path of Fujian tea culture. Through the tea culture industry cluster development format the overall characteristics of Fujian tea culture, enriching the content of tea brand, and enhance the competitiveness of tea industry.

Introduction

Fujian tea culture has long history, and the bohea tea used to be a symbol of Chinese tea, has swept the United Kingdom, even more than the scope of the drink. It is said that china tea changed the British work mode and the status of women, and even changed the temperament of the whole country. Fujian tea category is complete, highlighting the advantages of resource endowments. Total output of tea in Fujian Province in 2014 reached 355,000t, the output value reach to 20 billion Yuan, ranking first in the China. Oolong tea has unique cultural characteristics, which has conception of elegant and peace. Flower tea is popular to the youth. Fujian's rich tea category has laid a resource endowment support for the development of tea industry, and tea culture will plays a cultural foundation value for Fujian tea industry strategy development.

The connotation of Fujian tea culture

The Classics of Tea written by Lu Yu of the Tang Dynasty said that tea for the use of the most Purification and thrifty man. The famous tea specialist Zhang Tianfu thinks that tea has the cultural characteristics of simple, exquisite, harmony and purification. In the traditional culture with the ritual value, the tea from the planting, the processing, and the drink to the commercialization process, has manifested the region and the historical culture vein, has formed the rich cultural connotation.

Tea cultivation culture. The Classics of Tea records that the most suitable place for tea plant is raw rock soil, and the low level is sandy soil, and the lowest level is soil. In the cultivation of oolong tea, bohea tea has world reputation because it was born rotten rocks and warm climate. Wu Yi Mountain has lush vegetation, mountains and valleys and gully pit stream to create clear water and most famous bud which is bohea tea. Since ancient times, the origin of tea is suitable climate, environmental advantages, and good ecology. Tea plant cultivation stress local conditions, integration with the natural unity, in line with the current concept of ecological culture.

Tea picking culture. The Classics of Tea records that tea picking in February March between April. Teas of bamboo shoots were badly fertile soil, long 4-5 inch. Choose the branch of health one, avoid the rain day and clouds day. In the picking process, in order to keep fresh tea buds clean, the farmer use nails to cut off bud in order to maintain tea bud integrity. Song and Yuan Dynasties, the tea bud will be taken under the filled spring water in the urn, in order to maintain the vitality of tea buds. Every year in Jingzhe, Wu Yi mountain with a vast mountain ceremony to express the reverence of tea. The tea ceremony was held on the first or two days before the beginning of the summer. The tea workers presented the tea ceremony to the worshipping Yang Taibai's incense, whose the famous gold

of China, standing for dinner and firecracker farewell (Cai Qingyi, 2014), and express the universal conception of tea picking culture.

Tea production culture. The Classics of Tea records that in the Tang Dynasty, after tea picking down, the first steamed, and then pestle with a pestle. Make into a paste when the tea is drying. Make into a cake mold after fire drying, sealed with wax to prevent damp.

Ding Wei, a famous official of Song dynasty, had improved the tea process and design of the imperial special tea cake mold. As the mold engraved with the identity of the dragon and phoenix to symbol royal identity, these made tea cakes are also named dragon and phoenix tea cake. When Cai Xiang had supervised BeiYuan tribute tea plantation, whose had improved the production process. The original tea cake was one pound for eight cakes, he make it to a pound for twenty cake dragons group, shape endoplasm to the extreme. Zhao Ji, the last empire of northern Song dynasty, in the View of Tea praises that dragon group and phoenix pies crown the world.

The Culture of Tea drinking. Before Lu Yu, the author of The Classics of Tea, tea as a part of daily necessities has been well known. Late Tang Dynasty famous poet Pi Rixiu said that before Lu Yu, most of people were eating tea like other food to cook it.

Lu Yu had improved the way of tea drinks, creating a tea drinking method of green blade, used to maintain the original flavor of tea. As the boiling time of tea is relatively short, the color, aroma and taste of the tea are better able to reflect the characteristics of the original fragrance of tea. At the same time, the rise of literati class in Tang Dynasty, the monks used to refresh the tea into the living room study, giving tea a good symbol.

The spot tea become fashionable in the Song Dynasty, the Ming Dynasty began makes tea with boiling water. Fujian oolong tea with rhyme floral features that is suitable to stimulate the brew flavor, so Fujian tea began to occupy the main market position after Ming dynasty.

Tea regional brand culture. Brand culture including product quality and product effectiveness and other factors, reflected in the product on the market competitiveness. Marketing specialist Philip Kotler (2001) argues that a brand is a name, a term, a symbol, a symbol, or a design that distinguishes itself from competitors' products and services, the brand gradually beyond the recognition function, contain and convey more information. Oolong tea, for example, a representative of the Oolong tea category or regional brands including An Xi county Tieguanyin, Wu Yishan Dahongpao and Taiwan's most famous oolong tea. Tieguanyin is the well-known image, Wu Yishan Dahongpao benefit from the legend. Taiwan oolong tea comes from the mainland, the same root homologous, reminiscent of blood ties across the Strait. Therefore, different cultural connotations are the basic factors of brand cognition, and culture has an important influence on the formation and spread of brand influence.

The World Cultural Influence of Fujian Tea. Fujian tea has the world's tea prominent position and reputation, with a worldwide cultural competitive advantage. The Book of Tea (William Ewkes, 2011) records that Father Fr Cruz, who arrived in China in 1556, returned to Portugal in 1560 and wrote his books about tea. He wrote in the book that all the people of China use the tea to express mutual feelings.

In 1589, the pastor of Venice, writer Paul (2011) in his book the cause of urban prosperity said that the Chinese use juice extracted from herbal in stead of wine, you can guarantee Good health, disease prevention, but also can go to drinking. At that time, China has been drinking tea and medicine for more than 800 years, and another Portuguese priest said, when the host and guest greeting, only a bubble of boiling water, grass tea, very expensive, must drink somewhat. Since then, the Chinese tea becomes a mysterious gods for healthy in the eyes of the Western.

In 1662, when the Portuguese Princess Catherine married King Charles II, she has a few boxes for Chinese bohea tea. Since then, bohea tea was brought into the British court, an indispensable part of the British royal family life.

Research on the Development of Fujian Tea Culture Industry Based on Cluster Perspective

Michael Porter (1990) argues that the geographical agglomeration of industries has broad and positive effects on the competitive advantage of industry. Tea culture contain rich content, from the

perspective of tea culture industry group, the design of Fujian tea culture industry development content and improve the connotation of Fujian tea culture industry group, serving the Fujian tea industry branding process.

Tea Culture Tourism Development. Organic tea is the basis of quality, the ecological level of organic tea determines the length of their life. Culture is the soul of tea, the turning point of tea from the wood to the poetry is culture. Cultural tourism is the new path of tea garden development.

From the content point of view, tea culture tourism can be seen an independent industry categories. Tea culture tourism and experience including eco-tea tourism experience, tea season, and tea trade fair at different times of the tourism experience. Tea culture tourism sector include tea culture-related food and beverage industry, clothing design, tourism souvenirs production design and services. The more rich tea culture resources, the more likely to extract a fine tea culture tourism resources. In addition to play, the future of tea culture tourism can also be related to diet, such as the production of tea collection, the development of tea production. In the green mountains and rivers, enjoy the tea to bring the food and beauty, tea and highlight the regional cultural charm and special value.

The development of tea show industry. Fujian tea show has rich cultural connotation and regional characteristics. Min Nan kung fu tea and Wu Yi rock tea not only for its excellent quality and excellent Yang world, but also because of their tea show. Tea show will be promoting tea to the aesthetic and philosophical level. Tea show industry needs space, personnel, education, and customer support, to become independent industry categories. Such as Kung Fu tea, rigorous procedures, brewing stress. In the performance of the tea show teacher, the tea culture of the content and can watch strong. Tea artist in the accompaniment of the music, the enjoyment of the process of tea was pleasant. In the tea show ceremony, appreciate the subject and object together, harmony and equality, calm and the spirit of the culture.

Tea utensils design industry development. Tea appliances design industry has a regional characteristics and visibility from the Song Dynasty of Fujian Province. Such as De Hua ceramics, mainly in the production of tea, has industrial influence and significantly driving force. De Hua white porcelain known to the world, and was the natural integration of tea culture and popular. Fujian has rich and high quality bamboo resources, bamboo compared to modern metal products is clearly more suitable for placing as the theme of the environment in the design of tea. With exquisite design of the bamboo plate, coupled with De Hua ceramics, shows the quality of tea characteristics. In the tea packaging, you can use the box of bamboo products packaging, with the box on the baking flower and other technology, also shows the unique charm of tea culture.

Tea Culture Modern Media Industry Development. Modern media industry enhances artistic expression by technological advantages with sound and light, to enhance the cultural resources of the artistic appeal and attractiveness. The real performance Impression Da hongpao is the remarkable method to enhance the attractiveness of tea culture of Fujian province with modern media technology, integration of WuYi mountain's unique cultural landscape, creating a Da Hongpao heat. In the Silk Road, combine tea culture with modern media means will produce a new attractiveness.

The Path of Fujian Tea Culture Cluster Development

Integrate Tea culture industry cluster and support conditions to construct tea culture industrial clusters. Through policy support and market cultivation, the government support enterprises to develop a reasonable development strategy, so that enterprises can actively participate in the specific category of tea culture industry. Talent provides the necessary human resources support for the overall development of tea culture, tea enterprise strategic planning of the future direction of development of enterprises.

Policy Support. The appropriate industrial policy will play a positive role in guiding and adjusting. Tea enterprises are mainly composed of private enterprises, sensitive to the policy response. Through industrial planning, government guide tea enterprises to the cluster direction. For example, the government can revise the standards of three-star hotels in Fujian Province, set up tea rooms in all three-star hotels, and provide customers with visitor service. It has Chinese cultural characteristics and spread the tea culture.

In the aspect of finance, we can explore the construction of rural land transaction center, explore the realization mechanism of land transposition transaction and renovate the tea garden as a new channel for tea garden construction. The establishment of professional-type village banks, the tea industry to support the special, leading enterprises to provide more tea funds for small and micro enterprises to provide more help, so that the formation of financial and industry more closely. To develop the Fujian tea quality and safety supervision information system, conduct a unified and standardized scientific and orderly management system. From the tea cultivation, production and processing, storage and packaging to sales service quality management chain, enhance the quality and safety of Fujian tea, to develop the basic support condition of tea culture.

Under the historical opportunity of 21st century maritime Silk Road core area construction, explore the possibility of establishing the World Trade Center of Tea, and turn the advantage of Fujian tea into superiority competitiveness. Talent is essential for interpretation Fujian tea culture. Through tea culture messenger volunteers to create a rich flavor of the tea consumption patterns, so that tea can be truly noble and everyone is willing to enjoy it.

Market cultivation. Tea culture industry development is based on the needs of the market. Tea culture consumer market to study customer needs, in order to meet market requirements. Consumer market cultivation is a key step in the implementation of brand strategy, including consumer market guidance and consumer market supply. Consumer market cultivation center is to guide the future of consumer trends, grasp the future of consumer psychology. Comprehensive analysis of consumer groups on the basis of changes in consumer trends to guide. At the same time, according to the consumer market feedback, the timely supply of the consumer market to make strategic adjustments to enable products to follow the market demand, nurturing consumer market. Such as Fu Ding white tea with anti-radiation function, to cultivate the impact of radiation by the consumer groups. Therefore, shape the characteristics of Fujian tea culture products and potential consumer market cultivation complement take into account each other.

Conclusion

In the context of the construction of FTA and the construction of the 21st century Maritime Silk Road, the development of Fujian tea is facing new opportunities and challenges. As the origin of the black tea, oolong tea and white tea, Fujian tea can make a difference. In the era of consumer experience, the development of tea industry should fully consider the basic role of tea culture, from the perspective of industrial group design, planning the development of tea culture, tea industry through the development of integrated tea industry development, cultural guide tea industry value. The development of tea culture industry cluster integrates the effective factors in the chain of tea industry and integrates the needs of farmers, enterprises, governments, tea service institutions and consumers, ensuring tea quality, enterprise capital demand, brand building and local economic development from the overall height. The development of Fujian tea culture industry cluster, in line with the future direction of tea industry, is conducive to enhance the competitiveness of Fujian tea industry, Fujian tea industry to provide a new perspective.

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