

Research on the Improvement of the Integration of Tea Culture, Tourism and Culture in Leshan

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Abstract: Focusing on the goal of building Leshan into a world- important tourist destination with the characteristics of "international charm, Chinese flavor, and Jiazhou rhythm", this paper analyzes the current status of the integration of tea culture, tourism, and culture in Leshan City, identifies the problems existing in the integrated development of tea culture , tourism and culture in Leshan City, and further proposes countermeasures to promote the integrated development of tea culture , tourism and culture in Leshan City.

Keywords: Leshan City; Integration of Tea Culture,Tourism and Culture; Improvement

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I. INTRODUCTION

With the rapid development of the tourism industry, the boundaries of industries are becoming increasingly blurred, and industrial integration is emerging as a new trend in global economic development. The integrated development of "tourism +" or "+ tourism" has become an important form of the development of China's tourism industry. Leshan is rich in cultural and tourism resources and is an important tea-producing area with a long history of tea culture. The integration of tea, culture and tourism helps to give full play to Leshan's resource advantages and drive economic growth. By organically combining the tea industry with the culture and tourism industries, more economic value can be created and the industrial competitiveness can be enhanced. On the other hand, the integration of tea, culture and tourism is conducive to inheriting and promoting the tea culture of Leshan, strengthening cultural confidence, enabling more people to understand the tea culture of Leshan, and promoting the inheritance and development of culture. In addition, the integration of tea, culture and tourism can also improve the quality and attractiveness of Leshan's tourism, meet people's increasingly diverse tourism needs, and promote the upgrading of the tourism industry. The research on the integration of tea, culture and tourism in Leshan is not only of great significance for the economic development and cultural inheritance of the Leshan area, but also provides useful exploration and practice for the integrated development of tea, culture and tourism in China.

II. Current Situation of the Integration of Tea Culture, Tourism and Culture in Leshan

2.1 Policy Support from Governments Has Greatly Promoted the Integration of Tea, Culture and Tourism in Leshan

In the process of the integration of tea, culture and tourism, the support from governments at all levels is of vital importance. In November 2016, the Ministry of Agriculture issued the "Opinions on Seizing the Opportunity to Strengthen the Tea Industry", which provided macro guidance for the development of the tea industry and promoted the transformation and upgrading of the tea industry. The Sichuan Provincial Government actively responded to the central government's policies and issued the "Opinions on Accelerating the Transformation and Upgrading of the Sichuan Tea Industry and Building a Strong Tea Province", providing a direction for the development of the tea industry in Leshan and promoting the development of the tea industry in Leshan towards scale and specialization. The Leshan Municipal Government has also actively introduced relevant policies to support the integration of tea, culture and tourism. These policies have provided strong support for tea enterprises and ensured the stable development of the tea industry. These policies have provided a solid foundation for the development of the tea industry in the process of the integration of tea, culture and tourism, and promoted the in-depth integration of the tea industry with culture and tourism.

2.2 Models of the the Integration of Tea Culture, Tourism and Culture in Leshan

Leshan City has formed several fixed models in the process of the integration of tea culture , tourism and culture: "Park + Culture"; "Park + Tourism"; "Park + Industry".

2.2.1 The "Park + Culture" Model

Under the "Park + Culture" model, the tea culture exhibition center plays an important role. In this model, by upgrading the appearance of the residential houses in the tea garden and integrating tea culture elements, a place integrating tea culture exhibition, training and experience has been established. In terms of cultural inheritance, the tea culture exhibition center regularly holds tea culture training courses, inviting professional tea experts and scholars to explain tea culture knowledge to local residents and tourists, covering the history of tea, the spirit of tea ceremony, tea art performances, etc. These activities not only enable participants to have an in-depth understanding of the cultural connotation of tea, but also lay a foundation for the inheritance and promotion of Leshan's tea culture. In terms of talent cultivation, through training, a group of tea art inheritors have been cultivated. These tea art masters combine tea culture with modern life and spread tea culture. In terms of product transformation, the center combines tea culture with tea products and develops a series of "souvenirs" with tea culture. These products ingeniously integrate tea with cultural elements, increasing the added value of the products. Turning products into commodities and commodities into gifts enriches tourist products and also promotes the development of the tea industry. In short, under the "Park + Culture" model, the Leshan Tea Culture Exhibition Center has made positive contributions to the integrated development of tea, culture and tourism in Leshan through inheriting tea culture, cultivating talents, driving employment and promoting product transformation.

2.2.2 The "Park + Tourism" Model

Under the "Park + Tourism" model, scenic spots such as "Jia'e Tea Valley" rely on the Emei Mountain brand and actively build an industrial integration development driving axis. Centering on this development axis, the scenic spots formulate several special plans such as the *Implementation Plan for the Integration of Tea and Tourism in the Industrial Park*, and vigorously promote the parkization and landscaping transformation of the park. Five integration points of tea and tourism, namely the "Jia'e Tea Valley" in the east, "Zhaizi Chali" in the south, "Colorful Tea and Maple" and the "High Mountain Tea Sea" in the northwest, have been fully completed. Xueya Village has adopted the cross-border development idea of integrating tea and tourism and formed high-quality tourist routes. The success of Xueya Village has not only made it one of the most beautiful tea townships in China and the starting point of tea exploration in Emei, but also attracted the World Research and Tourism Organization to create the first tea culture research and tourism demonstration site. Through the integration of tea and tourism, not only the added value of the tea industry has been increased, but also rich tourism experiences have been provided for tourists, promoting the high-quality development of the tea, culture and tourism industry in Leshan.

2.2.3 The "Park + Industry" Model

Under the "Park + Industry" model, the interest connection mechanism with the participation of multiple parties mainly revolves around the industrial layout of "a cup of tea". Multiple parties, including enterprises and farmers, participate in it, forming a mutually cooperative and win-win model. A close cooperative relationship has been formed between enterprises and farmers. Enterprises provide technical support, financial guarantee and market channels for farmers, helping farmers improve the level of tea planting and production. At the same time, enterprises ensure the supply of raw materials by purchasing tea from farmers and achieve the expansion of production scale. Farmers produce according to the needs of enterprises to ensure the quality and stable supply of products. This cooperation model makes the development of the tea industry more stable and sustainable. At the same time, farmers in the industrial park focus on the tea industry and develop tea tourism. By developing new business forms such as tea homestays, more experiences and services are provided for tourists. Tea homestays not only provide services such as tea tasting and catering, but also organize tourists to participate in activities such as tea picking and production, allowing tourists to have a deeper understanding of tea culture. The development of this new business form not only enriches the content of tea tourism, but also increases the income of farmers. The "Park + Industry" model has given birth to the vigorous development of new tea tourism business forms, attracting nearly one million tourists annually and bringing considerable economic benefits to the local area. The "Park + Industry" model has realized the in-depth integration of the tea industry and the tourism industry by constructing an interest connection mechanism with the participation of multiple parties, providing new impetus and support for the integrated development of tea, culture and tourism in Leshan. This model not only promotes the development of the tea industry, but also drives the prosperity of the rural economy, and has important practical significance.

III. Problems Existing in the Integration of Tea Culture, Tourism and Culture in Leshan

3.1 Problems in the stage of industrial development

The integration of tea culture , tourism and culture in Leshan faces many problems in the industrial development stage, mainly reflected in the lagging infrastructure, low degree of organization, insufficient excavation of tea culture and short industrial chain. The supporting construction of infrastructure related to tourism lags behind. A large amount of capital investment is required for tourism accommodation, catering, transportation and other facilities, and the government funds are difficult to support the large-scale development of rural tourism. For example, some rural tea tourism projects have deficiencies in traffic convenience and cannot meet the travel needs of tourists, which not only affects the tourist experience but also restricts the development of the tea tourism industry. The degree of organization is low. Tea enterprises and tea farmers have a low degree of organization, and there is a shortage of comprehensive tea industry talents. The coordinated development of regional tourism has not formed a scale, and the development of scenic spots is unbalanced. Some tea enterprises lack competitiveness in the market competition and are difficult to effectively integrate resources, while tea farmers are difficult to form a scale effect due to the lack of organizational guidance. This situation leads to the inability to form a joint force in the development process of the tea tourism industry, restricting the overall development of the industry. The excavation of tea culture is insufficient. Although Leshan has a long history of tea culture, the connotation of tea culture has not been deeply excavated. The core contents of tea culture, such as the spirit of tea ceremony, tea morality and tea spirit, have not been fully displayed and inherited. In the development of tea products and the planning of tea activities, the unique charm of tea culture has not been fully reflected. For example, some tea tourism projects only stay at the surface level of sightseeing, lacking in-depth experience and interpretation of tea culture, making tourists' understanding of Leshan's tea culture not profound enough. The industrial chain is short. Restricted by the region, the scenic spots are scattered, and the management of tea gardens is scattered. Tourists mainly engage in short-term sightseeing, and the industrial chain is short, resulting in a relatively low comprehensive economic benefit. For example, the tea tourism industry lacks depth and breadth in the development of tourism products and the provision of tourism services, and cannot meet the diversified needs of tourists, resulting in a short stay time and limited consumption amount of tourists. These problems have hindered the development of the integration of tea, culture and tourism in Leshan to a certain extent and require corresponding measures to be taken to solve them.

3.2 Brand Building Problems

There are problems such as the imbalance in the development of regional brands and enterprise brands and the insufficient brand influence in the tea industry of Leshan. The development of regional brands lags behind that of enterprise brands. Regional brands are difficult to play their due role in market competition and cannot effectively integrate resources to promote the overall development of the tea industry. Tea enterprises in Leshan still need to strengthen brand building, improve brand popularity and influence, so as to better participate in market competition.

3.3 Product Feature Problems

The problems existing in the product features of the integration of tea culture , tourism and culture in Leshan are particularly prominent, specifically reflected in the homogenization of tea garden scenic spots, single products and lack of innovation.

Homogenization of Tea Garden Scenic Spots

The construction contents of tea garden scenic spots imitate each other, and the tourism products are all the same, with obvious homogenization. Many scenic spots lack uniqueness in planning and design and fail to fully tap the local tea culture characteristics and regional advantages of Leshan, resulting in similar experiences for tourists in different scenic spots and making it difficult to form a deep impression. For example, some tea garden scenic spots are similar in landscape layout, architectural style and service items, lacking personalized elements and highlights, and unable to meet the diversified needs of tourists. This homogenization phenomenon reduces tourists' interest in tea, culture and tourism products and affects tourists' experience and satisfaction.

Single Tourism Products

The tea industry mainly focuses on tea sales, the tourism routes mainly adopt the traditional sightseeing mode, and the main products of the tour are visiting tea garden factories, cycling in tea areas, tea tasting, etc. This single tourism mode fails to fully utilize the rich natural and cultural resources advantages of Leshan and cannot meet the diversified needs of tourists for cultural experiences, leisure and entertainment. For example, when tourists visit tea gardens, they simply watch the tea production process, lacking interactivity and participation, and it is difficult to have an in-depth understanding of the connotation of tea culture.

Lack of Innovation

There are few tea culture products developed by combining popular and traditional elements, lacking innovation and unable to attract young tourists. In terms of the development of tea culture products, some scenic spots fail to combine modern technology with traditional tea culture to launch innovative and interesting products. In addition, in the planning of tea tourism activities, there is also a lack of innovation, and characteristic tourism projects have not been launched, such as creative activities and experiential tourism with the theme of tea culture, making tourists feel monotonous and boring during the tourism process. Therefore, the tea, culture and tourism industry in Leshan needs to strengthen product feature innovation, improve product quality and competitiveness, so as to meet the diversified needs of tourists and improve the tourist experience.

3.4 Promotion and Talent Problems

In the process of the integrated development of tea, culture and tourism in Leshan, promotion and talent problems are important factors restricting its development. On the one hand, the scenic spots act independently and lack the awareness of joint promotion. In the planning of tourism routes, there is a lack of effective connection between the scenic spots, and the advantages of tea tourism resources have not been fully utilized. As a result, it is difficult for tourists to form a complete experience during the tour, reducing the attractiveness of tourism. At the same time, the lack of collaborative cooperation between the scenic spots restricts the overall development of the tea tourism industry and prevents the realization of scale effects. On the other hand, the shortage of operation and management talents is also an important factor restricting the integrated development of tea, culture and tourism in Leshan. The integration of tea and tourism in Leshan mainly relies on homestays (tea homestays), and the operators are mostly villagers and tea farmers, who are relatively old and have a low educational level. They do not accurately grasp consumers' psychology and are not familiar with emerging marketing methods, making it difficult to meet the diversified needs of tourists. For example, in the process of tourism services, personalized services cannot be provided, and the tourist experience cannot be effectively improved. At the same time, their excavation and display of tea culture are not in-depth enough, making tourists' understanding and feeling of Leshan's tea culture not profound enough.

IV. Innovative Paths for the Integrated Development of Tea, Culture and Tourism in Leshan

4.1 Carrying out eco-tourism.

By beautifying the tea garden environment, the harmonious coexistence of tourism and ecology can be achieved. Tea gardens in Leshan can adopt the following strategies: Plant some characteristic ornamental flowers around the tea garden, which can not only beautify the tea garden but also extend the viewing period and provide tourists with a unique visual experience. At the same time, strengthen the protection of the ecological environment of the tea garden to ensure the integrity of the ecosystem around the tea garden and create a natural and comfortable tourism environment for tourists. In terms of tea garden management, make scientific planning for the tea garden, rationally arrange the tea tree planting, and improve the production efficiency of the tea garden. At the same time, take advantage of the natural advantages of the tea garden to develop ecotourism projects, such as tea garden hiking, ecological sightseeing, etc., so that tourists can understand the development of the tea industry and the importance of ecological protection while enjoying the beauty of the tea garden. Through the strategies of landscape transformation and ecotourism development, tea gardens in Leshan can not only enhance their tourism attractiveness but also promote the sustainable development of the tea industry. The development of ecotourism can bring more added value to the tea industry and attract more tourists to experience tea culture, thus promoting the in-depth development of the integration of tea, culture and tourism. At the same time, ecotourism also helps to protect the ecological environment of the tea garden and realize the favorable interaction between the tea industry and the tourism industry.

4.2 Extending Tea Customs and Tea Events to Bring Diverse Experiences to Tourists

In terms of festival tourism, extending tea customs and tea events can bring diverse experiences to tourists. Leshan should create tea culture festival events and innovate tourism products. On the one hand, develop a series of tourism products with strong experience and interactivity, and promote the transformation from casually skimming over tea to pausing to savor and appreciate tea. In addition to experiencing tea picking, tea making, tea tasting, tea purchasing and other projects, tourists can also learn woodworking from masters and make wooden tea spoons and other items by themselves. On the other hand, around the festival activities, hold theme festival activities such as the Windmill Festival, Firefly Festival, Butterfly Festival, and Insect Festival to enhance the tourism attraction of the tea garden and tea tourism complex. These activities not only enrich tourists' tourism experiences but also enable tourists to have an in-depth understanding of the connotation of tea culture and promote the integrated development of tea and tourism.

4.3 Carrying out Industrial Tourism

In the process of the integrated development of tea, culture and tourism, industrial tourism has become an important part. Integrating tea processing can not only provide tourists with a unique tourism experience but also promote the development of the tea industry. Tea enterprises should take the development of industrial tourism as an important strategy of the company or enterprise. Taking Emei Mountain tea enterprises as an example, enterprises can use their own production and processing advantages to show tourists the production process of Emei Mountain tea. This not only gives tourists an intuitive understanding of tea production but also enables them to have an in-depth understanding of the birth process of tea. Government functional departments should take the initiative to provide guidance to tea enterprises to help them improve. By formulating relevant standards and specifications, guide tea enterprises to carry out the construction of industrial tourism projects in accordance with the requirements of standardization, intelligence and landscaping. Encourage tea enterprises to integrate cultural elements into the production process and create characteristic industrial tourism products. Building an "Industrial and Agricultural Tourism Demonstration Base" is an important measure to promote the development of industrial tourism. Tea enterprises can transform production workshops, warehouses and other facilities to make them have tourism reception functions. Set up a special visiting passage in the demonstration base to enable tourists

4.4 Developing Wellness Tourism

Tea has numerous health-preserving effects, providing abundant resources for the development of wellness tourism projects. Leshan can leverage tea's health functions such as nourishing the stomach, aiding weight loss, and reducing blood lipids to launch wellness tourism projects like tea mountain hikes, tea mountain tai chi, and tea mountain cycling. For example, in tea mountain hiking activities, visitors can stroll along the trails between tea mountains, breathe fresh air, admire the beautiful scenery of tea gardens, and enjoy the health benefits of tea at the same time. In the development of tea cuisine, tea meals have unique charm. Tea is perfectly combined with food to create delicious tea meals, taking the fragrance of tea and integrating it into various ingredients. National banquet dishes such as tea-flavored tofu, Biluochun braised chicken, and Longjing shrimp are not only delicious but also have health-preserving effects. The development of tea cuisine should focus on ingredient matching and cooking methods, paying attention to the nutritional combination of ingredients while highlighting the characteristics of tea. By developing tea cuisine, it provides visitors with a rich dining experience and better brings into play the health-preserving effects of tea. This not only meets visitors' needs for health preservation but also adds new highlights to the integrated development of Leshan's tea culture, tourism and culture.

4.5 Carrying out Study Tourism

Carrying out study tourism is one of the important ways for the integrated development of tea culture, tourism and culture. Leshan can make full use of the beautiful natural environment of tea gardens and rich tea culture knowledge to create tea-themed study tourism products. In study tourism projects, visitors can gain in-depth knowledge of tea's history, culture, planting, processing and other aspects. For example, special study areas can be set up in tea gardens, equipped with professional commentators to introduce to visitors tea varieties, growth environment, picking methods, and tea processing techniques. At the same time, visitors can be organized to participate in activities such as tea picking and making, allowing them to experience the tea-making process firsthand and feel the charm of tea culture. For winter and summer vacations, Leshan can launch tea 乡 (tea township) summer camps and winter camps with the theme of landscape ecological tourism. Visitors can participate in various tea-related activities such as tea tasting, tea art performances, and tea culture lectures. Outdoor development activities such as tea garden hiking, mountain climbing, and camping can also be carried out, allowing visitors to understand the relationship between tea and nature, and tea and life while getting close to nature. Through carrying out study tourism, it can not only enrich visitors' tourism experience but also spread tea culture knowledge and promote the deep integration of the tea industry and the tourism industry.

4.6 Brand Cultivation and Strengthening

Focusing on the "regional brand + enterprise brand" strategy, measures to enhance brand competitiveness are proposed from aspects such as planning, publicity, and cultivation systems. Formulate brand development plans

Place regional brand construction on the important agenda of the municipal Party committee and government, study and deploy the brand construction work of "Emeishan Tea", prepare regional brand development plans, and clarify development goals and work priorities. Through planning guidance, promote the overall development of the tea industry and enhance the influence of regional brands. For example, determine the

development direction, scale, and layout of the tea industry in the plan to provide guidance and support for tea enterprises. Strengthen brand promotion

On the one hand, continue to use spring tea trade fairs and tea expos to publicize the brand, invite industry leaders to Emeishan to support the "Emeishan Tea" brand, and carry out the regional brand "introduction" strategy. On the other hand, focus on guiding tea enterprises to participate in important industry exhibitions such as the World Expo and the China International Tea Expo in a group, implement precise policies, and effectively implement the regional brand "going global" strategy. In addition, departments such as publicity, finance, market supervision, and agriculture and rural affairs should participate in multiple ways, formulate specific goals, tasks, and work measures, and increase efforts in publicity, financial support, and quality safety work to provide guarantees for enhancing brand attractiveness. For example, improve brand awareness and reputation by holding tea expos and inviting experts and scholars to participate in tea-related activities.

Improve enterprise brand cultivation systems

Support enterprises to apply for certifications such as green, organic, SC, and HACCP, as well as China Well-known Trademarks and China Quality Awards, to ensure product quality and safety stability and lay a solid foundation for enterprise brands. Guide enterprises to establish innovation mechanisms, accelerate product quality improvement and innovation, and meet rapidly changing social needs. Pay attention to giving play to the role of industry associations such as the Southwest Tea Industry Association and the Emeishan Handmade Tea Association, and guide tea enterprises to establish enterprise brand development systems to achieve the healthy and orderly development of enterprise brands.

4.7 Talent Introduction and Cultivation Guarantee

Talent introduction and cultivation play a key role in the integrated development of tea culture, tourism and culture. The development of the tea industry requires professional talents, and every link from planting, processing to sales is inseparable from professional knowledge and skills.

Attract professional talents

The development of the tea industry needs professional technical talents such as tea planting experts and tea product R&D personnel. At the same time, cultural and tourism integration also needs professional tourism management talents and marketing talents. These talents can be attracted by providing preferential policies, a good working environment, and development opportunities.

Cultivate local talents

Local tea farmers and residents are an important force in the integration of tea culture, tourism and culture. Through training, improve their professional skills and cultural literacy so that they can better participate in tea culture and tourism projects. For example, carry out tea planting technology training, tea art training, tourism service training, etc., so that local residents can master relevant knowledge and skills.

Strengthen cooperation with colleges and universities and scientific research institutions to cultivate professional talents

Colleges and universities and scientific research institutions can provide technical support and talent cultivation for the tea industry and cultural and tourism integration. For example, cooperate with colleges and universities to offer tea industry-related majors to cultivate professional talents; cooperate with scientific research institutions to carry out tea industry technology research to improve tea product quality and competitiveness. In the integrated development of tea culture, tourism and culture, talent introduction and cultivation are key factors for guaranteeing industrial development. By attracting and cultivating professional talents, it provides a strong support for the integration of tea culture, tourism and culture, and promotes the high-quality development of the tea industry and the tourism industry.

V. CONCLUSION

The integrated development of tea culture, tourism and culture in Leshan has broad prospects and will become a new engine for Leshan's economic development. By deeply tapping local characteristic culture, improving the quality and characteristics of tea culture, tourism and culture products, strengthening scientific and technological innovation, expanding market space, and cultivating professional talents, the integrated development of tea culture, tourism and culture in Leshan will achieve high-quality development and make greater contributions to building Leshan into an internationally influential tourism destination.

Conflict of interest

There is no conflict to disclose.

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