



**A CASE STUDY ON THE INTEGRATED DEVELOPMENT OF
TEA TOURISM INDUSTRY IN ETHNIC AREAS -- TALKING
FENGQING BLACK TEA PRODUCTION AREA IN YUNNAN
AS AN EXAMPLE**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE MASTER'S DEGREE OF BUSINESS
ADMINISTRATION GRADUATE SCHOOL OF BUSINESS
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This Independent Study has been Approved as a Partial Fulfillment of the
Requirement of an International Master of Business Administration in International
Business Management

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Date:7...../.....9...../.....2023

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Declaration

I, Lu Guangmao, hereby certify that the work embodied in this independent study entitled “A CASE STUDY ON THE INTEGRATED DEVELOPMENT OF TEA TOURISM INDUSTRY IN ETHNIC AREAS -- TALKING FENGQING BLACK TEA PRODUCTION AREA IN YUNNAN AS AN EXAMPLE” is result of original research and has not been submitted for a higher degree to any other university or institution.



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Title: A case study on the integrated development of tea tourism industry in ethnic areas -- taking Fengqing black tea production area in Yunnan as an example

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ABSTRACT

China's tourism industry has emerged as a significant sector. Tea culture, as one of China's notable cultural elements, has endured for thousands of years. Presently, the Yunnan Fengqing Yunnan black tea industry is undergoing a transitional phase of development. The promotion of integrated development between the tea industry and tourism has consistently remained a pivotal subject for scholars to explore.

This paper aims to examine the existing state of integration and development within the tea tourism industry in China's ethnic regions and to offer recommendations for advancing the tea tourism sector. Currently, there is limited research on the fusion of tea and tourism development, and empirical analyses of the factors influencing this integration are lacking.

The research objective of this paper is to employ the Yunnan Fengqing Yunnan black tea production area as a case study to analyze its developmental status and challenges. Subsequently, effective suggestions are formulated to enhance the economic amalgamation of the tea and tourism industries in ethnic regions. Therefore, this paper has the following research objectives: 1)To analyze the development status of Yunnan Fengqing Yunnan black tea production area; 2)To analyze the problems in the development of Yunnan Fengqing Yunnan black tea production area; 3)To provide effective suggestions for the integrated development of tea tourism industry in ethnic regions.

The research methodology employed in this study is the documentary method. The paper takes the Yunnan Fengqing Yunnan black tea production area as a case study to investigate how the tea industry propels tourism development and how tourism reciprocally stimulates tea sales. In order to achieve a symbiotic and coordinated advancement of the tea tourism industry in ethnic regions, this paper proposes recommendations for the integrated development of the Yunnan black tea industry and the tourism sector.

The research has disclosed that the initial step toward the integrated development of the tea tourism industry involves enhancing the synergy between the tea industry and the

tourism sector. This entails mutual resource provision and value integration, which stands as the crux of integrated development within ethnic regions' tea tourism industry. Furthermore, cultural promotion plays a pivotal role in fostering integrated development within the tea tourism industry. This necessitates the propagation of regional national and Tea culture to harness the distinct attributes of ethnic regions and effectively showcase the unique aspects of Tea culture and regional characteristics.

Lastly, emphasis must be placed on the establishment of tea brands and the marketing of tourism products. Elevating brand recognition can underscore the distinctive advantages of ethnic minorities' Tea culture in Yunnan. Consequently, the resulting synergy can facilitate the integrated development of the tea tourism industry in ethnic areas.

Keywords: tea tourism industry, integrated development, industrial chain

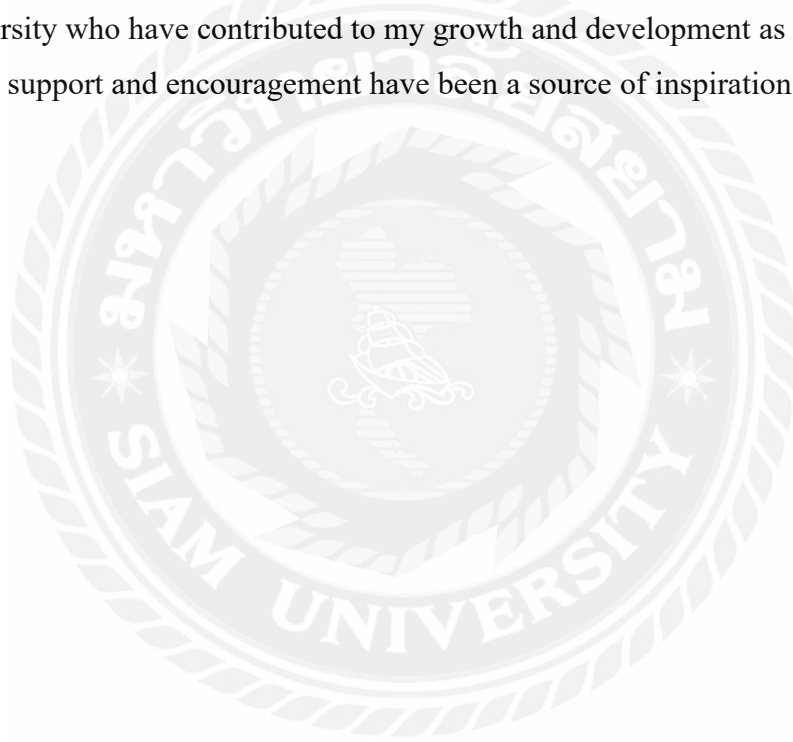


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1. Introduction

1.1 Background

In recent years, the development of the tourism industry has benefited from the support of Chinese policies, and its status has significantly increased. This is because the tourism industry combines economic and cultural benefits. In the process of developing the tourism industry, the use of resources is less, but it can effectively stimulate other related industries and provide people with many job opportunities. At the same time, the tourism industry is also a green development industry, It is precisely due to these advantages that China is currently accelerating the development of its tourism industry and actively developing it into a strategic pillar industry in the national economy (Gordon&Mary, 2019). Tea tourism integration is a new form of tourism that is guided by meeting the consumer needs of "tea culture learning, exchange, investigation, tourism, leisure and vacation". It develops business formats, routes, and activities with local tea culture characteristics according to local conditions, thereby driving local consumption such as catering, accommodation, shopping, and sightseeing. In the industry of Yunnan Province, the tea industry is its leading industry, with the planting area of tea ranking second only to Guizhou in the country, and the production is increasing year by year. The production of black tea products accounts for 47% of the province's production, and it has vast black tea gardens and a large number of processing plants (Ming, Geoffrey&Wang, 2021). Among them, Yunnan Fengqing Dianhong is of great significance and has promoted the development of the tea tourism industry. Although the development momentum of Yunnan black tea industry is good, how to solve the current problems of non-standard processing, uneven product quality, and lack of prominent brand advantages, in order to continue expanding the market, improve product competitiveness, leverage industrial advantages, and respond to the opportunities and challenges of the new era, we should also integrate with other industries to achieve industrial optimization and upgrading (Shen&Zhou, 2022).

1.2 Research problems

Tea culture is one of the most representative traditional Chinese cultures, and the integration of tea and tourism is of great value in promoting tea culture, promoting the

development of rural cultural and tourism industries, and ultimately promoting rural revitalization. At present, the research on agricultural integration is relatively short, and there is relatively little research on tea tourism integration, which is limited to the overall macro domain understanding (Amnaj, Piyaporn, Warinthorn, Yuki&Kazuyoshi, 2021). The research on the integration of the tea industry and tourism industry is still in the exploratory stage, mainly focusing on the current situation, problems, and countermeasures of tea tourism. The measurement of the integration of the two industries lacks scientific methods and a unified system has not been formed. There is relatively little empirical analysis on the influencing factors of tea tourism integration (Geng, 2022). Therefore, there is limited research literature on the integration of tea industry and tourism industry in Fengqing County, Yunnan. In addition, the spatial correlation between tea areas and main tourist routes is insufficient, and the lack of reasonable tourist routes leads to a very uneven development of tourism among various tourist destinations, which is an unfavorable factor affecting the integrated development of tea tourism industry in ethnic regions (Jian, 2023). Secondly, the backward economic development in some ethnic regions is not conducive to the dissemination of culture, and the lack of a foundation for the dissemination of excellent ethnic culture has become an obstacle to the integrated development of the tea tourism industry (Sui, 2023). Due to strong market competition and different consumer preferences for tourism consumption, the consumption environment is changing rapidly, and the lack of brand strategy is also the reason for the slow integration and development of the tea tourism industry in ethnic regions. Therefore, this paper selects Fengqing County, Yunnan Province as the research scope to conduct empirical analysis on the level of integrated development and influencing factors of the tea industry and tourism industry. Secondly, taking the integrated development of the black tea industry and tourism industry in Fengqing County, Yunnan Province as a research case, we will find effective ways to develop the tea tourism industry and improve the economic profits of ethnic regions.

1.3 Research Objective

This paper focuses on the integrated development of tea tourism industry in ethnic regions, based on literature review and research on tea tourism integration. Due to the limited research on the integration of tea and tourism, in order to find strategies that are conducive to the integration and development of tea and tourism industries in ethnic

regions, the research objective of this paper is to take the Yunnan Fengqing Yunnan black tea production area as a research case, analyze the development status and problems, and propose effective suggestions for the economic development of tea and tourism industry integration in ethnic regions. Therefore, this paper has the following research objectives:

1. To analyze the current development status of yunnan fengqing yunnan black tea production area;
2. To analyze the problems in the development of yunnan fengqing yunnan black tea production area;
3. To provide effective suggestions for the integrated development of tea tourism industry in ethnic regions.

1.4 Scope of study

The paper uses the SWOT analysis method to make a brief analysis and comparison of the advantages, disadvantages, opportunities, and threats of the integrated development of tourism industry in the Yunnan Fengqing Yunnan black tea production area, so as to provide a relatively clear development direction for the planning and development of other regions, which can more effectively promote the integrated development of tea tourism. The paper is conducted within the scope of developing tea tourism industry in advantageous ethnic areas. In order to promote the integration of rural tourism, vigorously promote the integration of tea and tourism, and drive rapid economic development, based on a systematic and comprehensive summary of existing literature and resources, through on-site research and interviews in Fengqing County, using industry integration theory and industry chain theory, this study briefly evaluates the current development status of tea and tourism integration in Fengqing County, and analyzes the new model of tea and tourism integration development in Fengqing County.

1.5 Research significance

Due to Yunnan's unique resource, ecological, and cultural advantages, the tea industry and tourism industry have great potential for integrated development (Wang, Puyuan&Tang, 2020). With the continuous improvement of the living standards of the Chinese people, the pursuit of spiritual culture has also increased, and more emphasis has been placed on spiritual and cultural experiences in tourism. "Returning to nature" has become the common pursuit of the Chinese people. People's pursuit of health is obvious

to all, and Tea culture tourism has entered people's vision and attracted attention. The ancient, rich and diverse Tea culture of Yunnan is unparalleled in China and even in the world. Displaying Tea culture in various forms can promote the exchange of Tea culture among all ethnic groups in China, as well as the exchange of Tea culture at home and abroad, and then realize the continuous innovation of Tea culture. This is not only the construction of Yunnan's cultural industry, but also an important part of accelerating the development of Yunnan's tourism. Promoting the exchange of Tea culture is also a way to enrich Chinese national culture, and even enrich the world's culture (Xiong, 2016). Integrating the development of Yunnan black tea industry with tourism to adapt to the increasingly complex market conditions of both tourism and tea industry in the future.

2. Literature review

2.1 Concept of tourism industry

The tourism industry, in fact, is widely referred to internationally as the tourism industry. Its concept was proposed at the 1971 United Nations Conference on Trade and Economic Development, which broadly stated that the tourism sector or tourism industry is the sum of industrial and commercial activities that produce all or main products or services for the consumption of domestic or foreign tourists (Atsuko, 2019). From the perspective of the industrial chain, this paper believes that the tourism industry is an industrial cluster that provides various services or commodities for tourism activities. It mainly utilizes tourism attractions to promote the production of factors such as food, housing, transportation, tourism, shopping, and entertainment in the social economy, and establishes close connections between various nodes in the industrial chain to increase product added value (Sanjana & Kaushik, 2021). The tourism industry is highly comprehensive, with characteristics such as linkage and openness (Li, 2019).

2.2 Concept of tea industry

Like the tourism industry, the tea industry has not been clearly unified in terms of defining concepts. Yang believes that tea production is a collection of enterprises engaged in tea production and business activities, as well as providing products and services. From the perspective of the industrial chain, this paper believes that the tea industry is the general name of tea planting and picking, processing and packaging, trade and sales and

other industries. It mainly takes tea as the core to form a close connection between the nodes of the industrial chain, which is not only the content of the primary and secondary industries, but also the resources of the Tertiary sector of the economy. The value chain of the tea industry is long and complex, involving a wide range of aspects, with characteristics such as comprehensiveness, cultural significance, and ornamental experience (Yang, 2021).

2.3 Relationship between tourism industry and tea industry

(1) Differences and Similarities between Tourism Industry and Tea Industry

The tourism industry and the tea industry are both non single survival industries with a certain degree of comprehensiveness, and there are close connections between the two industries and other related industries. Tourism covers a wide range of areas, requiring not only basic service industries such as transportation, accommodation, and dining to provide guarantees, but also service industries such as entertainment, financial services, and real estate to provide guarantees. Therefore, the tourism industry is a highly interconnected and comprehensive industry, and must be linked to other industries for coordinated development in order to achieve good development (Simin, Ali, Hamid&Mohsen, 2020). Similarly, the tea industry is composed of many industries and industrial units, such as Tea culture food, Tea culture services, tea machinery, Tea culture art, tea packaging, etc., which involve many departments in each link. In addition, experiential consumption can be achieved in both the tourism and tea industries, and consumers can participate in actual tourism experience activities, as well as in the process of tea picking and production, in order to better meet consumer needs and provide higher quality services (Shao Chieh&Tain Fu, 2020). The tea tourism industry forms social wealth in different ways. The tourism industry relies on the consumption of tourists to achieve the transfer of social wealth, redistributing national income in different regions and not directly forming social wealth. The tea industry, on the other hand, can generate income through production and sales, directly forming social wealth (Chen, Rana, Michael&Pei, 2017).

(2) The Integration of Tourism Industry and Tea Industry

Tourism industry and tea industry also have Intersectionality and integration, and they interact and influence each other. The integration of tea and tourism is a new economic form and the direction of the development of tea industry and tourism industry.

The integrated development of the two industries is an industrial development Economic entity with tea as the content and tourism as the form, not simply the addition of industries (Sarvesh&Vipal, 2016). He pointed out that tea tourism integration is a new product type or new industrial chain formed by the deep integration of Tea culture, tea production, tea landscape and other resources with tourism industry elements, which is a comprehensive dynamic process. (He, 2020) The tea industry has good development prospects and high visibility, which can attract more people to come for sightseeing, leisure, experience, and shopping, thereby driving the development of local tourism industry. The tea tourism industry market has Intersectionality. The development of the tourism industry can gradually expand the tea industry consumption market, promote tea quality certification and brand building, and drive the extension, transformation and upgrading of the value chain of the tea industry (Jean Paul, Dimitris, Jan&Michael, 2019).

The changes in productivity and Relations of production have directly contributed to the emergence of industrial integration, a new phenomenon of economic development. In the 1960s, the idea of industrial integration began to emerge in developed Western countries, and many research results have been achieved (Simin, Ali, Hamid&Mohsen, 2020). Industrial integration refers to the dynamic development of new industries gradually formed through mutual infiltration, intersection, and ultimately integration among different industries or within the same industry. Industrial integration is essentially the process of optimizing the allocation of resources at the industry level, breaking through the boundaries between the original industries, driving each other horizontally and vertically, and utilizing advanced to improve backwardness. By combining intangible and tangible elements, low-end industries are partially integrated into high-end industries, promoting industrial upgrading to create new ways of operation and development, and achieving the integration of technology, products, markets, etc. This development not only reflects the people-oriented development concept, It can also improve the added value of industrial products in multiple ways, becoming a new path for economic development, thereby solving the problem of low added value and lagging economic development. The integration of tea and tourism is fundamentally the integration of the tea industry and tourism industry, which is very consistent with the characteristics of industrial integration. The integration and development of the tea industry and tourism industry can not only effectively drive the transformation of traditional tea industry to

modern tea industry, but also extend the value chain of the two major industries, enrich industrial connotation, enhance industrial value, and provide a demonstration for the integration of other industries (Yang, 2022).

2.4 Introduction to Yunnan Fengqing Yunnan Black Tea Industry Case

Fengqing County, under the jurisdiction of Lincang City, Yunnan Province, is located in the southwest of Yunnan Province. It is the hometown of Yunnan red in the world. With the development of science and social progress, people's economic income continues to increase and their living standards continue to improve. Tourism and leisure play an increasingly important role in people's daily lives, and tourism has become an important industry. Tea culture, as one of the excellent Chinese cultures, has been continued for thousands of years to this day. At present, the development of Yunnan Fengqing Yunnan black tea industry has entered a period of transformation. Although the production and output value are still steadily increasing year by year, the growth rate is slowing down, and it is necessary to find new growth breakthroughs. The path of integrating development with the tourism industry has entered people's perspective (Dou, Ji, Shao&Wang, 2021). The integrated development of tea and tourism is not only an effective way to solve the transformation problem of black tea industry development, but also injects new vitality and vitality into the development of Yunnan's tourism industry, thereby promoting Yunnan's tourism industry to enter a more vigorous path of development.

2.5 SWOT Analysis on the Integration of Tourism Industry in the Development of Yunnan Fengqing Yunnan Black Tea Production Area

2.5.1 Strengths

Firstly, the development of a tea garden tourism and commercial complex model can start from the root of the tea tree planting industry to explore the external and internal value of tea, fully leverage the natural ornamental and tourism value of tea gardens, and carry forward the surplus value of tea gardens that were originally only used for agricultural production. Secondly, the tea garden sightseeing and commerce complex model is a comprehensive development model that integrates sightseeing, shopping, health preservation and leisure. Enterprises can create a new model that integrates

comprehensiveness, naturalness, diversification, and fashion, integrating corporate culture into it, and promoting product sales.

As a region with rich ethnic minority culture and tea culture, Yunnan has not been able to fully integrate the two. Tea culture is an indispensable manifestation of ethnic minority culture, and ethnic culture greatly enriches the connotation of tea culture. Developing a model of combining ethnic culture and tea culture can fully integrate and develop the two, greatly enriching the experience of tourists.

The combination model of sightseeing and tea customs experience formed by tea farmers, with rural tourism and their own sightseeing tea gardens as the core, is relatively easy to achieve. It has a relatively low threshold and takes tea farmers as the center to receive tourists. It requires less renovation and can intuitively increase the income of tea farmers. At the same time, it expands sales channels for tea farmers and allows tourists to experience the local authentic tea customs more deeply.

2.5.2 Weaknesses

(1) Disadvantages of the Enterprise Leading Tea Garden Tourism and Commerce Complex Model

The core of the tea garden tourism and commerce complex model not only includes sightseeing tea gardens, but also large-scale facilities such as theme hotels and product trading centers. In the early stage, a large amount of capital needs to be invested, and some small and medium-sized tea enterprises may not be able to bear a huge financial burden. After the establishment of the facilities, a large amount of maintenance and human resources investment are also required. The overall development of this model relies heavily on heavy assets, which also makes the threshold very high, It may be difficult to achieve the overall model construction except for some large tea enterprises with sufficient funds.

(2) Disadvantages of the government led experience model of combining ethnic culture and tea culture

In the government led experience model of combining ethnic culture and tea culture, it is a way of integrating ethnic tea culture with ethnic minority cultural experience as the core. In this way, tea culture serves as an auxiliary to provide tourists with a deeper understanding of the culture of the ethnic group, but the core of this model has always been ethnic culture. When the government plans to experience ethnic culture, it is easy to overlook the reflection of tea culture, resulting in insufficient reflection of tea culture.

(3) The Disadvantages of Combining Spontaneous Tourism with Tea Customs Experience for Tea Farmers

The combination of sightseeing and tea customs experience, which was spontaneously formed by tea farmers, has become one of the channels for most small tea farmers to expand their income due to its low threshold. Due to the limited vision of tea farmers and lack of brand awareness, many farmers adopt a simple way of reducing prices, reducing the quality of raw materials, and declining the quality of health services to compete. This approach will only make business worse and cannot become a long-term business project.

2.5.3 Opportunities

As a comprehensive model integrating sightseeing, hotel, shopping and health and leisure tourism, this model is highly replicable. After a certain stage of experiment and development in several pilot areas, we can sum up experience, implement the model of Wanda, Poly, Longhu and other groups in the real estate sector, and select a large number of regions suitable for the development of this model throughout the country, which can not only promote the integrated development of tea tourism throughout the country, At the same time, it can also drive the development of the entire tea producing area.

The opportunity of experience mode has always been deeply attracted by the mysterious and difficult to pry into ethnic culture in ethnic minority areas, and tea culture has also attracted tourists with its rich cultural connotations. The experience mode of combining government led ethnic culture with tea culture conforms to tourists' psychology and achieves an organic combination of the two, It is an indispensable part of cultural tourism in future ethnic regions.

2.5.4 Threats

The experience mode centered around ethnic cultural tourism is mostly located in remote mountainous areas. It is precisely because ethnic cultural tourism is rooted in the local soil and can only be reflected in the ethnic cultural atmosphere and environment, and tea culture is also among them, which makes it difficult to develop in terms of geographical factors and relatively low in transportation convenience and advantages compared to other experience modes.

This model of tea farmers has a strong seasonal characteristic compared to the other two models, with relatively unstable customer sources, unstable income during the off-season, and relatively high competition, which can lead to lower consumer loyalty. At

the same time, due to the relatively difficult supervision of rural leisure, there are certain difficulties in hygiene management, which makes consumers have certain concerns about their food safety.

3. Research method

The paper mainly uses documentary method as the research method. The research idea of this paper is to first collect information on the economic development of tea tourism industry integration and the current situation of tea tourism integration development in ethnic areas through literature review, data collection and comprehensive analysis, comprehensively grasp the development of tea tourism integration, and provide material basis and data support for the next comparative analysis of potential advantages and obstacles affecting the integrated development of tea tourism in Fengqing County, Yunnan Province. Secondly, through literature review, investigation and analysis, field interviews and other methods and measures, a comprehensive comparative analysis of the situation related to the integrated development of tea and tourism in Fengqing County of Yunnan Province was conducted, from which we found that the current Fengqing County is promoting the integrated development of tea and tourism. Finally, based on the analysis results, propose good experiences and practices for the integration of tea and tourism in ethnic regions, and identify the implementation path for the integration of tea and tourism.

Literature collection and sorting is an important research method. By reviewing relevant literature, understanding relevant policies, and extensively collecting relevant concepts, theories, research progress, and excellent cases of the integrated economic development of the tea tourism industry in ethnic regions, we aim to familiarize ourselves with the research background. To provide a theoretical basis for analyzing the integration and development of tea tourism in Yunnan Fengqing Yunnan Black Tea County through reading analysis and related theories, and to compare, summarize, and screen them to form a rational understanding of existing research results, providing a scientific theoretical basis for paper writing.

The paper also uses the Case study method, which is the most direct and effective way to summarize theoretical methods and accumulate practical experience. The paper is based on the basic theoretical research on the integrated economic development of the tea

tourism industry, selecting excellent cases of different types at home and abroad, analyzing the core content of the integrated economic development trend, construction characteristics, planning strategies, etc. based on the tea tourism industry, summarizing successful experiences, and providing practical guidance for the landscape planning practice of Yunnan Fengqing Yunnan black tea tourism integration. On the basis of literature review and analysis, by combining domestic and foreign research results on tea tourism, this study analyzes the development experience of mature case studies, and adopts an empirical reference method to provide objective basis for finding a high-quality development path for the integration of Yunnan Fengqing Yunnan black tea tourism industry.

4.Finding

4.1 Current Situation of Yunnan Fengqing Yunnan Black Tea Industry Integration Model

4.1.1 Enterprise led - tea garden sightseeing and commercial complex model

(1) A sightseeing tea garden centered on Yunnan black tea culture

The central body of the tea garden sightseeing and commercial complex is the most famous ten thousand acre tea garden in Fengqing. The beautiful tea garden scenery lays the foundation for the tourism nature of Fengqing Tea Township, and the entire model radiates from this as the launch point. At present, the ten thousand acre tea plantation in Fengqing is only in a relatively extensive tourism mode. Tourists take a break and stop when passing by. The tea plantation staff will sell locally produced tea products to tourists in the tea room, and there is little reflection of ethnic culture and Yunnan black tea culture. To achieve the tea garden tourism and commercial complex model, the first step is to renovate and improve the basic facilities. A part of the 10000 acre tea garden is divided into areas for tourists to visit and visit, and ornamental pruning of the tea garden is carried out in this area. Some decorated and elegant tea rooms are established for tourists to rest, taste tea, and easily enjoy the tea garden scenery, which can make people feel relaxed and comfortable (Wang&Han, 2016).

(2) Tea Brand Exhibition and Trading Center

The tea brand display and trading center is an important facility for tourists to choose tourism tea products, and can also attract surrounding tea manufacturers to settle in,

enrich tea products, and promote the development of local tea brands with a strong brand strategy.

At present, the tea trading facilities in Dadugang Tea Township are still very rudimentary, only for tourists to purchase the produced tea. The tea products are very insufficient in terms of packaging and product richness. It is necessary to establish a tea brand trading and exhibition center, which can not only be built into a tourism shopping center centered on Yunnan black tea, but also frequently carry out Yunnan black tea brand activities, Attract nearby tea manufacturers and drive the sales of Yunnan black tea tourism products (Shen&Zhou, 2022).

(3) Tea Culture Theme Hotel

Establish a health and leisure center centered on tea, located in Dadugang Tea Township, for tourists to rest and taste tea, arrange corresponding tea performances, and attract target audiences through projects such as hot spring recuperation. At present, Dadugang Tea Township is still a blank in this aspect, and it is necessary to achieve a tea garden sightseeing and commercial complex to create a tea culture themed hotel with rich tea culture connotations. The tea culture themed hotel is a comprehensive platform that integrates business meetings, high-quality tea culture, and green health and leisure. Tourists can experience Yunnan black tea culture more deeply during their stay, and the hotel organizers can plan tea culture experience activities, Provide tourists with a 24-hour deep experience of Yunnan black tea culture (Yang, 2020).

Therefore, the significance of developing a tea garden tourism and commerce complex is to provide new ideas for the development of tea enterprises, and to facilitate the sales of tea products. The establishment of a tea brand trading center in the tea garden tourism and commerce complex helps enterprises promote their own products while also promoting the tea brand image. During the process of tourism, tourists, due to their understanding of the origin of tea products We have gained a deeper understanding of processing and even packaging, and our understanding of tea products has correspondingly deepened, making it easier to sell tea products. Thirdly, it contributes to the promotion of tea corporate culture. Tourists linger in the sightseeing tea gardens created by the enterprise, rest in the hotels built by the enterprise, and consume in the transaction centers established by the enterprise. These processes are bound to come into contact with many corporate cultures. Corporate culture is a way to reflect a company's

comprehensive strength and also its core competitiveness. Building a tea garden sightseeing and commercial complex is an effective way to promote tea corporate culture.

4.1.2 Government led experience model combining ethnic culture and tea culture

(1) Folk Culture Realistic Performance

As an experiential venue for showcasing ethnic culture, folk cultural live performances conducted by local residents are the most intuitive and immersive way for tourists. The so-called live performances are based on the mountains and waters, with ethnic cultural customs as the experience content, integrating ethnic song and dance performances, folk cultural displays, and ethnic commodity sales. In the live performance of folk culture in the mountain village, it can be seen that tea is an indispensable necessity in the daily life of the ethnic group. The ethnic people have developed their unique Yunnan black tea culture through long-term interaction with Yunnan black tea. At present, the live performances of folk culture in mountain villages mainly focus on showcasing ethnic songs and dances, with some ethnic folk experiences interspersed between them. In order to highlight the tea culture display of the ethnic group, the customs of planting, picking, and drinking tea for thousands of years can be compiled into song and dance programs, interspersed with myths and legends related to tea, and designed a program that revolves around the tea life of the ethnic group. This form can allow tourists to more intuitively experience the ethnic tea culture.

(2) Experience of Ethnic Tea Customs

During the tour of the mountain fastness, tourists constantly experience ethnic culture as they move from the foot of the mountain to the top. Tea customs experience is one of the links. Tourists hold tea bowls and taste Yunnan black tea in bamboo tubes, experiencing the unique tea tasting culture of the ethnic group, and also experiencing the different forms of tea expression in different cultural and regional backgrounds. In this process, Tourists experience the importance of tea in their daily lives, as if they were a native of the tribe. When tourists climb the mountaintop to watch the final song and dance and rest in the restaurant, cold tea can be used as a main specialty dish for tourists to choose from.

(3) The significance of developing the combination model of ethnic culture and tea culture

Firstly, enrich the content of ethnic cultural tourism and sightseeing. Incorporating tea culture as an experiential way into the tourism process of mountain villages can allow

tourists to experience more of the special culture of the local people during their visit, directly enriching the content of ethnic cultural tourism and making the mountain villages a more attractive tourist destination.

Secondly, deepen the understanding of ethnic culture and deepen the experience of folk customs. Shanzhai is a national cultural experience area led by the government. Tea culture, as a part of ethnic life, is essential in the display process. This experience mode is actually a national cultural theme experience mode that combines the special tea culture of the ethnic group with other living customs. In the experience process of mountain fastness, tea culture is not the most important part, but it is interspersed from beginning to end, highlighting its importance. Developing an experience model that combines ethnic culture and tea culture is actually using tea as a way and channel to experience ethnic culture, allowing tourists to have a deeper understanding of ethnic culture and deepen their folk experience.

4.1.3 Tea farmers' spontaneous - a combination of sightseeing and tea customs experience model

(1) Farmhouse Restaurant

In Yunnan Province, which has a developed tourism industry, some local farmers can easily find their own farmhouse restaurants, offering local specialty home cooked dishes and inviting tourists to experience the daily lives of local people in their residential areas. Tea is an indispensable thing in the lives of local ethnic minority residents, and in addition, it also provides some characteristic tea food for tourists to taste.

(2) Local residents visit their own tea gardens

The restaurants operated by tea farmers are generally located near their own tea gardens. After drinking and eating, tourists usually choose to experience the beautiful scenery of the tea gardens and carry out some simple tea picking work. Some restaurants set up tea rooms for tourists to taste tea while selling products for tourists to purchase, expanding the sales channels of tea products and providing new ideas and solutions for poverty alleviation in ethnic impoverished areas. Generally speaking, tea farmers' own tea gardens are used to process tea and produce finished tea. Therefore, tea gardens cannot undergo ornamental pruning, which may lack aesthetic appeal. Therefore, it is necessary to prune the tea trees near restaurants to achieve aesthetic treatment, so that tourists can also enjoy the beautiful scenery of the tea garden during the dining process.

(3) The significance of developing a combination model of tourism and tea customs experience

Firstly, the combination of sightseeing and tea customs experience that allows tourists to have a deeper understanding of local tea culture in the form of farmhouse entertainment is a way for tourists to delve deeper into the local people's lives. Tourists can rest, dine, visit their own tea gardens, and visit the way tea farmers engage in labor, which greatly deepens the tourists' folk experience and enables them to have a deeper understanding of local tea culture. Secondly, promoting the population of ethnic minority areas to embark on the path of prosperity. With the announcement of the National Poverty Alleviation Conference that China's poverty alleviation strategy has achieved comprehensive victory and China has eliminated absolute poverty, how to lead the population of ethnic minority areas to embark on the path of prosperity has become a new topic. The development of a tea tourism integration model that combines sightseeing and tea customs experience in the form of rural tourism is to propose specific development plans from the perspective of the tea industry and tourism industry, targeting the tea related population in ethnic regions to help local people embark on the path of prosperity (Mu, Chen&Liang, 2019).

4.2 The Current Problems in the Development of Yunnan Fengqing Yunnan Black Tea Production Area

4.2.1 Insufficient spatial correlation between tea areas and main tourist routes

The overall tourism network density in Yunnan Province is relatively low, indicating that the development of tourism among various tourist destinations is very uneven. The uneven development can be clearly reflected in the grid distribution map. Among them, the provincial capital Kunming, key tourist cities Lijiang, Dali, and Xishuangbanna, due to their high popularity, outstanding ecological resources, and relatively convenient travel conditions, have an advantage in attracting tourists among the tourist destinations in Yunnan Province. Their positions in the grid are relatively high, which makes the tourism route map show a radiation state towards these cities; In addition, other tourist destinations in Yunnan have a lower position in the map grid and are at a disadvantage in attracting tourists. These current situations will further change the presentation of the tourism route grid. Therefore, how to properly combine tourism destinations, plan and improve reasonable tourism routes, improve the flow of existing tourism routes, and

promote the balanced development of tourism cities through sufficient research on tourism routes is a very worthwhile issue to study and explore.

Except for Xishuangbanna, one of the four major tea producing areas, which is located in an area with a high position in the tourism route grid, the Yunnan black tea producing areas are all far from the main tourism routes, and the development of tea tourism has natural disadvantages. How to integrate tourism resources and tea industry resources, develop a route similar to the main tourism routes, so that tourists can combine the characteristics of the tourism routes and specific locations between tourism destinations, Choosing suitable cities for arrival, transit, and departure is the problem that this paper needs to provide a solution to.

4.2.2 Backward economic development in ethnic regions

The economic development of Fengqing County is relatively lagging behind, facing problems of poverty among tea farmers and industrial underdevelopment. Revitalizing traditional industries and industrial poverty alleviation are important measures for poverty alleviation and rural revitalization in Fengqing County. The integrated development of the tea tourism industry is an effective way to alleviate poverty in the industry. For tea farmers, integrating tea planting, processing, production, and sales into the tourism sector realizes the tourism value of tea and tea culture, increases their income, and is conducive to improving their living standards. For enterprises, extending the tea industry chain and enriching tourism resources can better meet consumer needs. However, due to the backwardness of regional economic development, the integration of tea industry and tourism industry lacks creativity, and the development of tea tourism products lacks depth. The integration of tea and tourism has a single approach, and there are more common popular products, with fewer highly anticipated tea and tourism products. The development model of the tea industry only refers to mature models in other regions, without integrating its own resources and characteristics.

4.2.3 Disjunction between Tea Brand Construction and Tourism Product Marketing

China has abundant tea resources, and each of these characteristic teas has its own unique appearance, soup color, and taste. However, there are significant problems in tea sales. Some varieties of tea, due to their low popularity, are very difficult to sell, and tea farmers and tea producers cannot profit from it. Therefore, they will abandon planting these types of tea due to various factors, such as the taste of the tea that does not meet the taste of the public, Or the quality of the product itself is not up to par, but the biggest

factor is the lack of proper promotion and marketing of these tea varieties, which has led to the end of low visibility tea varieties being neglected (Xiong, 2016).

From a psychological perspective, people's willingness to purchase a product is not only influenced by the product itself, but also by the brand positioning of the product. Although tea is a common beverage among the Chinese people, its rich cultural connotations have always made it a very high-end image in the hearts of the people. Building a tea brand can not only promote sales from the sales level of the product, but also integrate the tea brand effect with the local tourism image to promote the improvement of the tourism image. Although Yunnan black tea ranks second in brand revenue, with a brand revenue of up to 400579600 yuan, its brand revenue per unit sales volume is only 2.53 yuan/kg. Therefore, in order to reasonably integrate Yunnan Yunnan black tea industry and tourism industry, it is necessary to create some Yunnan black tea cultural brands with very ethnic characteristics, fully utilize the advantages that the brand can play and the unique minority tea culture of Yunnan, combined with tourism products, Jointly build a tea tourism brand and product brand for Yunnan Yunnan black tea production area. The integration of Fengqing in the tea and tourism industries is an effective supplement to traditional consumer products, and is a creative and innovative emerging tourism project that can undoubtedly become a market attraction. The new consumption environment is an important force for the integrated development of Fengqing tea tourism. (Cheng, Luo&Xiang, 2021).

4.3 Finding

According to the analysis of the problems in the development of Yunnan Fengqing Yunnan black tea production area, it is found that the insufficient correlation between tea products and the tourism industry is one of the factors that fail to integrate tourism resources and tea industry resources. Secondly, the backward economic development in ethnic regions is not conducive to cultural promotion. Finally, the rapid changes in the consumption environment lead to rapid consumption upgrading, and the lack of brand awareness in products in ethnic regions leads to insufficient customer stickiness. Based on the existing problems in development, the paper analyzes three points that are beneficial for proposing solutions to the development of tea tourism industry in ethnic regions.

4.3.1 The integration and development of the tea tourism industry requires enhancing the correlation between the tea industry and the tourism industry

There is a close relationship between the two major industries of tea and tourism. The integration of tea and tourism is an effective supplement to each other. In the process of competition and coordinated development, the tea industry will inevitably promote innovation in technology and management to achieve greater economic benefits. The tea industry provides more unique product and resource types to the tourism industry, and the development between industries will shift from simple enterprise competition to collaborative development in the value chain, Thus, it promotes the value infiltration and integration between the tea industry and tourism industry, eliminates unnecessary intermediate links, increases industrial value, and thus increases the linkage of industries, which is beneficial for the integrated development of the tea tourism industry.

4.3.2 Cultural promotion is conducive to promoting the integrated development of the tea tourism industry

In the process of vigorously developing the tertiary industry service industry, the excavation of tea culture can promote the establishment of new models. In this process, continuously delving into the characteristics of its national culture can also achieve material economic development. Therefore, integrating tea culture into industrial development is a great benefit for both. However, currently there are various ethnic minority rich tea cultural resources in Yunnan, but they have not yet achieved a combination of deep exploration and tourism, staying at a superficial form of expression, such as promoting some flashy products at the end of tourists' sightseeing, or simply and rudely inserting a tea drinking link during tourists' sightseeing without any preparation, all of which are manifestations of insufficient exploration of tea culture in tea tourism.

4.3.3 Building Tea Brands and Emphasizing Tourism Product Marketing

The country has abundant tea resources, and each of these characteristic teas has its own unique appearance, soup color, and taste. However, there are significant problems in tea sales. Some varieties of tea, due to their low popularity, are very difficult to sell, and tea farmers and tea producers cannot benefit from it. They will abandon planting these types of tea, which has many factors, such as the taste of the tea not meeting the public taste, Or the quality of the product itself is not up to par, but the biggest factor is the lack of proper promotion and marketing of these tea leaves, which has led to the low visibility variety of tea falling out of favor. To reasonably integrate the Yunnan Yunnan black tea

industry and tourism industry, it is necessary to create some Yunnan black tea cultural brands with very ethnic characteristics, fully utilize the advantages that brands can play and the unique minority tea culture of Yunnan, and combine tourism products to jointly create tea tourism brands and product brands in Yunnan's Yunnan black tea producing areas.

5. Recommendation and Conclusion

To study the integrated development of tea tourism industry in ethnic regions, the paper takes the Yunnan Fengqing Yunnan black tea production area as a research case, analyzes the current development status and problems, and puts forward suggestions that are conducive to the integrated economic development of tea tourism industry in ethnic regions.

5.1 Play the leading role of the government to create an environment for highly integrated industries

Build a long-term mechanism and formulate scientific plans. The integration of the tea industry and tourism industry in Fengqing County involves numerous management departments, and there are still certain industry barriers in its development, which can easily lead to unclear division of functions in the communication and collaboration process. Therefore, promoting the construction of a long-term mechanism for the integration and development of the tea tourism industry, reducing the barriers between industrial integration and development, and creating a good macro environment for the highly integrated tea tourism industry. The Fengqing County Tea Industry Development Center and the Tourism Bureau should jointly establish a working group responsible for the overall planning and layout, funding arrangement, personnel allocation, and other specific matters of the tea tourism industry. They should strengthen the execution of various government industrial policies, establish and improve reward and punishment mechanisms, and incorporate integrated development into the performance evaluation of cadres and responsible departments, in order to remove more institutional obstacles for the high integration of the tea tourism industry, Building an environment conducive to the integrated development of the tea industry and tourism industry (Amnaj, Piyaporn, Warinthorn, Yuki&Kazuyoshi, 2021).

Ensure funding sources and obtain financial support. The integrated development of the tea industry and tourism industry in Fengqing County not only requires active guidance from government leaders and extensive participation from farmers, but also requires funding and support from the government and financial institutions. As an important participant in the market economy, the government should provide policy and financial support for tea tourism development while incorporating the integration of tea tourism development into the agenda. In the process of fund adjustment and allocation, attention should be paid to practical needs and investment recovery efficiency, and reasonable allocation should be made in infrastructure construction, new rural construction, scientific research investment, and other aspects to ensure the smooth progress of the project; In addition, in terms of attracting investment, create a good investment environment, guide leading enterprises and other social capital to actively participate in the development and investment of tea tourism integration, actively build financial service platforms for enterprises, cooperate with financial institutions to give priority to financial support in key projects, implement preferential policies such as loans, taxes, and land rent, and broaden financial channels for the development of tea tourism integration.

5.2 Deeply Explore the Connotation of Tea Culture Resource Experience and Enrich Cultural Experience Scenarios

(1) Deeply explore the connotation of tea culture experience. The overall trend of the current tourism market development has shifted from a single sightseeing oriented tourism to a diversified and themed direction. People leave their permanent places to explore and experience foreign cultural environments, with the main purpose of experiencing different customs and cultural differences, organizing their emotions, and regulating their physical and mental health. In the process of integrating tea tourism in Fengqing County, the cultural connotations of tea tourism should be deeply explored, and the functions of tea museums should be improved and expanded. Tea museums are important spatial carriers of cultural and tourism products. Currently, the Fengqing Tea Museum only has static display areas such as tea art, tea utensils, and tea customs. Dynamic display areas such as personally experiencing tea drinking customs and tea art performances with modern technological elements should be established to expand the functions of tea museums, Enable tourists to better listen and experience local tea and

share local tea history stories; In addition, local red culture, Nuo culture, religious culture and other elements will be integrated into tea tourism products and services, providing tourists with a perfect cultural experience opportunity.

(2) Create an experiential atmosphere with tea as the theme. The tea tourism experience consists of various elements such as tea picking, tea making, tea fighting, and tea tasting. In the process of integrating tea and tourism, we will seize the characteristics of tea, add and carefully package tea culture experience scenes in tea culture parks and tea villages, create an experience atmosphere, provide tourists with a real environment of full contact for their visual, auditory, olfactory, and tactile senses, stimulate various sensory reactions, and generate more experiences through a pleasant atmosphere. For example, expanding and improving existing museums, allowing static cultural relics and history to be presented dynamically using technological elements, and increasing physical large-scale performances.

5.3 Combining Tea Brand Construction with Tea Tourism Promotion

The construction and development of tea brands is the development of cultural undertakings in ethnic areas of Yunnan, which aims to enrich the cultural life of the people, protect and realize their cultural rights, and promote the economic development of ethnic areas.

(1) Internet marketing. Firstly, fully improve the official website of Fengqing Tourism, promote and promote scenic spots and routes. A formal official website has authority, and the public's trust in the official website is higher than that of other websites. Its recommended attractions, specialty cuisine, and routes often receive higher recognition. However, there is currently no specialized and comprehensive official website in Fengqing County that allows tourists to quickly search for relevant information about local hotels, accommodation, farmhouses, specialty cuisine, transportation routes, purchasing travel products, shopping and tourism experience activities, etc. before carrying out tourism activities; Secondly, through the traditional network new media television advertising, newspapers and other media, while using new media such as Tiktok video, WeChat public account, etc., to carry out publicity of micro films, participatory variety shows, small animations, etc. with tea culture as the theme; Finally, a tea culture tourism industry online shopping mall with reliable information, comprehensive functions, convenient services, and local characteristics has been formed,

and its own direct sales channels have been opened. At the same time, an internet live streaming platform has been used to promote zero distance communication between tourists and scenic spots, as well as timely delivery of product information.

(2) Marketing of festival activities. Make full use of festival activities such as the Tea Industry Expo and Tea Industry Special Promotion Activities to closely integrate the development of tea tourism with the tea industry and carry out joint marketing. Through various event settings, improve the tourism image of Fengqing. In addition, during large-scale festivals and events, celebrity effects can be utilized to invite celebrities to the scene or connect online to attract more attention, thereby driving sales or reception.

(3) Experience marketing. Fengqing County should pay close attention to the cultural characteristics of tea tourism, strive to discover its own differences, provide high-quality tourism products, and let tourists experience novelty, thereby improving tourist satisfaction.

In summary, enterprises need to increase investment to improve product quality and continuously innovate their products. Of course, using various promotional media to enhance brand image is also a very necessary means to be used. With the rapid development of the Internet, efforts should be made to seize the opportunities of new media promotion, use new media to improve the disadvantages of traditional propaganda, and continuously use modern publicity and marketing to make Yunnan black tea deeply rooted in people's hearts, so that traditional Yunnan black tea culture can be combined with modern social propaganda. Ultimately, the integration and development of Yunnan black tea industry and tourism industry requires providing a comprehensive brand image that deeply integrates Yunnan black tea culture for the diversified development of the market.

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