

Empowering and Innovating Traditional Tea Culture Industry

-- Based on the Goal of Rural Industry Revitalization

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Abstract

Under the background of the revival of China's excellent traditional culture, the traditional cultural industry has sprung up, and the more typical is the tea culture industry. Studying the development boom of the tea culture industry is conducive to forming a systematic understanding of the tea culture industry, improving theoretical research, building a value system, guiding the high-quality development of the tea culture industry with scientific research methods, improving the production efficiency of the tea culture industry, and further improving the economic interests of tea farmers. The development of material civilization and spiritual civilization has injected new connotation and vitality into tea culture. In this new era, the connotation and expression forms of tea culture are constantly expanding, extending, innovating and developing, making China's excellent tea culture flourish and the soft power of Chinese culture continue to improve. In the new era, tea culture combines modern science and technology, modern news media and the essence of the market economy, which makes the value function of tea culture more significant and its role in modern society. In the new era, the communication mode of tea culture shows the trend of large-scale, modernization, socialization and internationalization. Based on the new development pattern of the double cycle, expanding the domestic tea culture consumption market and boosting domestic demand are more conducive to promoting regional economic growth, which is of great significance for promoting the implementation of the rural revitalization strategy.

Keywords

Rural Revitalization; Enabling Innovation; Tea Culture Industry.

1. High-quality Development of Tea Culture Industry under the Blueprint for Rural Revitalization Basic Logic

1.1. Policy Logic

The rural revitalization strategy is a strategy proposed by Comrade Xi Jinping in the report of the 19th National Congress of the Communist Party of China on October 18, 2017. The report of the 19th National Congress pointed out that the problem of agriculture and rural farmers is a fundamental issue related to the national economy and people's livelihood. We must always take solving the problem of "agriculture, rural areas and farmers" as the top priority of the Party's work and implement the strategy of rural revitalization. The key to rural revitalization is the revitalization of the industrial field. The tea culture industry, with its unique industrial characteristics and economic characteristics, will highlight new development advantages in the rural revitalization strategy and usher in new development opportunities. With the support of national policies, the tea culture industry has been endowed with more economic and cultural significance.

1.2. Historical and Cultural Logic

[1] Tea originated in China and prevailed in the world. Chinese tea culture has a long history. It is said that it began in the Shennong era and has a history of more than 4700 years. According to "Yan Zi Chunqiu", when Yan Ying was the prime minister of Qi Jingong, she ate brown rice. In addition to three or five kinds of dishes, there were only "tea dishes"; Lu Yu mentioned "tea thrifty" in the Tea Classic. The rule that "tea should be full of bullying" and "tea should not be full of tea" contains the unique humanistic spirit of modesty and courtesy of the Chinese nation. From the Silk Road to the tea-horse ancient road, Chinese tea has carried 5,000 years of Chinese civilization. In feudal society, the tea industry has always been an important sector of the agricultural economy. With the development of productivity and commodity economy, the development of China's traditional tea culture industry has reached a glorious stage and has become the economic pillar industry in Jiangxi, Hunan, Yunnan, Sichuan and other regions.

1.3. Logic of Economic Development in the New Era

Under the continuous development of the socialist market economy with Chinese characteristics, the people's pursuit of a better life is becoming stronger and stronger. With the continuous improvement of residents' consumption level, more and more people choose to drink tea as an important health activity, and the relevant additional industries of the tea culture industry are also favored by people.

The tea culture industry market has steadily expanded, and the domestic and foreign market demand has gradually increased, with abundant development momentum. At the same time, the country's improvement of the environment and the improvement of the overall natural environment are more suitable for the development of the tea culture industry. According to the characteristics of the tea industry, with modern science and technology as a means, the quality of tea products has been continuously improved, high-quality organic tea plantations have been developed, and the high-quality development of the tea culture industry has been gradually realized.

2. Real Opportunities and Challenges for the Development of the Tea Culture Industry

2.1. Realistic Opportunities:

2.1.1. Market Demand

With the high-level and high-quality development of China's economy and the continuous improvement of people's living standards, more and more attention has been paid to the improvement of spiritual realm and the pursuit of health products. As a healthy drink, the national culture and spirit contained in tea have attracted more people's attention and huge market demand.

2.1.2. Core Advantages of the Industry

In recent years, the Chinese government has issued a series of policies to support and encourage the development of the tea industry. In June 2020, the Ministry of Rural Agriculture issued the Guiding Opinions on Promoting the Stable Development of the Tea Industry in Poverty-stricken Areas to accelerate the development, transformation and upgrading of the tea industry in poverty-stricken areas, promote the development, transformation and upgrading of the tea industry in poverty-stricken areas, create unique core advantages of the tea culture industry, and promote the optimization of industrial layout. The color is prominent and the benefits are effectively improved to help poverty-stricken areas get rid of poverty and become rich, and rural revitalization.

2.1.3. Tea Culture Innovation

Chinese tea has extremely profound cultural attributes and connotation attributes, effectively combining tea and culture, creating a unique value of tea brands, injecting new vitality into the value system of tea culture, and promoting the integration of traditional concepts of tea culture with the current trend of the times.

2.2. Challenges

2.2.1. There is a Shortage of Labor and High Production Costs.

There is a shortage of labor on the production side, high production costs and high labor expenditure. [2] With the continuous progress of aging and urbanization, as well as the rapid rise of the western region, the contradiction of labor shortage has further intensified.

2.2.2. The Production Scale is not Intensive Enough.

The main body of tea production is small, the degree of processing standardization is low, and there is a lack of leading enterprises.

2.2.3. The Level of Science and Technology is Low and Lacks Accurate Scientific and Technological Support.

The processing link is weak and the standardization level is low. The research and integrated application of modern technologies such as clean automated processing technology and digital intelligent application technology are still in its infancy.

2.2.4. Tea Culture Itself has not been Fully Explored.

As the soul of the tea industry, the presentation form and connotation excavation are insufficient, and the most direct manifestation is that the tea story is insufficient and the tea drinking atmosphere is not strong.

3. Countermeasures and Planning for the High-quality Development of the Tea Culture Industry

3.1. Improve the Added Value and Extend the Industrial Benefit Chain.

In the tea production base, local tea culture museums, tea culture folk restaurants and tea-themed homestays can be established to deeply integrate tea culture with tourism. However, in the process of integration, we should always pay attention to protecting the development of tea culture, apply for the historical heritage of tea culture, adapt to local conditions, do not develop arbitrarily, and overconsumption of tea literature. Chemical, resulting in the waste and destruction of resources. [3] Tea enterprises take special tea gardens as the point and tourism routes to string up 10,000 mu of tea gardens, allowing tourists to experience the whole process of tea picking and tasting tea, initially forming an industrial chain integrating tea tree planting, tea production, tea culture and tea tourism, driving enterprises and surrounding tea farmers to increase their income and become rich, improve the production and living conditions of people in tea villages, and promote rural areas. Revitalize the development and walk out of a characteristic development path of integrating tea tourism and enriching the village. At the same time, through the implementation of the integrated development of tea tourism and the development of tea tourism products, the popularity of tea enterprises have been enhanced, the brand influence has been enhanced, and the brand reputation has been improved.

3.2. Vigorously Innovate Marketing Models and Develop Diversified Products.

Innovate the marketing model and product structure of the tea culture industry, guide the innovation of consumption models, enhance core advantages, and improve competitiveness. [4] Carry out sales activities through multiple channels to continuously enrich product categories and meet personalized needs, such as the promotion of small cans of tea. Continuously reform

the operation mechanism in market competition, form and strengthen core advantages, and occupy a favorable position in the tea culture industry market.

3.3. Adhere to the Concept of Green Development and Effectively Protect the Ecological Quality of the Tea Culture Industry Base.

Protecting and improving the ecological environment and building an organic ecological tea garden base is the only way for the green and high-quality development of Jiangxi tea industry. [5] Through the joint efforts of the government and enterprises, we will gradually achieve the goals of tea garden ecology, tea standardization, clean production, high-quality production, legal management and industrialization, and promote the green production model. Promote digitalization to enable green production. First, build ecological tea plantations: establish a number of standardized tea production demonstration bases, comprehensively promote fertilizer instead of chemical fertilizers, and use organic fertilizer in tea plantations; make every effort to promote green prevention and control instead of chemical pesticides, and improve the standardized production level of tea and tea quality. Second, continue to deepen the digital enabling tea industry and build green quality control. We will improve the whole process traceability system and integrity evaluation system of tea products, and implement source coding, logo sales, and whole process traceability, so as to achieve "recorded production, information queryable, flow tracking, product recall, and quality assurance."

3.4. Cultivate Relevant Technical Talents and Promote the Transformation and Upgrading of the Tea Culture Industry.

Promote qualified universities to cultivate diversified talents in new agricultural sciences in the whole tea industry chain, and study and develop emerging and scarce majors needed for the tea industry. [6] Promote enterprises to establish cooperation with higher education institutions to cultivate talents and establish a communication mechanism for research and exchange between schools and localities. Through cooperation, cutting-edge technology and business knowledge will be transmitted into practical work in a timely manner to accelerate the high-quality development of the tea culture industry.

4. Conclusion

The traditional tea culture industry is an indispensable and extremely important part of China's traditional cultural industry. First, it has its huge economic value, which has a positive effect on rural revitalization and regional economic development. Second, it is its brilliant cultural heritage, which improves the cultural literacy of the people and enhances the excellent traditional Chinese culture. Its influence occupies an extremely important position. We should seize the opportunity, find the right problem, take the right medicine, empower innovation, develop steadily, promote the transformation and upgrading of the traditional tea culture industry, enhance industrial competitiveness, and always closely integrate with the rural revitalization strategy to benefit the people.

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