

Research on the development of the Guangxi Liubao tea industry in the context of rural revitalization

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Abstract: Tea industry is one of the key industries in the development strategy of revitalizing rural agriculture in Guangxi. Liubao tea is a specialty of Wuzhou City, Guangxi Province, and also a national geographical indication product of China, which is loved for its characteristics of “red, strong, aged and mellow”. This paper analyzes the basic situation of the current Liubao tea industry through field surveys and in-depth interviews, and the overall development of the Liubao tea industry shows that there are problems such as product innovation and insufficient publicity.

Keywords: Rural revitalization; Liubao tea; industrial economy; Guangxi

1. Development of the Liubao tea industry

1.1 Overview of the study area

Guangxi six-burger tea takes Wuzhou city as the core representative production area. Wuzhou is an ancient city with more than 2100 years of cultural accumulation. It has beautiful mountains and rivers and a pleasant climate. As the birthplace of mountain ridge culture and Pearl River culture, Wuzhou is the political, economic, and cultural center of the ancient Pearl River basin and Lingnan region, and also one of the birthplaces of the modern Chinese “Maritime Silk Road”^[1].

1.2 General situation of industrial development

Liubao tea is a famous tea with a history of 1500 years, and its initial production can be traced back to the North and South Dynasties. It has a history of more than 200 years and has a deep historical and cultural heritage. After the reform and opening up, the functional value of Liubao tea has been spread and gradually affirmed by the local government and the market, becoming an important resource for the development of the local economy. With the economic development of Wuzhou and the improvement of people’s living standards, the cultural value of Liubao tea was tapped out and accepted by tea factories, tea farmers, the government, and businessmen. In the past two decades, there are many practices around Liubao tea and its cultural value, such as the census and inheritance of intangible cultural heritage, the application of national geographical indications, etc. National policies such as the integration of cultural tourism, precise poverty alleviation, and rural revitalization have strengthened the formation of the cultural values of Liubao tea. Through field investigation, we found that Liubao tea has become the core cultural imagery of Wuzhou city and Liubao town, and the “Liubao tea +” form is gradually taking shape^[2].

Wuzhou City is committed to promoting rural revitalization and cultural tourism development, and the “553311” cultural tourism industry brand building is its representative strategy. This strategy involves a variety of cultural tourism resources, such as Bingquan soymilk, Liubao tea, and turtle ling cream. Among them, Cangwu County Six Fort Town Special Town project was announced in 2019, positioned as a national 4A-level tourist attractions, from the cultural form, one of the five treasures of the Six Fort tea as the core, and the Six Fort Town Special Town as its

tourist destination.

In 2011, the state implemented the protection of geographical indication products for Liubao tea, which directly promoted the development of Liubao tea culture to a higher level. In November 2014, Liubao tea production technology was successfully selected as a representative project list of national intangible cultural heritage, which means that Liubao tea in Wuzhou has a broad development prospect. According to Zhejiang University’s CARD, Zhejiang University Institute of Rural Development, Agricultural Brand Research Center and “China Tea” magazine, the Chinese Academy of Agricultural Sciences Tea Research Institute China Tea Network jointly formed a group in 2016 to make a special assessment of the value of the national tea regional public brand, the brand value of Liubao tea reached 1.579 billion RMB^[3]. Although the production and planting area of Liubao tea has grown significantly in recent years, sales have lagged^[4]. With the rapid development of the industry, the industry of Liubao tea has also encountered bottlenecks. There are a series of problems such as lagging base construction, insufficient power of leading enterprises, insufficient brand culture mining, and poor correlation between planting, processing, production, and marketing.

2. the problems existing in the development of the six fortress tea industry

2.1 The innovation of Liubao tea products needs to be strengthened

Liubao tea is loved by consumers for its unique “red, thick, aged, mellow” characteristics and special health effects. However, because its market positioning is not accurate, and the processing technology is not in place, six fortress tea is difficult to emerge on the stage of black tea. Wuzhou tea factory and other enterprises in the six fortress tea industry deep processing have made great progress, but in product innovation, packaging innovation, as well as tourism, “souvenir” innovation research and development still have greater potential to dig.

2.2 Insufficient promotion of the brand of Liubao tea

The survey found that the visibility of Liubao tea in the nationally famous tea is far from enough, has not paid attention to the marketing and promotion of the brand. The frequency of Liubao

tea in the tea trading market is small, as well as many tea lovers have not yet understood Liubao tea, which proves that the publicity of Liubao tea is not enough, and the brand influence is not enough.

2.3 Liubao tea production and market order has not been standardized

In terms of the production enterprises, six fortress tea is a black tea, production, and processing after production require a certain amount of aging time, which is determined by the characteristics of the six fortress tea itself. Qualified six fortress tea factory aging time is at least six months or more, some good quality, expensive even in 10 years or 20 years or more. This shows that the six fortress tea investment capital is large, and not easy to return. If the flow of funds is improper, will hit the enterprise's production power, and even triggered a bankruptcy crisis. In terms of the market, the current six fortress tea dealers and agents are many, the market pricing of the same six fortress tea is not the same, the same six fortress tea price difference between different stores ranges from 10 yuan to -100 yuan, the disorderly price system makes six fortress tea consumers difficult to buy cost-effective six fortress tea at an equal price.

2.4 Industrial integration development is relatively lacking

Leisure tourism is the key industry of rural industrial integration, in recent years, tea culture tourism has emerged across the country, such as in Anji County, Zhejiang Province. Based on the unique Wuzhou six fortress tea cultural characteristics of resources, promote the quality of tea culture tourism upgrade and help to promote rural revitalization. However, the current cultural atmosphere of Wuzhou six fortress tea is not strong enough, and the experience of mining tea cultural resources with local characteristics is not rich enough, resulting in the development of six fortress basic hardware facilities and local characteristics of tea cultural activities are relatively backward, the integration of tea travel is not enough.

3. the development of the six fortress tea industry countermeasures suggested

3.1 Grow the brand of Liubao, pay attention to product positioning and innovation

In the past two years, "six fortress fever" makes six fortress tea gradually into the public tea table. Liubao tea is suitable for both men and women, especially the elderly groups, for the "three high", and diabetes have a certain effect. Therefore, tea enterprises should pay attention to the positioning of the six fortress tea products, for different groups of consumers to develop different selling points. For example, the modern society of fast-paced office workers can develop a simple, convenient triangular bag of six fortress tea, easy to brew and carry.

In addition to the development of tea culture tourism gifts should also pay more attention to "delicious", "beautiful", cost-effective, easy to carry, easy to eat, and other characteristics, such as the rise in recent years, Chen Pi six fortress moon cake. Therefore, strengthening the extension of the tea industry chain, to improve the added value of products is worth further research and development. For example, six fortress tea can be used to extract spices, and fragrances, production of various perfumes, fragrance bags, and other crafts and cosmetics, etc.

3.2 Strengthen the propaganda efforts to improve the influence of the brand

Liubao tea's quality and value are undoubted, the key is to enhance the brand influence, and support the leading products of Liubao tea "three cranes Liubao tea", through the leading role, in guiding the development of other small and medium brands of Liubao tea. Now the urgent need to do is to think about how to put this cup of good tea to launch, so that people know, understand, contact, and like the six fortress tea. In this regard, through the power of modern media, the full range of publicity six fortress tea. At present, Nanning City, Guangxi subway line 5 guidance map is the six fortress tea publicity map, in the high-speed rail, bus stops and other places have also appeared six fortress tea figure. But this is far from enough, the six fortress tea to the whole country, or even the world, still needs the efforts of all parties to promote.

3.3 Attract brand developers to invest and regulate the market price system

Given the current existence of six fortress tea investment capital, and not easy to return the problem, to better develop Wuzhou six fortress tea must make the enterprise itself grasp the strong capital, to allow more brand developers, investors, and the market to see the value of six fortress tea, investment in the production of six fortress tea, thus prompting six fortress tea manufacturers to travel steadily, and constantly expand the market, increase the output of six fortress tea.

As for the six fortress tea market pricing and order, the government needs to advocate a sound market mechanism, standardize the market price system, unify the six fortress tea pricing, the formation of a good market order; at the same time, the industry should also form a unified specification, to promote the "Wuzhou six fortress tea" landmark bigger and stronger.

3.4 Deep excavation of the six fortresses tea cultural heritage, to create a boutique tea travel leisure line

Cangwu County six fortress town has a long history of tea culture, different tea areas have different humanistic conditions of their own. Such as tea-related myths and legends, folklore activities, celebrity anecdotes, and poetry works. Although in recent years, with the government's attention, the six fortress tea culture expo construction project is also speeding up the pace. But so far, the rich history and culture of Liubao tea have not been fully explored and utilized in depth. The humanities, history, customs, and other important cultural features contained in Liubao tea and the organic combination of modern culture are not enough, and the resulting cultural and tourism products are in short supply. Therefore, we should further excavate its historical and cultural heritage, strengthen the creative design of the integrated tourism project of Liubao tea, and integrate the local characteristics elements for the development of rural revitalization.

Liubao tea ecological tourism scenic spot has a certain industrial scale base, all over Wuzhou, the main bases are the ancient Liubao tea tree colony protection zone; a cultural relic left behind old tea trees, old tea gardens; modern ecological tea garden tourism area as well as tea culture experience area. To turn these industrial and scale advantages into tourism advantages, coordinate the efforts of all parties, and the relevant government departments and tourism departments to work closely together to establish an excellent tourism marketing team to vigorously promote tourism

products. At the same time do a good job of market research, according to different consumer groups, the length of tourism and leisure, planning for different ages and levels of consumers of fine lines for consumers to choose from.

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