

Research on Development Problems of Tea Industry in Ya'an

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Abstract: Tea industry is the traditional superiority industry and plays an important role in development of economical society in Ya'an. The paper puts forward the countermeasures to raise its competitive power and promote its development based on analyzing its interior superiority, weakness, external opportunity and threat of tea industry in Ya'an.

1. Introduction

Tea industry is the eternal industry. The discovery and development of tea, the creation of tea culture is a major contribution of the Chinese nation to human civilization. Tea is one of the world's three major beverages. Ya'an City is a historic tea area, tea has a deep cultural heritage, Ya'an has a long history of growing tea, and the tea produced prestige. Since the Han Dynasty began planting tea, it has been ever bright promoted for 1200 years from the Tang, Song, Yuan, and Ming to Qing Dynasty. Ya'an has sub-tropical monsoon climate, it has unique natural conditions of tea production, and tea quality is excellent. Tea production has a long history. However, the development of tea industry in recent year falls shorts the status of Ya'an. Despite the Ya tea has good ecological environment and rich tea cultural heritage, in a market economy conditions, due to small-scale tea farmers, corporate brand awareness is weak, the market turmoil, and merchants' pincer attack of Zhejiang, Yunnan and other places, their survival and development was a great challenge in previous years, competition in the market has been at a disadvantage. Join the WTO, Green barriers of the export of Ya'an tea into the international market pose a greater threat. Research literature on the development of Ya tea industry are less. Mainly are: Han Bing, Fu Xin-hong in the article "on the development of tea industry thought-provoking", On the basis of examining the meaning of tea industry, they carried out analytical studies on the status quo, existing problems, advantages and countermeasures of the development of tea industry in Ya'an; In the article "tea industry in Yaan optimize organizational model of the market operation", He Yong discussed the existing types, characteristics and performance analysis and optimization and other issues of Ya'an tea industry' organizational model in market operation. In the article "Analysis on the changes of the operating mechanism of Mingshan tea Industry", Tangzheng Peng and others carried out in-depth analysis on the development and changes of tea industry and business conditions and business models and mechanisms in Mingshan county, Yaan City, Sichuan Province in order to better understand the existing problems of Mingshan tea industrial operation and development and propose solutions and responses. The literature mostly concentrated in the micro business level, mechanisms and organizational models, the analysis and comparison of industrial development are general, not specific. So this paper will use the SWOT analysis method to do in-depth analysis and specific research on tea industry development trend in order to better integrate resources, turn the resource advantages into products advantages and economic advantages as quickly as possible, and speed up the process of tea industry. It is significant to revive and accelerate the development of tea industry in Ya'an.

2. Internal Strengths and Strengths of the Development of Tea Industry in Ya'an

Competitive advantage in the eyes of consumers may refer to an industrial zone or their products which are different from its competitors. It can be the width of the product, product size, quality, reliability, usability, style and image, as well as services, timely and enthusiastic attitude and so on. While the competitive advantage actually refers to a business has a stronger comprehensive advantages than its competitors, but to clear where an industrial zone has an advantage is more meaningful, only in this way it can avoid weaknesses, or give a real blow in virtual.

2.1 Superior Natural Conditions.

Ya'an City is located in the transition zone of the Chengdu Plain to Sichuan-Tibet Plateau; it is a subtropical humid monsoon climate zone. In the jurisdiction of the eight counties, 6 counties are suitable for growing tea and have a long tea-growing traditions and customs, the production of tea is very high in Sichuan Province. In 2002, Ya'an City was classified as "the first batch of high-quality tea base in Sichuan Province, "by the Government of Sichuan Province; in 2000, Mingshan County was listed as national demonstration base for pollution-free tea and national standardization sample zones. Ya'an has rolling hills, rivers, mild climate, abundant rainfall, and long frost-free period, rich in calories. The tea plantations of tea in the excellent climate conditions should be more specific micro-climate of its mountains, such as alpine clouds filled the air, diffuse light, are especially suitable for tea to light needs; Mountain tea plantations have humidity, rainfall, but good drainage and no worries of drought and flood; mountain tea plantations have less disease and may be little or no use of pesticides, less pollution. Ya'an tea has a good ecological environment also just confirmed the old saying, " tea out of mountain ", Tea tree's good traits and natural resources advantages turn into full play here, whether famous tea or Nanlu tea, begin with high quality and long-standing reputation.

2.2 High Tea Quality.

Ya'an Tea rich in amino acids, selenium and other trace elements such as content and the inclusion of water extract, contains a wealth of material, so Ya'an high tea has a fragrance, mellow taste, liquor color bright and unique quality. Mingshan under its charge the development of tea industry has unique natural conditions. It has development potential on the land suitable for planting Tea, the existing arable land of tea should reach 20000hm², it has a long history of planting tea, and is known as "fairy tea Homeland" reputation, it is documented as the first place of the artificial planting of tea in our country, it is the world's the birthplace of tea culture. Mingshan has many resource varieties of tea, and high product quality, in which the top tea had been tribute from the Tang Dynasty stretching to the Qing Dynasty, it has been named one of the top ten tea and has been dedicated as a national gift of Foreign Affairs of tea after the founding of China, there are 19 famous varieties of tea which had won 40 awards at home and abroad, it has pollution-free tea garden area of 9420hm², and has tea varieties rate of 87%. In recent years, Mingshan has taken the unique advantage of natural ecology, species quality, strengths and advantages of labor and land, the ongoing industrial restructuring tea, tea industry gained great development and it became the largest tea-producing county in Sichuan. At present the county which farmers grow tea accounted for more than 80% of the total households. Tea planting area in 2003 was to reach 9420hm², tea output was 8.84 million kg, of which famous tea output reached 2.24 million kg, and tea output value was 160 million yuan. Tea industry has become the leading industry and pillar industry of the rural economy in Mingshan. In 2002 Mingshan planted tea 466 hm², total output was 6.84 million kg, of which 1.35 million kg famous tea. Gross output value was 100 million yuan, the famous tea was no.1 in province. Tianquan county had 1266 hm² tea garden area, while its tea production was 5600 kg, one or two high-quality tea was 70% of Bian-tea, the "gold tip" Bian-tea is a authentic product of Nalu Bian-tea. Yingjing County planted "Tippy of the ancient city" and other high-quality tea, was deeply welcomed by the people.

2.3 Rich in Natural Resources of Land.

Ya'an City is the region under the jurisdiction of an area of 1.52 million hm², of which forest area is 530 thousand hm², and slopes in open space is 280,000 hm², and has ample choices to cultivate tea leaves. In particular since the introduction of Grain for Green Project, tea cultivation expanded. The soil survey data shows that a total of soil types are 14 in Ya'an, sub-category is 21, the land is 56, and the kinds of soils are more than 300. As the area's hilly terrain, rivers, clouds, elevation large, complex structure lying in the exposed earth's crust, there are more ancient Mesozoic Cretaceous, Jurassic Suining clip off group and the group of rock, as well as more modern new third Ji, fourth Ji Quaternary of the famous group, Mingshan and Lushan purple sand pages rock groups, constitute a complex structure of the soil parent material, together with the role of water leaching and precipitation. Among soil types of the complexity of the region's soil types there are 10 kinds of classes can be tea, of which seven types suitable for growing tea, there are 50 to 60 soil types suitable for growing tea, you can choose the most adequate land suitable for growing tea to grow tea. In Yaan there are 100,000 hm² yellow mountains, with 300 thousand hm² dark brown forest soil, there are 10600 hm² red brown soils, there are 7900 hm² forest purple soil, and old alluvial yellow loam is 6500 hm², it provides ample choice for the establishment of tea.

2.4 A Long History of Production.

According to Jin Shu's description, "Mongshan is in the elegant state of Ya'an, where the Sichuan tea is made up ", it can be inferred that Yaan Tea can be planted and formed commodity production early. Wenyanbo(1023 - 1063), "Mongding tea poem": "The old saying: Mongding spectrum is the most good-taste ,buds and liquid in the cloudy mountains are better than good wine" shows that Mongshan is a historical tea area. Therefore, tea is the birthplace of one of the products of the economic and cultural characteristics of Sichuan; Ya'an is one of the oldest tea plant tea growing areas. In history our city has many varieties of tea; there are cake-shaped tea, square-shaped tea, bead-shaped tea and bar-shaped tea. Dynasties varieties are: auspicious Rui in Han Dynasty, stone flower and dew bud in Jin Dynasty, thunder, Big Lung groups, large phoenix groups' tea and small square tea in Tang Dynasty. On the basis of the Tang Dynasty, Song Dynasty increased another new jade leaf Changchun, Wanchun silver leaf, Ming and Qing dynasties there still were yellow tips, Buxus, Pekoe, sub-stars tea. In Yaan history we have three more well-known origins: the mountains of Mongshan, Yongxing Temple in Qipan mountain of Yaan, the Goddess of Mercy Temple in Jiupanshan mountain of Yingjing, Mongshan is the most famous tribute tea of three in particular. The distribution of tea inherited the habit of tea history mostly. Mingshan , Yaan, Yingjing , Baoxing are the mainly producing areas of green tea in shallow mountains, Mongshan tea plantation, Ya An Fengming mainly produced Mongshan tea and Fengming Mao Feng tea. As rising stars, Zhongli, Shangli, Caoba, Hejiang produced large high-grade green tea. Tianquan, Yingjing also changed the tradition of producing Nanlu Bian-tea in the past to produce high-grade bulk green tea and green tea. In recent years there is dramatic increase in the size of Ya'an tea .In 2002 the total area was 15000 hm², output was 14800 t, income was 197 million, with an area accounting for the province's third place, production and income are the province's the first, and it exported green tea at the first time.

2.5 Rich in Scientific and Technological Resources.

Sichuan Agricultural University gave the scientific and technological support for the development of Ya'an Tea. Through relying on the science and technology strengths of Sichuan Agricultural University and other research institutions , it increased the research, development and promotion of tea science and technology, and strived to foster a number of new varieties of tea to enhance the science and technology content of the Ya'an Tea raw materials and processed products, and used new technology, new equipment, new technology, new packaging to create a variety of high-tech, high-quality products, effectively extends the international market share of Ya tea, Sichuan Agricultural University tea factory produced and researched a series of Chuannong tea products and the brand of tea seeds tea seedling clones, with its excellent quality it has won

widespread credibility. Famous Brand was named several times in Sichuan Province. The cultivation of skilled technical workers by tea factory laid a solid foundation for development of tea industry. At the same time, the leading enterprise of the tea industry plays the technology-driven, radiation effects, the implementation of the integration of agricultural trade and craft speeds up the application and dissemination of high-tech.

3. Tea Industry's Internal Weaknesses and Shortcomings

3.1 Poor Infrastructure.

Infrastructure is an important part of the investment environment. Well-developed infrastructure marked the comprehensive economic strength of the size and level of economic development level in a country or a region, but also it was the measurement of whether there are attractive to investors. For Ya'an located in the hinterland, accelerating the improvement of infrastructure in particular seems necessary. In particular, some of the major tea-producing land should be built around good transport, communication facilities, in order to facilitate the transport of merchants around the sale and exchange of communication. As we all know, transportation, communications and other infrastructure industries have been "bottleneck industries" of restricting the economic development and attracting foreign investment. It is also why keeping a long-term reliability of opening level of economic development lags behind brothers provinces (autonomous regions), the city. These "bottleneck industries" related to roads, railways, telephone, airport, telecommunications infrastructure will become a key priority development projects in Ya'an.

3.2 Lack of Technical Personnel.

The efficiency of the sector of Ya tea production and processing enterprises is low, the compensation of production personnel, technical personnel is not high, it is more difficult to retain and attract qualified personnel. A lot of tea production and processing enterprises have not professionals engaged in tea research, especially high-mid-level professionals, tea processing depends mainly on experience to organize the production by the old workers, masters guidance based on experience, product quality is extremely unstable, it is unable to adapt to the scale of production needs. Fewer businesses set up R & D institutions, the independent innovation ability of enterprise is poor, tea processing technology can not be improved, tea cultivation, pest prevention and control are difficult to promote the use of practical techniques, technology content of tea processing is low, the low-end products are main, famous high-end production is the low percentage, the overall value is not high. Tea production personnel, whether tea-picking workers or tea-making workers are mostly employed local farmers, which some people have less knowledge of tea production and processing, coupled with low literacy levels, product quality is difficult to guarantee.

4. External Opportunities and Favorable Conditions for the Development of Tea Industry

4.1 Industry Beginning to Take Shape, and a Number of Well-Known Brands.

Ya'an City currently has an area of 22.4 mu tea garden, and nearly 400 tea enterprises, of which a certain scale enterprises are 20. In 2002, the city's total output of tea is 14.5 thousand tons, with a total income of 185 million; it ranked first in Sichuan Province. From the 20th century, since the mid-80s, Ya'an City has taken the importance of improving the level of tea production, especially the development of famous tea; it promotes the tea industry technologies. Shade-net coverage, early planting, mechanical pruning and picking, mechanical processing of famous tea, development of pollution-free organic tea, cold storage and other advanced technologies are widely used on the tea industry. At present, construction of clonal tea varieties 11 mu, accounting for 50% of the total area of tea completely eliminated the seed to build gardens and live mode; mechanized operations start from scratch, machine repair, machine mining area has reached five million mu, mechanism-known tea is more than 30%; promoting pollution-free tea garden management area has reached six million

mu; The production of organic tea has started, production levels, scientific and technological content of tea have a marked improvement. since the "95" , in order to adjust the structure and increase efficiency, Ya'an has put forward the " cut rough, by thin, expand famous" slogan, it promoted the changes of famous tea production ,Income of famous tea production in the city tea production has been dominated by revenue, accounting for 67.6% of output. At the same time it riches in tea production and varieties of resources. "Mongshan tea" has been registered to protect the national famous product of origin, "Mongshan mannose", "Bamboo Tea", "Nanlu Bian-tea" and other traditional brand-name products are formed, and has remained the national ceremony. Rich tea resources further lay the foundation to create high-quality brand-name products. Four brands of "Mongshan mannose", "Bamboo Tea" has already had the international gold medal, nearly 40 brands have been recognized as the national, department, province, quality products, reputation is both at home and abroad. Tea industries play an important role for the revitalization of the economy of Ya'an and speeding up the farmers to get rich.

4.2 Low Labor Costs.

In the strategic adjustment of economic structure, the dominant industrial and high-tech industry gradually replace traditional industries, so that the working space of the low quality urban labor force is narrowing, the working people in the industry lose their jobs, the employment pressure of laid-off workers and surplus personnel has increased. In the next few years, Ya'an has obvious contradiction between supply and demand of the total urban labor force, jobs have a larger gap, and the peasants have more difficulty in the urban employment. Ya'an's urbanization rate is low, the development of small towns is slow, for lagging behind the request development of secondary and tertiary industries, and its absorption of surplus rural labor force is limited. The Ya'an tea industry is labor-intensive industries, and its development can ease the employment pressure, and promote the development of related industries. China had some of the major tea-producing province, such as Fujian, Zhejiang, Anhui, Hunan, due to rapid development of township enterprises, costs of land, water, electricity and other energy and the rural labor force increased substantially, it results in these provinces have been compressed tea, tea production gradually transfers to Southwestern tea Area basing on Yunnan, Guizhou, Sichuan where price competition of tea industry has obvious advantages.

4.3 Market Potential.

Along with economic development and improvement of living standards, health awareness increases, tea-drinking population will rapidly increase. From the domestic market to see: According to 2005 statistics, the net tea population was 260 million, the annual per capita consumption was 1.54 kg, every 1% increase in tea-drinking population, consumption can increase the 40000t, if the tea-drinking population is 50%, consumption will reach 2 million t. Now the national production capacity is 797,000t, the market gap is 1.2 million t. As the acceleration of the industrialization process of the eastern region, Industry occupying a large quantity of land and labor-intensive industry had shrunk rapidly, objectively it has provided a broad market space for Ya'an to develop labor-intensive tea industry. From the international market to see: in 2006 China's green tea exports amounted to 110 countries and regions, the export volume was 210,000 t, the output value was 390 million U.S. dollars, accounting for 73% of tea exports and 71%. Green tea exports of Commonwealth of Independent States and the European Union market have continued to maintain growth momentum; Green tea exports to the United States, Libya, Russia, Germany, Britain and other countries increased significantly. As one of China's major tea-producing regions, Ya'an is bound to have greater market potential.

5. The External Threats And Unfavorable Development Of Tea Industry

5.1 Disorder Management System.

Various departments and regions vary with degrees of emphasis on the tea industry, policies vary, so they lack of effective communication and cooperation. Coupled with the lack of tea-building is conducive to the operating mechanism of industrial development, macro-management has difficulties and the micro-operation is in the difficult situation. At present, tea management system is rigid and operating mechanism is obviously behind, and it has not really established a clear property rights and scientific management of modern enterprise system. For tea production and processing enterprises, owing to belongings to farming and department of reforming through labor, supply and marketing, agriculture, water conservancy and township (town) collective enterprises, bull management, fragmentation, different product standards, different quality, uneven and disorderly competition are widespread. A lot of product sales continue to rely mainly on group consumption, not really out of the province, into large markets, lack of market expansion and bigger and stronger business awareness and motivation; it leads to business stagnation of the scale and operating efficiency.

5.2 Incomplete Industry Chain.

Ya is located in the southwest mountains, poor transportation, coupled with traditional and original way to trade has seriously hindered the tea development of various regions, so the industrialization and large-scale of tea is very difficult to achieve. At present, the tea trade of the ethnic areas is still in a small store by the original spot-transaction means and a business one. There are two basic characteristics of this trading mode: First, the small size of transactions, and second, self-production and self-sales. Although this trading mode has the flexibility and convenience, the cost is high, and it can not guarantee quality, it is difficult to form large-scale operation, and it can not adapt to the needs of market development. Most people believe that owing to ethnic minority areas owning many tea varieties, good quality and long history, tea merchants from around with their pursuit of the maximization of the interests run into the ethnic minority areas of directly to purchase tea, tea farmers sell tea products does not seem right to choose . Industry support of the main has not fundamentally change the traditional concepts: heavy base, light flow; emphasis on production, light service; emphasis on tradition, light innovation; heavy tea, light tea industry. Not forming a complete and smooth industrial chain severely restricted Ya tea industry advantages.

6. Strategies and Ideas for the Development of Tea Industry

6.1 Integrating Resources, and Establishing the Brand and Tea Industry Belt.

To speed up the development of tea industry needs Ya'an's departments, and production and processing enterprises to work together, and to solve a variety of difficulties and problems of the tea industry. Give full play to tea professional associations and relevant functional departments in order to do the unified planning and direction of tea production and processing in Ya'an, and to do the integration of existing resources to establish a new core business of tea, with the brand as the core and economic interests as a link, it joins other small-scale tea plantation to form enterprise groups. Brand is the core of competitiveness of goods. To enhance brand awareness, to take effect of brand strategy and play a brand effect is the only way for Ya'an to speed up the development of tea industry. At the same time it must attach great importance to the quality of tea. Quality is the foundation and core of the brand of tea. Vigorously develop the tea industry, the first step we must adhere to a high starting point, high standard and the quality inspection. Reference to the quality, safety, health standards internationally accepted for organic tea and approved by the State, to speed up the study and formulation of technical quality tea production standard system the source from production to processing, packaging and marketing can guide standardized production. By Ya'an existing tea brand, you can form a well-known brand with different features of tea as the leading industrial belt. Government gives enterprise groups a certain degree of policy and financial support

to facilitate its rapidly expanding scale so as to enlarge and strengthen the tea industry of Ya'an.

6.2 Strengthening Infrastructure Construction, and Establishing Standardized Tea Base.

Vigorously strengthen the building of related infrastructure, improve transport, communications, energy and other infrastructure industries, and provide protection for better and faster development of tea industry. Tea plantation base construction, first, focus on brand support leading enterprises, refraining from supporting multi-agent development policies, so it leads to the situation of creating tea fragmented and tea can not be implemented mechanization, standardization, famous but unlicensed, low efficiency; the second ,tea farm building must co-ordinate planning, according to the standard construction of parks, tea plantations developed in parallel supporting roads, ditch, pond and other infrastructure facilities to facilitate the follow-up management, and to avoid the tea gardens planted no ditch, no pool, away from the road, plunged into difficulties in production and management situation of trapped ; the Third, to uphold the standards of tea after the completion of investment in order to avoid the lack of follow-up to ask management of funds leads to tea planted can not be scheduled to vote to adopt, as well as sterilize, it is difficult to achieve the desired goals; the fourth, co-ordinate the allocation of labor resources, and take "industrial style" immigration model, the tea development and ecological resettlement join together to achieve a win-win goal of developing tea plantations.。

6.3 Fostering and Supporting Leading Enterprises, and Promoting the Tea Industry.

Regard promoting the industrialization of the tea industry for the further development of tea industry as a directional and important issue to do, and run through the whole process of the development of tea industry. To continue to foster the development of leading enterprises, the leading enterprise development and regional leading industries and specialty products must be closely integrated, in particular, fostering the growth of a number of processing circulation leading enterprises in the tea industry, which are closely connected with the tea industry bases, with a wide area, and with strong competitiveness .This leads to broad participation for leading enterprises in the production of tea before, during, and post the various links. Investment must focus on the tea industry as the introduction of a number of enterprises to participate in Yaan in order to robust tea industry industrial operations. To accelerate the development of tea industry professionals and all kinds of economic cooperation organization, and continue to explore a sound linkage mechanism between the interests of leader, associations and tea farmers, tea production increased the degree of organization.

6.4 Training Technical Personnel and Transforming Traditional Industries by Science and Technology.

Accelerate the construction of a skilled, well managed and good business tea technical team, the key is to focus on solving in the problem that the functional departments of tea are shortage of skilled workers. In this regard, there are two solutions; the first is to do the training and improvement of professional and technical personnel. To create a training system of tea management and technical training of extension workers, there are plans to organize tea professional and technical personnel to scientific research institutes to carry out tea production, processing and other technical training, in particular, to increase the pollution-free tea, green tea, organic tea production and management knowledge training. The second is to enrich tea and technical personnel. To encourage non-employment of college graduates to focus on major tea producing counties and tea processing enterprises in employment; To encourage professional and technical personnel through technology development, technology transfer, project introduction, technology consulting, services, and part-time, etc. involved in the development of tea industry; To introduce tea senior management personnel and senior technical personnel, and focus on the introduction and cultivation of business management, market development and tea deep processing personnel. The revitalization of Ya'an tea industry meets an urgent need for redoubled efforts in the deep processing of tea in order to promote the tea industry in Ya'an in depth direction. Yaan current tea production techniques are still largely following the traditional farming and processing

techniques, it is not suited to the requirements of the development of tea industry; it limited production and improves the quality of tea, and affected the tea production efficiency. Scientific and technological progress is the fundamental guarantee for the modernization of tea industry. To develop new products, new technologies and new varieties and new technology applied to production practice, to improve the tea garden management level, to support setting up R & D institutions enterprise groups, to promote enterprise groups to become technological innovations body.

6.5 Intensifying Propaganda and Creating the Image of Ya'an Tea.

In a highly developed information society, the role and functions of information more demonstrated its value. It can be said that the information has penetrated into every estate. The information technology of China's tea industry has just begun, to see whoever development and who should use, who will be able to occupy a place in the information industry of China's tea industry, who will be able to drive the development of tea industry, and in the use of information of fast, convenient, etc. features to promote the tea industry in Yaan into a new stage of development. To take extensive use of television, radio, newspapers, magazines, Internet and other media, in web pages, advertising special reports, thematic scenery films, articles, etc. forms, and vigorously promote Ya'an Tea "green, organic, health care" quality, in particular, to take full advantage Tea-Horse Road and the Bifengxia, Ya'an Panda home and other well-known brands of Ya'an to do the interpretation of Ya'an green tea safety, non-pollution, health, green concept. This concept is in line with consumer trends in today's world, and it is the most promising. It is the use of green grassland in Inner Mongolia to build a number of green companies such as Mengniu, Yili, HingFat, Little Sheep and other Chinese well-known companies and well-known trademarks. Meanwhile, for the development of tea industry to create a good social atmosphere especially in the main tea-producing areas in Ya'an, to promote tourism development characteristics of the tea culture through the establishment of eco-organic tea garden. To guide the majority of people to drink tea, know tea, produce tea and enhance Ya'an tea consumption and prices, and to build the tea industry of a Ya'an distinctive culture in the use of information technology equipment,

6.6 Promoting the Tea Culture, Establishing Tourist Tea Plantations and Further Extending the Industry Chain.

China is the first country of development and use of tea, and is the birthplace of the world's tea culture. Tea industry is a kind of historical and cultural ties with the most profound industry; tea culture and Chinese traditional culture are the spiritual nature of fuse, so the vigorous development of Chinese tea culture will inject new vigor and vitality for the glory and development of tea industry in this century. Ya'an has a long history of tea and a rich cultural heritage. Ya'an City is the world's first artificial planting tea place, there are more than 2,000 years of tea culture history, Mongshan tea covered nearly 700 square kilometers from the Tang Dynasty to the Qing Gong Tea has been classified as the tribute, which known as "Yangtze River water, the tea of Mongshan top" the reputation, there are "fairy tea hometown" saying. Mongshan is a historical mountain and the Spirit Mountain has a long history of tea, tea culture has a profound connotation and details of organic tea culture and tourism integration and promotion each other, it formed a unique tea tourism and culture. In Mongshan to establish tea and tea culture tourist area, it is: Tea Museum displays the Chinese tea culture, the world tea and tea culture, ethnic style tea, tea and poetry, tea and health, tea history, the set tea houses are next to the main building, tea performances demonstrate the different schools of tea and tea customs, and to set up restaurants and the tea cured workshops, where to allow visitors to make tea personally. At leisure and relaxed atmosphere, visitors taste tea, fish dishes and enjoy the tea ceremony, make tea by hand, realize the tea ceremony, feel nurtured the culture of tea and enjoy the leisure life of pleasure, take delight in body and mind, express the sentiments and go back to nature.

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