

Integrated Development of Tea and Tourism in Taishan Mountain Tea Valley in the Context of Rural Revitalization

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Abstract In recent years, the integrated development of the tea and tourism has become an important way to promote the rural revitalization of Tai'an tea-producing areas, but the state of industrial upgrading still needs to be improved. In order to better integrate tea and tourism in Tea Valley, this paper uses questionnaire and SWOT analysis to study. It found the following problems: (i) 45.7% of tourists were interested in tea culture, but they know little about it, and the integration of tea culture and tea tourism products is low. (ii) 50.54% of the tourists were interested in the tea picking experience project and wanted to add the tea food experience item. (iii) The acceptance of 45.7% of tourists to scenic spots was 1–2 h, which shows that the quality of transportation service facilities and personnel needs to be improved. Combined with the SWOT analysis, it is found that the scenic spot is rich in resources, convenient transportation, profound cultural heritage, and good government policy support conditions, which is suitable for the SO strategy (growth development strategy), so the scenic spot relies on internal advantages and seizes external opportunities to develop the integration of tea and tourism. Based on the analysis results, it came up with the pertinent recommendations for the key problems: (i) The infrastructure service is not well established. It is suggested that scenic spots should increase investment, regularly train service personnel to improve their quality, and improve transportation services, accommodation, catering and public service hardware facilities. (ii) Tea tourism products are insufficient. It is suggested that tea tourism products should be innovatively designed and tea tourism experiential products and tourism commodities should be planned. (iii) Tea culture and tourism lack organic combination. It is recommended to deeply excavate tea culture, and take consideration of both spiritual and material aspects. The specific methods include building teahouses, Taishan Mountain (Mount Tai) tea culture throughout the whole process of tea production, development and processing, and AR tea culture experience hall can be built to make tourists feel tea culture from different perspectives. (iv) The publicity is insufficient. Strategies should be made in three aspects: improving the Internet media, taking into account the traditional media, and expanding the market based on the surrounding areas. (v) The tea industry chain is short. It is recommended to add four new industrial chain designs of "tea + accommodation, tea + catering, tea + Internet, tea + training", hoping to bring some inspiration and ideas to the managers of scenic spots.

Key words Integrated development of tea and tourism, Tai'an Tea Valley, Problems, Countermeasures and recommendations

1 Introduction

The implementation of boosting agriculture through quality is a strong guarantee for the realization of China's rural revitalization^[1]. The integration of agriculture and tourism is an effective way to enrich the types of agricultural products, promote the upgrading of rural industrial structure^[2–3], and enhance the disposable income of farmers, so as to better solve the three rural issues. Tea Valley promotes the integration of tea and tourism, which conforms to the requirements of the times and becomes an important part of the integration of agriculture and tourism. In 2019, the Jiunufeng area in Tai'an City, Shandong Province, China, won the title of the Qilu Model Demonstration Area for Rural Revitalization in Shandong Province, and won various honors such as the China Cultural and Tourism Integration Demonstration Award. Taishan Mountain Tea Valley Scenic Area is located in Fengshan Village in this area, with more than 200 ha of tea plantations and a strong tea industry, and has successively carried out leisure tourism focusing on organic ecological planting and sightseeing and experience. Tea

Valley has the planting and breeding technology of rare tea varieties, and can independently carry out production, processing and marketing, scientific research and popularization, and tea culture promotion, which lays a solid foundation for Tea Valley to better integrate tea and tourism. However, the current integration of tea and tourism is slightly simple and extensive, and the research on the path of better integration of tea and tourism is urgent.

Relying on the characteristic tourism resources and social environment based on Tea Valley tea industry, we collected relevant information, collated questionnaire data and performed SWOT analysis, and came up with scientific and reasonable development recommendations based on the basic information of Tea Valley tea tourism status, tourism resources status and tourists. This study has certain theoretical value and practical significance to promote the integrated development of Taishan Mountain tea industry and tourism industry, to make Tea Valley become a unique tourism commodity in Tai'an, to truly enter the market, and to become a strategic emerging pillar industry for rich villages and well-off villagers.

There are few studies on tea culture tourism by scholars outside China. In the book *Tea and Tourism: Tourists, Traditions and Transformations*, there are more than a dozen articles on tea culture tourism, mainly discussing that tea culture tourism is de-

veloping rapidly, and the regional characteristics are becoming more and more prominent^[4]. Joliffe believed that tea culture tourism is the main tool of network, language and influence in the cross-relationship between tourism and tea industry^[5]. Faizi regarded the integration of agriculture and tourism as a travel activity that breaks through the restrictions of cities and scenic spots and expands to the countryside^[6]. Lane stated that "agriculture + tourism" is an activity closely related to the countryside, which is small-scale and has local cultural characteristics^[7]. Jlliffe *et al.*^[8] discussed the current situation of tea industry in Sri Lanka from the perspective of tourism supply, and made corresponding evaluation through visits to tea enterprises and investigation and analysis of tea production process^[8]. In the United States, Canada, the United Kingdom and other countries where tea is consumed, they hope to develop tea tourism in the local tea producing areas and strive to transform and upgrade the tea industry^[9].

By comparison, many scholars in China have a wide range of research perspectives and are more systematic. Xia Ming studied the development of "tea culture + tourism" in Wenzhou^[11]. Zhang Linjie held that tea culture tourism is a new form of tourism, mainly the effective combination of tea industry and tourism resources^[12]. Lin Zhaoqi *et al.* elaborated tea culture tourism from four different perspectives of "theme, purpose, form and essence"^[13]. Hou Dawei used SWOT strategic analysis to analyze the strengths, weaknesses, threats and opportunities in the development environment of Wuyi Mountain tea culture tourism, and analyzed the influencing factors^[14]. Ji Shaojun has done research on the development of "tea culture + tourism", mainly aiming at the theme of tea culture, education promotion, planning and development, project evaluation and other tea tourism development concepts^[15]. Guo Weifeng *et al.* proposed that tea culture tourism resources could be integrated with the help of heritage and tea

brands^[16]. Wang Yan contended that tea culture tourism can extend the industrial chain, mainly reflected in "tea + tourism commodities, tea + catering"^[17]. Chen Xiaoya stated that teahouse is the most concentrated and embodied place of tea art and tea culture, and tea tourism is a diversified tourism activity centered on tea^[18]. Tu Yaling mainly studied the strategies, problems and significance in the development of tea culture tourism^[19]. Zhang Lixia pointed out that the development of tourism activities in Tai'an tea industry should start with industrial benefits, characteristic tea culture and tea brand^[20]. From the perspective of Taishan Mountain tea culture, Kan Wenwen elaborated the integration methods and measures for "tea culture and tea industry" and "tea culture and tourism"^[21].

The studies of tea industry development in Tai'an City are mostly reflected in the cultural characteristics and brand development of Taishan Mountain tea in Tai'an City and the integration of "tea culture + tourism", but both domestic and foreign research literature provide a theoretical basis for the regional development of tea industrialization in China, and also provide a large number of literature materials for this study.

2 Current situation and questionnaire survey of the study area

2.1 Current situation of Taishan Mountain Tea Valley

2.1.1 Tourism resources of the scenic spot. Taishan Mountain Tea Valley Scenic Area is rich in natural and cultural tourism resources, and the natural tea garden scenery and characteristic experience function area has become an important part of Tea Valley scenic area activities. In accordance with the standard of *Classification, Investigation and Evaluation of Tourism Resources* (GB/T 18972-2017), the specific resource classification of Tea Valley Scenic Spot is shown in Table 1.

Table 1 Classification of tourism resources in Tea Valley

Types of tourism resources		Specific tourism resources of scenic spots
Natural tourism resources	Water scenery	Connecting the north-south water system: "Qiliantai", "Xiuhe Pavilion", "Tingyingtai", "Xiting Square", <i>etc.</i>
	Biological landscape	Green belt of flowers, grass and trees
	Ruins and remains	Taishan Mountain Intangible Cultural Heritage Town
Humanistic tourism resources	Buildings and facilities	Multi-functional cultural activity place for tea frying and relishing; greenhouse nursery area, organic tea garden area, organic vegetable area, organic orchard area, rare tea garden area; Taishan Red Scale Fish Project Base.
	Tourism products	Special fine tea varieties "Huangjinya" and "Tulip". Famous golden twig, green tea, black tea and other tea souvenirs.

2.1.2 Current situation of tea tourism integration in scenic spots. In recent years, the scenic spot has continuously developed tea tourism on the basis of strong tea industry, striving to advance towards a high-standard integration mode, and has also carried out some tea tourism activities, as shown in Table 2.

In short, in terms of industrial integration, Tea Valley's tea industry is underdeveloped and tourism facilities are not abundant, so a good transformation has not achieved. Generally speaking, hardware infrastructure and software infrastructure need to be up-

graded, integration opportunities need to be grasped, and the development of tea tourism integration needs a scientific plan.

2.2 Survey methods and objects

2.2.1 Survey methods. In the process of questionnaire design, we collected a large number of relevant literature and pre-survey preparation to ensure the accuracy and effectiveness of the questionnaire, so as to have a higher reliability and validity. We used the Questionnaire Star (Wenjuanxing) to make the network questionnaire. Questionnaires were distributed in the surrounding resi-

dences of Jiunufeng Scenic Area and Tea Valley Scenic Area in Tai'an City, with Tea Valley tourists as the survey objects, in order to understand the basic situation of tourists, analyze the resources of scenic areas, the current situation of integration and find out the problems existing in the development of integration of scenic areas.

Table 2 Integration of tea and tourism in Taishan Mountain Tea Valley

Tea and tourism integration products	Integration mode	Integration functions	Problems
Study tour	Tea culture + Tourism	Popular Science Education. Through learning tea picking, tea frying, tea making and tea relishing projects, tourists can understand and feel tea culture.	Tea culture is not deeply excavated.
Sightseeing tour	Tea garden scenery + Tourism	Return to nature. Through tea garden sightseeing, orchard picking and outing, tourists can get close to the beautiful nature.	Lack of scientific planning in tea gardens.
Experience tour	Farming + Tourism	Farming experience. By participating in tea industry production activities, tourists can get in touch with the actual tea production, tea culture and special local flavor.	Tea experience project is single.
Leisure and health care tour	Rural sojourn + Tourism	Leisure and health care. Tourists can enjoy the natural and beautiful tea garden scenery, comfortable and pleasant fresh climate, and green space of environmental protection and ecology.	Leisure facilities, entertainment facilities, fitness and other services are not well established.
Shopping tour	Tea souvenirs + Tourism	Meeting consumer demand. Through the attraction of rare characteristic tea, it meets the demands of consumers in the form of souvenirs.	The characteristics of tourism commodities are not obvious and tea derivatives are lacking.

2.2.2 Basic information of respondents. According to the analysis of the results of the questionnaire, the respondents are slightly more male than female, and the people born in the 1980s and 1990s and the tourists with lower and middle monthly income are the majority. The most prominent is that the main source of tourists in the scenic area comes from the surrounding areas and the city,

From March 10 to March 25, 2023, online questionnaires were distributed to local consumers mainly on the Internet, Wechat and QQ platforms. A total of 200 questionnaires were distributed and 186 were valid. WPS and Excel were used to process and summarize the results of the questionnaire.

accounting for 87.64% of the total, showing that the publicity efforts are insufficient and the market development is weak. Therefore, scenic spots should vigorously publicize to the outside world in order to expand the popularity of Taishan Mountain Tea Valley scenic spots (Fig. 1).

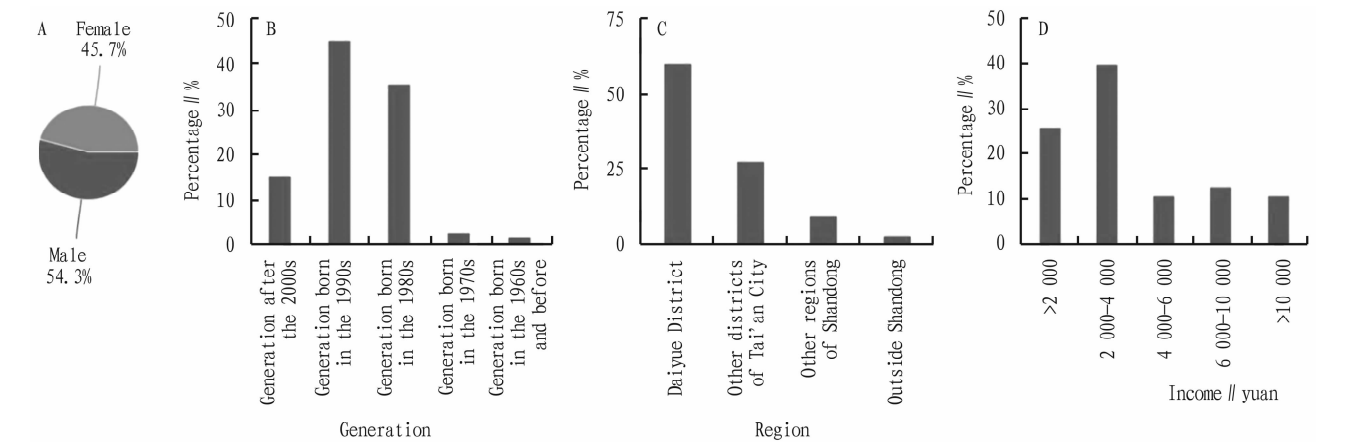


Fig.1 Gender ratio (A), age distribution (B), distribution of sources (C), and income level of tourists (D) to Tea Valley

Fig.2 showed that most tourists visit the scenic spot through the introduction of others, and tourists like the tea picking experience project in the scenic spot most. Tourists are interested in but know little about the tea culture in the scenic spot. Generally, consumers prefer to experience tea picking, and scenic spots can make innovations and breakthroughs in this respect, focusing on improving tea garden experience projects to attract tourists.

From the analysis of tourists' consumption choice of tourism products, customers hope to get the maximum benefit satisfaction with

the most play time and the least consumption, showing that scenic spots need to improve transportation service facilities and provide step-by-step adjustment in the price of tourist commodities (Fig.3).

3 Evaluation and analysis on the integration of tea and tourism and its development environment in Taishan Mountain Tea Valley scenic spot

3.1 Evaluation and analysis on the integration of tea and tourism in Taishan Mountain Tea Valley scenic spot

Accord-

ing to the data results, tourists believe that the integration of tea tourism is conducive to the revitalization of the industry, Tea Tourism in Tea Valley should develop in the direction of "Tea Culture Theme Park" and "Tea Experience Tourism", and tourists are basically satisfied with the overall satisfaction of tea tourism in scenic spots. Tourists are full of expectations for the addition of AR digital tourism map system in the scenic spot. There-

fore, scenic spots should pay attention to the attitude of tourists towards scenic spots, deeply integrate tea culture in both tourism products and tourism commodities, add tea tourism experience projects, recognize the development level of tea tourism integration, and combine high-tech products with tourism products to better serve tourists when necessary (Fig. 4).

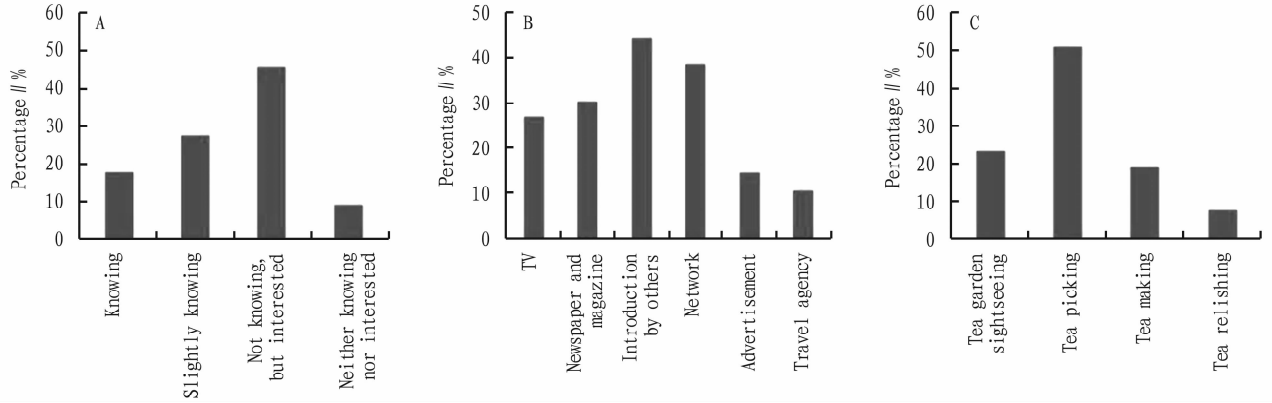


Fig. 2 Tourists' knowledge about tea culture of Tea Valley (A), source of tourist information acquisition (B), and most attractive tea tourism project

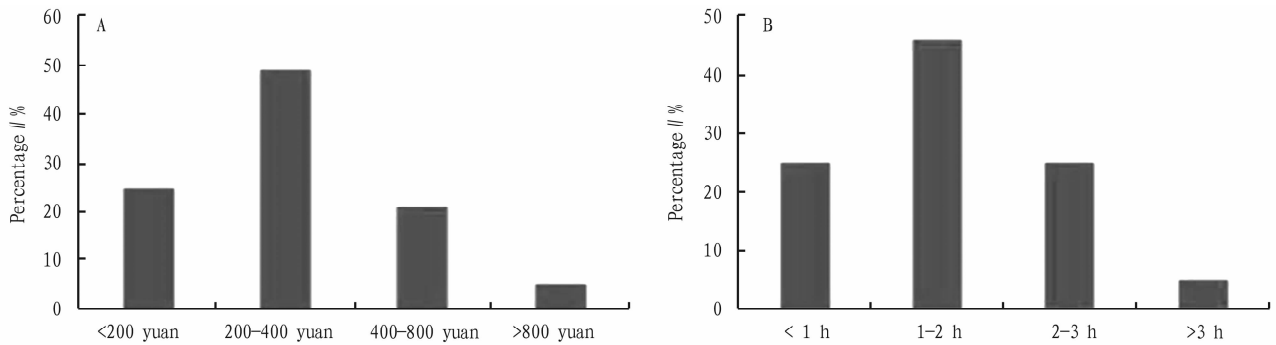
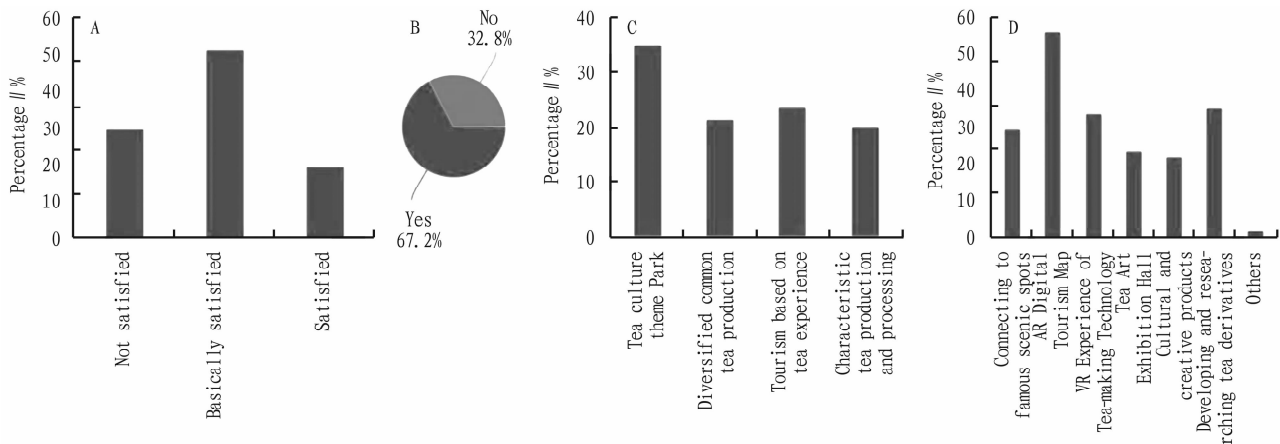


Fig. 3 Consumption of tea by tourists (A) and their acceptance of travel time in scenic spots (B)



Note: A. Tourists' satisfaction with tea tourism project; B. Whether tourists think integration of tea tourism is beneficial to industrial revitalization; C. The right direction for tea tourism development in the eyes of tourists; D. What items do tourists think are conducive to the development of tea tourism

Fig. 4 Evaluation and analysis on the integration of tea and tourism in Taishan Mountain Tea Valley scenic spot

Data indicate that 51.08% of tourists think that the main reason for the low degree of integration of tea tourism is the lack of

publicity. Besides, the depth of tea culture excavation is not enough, the experience of tourists is not enough, the supporting

facilities of tea garden are insufficient, and the quality of employees is not high. Tourists think that the development of tea food experience projects in scenic spots is very attractive, and they can consider the design and development of tea derivatives in scenic

spots. Therefore, with the support of the government and the assistance of travel agencies, it is necessary to strengthen publicity efforts and improve the level of basic service facilities if necessary (Fig. 5).

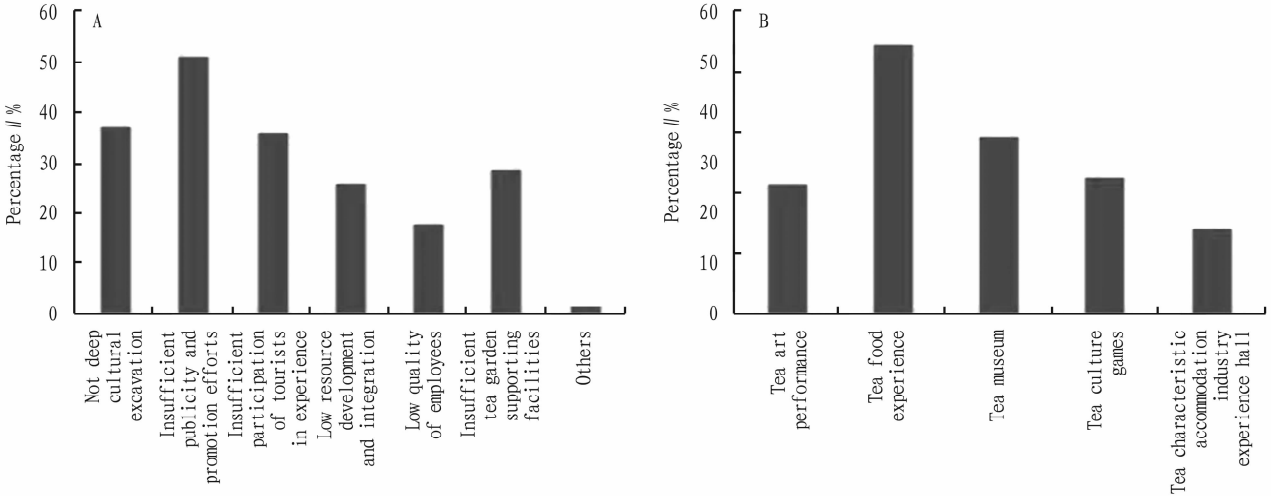


Fig.5 Inadequacies in the integration of Tea Valley tea tourism in the opinion of tourists (A) and tea tour items that tourists are looking forward to adding (B)

3.2 SWOT analysis on the development environment of tea-tourism integration in Tai'an Tea Valley scenic spot

3.2.1 Strength (S) analysis. (i) Rich tourism resources. The scenic spot, located in the middle and upper reaches of the Dawen River, is rich in water resources and has a north-south water system axis, which is divided into seven waters. On both sides of the axis, there are organic tea gardens, rare tea gardens, organic orchards, and streams accompanied by Taishan Red Scale Fish. (ii) Favorable traffic location. National and provincial transportation extends in all directions, Beijing – Fuzhou Expressway runs

through the northeast, and Beijing – Shanghai Expressway runs through the east and west. S330 Provincial Highway and X014 County Highway run through the east and west sides of Daolang Town, forming a perfect regional transportation network. The abundant tourism resources around the scenic spot bring healthy competition and cooperation to Tea Valley. (iii) Profound cultural background. The scenic spot not only has Taishan cultural heritage, but also has a strong foundation of "Taishan Tea" tea culture and excellent intangible cultural heritage.

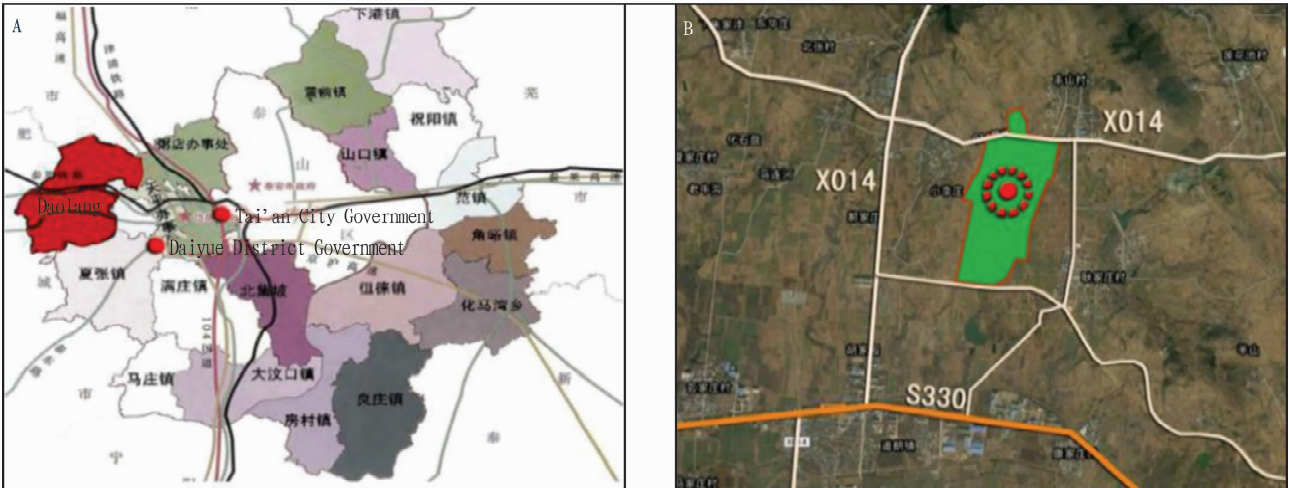


Fig.6 Location map of Daolang Town (A) and traffic route map (B)

3.2.2 Weakness (W) analysis. (i) Inadequate tourism infrastructure. In order to develop the scenic spot, hardware and software facilities are very important, especially accommodation and catering facilities. At present, there is only one homestay in Tea

Valley, with general accommodation conditions, high prices and low service quality. Home stays and restaurants are single and can not meet the needs of customers. Poor public health facilities, lack of public signs, guide signs, etc. The lack of humanized infra-

structure will make tea culture not fully excavated. (ii) Slightly lower brand identity. Compared with Longjing tea and Tieguanyin tea, Taishan tea, as a new tea, has a certain distance in identification, and its brand positioning is seriously homogeneous, which makes it difficult for consumers to distinguish tea products and form brand associations, thus making it difficult for Taishan tea to go out of Shandong and into China. (iii) Low industrial benefits. The scenic spot is now at the level of insufficient depth of industrial integration, and the low income level of tea farmers is closely related to the slow development of tea tourism in the scenic spot, coupled with the low customer satisfaction, which directly affects the development of tea tourism in Taishan Mountain Tea Valley.

3.2.3 Opportunity (O) analysis. (i) Policy support. Adhering to Xi Jinping’s new thought, Tai’an City emphasizes that on the basis of rich natural landscapes and historical and cultural resources, it should deeply explore cultural connotations and enrich and improve characteristic products and services, so as to accelerate the in-depth integration and development of cultural tourism^[20]. (ii) Consumption promotion. In contemporary experiential rural tourism, natural scenery, folk customs, pastoral picking and other characteristics of rural tourism have gradually become a new hot spot in Tai’an, and tourists pay more and more attention to personalized tourism needs. (iii) Industry demand. As a tourist attrac-

tion, Tai’an City is relatively weak in economic development and needs new industries to drive local economic growth.

3.2.4 Threat (T) analysis. (i) Conflict between protection and development. In order to achieve sustainable development after the development of tourism, tourism destinations must take into account the protection of ecological issues, with the increase of passenger flow exceeding the carrying capacity of the environment, it will bring the threat of resource depletion, coupled with the vulnerability of tea culture, once damaged, it can not be regenerated, so to measure the relationship between the two, scientific planning and appropriate development. (ii) Intense competition in the market. There are many successful examples of the integration of tea and tourism in other provinces of China, such as the three-course tea of the Bai people in Dali, such as Yunnan Pu’er Tea Manor and the ancient tea-horse road tourist routes, which have brought rich benefits to Dali’s tourism industry. These competitive relationships between each other bring both tangible and intangible pressures.

We used the SWOT matrix to analyze the integration environment of Tea Valley scenic spot, and found that the scenic spot is suitable for the growth-oriented strategy, seizing the external environmental opportunities and vigorously developing the internal advantages to promote the integration development of tea tourism in the scenic spot (Table 3).

Table 3 SWOT matrix analysis of tea tourism integration development in Taishan Mountain Tea Valley

External and internal environment	Strengths (S) Rich tourism resources; favorable traffic location; profound cultural background	Weaknesses (W) Inadequate tourism infrastructure; slightly lower brand identity; low industrial benefits
Opportunities (O) Policy support; consumption promotion; Industry demand	SO strategies Seizing the opportunity and combining strengths to create tea tourism attractions, tea tourism products and tea tourism brands.	WO strategies Improving infrastructure, strengthening propaganda, formulating strategies conducive to industrial efficiency, seizing opportunities and vigorously developing them.
Threats (T) Conflict between protection and development; intense competition in the market	ST strategies Making use of the unique tea products with tea culture, convenient transportation and location advantages to create unique tea tourism products, and realize "having what others don't have, and having better if others have".	WT strategies Learning from the successful experience of competitors, fostering strengths and circumvent weaknesses, planning scientifically, and striving to turn weaknesses and threats into favorable conditions.

4 Problems and recommendations for the integration of tea and tourism in Taishan Mountain Tea Valley

4.1 Problems

4.1.1 Imperfect basic service facilities. According to the survey, 45.7% of the tourists accepted the distance of scenic spots about 1–2 h. About 17.74% of the customers thought that the low quality of the employees in scenic spots leads to low satisfaction. In addition, 28.49% of the customers felt that there was a lack of supporting facilities for tea in scenic spots, as well as the problems of fewer accommodation facilities, high prices, poor service, fewer dishes in catering facilities, lack of tables and chairs, and poor sanitation of public service facilities. Hardware and software facilities are an important part of the scenic spot and a necessary condition for the high-quality development of the integration of tea and tourism in the scenic spot. If not pay attention to the basic service

facilities, it will affect the overall satisfaction level of customers to the scenic spot, and it will affect the reputation and publicity of the scenic area and hinder the attraction of the scenic spot.

4.1.2 Insufficient tea tourism products. 50.54% of the surveyed visitors said they liked the tea-picking experience tour best. As we all know, tea garden tourism is affected by the season, and the best sightseeing time is in late spring and early summer, so the products of tea garden tourism can not meet the needs of tourists at different times. Tea Valley’s current tea tourism products are only reflected from March to May, but they are only reflected in the single products of study tour, tea picking, tea making, tea tasting and shopping. 36.02% of tourists thought that the experience of tea projects in scenic spots is not enough, 53.23% of tourists expressed the hope that the scenic spots will add tea food experience projects, develop and produce tea derivatives, and so on. In sum-

mary, the current tourism products and commodities in scenic spots can not meet the needs of customers, and the lack of tea tourism products leads to the failure of resource integration to produce excellent tourism products, thus affecting the total benefits of scenic spots.

4.1.3 Lack of organic integration with Taishan tea culture. 45.7% of the tourists were interested in Tea Valley tea culture, but do not understand it, and 37.1% of the tourists thought that the excavation of tea culture in scenic spots is not high enough. Generally speaking, there are two reasons for this phenomenon. Firstly, the utilization of tea culture resources is shallow, the design of ideas is narrow, and it is too vulgar to attract consumers only by relying on the popular propaganda of Taishan green tea and black tea brands. Secondly, the scenic spot does not dig deeply into the internal relationship between Taishan tea culture and Taishan, emperors, national customs, diet and living, tea culture has no taste, can not be publicized, two reasons make it difficult to integrate tea culture and tourism organically.

4.1.4 Weak publicity. In the tourism industry, publicity is very important, publicity is not in place, and it is difficult to occupy the market in attractive tourism products. When surveying the basic information of tourists, 44.09% of the tourists came through the introduction of others, 51.08% of the tourists felt that the propaganda was too poor, 87.64% of the surrounding and local tourists, and even some of the surrounding residents had never heard of the Tea Valley scenic spot, so the propaganda was not in place, and the tourism products of the scenic spot were difficult to be fully recognized, failing to attract new customers, or even retain regular customers.

4.1.5 Short extension of industrial chain. The integrated development of tea tourism refers to the integration of tea resources, tea bases, market and industrialization with tourism, giving full play to the advantages of tea resources and tea products, and forming an economic chain. At present, Tea Valley Tea Tourism Integration is in the initial stage, operating tea garden sightseeing, tea picking, tea making and tea tasting projects. It only expands tea + tourism (research, sightseeing, experience, recreation and leisure), but does not extend in the tea + Internet, tea + accommodation, tea +

catering and other industrial chains.

4.2 Recommendations

4.2.1 Investing financial resources to improve basic service facilities. Tea Valley, as a rural tea garden scenic spot, the quality of hardware and software facilities in the scenic spot directly affects customer satisfaction, so it is very important to improve the basic service facilities for the scenic spot. We came up with the following three recommendations. (i) Improving the quality of service personnel. On the one hand, Tea Valley takes advantage of the opportunity of cooperation with Shandong Agricultural University to organize technical exchanges between managers and university experts, regularly train the knowledge and skills of managers and service personnel, and improve the service quality of service personnel. On the other hand, it pays attention to the training of tea knowledge popularization and induction technology for tea garden farmers, so as to establish the image of a tea garden person. (ii) Improving transport facilities. It is recommended to increase the investment in traffic facilities to improve the traffic quality, and the routes of scenic spots should be widened to prevent traffic jams, set up traffic service personnel to do a good job of traffic guidance and inquiry to meet the basic needs of tourists. (iii) Improving other basic services. On the one hand, it is also an inevitable requirement for the sustainable development of tea tourism integration to continuously protect the cleanliness of the ecological environment of Tea Valley. On the other hand, it is recommended to increase investment in accommodation, catering and public service hardware facilities to meet the basic needs of customers and improve the quality of tourism. Public signs and signs in scenic spots can be combined with high-tech products to satisfy the superiority of young and middle-aged customers.

4.2.2 Innovating tea tourism products and expanding tourism space. When planning Tea Valley, Zhao Xiuhua *et al.*^[22] divided and designed the functional areas of Tea Valley, and put forward the idea of landscape spatial structure of "one axis, six areas and seven lotus terraces" on the basis of protecting the ecological environment. On this basis, some suggestions and strategies are provided for the addition and extension of Tea Valley's tea tourism integration experience project (Table 4).

Table 4 Strategies for Taishan Mountain Tea Valley tea tourism integration experience tourism products

Product name	Product content
Tea culture experience tour	Tea garden sightseeing, tea picking experience, tea workshop tea making, tea tasting experience, tea art performance, tea party, tea set DIY production, tea food production, tea drink production. Characteristic agricultural picking, fishing, farmhouse entertainment and tea theme accommodation.
Tea folk custom experience tour	Inviting professional teams to produce large-scale live performances with tea as the theme, and interested tourists learn new activities such as tea songs and tea-picking dances, so that tourists have the experience of cultural appreciation and learning.
Tea health care experience tour	Taking advantage of the beautiful natural environment of Tea Valley, combining the concept of ecological health, and using the unique buildings such as ecological wooden houses to develop health care products, such as tea baths, tea meals, health teahouses, etc.
New era experience tour	AR digital tourism map, VR experience tea making technology, tea art short video, creative products, etc.

It is suggested that Tea Valley should be innovated and enriched to meet the needs of consumers and bring certain benefits to

scenic spots. More importantly, the price of tourism commodities has a certain level to meet the needs of different customers (Table 5).

Table 5 Strategies for Taishan Mountain Tea Valley tea tourism integration tourism commodities

Tourism commodities	Specific content	Precautions
Tea Valley specialties	Taishan Jinzhen Tea, Kucai Tea, Huangjinya, green tea, and black tea, <i>etc.</i>	Retaining the way of souvenirs and adding loose tea, which is cost-effective and close to the people.
Tourist handicraft	Tea cake, tea screen, tea utensil, tea pillow, tea fun, <i>etc.</i>	Adding Tea Valley tea culture features so that customers remember the brand identity.
Tourist souvenirs	Small pendants, bookmarks, postcards (made of waste tea), playing cards (pictures of various tea leaves), clay carvings of tea trees, clothes, tea handmade soap, tea cosmetics, tea drinks, <i>etc.</i>	While developing derivatives, it is necessary to pay attention to the green, healthy and safe products.
Tourism emergency supplies	Gloves, sun hats, umbrellas, cameras, small fans and other practical daily necessities for tourism.	It must be good and cheap. Dont discourage repeat business because of high prices.

4.2.3 Deeply excavating tea culture and promoting organic integration. Tea culture is mainly manifested in two aspects, namely, the material level and the spiritual level. At present, Tea Valley tea culture is mainly tea in the material level, and tea art, tea picking and tea making in the spiritual level. This shows that tea culture has not been fully developed. Tea Valley can take the following measures: (i) Building a teahouse with ancient style. Accompanied by the stream, the tea is fragrant and the spirit is leisurely and the mind will become calm. It can be used to make tea couplets, read tea books, appreciate tea paintings, appreciate tea art, make tea and taste tea. Tea culture can be felt both materially and spiritually. (ii) Prolonging the virtue of tea and cultivate the custom of tea. The function hall of "Tea Valley Tea Culture Expo Center" can be added to mainly display the characteristic culture of Taishan tea; attention should be paid to the penetration of tea morality and tea style in all processes of tea industry production, so as to better continue the tea culture. (iii) Combining VR and AR high-tech technology to build a tea culture experience hall, and stand in different angles and different ways to experience farming and perceive tea culture, which not only overcomes the limitation of tea season, but also enhances the superiority of tourists.

4.2.4 Use all kinds of media to strengthen propaganda. (i) Adding Internet media. In the Internet + era, Internet has become an indispensable part of contemporary society, such as tourism product promotion, publicity, sales and after-sales service providers. It is recommended to set up the official website and shopping platform of Tea Valley, mainly including the introduction of scenic spots, the introduction and publicity of tea tourism products, the announcement of scenic spots, online booking of tickets, accommodation, catering, tea products, *etc.*, and do a good job of related after-sales services. Besides, it is recommended to build a comprehensive, systematic and efficient network information platform; use TikTok (Douyin), Quick Worker (Kuaishou) and other platforms to do a good job

of publicity and create marketing numbers, so that people can understand Tea Valley tea culture and be attracted, and use group rush to buy, money-off activities to stimulate potential consumers and retain real tourists.

(ii) Giving consideration to traditional media. At present, micro-films, trains and print advertisements are the main publicity channels of Tea Valley, but this way will result in small publicity efforts, narrow coverage and low customer awareness. It is suggested to increase the publicity coverage, such as public transport, commercial street, Tai'an central area, Wanda Shopping Plaza and other media advertisements, which not only broadens the information chain, but also reduces the time cost. (iii) Expanding the market based on the surrounding area. It is recommended to actively carry out Tea Valley tea culture theme activities, cooperate with surrounding scenic spots, promote Tea Valley and other rural revitalization villages, and assist in the design of travel packages with travel agencies. In the layout design of catering, accommodation and other projects, it is necessary to take into account the distribution of interests of Tea Valley and surrounding rural tourist attractions such as Delaimei Strawberry Kingdom, Bafulo Ecological Agriculture, Taishan Osmanthus Garden, *etc.* Such multi-party cooperation can not only promote the Taishan Mountain Tea Valley, but also realize the healthy competition in the surrounding rural tourism market.

4.2.5 Extending the industrial chain. The extension of tea industry chain is the core of the integration of tea tourism. The existing tea tourism products are integrated, excellent tourism products are screened, and the overall layout and scientific planning are carried out. The strategy of extending the tea industry chain is shown in Table 6.

In contrast, there are many immature aspects of my strategy. Whether the project can be implemented on the ground needs in-depth study and discussion. It is hoped that these strategies can bring some inspiration and ideas to the managers of scenic spots.

Table 6 Strategic design of new industrial chain

Name of new tea industry chain	Specific content
Tea + accommodation	(i) Building a tea characteristic homestay to create a net red scenic spot, so that customers can come here because of the homestay, and extend the travel time of the scenic spot because of the homestay. (ii) Folk facilities and equipment must be closely linked with Taishan tea culture, whether slippers or towels should be customized exclusive logo, so that customers can feel the tea culture imperceptibly.
Tea + catering	Tea Garden employs senior chefs to innovate tea food and create first-class unique tastes, which can only be eaten in Tea Valley.
Tea + Internet	(i) Building a Taishan Mountain Tea Valley tourism website system, "one-stop service" so that tourists can directly face tourism products, so that customers can save money and rest assured. (ii) Supplying goods in scenic spots on the website and doing a good job of after-sales service.
Tea + training	(i) Free tea culture classes, tea picking classes, tea making classes, tea tasting classes and tea industry operation classes can be designed regularly. Tourists who are interested can learn free of charge and give away small items. (ii) Cooperating with universities to train, introduce and retain talents through internships, save the cost of talents and enhance the vitality of tea garden.

5 Conclusions

Using the research methods of questionnaire and SWOT analysis, we found the current situation of tourism resources and the integration of tea tourism in Tea Valley scenic spots, and made a SWOT matrix analysis of the integration environment of tea tourism, and determined the growth-oriented development strategy of Tea Valley. Generally, Tea Valley has a bright future for the integration of tea tourism, but it needs to be further optimized and improved. We summarized five aspects of the key issues and put forward the corresponding suggestions and strategies, in the improvement of basic service facilities, increase investment, improve hardware facilities and regular training of service personnel. In the design and development of tea tourism products, it is recommended to add experience project products and plan tourism commodities. In order to promote the organic integration of tea culture, we proposed building teahouses, extending tea ethics and building AR Tea Culture Experience Hall, both at the spiritual and material levels. In terms of publicity, it is recommended to build a network platform, use new media (Such as TikTok and Quick Worker) platform, and expand the surrounding market. In extending the industrial chain, it is recommended to add four new industrial chain designs of "tea + accommodation, tea + catering, tea + Internet, tea + training", hoping to bring some inspiration and ideas to the development of the scenic spot.

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