

Considerations on the Development of Mountain Tourism in Cha Xiang under the Integration of Industry —— Taking Guizhou as an Example

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Abstract: Guizhou is located in the east of Yungui Plateau, the main terrain is plateau and mountain area, so it has the advantage condition of tea planting, and is the main origin of tea tree and tea culture. At the same time, the tea industry is also the dominant industry in Guizhou, and it can effectively promote the development of Guizhou economy and related industries in the process of its development. The integration of mountain and tourism industry is also the development direction of Guizhou province. This paper mainly analyzes the actual development of Guizhou tea industry, at the same time discusses its combination with the development of tourism, hoping to provide a certain reference for the economic development of Guizhou.

1. Significance of Mountain Tourism Development in Tea Township

Guizhou is the main production place of tea tree, with a long history of tea and extensive and profound tea culture, and has more than 600 kinds of tea tree resources, which is one of the most perfect provinces in China. Throughout the country, Guizhou's tea production areas have unique natural advantages such as low latitude, high altitude and less sunshine. The tea produced has rich material types, rich and mellow tea fragrance, bright color of tea soup and other characteristics, especially high quality green tea, which has been highly recognized by the domestic tea industry. At the same time, Guizhou is a tourism province with unique resources such as red tourism, national characteristics, natural landscape and so on, with unlimited development potential.[1]Therefore, the strategy and direction of Guizhou's development is to realize the organic combination of mountain and tourism in Cha Township. This paper discusses the tourism development of the tea countryside mountain area from the angle of industrial integration.

1.1. Promotion of Economic Development and Employment in Guizhou

Mountain tourism in tea township plays an important role in the development of Guizhou. First of all, the tourism development of tea township mountain area can promote the local economic development, increase the economic income of tea farmers, and then promote the implementation of the policy of overcoming poverty, effectively promote the economic development of rural areas, and improve the overall quality of life of farmers. Secondly, promote local employment and entrepreneurship, thus improving the grim employment situation. The use of tea villages and mountains to develop tourism, at the same time the introduction of capital investment, the construction of food and accommodation matching it, so as to increase the demand for labor, promote local residents to engage in employment and entrepreneurship, effectively develop the local economy, and improve the living standards of tea farmers. For example, Duyun's snail shell tea garden, through the tourism development of the tea township mountain area and the form of Nongjiale, enables tourists to experience the fun of tea picking and tea making in the process of tourism, prolongs the stop time of tourists, thus drives the development of related industries, and can even extend to the relevant tourism products, and establishes the consumption chain of the mountain tourism development of tea township.



Figure 1 Duyun snail shell tea garden

1.2. Environmental Protection Against Erosion

The main terrain of Guizhou is mountainous area and plateau, which is mountainous province without plain as its pillar. Not only does the soil not have enough fertility, but also seriously destroys the vegetation, which leads to soil erosion and increases the incidence of natural disasters such as gentle slope of the mountain[2]Although the topography of Guizhou mountains and plateau is difficult to realize farming, it is very suitable for tea planting. The topography of plateau and mountain area creates advantages for the establishment of drainage system in tea garden, and the natural conditions of low latitude and high altitude help to cultivate high quality tea. At the same time, the cultivation of tea trees can effectively prevent the problem of soil erosion and promote the implementation of environmental protection. Therefore, encouraging tea farmers to vigorously develop tea industry, reducing the opening of wasteland to achieve farming, which is conducive to the harmonious development of the economy and ecological environment.

1.3. Promoting and Developing Tea Culture in Guizhou

Guizhou tea culture has a long history. In addition, Guizhou is one of the origin of famous tea, the species resources of tea trees are abundant, and the area of tea garden ranks first in the country[3]. The high-quality tea produced in Meitan, Duyun and Fenggang tea districts has reached European standards. However, compared with other tea producing areas, Guizhou is in a relatively backward development level because of the limitation of geographical environment and economic development. Therefore, under the condition of industrial integration, realizing the tourism development of tea township mountain area is helpful to the excavation of Guizhou tea culture, tea history, tea vulgar tea and food, and brings the development opportunity for Guizhou tea industry.



Figure 2 Meitan tea sea



Figure 3 Fenggang tea sea

2. Problems of Mountain Tourism Development in Tea Township

2.1. Inadequate Planning for Mountain Tourism Development in Cha Heung

Guizhou's understanding of its own provinces is not in place, the actual situation of the current development of mountain tourism in tea township is not comprehensively analyzed, the reasonable planning of realizing the existing resources and environmental advantages of mountain tourism in tea township, and the development ideas and strategies are not clear. Lack of scientific planning and decision-making, while promoting the development of mountain tourism in tea township policy has no strong pertinence, long-term practical effect is not obvious. Tea township mountain tourism did not deeply study the main source of tourists and consumers, so there is no clear market objectives and market positioning. The route planning of mountain tourism in tea township is unreasonable, and there is no distinct industrial theme and focus, so it is difficult to attract tourists.

2.2. Inadequate Infrastructure for Mountain Tourism in Tea Townships

Due to the constraints of special terrain and economic development, Guizhou has no superior transportation conditions, the reception capacity of catering and accommodation is not high, and the quality of tourism services and the infrastructure for development need to be further improved. The tea gardens in Guizhou are generally in mountainous and hilly areas, which are not convenient for transportation and poor information conditions. In addition, the function of mountain tourism in tea township in Guizhou is relatively single and the development is not balanced.

2.3. Inadequate Protection and Development of Tea Culture

The history of tea culture and tea customs are still in the finishing stage because of the lack of professionals, relevant institutions and funds, and the resources are relatively fragmented, and the experts engaged in tea culture are still in the exploration stage. Therefore, the lack of development planning, professional packaging and market operation has increased the difficulty of carrying forward and developing the tea culture industry. Secondly, the characteristic products of tea township mountain tourism are less and the function is single, the main product is tea, the development of other characteristic products is insufficient, at the same time, the tea art performance that embodies the characteristics has no distinct national characteristics and cultural creativity. In addition, the mountain tourism of tea township mainly depends on the beautiful scenery of tea garden, the development of leisure and entertainment and cultural experience is not enough, which limits the development of mountain tourism in tea township.

2.4. Promotion of Mountain Tourism in Tea Township is Not Strong

Guizhou has not reached a consensus on the propaganda of mountain tourism in tea township,

the promotion is not strong, the propaganda theme is not clear, the propaganda form is single, and the comprehensive and multi-level promotion situation has not been established in the target population and market positioning. Although Guizhou has developed tea industry and tourism industry before, it is still in the initial stage of joint development under the integration of tourism industry and tea industry.

3. Effective Measures to Realize the Development of Mountain Tourism in Cha Xiang under the Integration of Industry

3.1. Rational Planning of Unique Mountain Tourism in Chaxiang, Guizhou

organically combining the characteristics of different regions and national cultural characteristics of Guizhou, and rationally planning the mountain tourism in Cha Township to create favorable conditions for the development of Guizhou. First of all, there are 49 ethnic minorities in Guizhou province, such as Miao, Dong, Buyi and Li, which have deep national cultural characteristics. Therefore, the integration of national characteristics in the mountain tourism of tea township can inject new elements into the tourism of tea culture, make tourists feel the charm of national culture on the way of tourism, and also benefit the dissemination and inheritance of national culture. Secondly, guizhou has traditional villages such as falling sea and yinzhai, and the scenery is fantastic, such as the famous "golden sea snow mountain ", and has unique scenery in each village in each season, so the construction of sightseeing tea garden with mixed scenery and tea is not only attractive to tourists, but also enriches the content of mountain tourism in tea township.

In addition, Zunyi meeting site is a famous red tourism resort in Guizhou, the combination of red culture and mountain tourism in tea township innovates the development mode of industrial integration, promotes the connotation of tea tourism culture, and thus drives the development of local economy.

3.2. Development of Products Highlighting the Theme of Mountain Tourism in Tea Townships

Deeply study the connotation of tea culture and the needs of consumers, actively develop products that highlight the theme of mountain tourism in tea townships, and strengthen the innovative design and production of packaging and products. Deeply excavate and integrate tea and food with regional national characteristics for tourists to consume, develop and make special tea sets and tea art, handicrafts with tea as raw materials or profound cultural connotations, and products with health care functions that match Guizhou tea, Highlight the regional characteristics of Guizhou and improve the attraction to tourists.

3.3. Increased Outreach

To promote the mode and concept of mountain tourism development in tea township, fully reflect the profound cultural connotation of mountain tourism in tea township in Guizhou, so that tourists can feel the cultural charm of different levels, design and make products that can reflect the characteristics of tourism culture theme in tea township mountain, so that the tourism mode and culture of tea township mountain in Guizhou can be propagated to a certain extent. Find out the market orientation of the development of mountain tourism in tea township, make full use of all kinds of means to promote vigorously around the theme characteristics. In addition, the organic integration of tea industry and tourism resources to achieve joint efforts to promote.

3.4. Effective Functioning of the Government

In the early stage of the development of mountain tourism in tea township, the government should play a leading role, increase the investment of resources such as funds, and provide a good development environment for mountain tourism in tea township in Guizhou. Government departments need to improve Guizhou's infrastructure, introduce preferential policies, pay attention to the introduction of talents, and encourage enterprises to participate, so as to effectively promote the development of mountain tourism in tea townships and promote local economic development.

4. Concluding Remarks

Guizhou's tea planting has unique advantages, and Guizhou's tourism development also has red culture, national characteristics and other advantages of resources. In order to realize the common development of mountain tourism in tea township under the condition of industrial integration, the government needs to give certain funds, policies and other support, at the same time, Guizhou should also make a good plan to realize the development of mountain tourism in tea township through joint efforts.

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