

Study on Building Tea Culture Ecological Industry Under the Background of Rural Revitalization—Taking Shandong Province as an Example

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Abstract

The strategy of rural revitalization is one of the key strategies in China, which mainly studies how to achieve poverty alleviation and expand the prospects of rural development and promote the rural economic development in China. At the same time, under the promotion of China's ecological environment protection strategy and energy conservation and emission reduction, the rural revitalization work focuses on the use of rural advantages to develop ecological and cultural industries, so as to promote rural development goals. Tea culture has a long history in China. Building tea culture ecological industry under the background of rural revitalization is one of the key directions for rural revitalization and development. Therefore, this paper mainly takes Shandong Province as an example to focus on the measures to build the tea culture ecological industry under the background of rural revitalization, and then provides some experience and practical basis for the good implementation of the rural revitalization strategy.

Keywords: rural revitalization, tea culture, ecological industry

1. Introduction

Tea culture is one of the important cultural contents with a long history in China. Shandong is one of the important cultural provinces in China. Tea culture has a high level of development in Shandong Province, so it has laid a good local foundation for building a tea culture ecological industry. Shandong is also one of the important tea producing areas in China and has become an important tea industry concentrated distribution

area in the north of China. Therefore, the construction of tea culture ecological industry in Shandong Province can not only make full use of the local unique cultural foundation advantages, but also take advantage of the local good economic foundation and planting foundation advantages.

2. The Spiritual Connotation and Material Basis of Shandong Tea Culture

Tai'an County was the first to introduce tea trees

in Shandong Province. However, due to the lack of technical guidance in the actual planting process, the introduction was unsuccessful. In 1959, Shandong commercial departments introduced tea varieties such as Maofeng in Huangshan, Anhui, mainly in several cities and counties along the southeast coast. As a result, none of the tea seedlings planted in the field survived. However, these two failures did not reduce the enthusiasm of Shandong people to introduce tea varieties. After two failures, Shandong once again introduced tea seedlings from Zhejiang, Fujian, and other regions, and finally achieved survival. Therefore, the implementation of this activity reflects the spirit of perseverance and hard work of Shandong people and lays a good foundation for the development of tea culture industry at this stage. In addition, Shandong tea has the characteristics of thick leaves, brewing resistance and high aroma, so the quality of Shandong tea is not inferior to that of southern tea, and even has entered the high-end tea industry in some fields, so it has laid a good material foundation for the development of Shandong tea culture industry. After years of development, the amino acid content of Shandong green tea is 1.6 times that of southern tea, and the selenium content is 6.3 times that of domestic selenium rich tea. Therefore, Shandong tea has occupied a place in China's tea market, also known as "China's new rich green tea". With the support of both material and spiritual foundations, the development of Shandong tea culture ecological industry has great advantages and prospects.

3. Measures to Build Shandong Tea Culture Ecological Industry

3.1 Expand the Scope of Cultural Publicity and Make Full Use of International Measures

On the basis of fully combining Shandong tea culture and tea material advantages, we should pay attention to expanding the publicity scope of tea culture, take the international road, promote the development and progress of Shandong tea economy through this way, and then lay a good economic foundation for the follow-up implementation of measures to revitalize the tea culture industry in rural areas (Li Yunqin, Cheng Congxi, Xie Yiting, Xu Xinling, Li Wenjuan & Zhang Yangyang, 2022). Under the background of China's reform and opening-up, Shandong

Province should make full use of its coastal advantages to expand tea trade routes. Meanwhile, under the background of the vigorous development of China's the Belt and Road initiative and Transnational E-commerce trade, Shandong's relevant departments can promote the development and progress of the tea industry through international publicity from the following points. First, relevant departments should make full use of the advantages of the development of transnational e-commerce trade. Relevant departments can organize good cooperation between cross-border e-commerce enterprises and traditional tea enterprises in Shandong Province. In this way, they can help traditional tea enterprises realize that transnational trade brings them good economic benefits. At the same time, they should facilitate policies to improve the economic benefits of tea enterprises and cross-border e-commerce enterprises. For example, relevant government departments can organize cross-border e-commerce enterprises to provide different support policies for the management and development of tea enterprises. For tea enterprises with certain experience in cross-border e-commerce development, the government can organize cross-border e-commerce enterprises to provide professional training for internal staff. For tea enterprises without cross-border e-commerce development experience, the government can provide certain policy subsidies to organize cross-border e-commerce enterprises to operate on behalf of them, so as to effectively expand the sales of tea enterprises' products.

Second, relevant departments should also pay attention to cultural output. Under the guidance of China's the Belt and Road and other policies, government departments can organize certain high-quality tea to participate in international tea exchange conferences, and help relevant industries and enterprises abroad to recognize the characteristics of Shandong Tea in this way, so as to expand tea sales. In addition, government cultural departments can also use cultural communication departments such as China's Confucius institutes to spread tea culture, by explaining tea drinking etiquette and the use of various tea sets, we can stimulate foreign guests' interest in tea culture and effectively improve the popularity of Shandong tea culture.

Third, relevant departments in Shandong can also fully carry out tea tasting conferences and other activities in the province to attract investors at home and abroad, improve the popularity of Shandong tea at home and abroad, and lay a good brand foundation for building a rural tea culture industry in the later period (Hu Bingbing, 2022).

3.2 Build a Brand of Tea Culture Based on Local Tea Culture

In order to ensure the smooth development of Shandong's tea culture industry, after its fame, relevant departments in Shandong should attach importance to establishing a good tea culture brand, and promote the vigorous development and progress of the tea culture industry in this way (Chen Yue, Zhang Wenhao & Yu Weiyong, 2022). The specific building of tea culture brand can start from the following points. First, the local market supervision and management department should pay attention to the access standards of tea enterprises, especially the management and use of Shandong tea trademarks, to avoid the abuse of public brands. Therefore, relevant departments can set up an expert team to strictly authorize the use of Shandong tea trademarks, so as to avoid such adverse phenomena as fraudulent use and abuse in the market, which will affect the reputation of Shandong tea, thus laying a good image foundation for building a tea culture brand. Secondly, the local government should attach importance to the development of cultural industries in addition to tea planting, sales, and other activities. For example, the local government should guide the construction of the tea cultural industrial park and improve the brand image by focusing on tea frying, tea etiquette, tea taste and other activities, so as to promote the development and progress of the tea cultural industry. In the process of implementing this step of work, market supervision and management departments and relevant government departments are required to comprehensively supervise the basic work such as tea planting and sales, and timely eliminate the enterprises and businesses with adverse phenomena in the market. On the one hand, it can ensure that the quality of Shandong tea meets the market demand, on the other hand, it can protect the brand image of Shandong tea in this way. Thirdly, the relevant government departments should guide enterprises or villages and towns in

the local tea industry to form a Shandong tea enterprise alliance, through this way to achieve multifaceted supervision of the tea industry, which can also give full play to the different roles of different subjects in the development of Shandong tea industry culture. For example, enterprises can provide good financial support for the construction of tea culture industry, while villages and towns can provide a certain space area and better technical talents for the construction of tea culture industry, which plays a very positive role in improving the level of rural economic development and opening up the prospects for rural economic development. Finally, relevant departments and enterprises should attach importance to innovating the marketing mode of tea culture industry, combine traditional tea culture marketing with Internet and other advanced technologies, and expand the audience of tea in this way, so as to meet consumers' more diversified consumption needs and expand product types.

4. Promote the Integration of Tea and Tourism and Develop the Cultural Industry in Multiple Directions

In recent years, China's tourism industry has become a key industry in China's economic development. In the process of developing the tea culture industry, local tourism management departments and government departments can promote the integration of tea and tourism, develop multi-directional cultural industry content, explore the potential of the tea culture industry in this way, and promote the sustainable development and progress of the tea culture industry (Li Yumei, 2022). From the experience of tea culture industry development in other regions of China, the driving force of industrial development only relying on tea sales is too single, which has played a very limited role in promoting rural revitalization. Therefore, the tourism industry and tea culture industry, which are well developed in China, can be used for coordinated development. The tourism industry of Shandong Province is one of the better developed tourism industries in China. It not only has the unique customs of coastal cities, but also has the characteristics of Confucian culture tourism that has been inherited for thousands of years in China. Therefore, the relevant departments of Shandong

Province can use the integration of tea and tourism to develop a multi-directional tea culture industry. For example, the local relevant departments can start with tea planting, processing, training, tourism, tea culture display and other aspects. Local villages can fully combine their own tea culture development level to develop different industrial tourism resources. For example, local villages can develop tourism resources such as farmhouse, tea planting and tea picking. On the basis of developing such resources, they can further develop various characteristic industries such as tea plantations and promote the development of multi-directional cultural industries through the construction of the whole industry chain. From the perspective of tourism resources, tea manor is a new kind of tea culture tourism resources, and also the material basis for the development of high-level tea tourism and tea culture industry at this stage. In order to ensure that Shandong tea culture industry can blossom in more places, we should pay attention to differentiation in the process of building tea culture manors to avoid tourists' view that "all tea manors are the same", which can also further improve tourists' enthusiasm to visit again. For example, in the process of building tea plantations in areas close to Qufu, we can combine Confucian culture and tea culture to build tea plantations. Through this way, we can help tourists understand the common ground of tea culture and Confucian culture, thus improving the enthusiasm of tourists to visit and the initiative to practice in tea plantations and playing a good role in promoting the integrated development of tea tourism.

5. Fully Introduce Talents and Improve the Development Level of Tea Industry

Talents are the most important resource for all activities. Therefore, Shandong Province should pay attention to introducing relevant talents to improve the level of tea culture and ecological industry development in this way, so as to promote the implementation of the rural revitalization strategy (Wu Yajiao, Yue Haijing & Xiang Huanhuan, 2022). In the process of introducing talents, relevant departments can start from the following aspects. The first is to improve the welfare treatment of talents supporting the construction of rural tea culture. At this stage,

many fresh graduates are unwilling to work in the countryside, on the one hand, because of the limited level of welfare treatment, on the other hand, because it is difficult to give play to their professional knowledge in the countryside. Therefore, the relevant departments should improve the welfare of the talents who enter the cultural work of the rural tea industry, so as to attract talents into the rural areas to carry out the cultural industry construction. In addition, for talents with professional development needs, local relevant departments should provide them with space to display their talents. For example, for talents who want to effectively improve their professional ability and level, local departments can provide them with certain opportunities for further study, so as to improve the attraction of rural tea culture industry to talents in this way. The second is to fully attract high-quality rural talents to return to their hometown for entrepreneurship, and the government departments can provide certain policy subsidies for those who return to their hometown for entrepreneurship. Compared with the talents attracted to the construction of tea culture and ecological industry, these local talents who go out to fight have a better understanding of the development of local tea culture and a deeper emotion. Therefore, relevant departments need to mobilize them on this basis. On the one hand, it can give play to the spiritual advantages of talent construction in the hometown, on the other hand, it can also promote the return of rural labor force, which has a very good role in promoting the development prospects of rural tea culture industry. At the same time, it can also improve the innovation ability and development power of the village and lay a good talent and technology foundation for the development of tea culture industry in the village. The returned innovative talents can also make full use of their professional advantages and experience to improve the understanding of market trends in the countryside, which can guide the establishment of scientific development orientation and planning. Finally, the relevant departments should pay attention to the training and education of the rural surplus population. Through this way, the cultural quality level of the countryside can be improved, which can play a good role in promoting the development of tea culture industry and

promoting innovation and entrepreneurship in the countryside. For example, local government departments can organize vocational education institutions to hold lectures and training regularly to help rural residents understand the specific connotation of the development of tea culture industry and reduce adverse phenomena in the process of tea culture industry development.

6. Promoting the Complementary Advantages of Rural Resources and Urban Resources

To carry out the construction of tea culture industry in the context of rural revitalization, we should attach importance to the complementary advantages of rural resources and urban resources, and effectively improve the development level of tea culture industry through this way (Wang Dan, 2021). The resource advantages of rural areas are mainly tea planting, stir frying and other cultural contents. At the same time, there are a certain number of low-cost development land and better natural scenery in rural areas. The resources owned by urban areas are mainly capital advantages, management concept advantages and tourist source advantages. The full integration of urban resources and rural resources can effectively improve the development level of tea culture industry, and then play a good role in promoting rural revitalization and resource advantage utilization. Therefore, Shandong Province can organize assistance and cooperation between cities and villages, and relevant departments can organize level by level docking of assistance and cooperation. Several cities at the municipal level in Shandong Province can be united, and different counties can be organized to help villages and towns. City level cities can help various county-level cities to fully improve the development level and construction effect of the local tea culture industry through capital introduction and other ways. For example, the city can actively introduce management experience and service concept into the development of rural tea culture industry, so that visitors to the rural tea culture industry can experience the service level no less than that in the city, and thus play a positive role in attracting tourists to visit again. Or cities can invest idle funds in rural industries to improve the level of infrastructure construction in rural areas, such as strengthening the investment in basic roads, garbage disposal, etc., so as to

improve the visiting experience of tourists or enterprise representatives, thereby effectively improving the attraction of rural tea culture enterprises to relevant personnel. Finally, promote the development level of rural tea culture industry. In the process of making use of the complementary advantages of urban and rural resources, relevant managers should pay attention to solving the problem in combination with the characteristics of the problem. For example, part of the cultural industries in the countryside are of interest to tourists. Therefore, in the process of building the rural tea culture, we should also focus on which aspects need to be urbanized and which aspects need to retain the original rural flavor, this is an issue that relevant managers should focus on.

7. Conclusion

In the final, promoting the implementation of the rural revitalization strategy is one of the key tasks of our Party. Combining the local development advantages to carry out the rural revitalization work can significantly improve the rural economic development prospects and can also play a positive role in improving the level of rural development. Therefore, in the process of building the tea culture industry, local relevant departments need to attach importance to cultural publicity, build cultural brands, develop multi-directional industries, and use talent advantages and urban advantages to promote the development of the tea culture industry.

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