

A Study on the Development of Tourism in Pu'er Tea Culture based on Rural Revitalization

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Abstract. Over the past few years, the overall trend in the socioeconomic development of Japan has kept rising, and the rapid development of the economy has raised the quality of people's lives and led to the development of the third industry. Based on the contents of the activity report of the 19th national convention of China, The content of the report is to develop tea culture tourism projects with the goal of realizing rural revitalization, so as to promote the development of rural economy. Therefore, this paper presents the relevant concept of tea culture tourism and analyzes the importance of developing rural tea culture tourism, and proposes a rural tea culture tourism marketing strategy based on the background of rural development. This paper reviews the development of rural tourism in China through the method of literature analysis and examines the present state and problems of the development of rural tourism in Pu'er tea culture. To study the current situation and existing problems, analyze relevant strategies and solutions, and promote rural tea culture under the background of rural revitalization, the sustainable development of tourism provides new ideas.

Keywords: Rural tourism, Rural revitalization, Tea culture, Pu'er tea, Tourism experience, Marketing strategy.

1. Introduction

Through many practices, rural tourism has proven to be a rural promotion system suited to China's state. Since China launched a strategy to promote rural development in 2017, China has been promoting the prosperity of industry, the sustainability of ecology, the civilization and the civilization of humanity, the effectiveness of governance, and the construction of a new village that is rich in life. From market demand and national policy, rural tourism in China has a good chance of development. Research on domestic rural development and rural tourism has risen since 2017, and countries and scholars have shown that they are very interested in rural poverty aid problems. Pu'er tea is one of the starting points of the main body of the tourism industry. At the same time, this paper considers the location superiority and resource superiority, etc. to attempt to exhibit the present state of the research on the Pu'er Tea Culture Sightseeing culture by collecting and arranging the related literature widely and establishing the research expert. Depth development study of Pu'er tea culture tourism market.

2. The Development of Rural Tea Culture and Tourism under the Background of Rural Revitalization

2.1. Basic situation analysis of relevant literature

China is an agricultural large country. To solve the fundamental contradiction in China, it is necessary to develop and promote rural areas. Rural tourism is one of the key means of rural development. However, it is difficult to develop rural tourism according to the region. It is necessary to understand rural tourism from each direction because we need to understand that the core of the development of rural tourism is the development of local development and that it is long-term, ecological, and sustainable development. This study searched 3581 related documents by searching "country promotion" and "country tourism" in CNKI. According to search and analysis, there were few documents related to 2017, and the number of documents has risen since 2017. This is due to the suggestion of the national rural promotion strategy and the importance to the rural area. From the

viewpoint of the distribution of bibliographic periodicals, it is shown that rural tourism plays an important role in rural promotion strategy because it is mainly distributed in the agricultural economy and tourism.

2.2. Rural revitalization and tea culture and tourism

In the study, Liu suggested that rural tourism aid should emphasize the internality and sustainability of the aid model, and increase the poverty support effect in a scientific and appropriate manner according to concrete circumstances [1]. In the process of poverty assistance and tourism by tourism, we consider not only blindly developing tourism but first understanding the poverty situation in the region and then solving the problem of poverty through tourism. Finally, it is necessary to return to poverty by considering long-term sustainability to prevent the "false poverty assistance" phenomenon. With the increase in social levels and the change in social inconsistencies, the demand for the lives of rural residents became more abundant, with the rise of rural hollowing, aging, and rural decline. By developing rural tourism, the vitality of rural areas can be activated, and people can be returned to Japan depending on the circumstances of the land. At the same time, the development of rural tourism should combine the strategic background of rural development and related policies, innovate the management model, nurture talents, promote innovative development of rural cultural tourism, and significantly improve the level of rural economic culture. Therefore, the participation of the government, social groups, tourism companies, and rural communities; Also, it is necessary for the development of poverty assistance in rural tourism. there are three types of rural tourism development models led by end organizations, corporations, and government, but established the idea of scientific development, consolidating various interests, increasing community ability, and expanding industrial development [2].

At present, research on the development of the tea culture and the tourism product of the domestic scholar concentrates on the viewpoint of the social development tendency or the theory (concept), and proposes to adopt different product development strategies under different social backgrounds. Some scholars suggest that the destination of tea culture tourism is to select "three kinds of tea culture and tourism development routes" (1717). Some scholars have studied the development of tea culture tourism products based on the "philosophy of depth of tourism" and "deep economy philosophy" [3]. Some scholars are studying the development of tea culture tourism products based on tourism experiences. According to Wei, the Guangxi scenic ecological tea garden was taken as an example, and the development of the tea culture sightseeing product of the ecological tea garden should be based on the experience of the tourists, and the fusion with local folk culture was strengthened [4]. Jokei Kaku proposed the development of the four great tea culture tourism products through the analysis of the kanji ka tea culture tourism resources, that is tea zen culture, ecological scenery, tea art, and famous tea characteristic products [5]. Of the difference in natural resources, cultural resources, and development conditions of different tea culture sightseeing destinations, when each Sightseeing Destination develops tea culture sightseeing products, it is necessary to consider the characteristic of its own and select the model and the route of suitable tea culture products [6].

The research on the development of tea culture and tourism products is mainly qualitative research and lacks quantitative research. The present research is mainly based on resource analysis, and the research on consumer characteristics is neglected.

It is the largest characteristic of the development of rural tourism, but the development of tourism in the world has solidified the development model of rural tourism and has weakened local tourism in rural areas [7]. This is worthwhile thinking, and the development of rural tourism should be based on local features, not reference existing models [8]. There is still a phenomenon that the development of rural tourism does not emphasize the long-term development of rural tourism [9]. In developing rural tourism, it is necessary to emphasize the construction of rural tourism with local characteristics and put emphasis on the health and sustainable development of ecological ecosystems [10]. The long-term poverty support effect of rural tourism is fully demonstrated. The rich ethnic culture and natural tourism resources in the minorities of China are rich in culture and tourism. At the same time, many

scholars studied spatial changes in rural tourism, traditional rural nostalgia, and the formation of nostalgia mechanisms [11].

3. Development Strategy

Developing the tourism brand is essential for integrating tea culture into ecological tourism. To create a memorable experience for tourists, the tea culture theme must be incorporated into sightseeing activities. Rural tourism development should also consider the ecological and social aspects of tea culture tourism. By integrating cultural and tourism resources, innovating tourism development, and including tea culture, the cultural conditions of ecotourism can be fully demonstrated. Chinese tea culture can also be promoted as a unique advantage for the development of tea culture tourism.

Expanding the characteristic experiences of Pu'er tea culture and tourism can enhance the emotional connection of tourists with the destination. By participating in the cultivation process of tea, tourists can create emotional attachment to a specific geographical space. Tea Culture Sightseeing resorts have become popular with tourists due to their integration of modern technology. Companies should remodel and upgrade existing tea gardens to integrate modern life elements and develop innovative tea products and culture experience services.

Promoting the tea culture in education and cultivating professionals in Pu'er tea, tea culture, and tourism can enrich China's tea culture. In compulsory education, students should learn about the history of Chinese tea culture development. In higher education, the spirit of tea culture in the new age and human resource development should be emphasized. The public understanding of Chinese tea culture should also be promoted, highlighting its social value and professional contribution to the era.

4. Conclusion

To strengthen the brand construction of tea culture tourism and to apply the tea culture to ecological tourism in earnest, it is important to emphasize the importance of the construction of the tourism brand in the development process, and to connect with the actual practice, make the theme of characteristic tea culture sightseeing, and leave the deep impression and the memory to the tourist. Quality development of travel fusion based on rural development. We must understand the ecology and sociability of tea culture tourism. Actively create distinctive features in the development of local tourism brands Effective integration of cultural resources and tourism resources Understanding Chinese tea culture Innovate the form of tourism development Inclusion of rich tea culture Fully demonstrate cultural conditions in ecotourism. At the same time, the development of tea culture ecological tourism must deepen the historical origin of tea and cultural context, attract tourists through cultural inclusion, and effectively enhance the propagation of Chinese tea culture. Chinese tea culture is a unique advantage of the development of tea culture tourism in a new time. By effectively digging up and forming a brand effect, the promotion of rural development can be effectively promoted and the healthy development of ecological tourism in the new era can be promoted.

Also, expanding the characteristic experiences of Pu'er tea culture and tourism is an important way of creating and communicating emotions It is also an important factor in improving the satisfaction of tourists and increasing willingness to travel. Tourists can experience the cultivation process of tea by themselves and share the view of travel. Make an emotional connection with the destination, This creates emotional attachment in a particular geographical space. Recently, A distinctive Tea Culture Sightseeing resort started to appear in China, It is popular with tourists. Develop characteristic tea culture tourism Companies must first consider how to remodel and upgrade existing tea gardens. Integrating modern life elements, He also upgraded tea gardens from the production base to the tourist spot using smart technology. At present, based on the development trend of modern tea

culture, companies should develop the business of the development of tea culture, innovatige tea products and tea culture experience services, grasp the traditional inclusion and social epidemic of Chinese tea culture, promote cultural consumption of tea leaves Industrial cluster and brand effect Cultural incense tea products Building a lifestyle of modern tea culture Efforts to improve the development of Chinese tea culture are based on rural development.

Lastly, cultivate Pu'er tea, tea culture and tourism professionals, and put the Pu'er tea culture on campus. Tea culture emphasizes the nurturing and construction of people's spiritual world Stage of compulsory education Importance students lecture on the development history of Chinese tea culture, Higher education stage, The spirit of tea culture in the new age and the way of human resource development are excavated. Promote public understanding of Chinese tea culture Social value of the inclusion and the professional contribution of the era that enrich China's tea culture.

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