

The Origin and Utility of Pu'er Tea Culture

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Abstract

The history of modern Pu'er tea began in the middle and late 20th century, that is, after the year of 1950. The modern Pu'er tea in Yunnan has undergone great ecological changes, and its manufacturing process has also been innovative. There is a difference in both the quality and taste of Pu'er tea. Beginning in the 1950s, Yunnan, in the form of a "cooperative" form system, combined with the major private tea estates in Yunnan Province to form a whole support each other with coordination of collective concept. Through the guidance of Yunnan Tea Company, the overall operation began. The great pharmacopoeia, Compendium of Materia Medica made by Li Shizhen also records: "Pu'er tea comes from Pu'er area, Yunnan province". The Ming Dynasty also established officials to manage the Pu'er tea trade. Pu'er tea gradually entered its heyday of development and flourished in the polar regions of Yunnan far from the central government. Eventually it became one of the brightest stars in the tea family of the world, with the most abundant appearance and internal quality.

Keywords

Pu'er Tea, Tea Culture, Cultural Tourism, Product Promotion.

1. Introduction

The tea industry, tea culture, and tourism are complementary systems. The revitalization of the former will enrich the content of the latter, and the prosperity of the latter will promote the development of the former. The two have an essential relationship. Tea culture tourism refers to a series of diversified and rich tourism activities based on the theme of tea and its culture, with the purpose of achieving entertainment, acquiring knowledge, and experiencing the value of life [1]. The name of Pu'er tea has a history of more than 300 years and originates from the Ming Dynasty. However, the history of tea production in Yunnan can be traced back to the Three Kingdoms period. There is a saying in the folk that "the seeds of Wuhou period", which proves that tea in Yunnan has a long history. Existing Pu'er tea can be divided into brick piece, tea in gourd shape and loose tea in terms of shape and taste.

2. The Tourism Status of Pu'er Tea Culture

As an experimental demonstration area of national green economy, Pu'er City, Yunnan Province focuses on building a world tea source, China's tea city, and Pu'er tea capital, with ecological tea garden construction, tea processing, brand marketing and cultivation as the core, promoting the extension of the tea industry chain, and promoting the collection of tea.[2] The economic development model of tea estates, including planting, processing, and tourism, is to build Pu'er into an important research and development center, production and processing base, distribution center for tea, and also a tourism center concentrated on tea only.

There are several ancient tea gardens in Pu'er area, including Lushan, Jianglu, Zhenjia Qianjiazhai, Bangluo Ecological Tea Gardens, most of them cover area of 10,000 acres. In particular, the thousands of acres of ancient tea gardens located in Jingmai Village, Lancang

County, have a continuous picking area of more than 16,000 acres, which is the largest tea forest in all ancient tea gardens in Yunnan, which is amazing.[3]

Under the existing conditions, the Pu'er tea culture tourism in Pu'er City has an unclear central image, lack of publicity, no qualified professionals, and a single tourism project featured in tea culture, not so many participation as a result. In the mean time, there are problems in the market operation mechanism which doesn't have unified management system. On the background of the rapid development of the Pu'er tea industry, we should pay attention to the innovation of its process while making a difference in Pu'er tea tourism and marketing, and jointly develop related tourism and hotel companies and build Pu'er tea culture and tourism products.

3. Pu'er Tea Cultural Tourism Product Development Means

3.1. Keep up with the Tide of Green Economy Development.

Green economy is the social development trend for the future. After experiencing agricultural economy, industrial economy, and service economy, green economy is an inevitable road for sustainable development in the future, with any country or region will follow this way. In the first Pu'er Green Economy Development Forum held at Pu'er College from April 28 to June 1, 2015, many experts, scholars and business people fully expressed their understanding of the green economy and the importance of green economic development.[4] As the first national green economy demonstration area in Pu'er City, green ecology is the biggest advantage and characteristic of Pu'er. The forest coverage of Pu'er reaches 68.7%, which is a veritable "green sea pearl". In this forum, the dean of Pu'er College published an article entitled *Thinking about Puer's Green Industry and Regional Economic Development Models under the "One Road One Belt" Strategic Pattern*. The dean argued that Puer's green industry's future development model is a further step need to be taken. Strengthening the protection of green ecology will create a model of green ecotourism, and become a national green ecotourism demonstration area of international OBOR ecotourism distribution area.

3.2. Pu'er Tea, as a Representative of the Local Green Agriculture

the development of Pu'er tea cultural tourism must also follow the trend of green economic development and ready for modern and organic tea gardens. For example, Pu'er can be divided into several types of gardens, including ecological tea gardens, tea gardens for tributary kinds, high mountain tea gardens, ancient tea gardens, etc., and focuses on creating tourism items of tea cultures such as the *Chinese Pu'er Tea Expo Garden, Tea Horse Ancient Road Park, Ning'er Royal Ancient Tea Garden, and Zhen'an Thousand Villagers Tourist Area*. Vigorously develop real estate that integrates tea production, tourism, culture, experience, health, and catering, trying to build Pu'er into a Chinese tea culture and tourist resort. Try to develop tea cultural tourism products In addition to ethnical tea products, we should also strive to explore new ideas for Pu'er tea tourism product development, and constantly introduce exquisitely affordable Pu'er tea cultural tourism products.

3.3. Development of Pu'er Tea Together with Dendrobium

there is another specialty grow in Pu'er area, that is Dendrobium. Pu'er City is located in the southwestern border of China and belongs to the subtropical climate. It is the most suitable place for Dendrobium to grow. There are more than 80 wild Dendrobium species in the city. In 2013, the "Dendrobium with Pu'er Tea and its preparation method" independently developed by Yang Jialong, the director of Double Dragon Tea Factory in Shuangjiang county, where many ethnic groups living there. It was awarded a national invention patent by the State Intellectual Property Office. The special effects of Dendrobium Pu'er Tea are not only the function of detoxifying and beautify one's skin, but also have the function of promoting blood

circulation, removing blood stasis, swelling and pain relief, hemostasis and lowering blood fat, reducing cholesterol and anti-fatigue, anti-aging, and improving immunity. At the same time, it has a therapeutic effect on coronary heart disease, angina pectoris, headache, dizziness, coronary heart disease combined with hypertension, arrhythmia, hyperlipidemia, and gastric ulcer. [5] The research and development of Dendrobium Pu'er tea has solved the problem of detoxification and beauty effect. Now it has become popular tourist souvenir for tourists to enjoy.

3.4. The Innovation of Pu'er Tea Product is based on the High Liquidity of the Tourism Market

On the one hand, new products such as tea vinegar, tea drinks, tea snacks, tea bread, and tea biscuits can be developed. Tea carvings, tea sets, tea tables and chairs, tea buildings, etc. For example, in May 2014, a company from Pu'er made local tea into cigarettes, claiming that it could be directly inhaled or infused. Once this "smoke" was launched, it immediately caused an shock. Some people think that this is a creative revolution for more consumptions of Pu'er tea, but more people have a negative attitude. Some netizens have claimed that this is a way to turn "fragrant leaves" into "poisonous weeds". We ignore the good or bad of this "smoke", but the company's innovative spirit in the development of Pu'er tea tourism products is worthy of recognition.

3.5. Promotion of Pu'er Tea Diet Products are Rich in Variety

Many plants and insects can become food on the table, but there is no faction or even a unified menu. Pu'er tea dishes include tea juices, tea soups, tea aromas, and tea wine, even including tea fresh and tea noodles. Pu'er tea banquets include traditional Yunnan specialties, the famous eight bowls of Yi nationality with ethnic characteristics. The tea banquet also has a family of local tea soup for ordinary people, which are extremely rich. However, due to the lack of publicity and marketing, Pu'er tea dishes and tea feasts obviously lack a certain amount of influence compared to traditional Puer's specialty foods. Therefore, on the one hand, we should continue to increase the collection and innovation of the tea dishes and tea banquets; on the other hand, we need to increase the promotion and concept guidance of Pu'er tea diet products.

4. Open up the New Products for Pu'er Tea Culture Tourism

4.1. The Development of Previous Pu'er Tea Tourism Festival is an Important form of Enhancing the Tourism Competitiveness of the Host Place and Comprehensively Displaying the Characteristics of the Tourism Resources of the Host Place.

Pu'er tea culture tourism can also use various festivals to expand publicity and increase its influence.

From April 9th to 11th, 1993, the first Chinese Pu'er Tea Festival was held in Simao(old name) City, Yunnan (renamed Pu'er City in 2007), and Pu'er County (renamed Ning'er County in 2007) set up a branch venue, that is *unity and revitalize* as the theme. The first Pu'er Tea Festival attracted more than 3,000 people, including business guests, experts and scholars from many countries and regions, party and government leaders from more than 10 domestic provinces and cities, and entrepreneurs' trading partners, to conduct economic and trade exchanges and business negotiations. Commodity turnover was 623.5 million yuan, and 99 cooperative projects were signed with foreign merchants, with a total amount of 235 million yuan, and achieved good economic and social effects. The prelude to the Pu'er Tea Festival in China has begun since then. Each Pu'er Tea Festival has its own theme and activity form. It has

been held for 14 sessions so far, including the cross-strait tea culture summit forum and the 14th Pu'er Tea Festival, the cross-strait tea culture summit forum, Pu'er specialty product exhibition, tea competition, etc. The series of festival related with tea comprehensively and deeply demonstrated the cultural connotation of Pu'er and the local drink of course. During this period, Pu'er tea product trade fair was also held, which attracted many tea merchants and tourists. The holding of this tea festival has brought about the inheritance and promotion of Pu'er tea culture, accelerated the construction of green economic demonstration zone of Pu'er, promoted forest mountain relics near the county, and created Pu'er as an important station on the zone of OBOR with positive far-reaching impact.[6] And in conjunction with the promotion of the Tea Festival, the CCTV Science and Education Channel broadcasted a documentary film for four consecutive nights during prime time on the evening of May 18 to May 21, 2012. Four aspects, including Pu'er tea, have shown the influence of Pu'er tea in China and the world in a comprehensive way, which has aroused greater social response and greatly improved the popularity and reputation of Pu'er tea.

4.2. Create a Marketing Service Platform on the Internet for Pu'er Tea Culture Tourism Information

It has the advantages of rich publicity content, large amount of information, pictures and texts, easy to modify and edit. It can lower production costs than ordinary mass media in this way through text message and instant interaction. Therefore, , it is possible to publish relevant information about the characteristic tourism products of Pu'er tea to the world at a lower cost by using Internet marketing. For example, you can set up a tourist information database, input various tourist attractions, activities, reception facilities and road traffic, climate, reference prices and other information into the information database in Puer City. And you can create a travel homepage, and link this homepage under the well-known website, it is easy for tourists to check. You can also use Baidu, Google and other well-known search engines to pass relevant information about the specialty of Pu'er in tourism products to the public, enhancing the public's access to relevant information. In addition, you can also use the online community to carry out marketing for public reputation, emphasizing user experience and carry out interactive marketing; using online method of group buying to order special products. One of the highlights of the 14th Pu'er Tea Festival is the official launch of China's high-quality agricultural product system in Pu'er, Yunnan. The system mainly covers six major service modules, including full traceability, quality control, corporate promotion, crisis management, agricultural encyclopedia, and smart e-commerce.[7] It is an important window for expanding the agricultural product market and achieving high quality and competitive prices. The Pu'er city government and *China Quality Agricultural Products Development and Service Association* signed the *Pu'er Brand Agriculture Implementation Agreement*, and the two parties jointly promoted the special agricultural products of the Pu'er Plateau. This is also an important opportunity for Pu'er tea tourism products to expand online promotion and trading.

5. Conclusion

Tea culture tourism has been paid more attention by relevant persons in the tourism and tea industry because it has adapted to the changes in the tourism market and has advantages that traditional tourism products do not have. As a rich place for tea culture resources, Pu'er city has the conditions to vigorously develop Pu'er tea culture tourism. The development of Pu'er tea cultural tourism is conducive to expand Pu'er tourism market, optimizing Pu'er's tourism product structure, and forming a distinctive tourism theme of Pu'er, thereby driving and promoting the development of Pu'er related industries.

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