

Research on the Development of Experiential Tourism Products Based on Tea Culture

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Abstract: In the process of cultural development, tea culture, as an important part of it, has a long cultural history and rich cultural connotation, and the development of experiential tourism products based on tea culture can effectively meet the spiritual and cultural needs of the public. In the current process of the gradual improvement of the public's personalized tourism demand, the development potential of experiential tourism is huge. Integrating the content of tea culture on the basis of grasping the characteristics of experiential tourism can continuously broaden new ideas for tourism development and achieve the development goals of tourism personalization, product characterization, service integration, experience creativity and so on. Innovating the development mode of tea culture through the development of experiential tourism products can also produce huge economic and cultural benefits in the process of driving the development of tea industry and tourism.

Keywords: Tea culture; Experiential; Tourism products; Development

1. The necessity of developing experiential tourism products under the background of tea culture

Under the background of tea culture, the development of experiential tourism products should do a good job in the early stage of research, clarify the different connotation of tea culture in various regions, and find its focus for the development of tea culture tourism products. We should not only deeply excavate the tourism resources related to tea culture, but also develop and design the tourism products related to tea culture. From the tea history, tea landscape, tea making technology and other aspects, and based on the principle of adjusting measures to local conditions to reflect the differences between tourism products, so as to effectively enhance the market competitiveness of tea culture experience tourism products. In the practice of professionals, grasp the historical origin of tea culture and the important role of tea art performance in promoting the development of tourism economy, and effectively use tea culture tourism resources to design and develop unique experience tourism products.

2. Development types of experiential tourism products based on tea culture

2.1 Health appreciation

People have their own tourism preferences in the process of tourism, and they want to stimulate consumption through experiential tourism products and improve the development and design value of experiential tourism products based on the tea culture background, which needs to be explored from multiple perspectives. From the perspective of public demand, in the tourism choice, you will not only go to the tea culture tourist resort, but also understand the history of tea culture in the process of visiting the tea garden. You will also have the need to buy tea if you are interested in tea tasting. You can learn tea craft and experience folk customs by picking tea and making tea in the participation experience. Therefore, the development and design of tea culture experience tourism products need to be fully combined with the needs of tourists, which should not only reflect the pertinence of the production of experience products, but also take into account the actual needs of tea culture lovers and ordinary tourists.

2.2 Folk culture

Based on the variety of tea culture tourism resources, the development and design of experience tourism products should effectively combine the resource structure of different regions, and design and develop folk culture tourism products according to the needs

of folk experience tea culture tourism. In the process of participation, the public can understand the social living environment and living habits of various regions, and can feel the customs and customs in the links of tea making and tea tasting in the diversified tourism activities, but they need to do a good job in guiding the development of corresponding products. The forms and ways for tourists to understand folk culture should be carried out from multiple perspectives, not just at the level of participation and appreciation, but through personal participation, they can gain gains and understand the profound connotation of tea culture. From the perspective of folk exchange tea culture tourism, there have been traces to follow in ancient times. Taking tea culture as the background for viewing and traveling can not only broaden our horizons, but also enhance our knowledge.

3. Development path of experiential tourism products based on tea culture

3.1 Highlight the characteristics of tourism products and embody the connotation of tea culture

The development of experiential tourism products is accompanied by experiential tourism activities. In the context of tea culture, improving the design and research quality of experiential tourism products needs to effectively highlight the characteristics of tourism products and reflect the connotation of tea culture. From the perspective of the needs of tourists to participate in tourism activities, the main purpose is to relax their body and mind, obtain a variety of experiences, and broaden their horizons by participating in tourism. Therefore, the development of experiential tourism products requires a comprehensive understanding of regional cultural characteristics and national characteristics. To create experiential tourism products and tourism projects with tea culture characteristics, we need to fully understand the connotation of tea culture in various regions. In the theme design, we need to focus on the key point of experience to carry out product R & D and design, and make supplements in related facilities, tourism services, etc. Clarify the design theme of experiential tourism products, and analyze the actual needs of the tourism market and the consumption trend of tourists on the basis of in-depth understanding of local history, tea culture and natural environment.

3.2 Enrich experience activities and enhance tourists' Participation

In the context of experiential tourism mode, tourists will have an intuitive feeling about the overall tourism project in the process of participation. It can be said that tourists have higher requirements for the participation, knowledge acquisition and practical value of experiential tourism project activities. The spiritual and cultural needs of tourists will be reflected in the choice of tourism projects and the purchase demand of tourism products. The development of experiential tourism products based on the background of tea culture needs to fully understand the actual needs of tourists, enrich experience activities and enhance tourists' participation, so that tourists can give full play to their subjective initiative to integrate into tourism activities. On the basis of the development of tea tasting and appreciation, it is necessary to deeply explore the sense of tourists' participation in the experience, and provide diversified leisure experience activities based on the tea garden, from the aspects of food tasting, leisure exploration, art exhibition and so on, so that tourists can obtain multiple experiences such as sensory, auditory, taste and so on.

4. Conclusion

To sum up, in the process of the development of China's tea culture, its scope of influence is deep, and China's tea culture tourism products are mainly tea products and tea sets. In the process of gradually improving the personalized needs of the public, it can be said that tourism products that lack diversity and creativity are difficult to meet the needs of market development. Therefore, the development of experiential tourism products based on the background of tea culture needs to avoid the problem of homogenization, reflect its innovation, create brand effect, and reflect its rich connotation and value of tea culture. On the basis of ensuring the quality of tourism products, we should strengthen the research and development of cultural and creative products from the aspects of ideas, signs, allusions and so on, and improve the publicity and promotion efficiency of tourism products with the help of e-commerce mode.

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