Research on the Development of Tea Gardens in Longping Town, Bozhou District, Driven by the Red Tourism of Zunyi

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Abstract: In order to support the economic development of Longping Town and solidify the achievements of poverty alleviation, this paper, based on the theory of knowledge graphs, selected literature and data from offline sources such as Wanfang, CNKI, and Superstar E-books from 2011 to 2023. Using literature review, analysis, and on-site investigation methods, it analyzes and plans the route from Zunyi Meeting Site to Longping Town, exploring a sustainable development route for red tourism with the aim of creating a distinctive tea and tourism experience to boost the economic development of Longping Town.

Keywords: red tourism, rural revitalization, tea and tourism integration

1. Introduction

Since the successful conclusion of the poverty alleviation campaign in 2020, the rural revitalization strategy has taken center stage. The core theme remains the "Three Rural Issues," emphasizing the priority development of agriculture and rural areas, the central role of farmers, comprehensive rural revitalization, harmonious urban-rural development, coexistence of humans and nature, adaptive development based on local conditions, and gradual progress. Guizhou, as a revolutionary base area and an underdeveloped region, is also the province (city, district) where the Red Army's Long March lasted the longest and covered the widest range. It has accumulated rich red cultural resources. However, due to various reasons, these red cultural resources are small, weak, and scattered, lacking aggregation advantages. At the same time, some red resources remain dormant and have not been transformed into industrial advantages that benefit the local population. In some cases, the need for resource preservation has resulted in the paradox of "prosperous poverty" in certain areas. Furthermore, Guizhou is considered the birthplace of tea and has vast tea garden bases in many counties, townships, and towns. Longping Town, with its suitable climate, extensive tea gardens, and cultural background, aims to support the economic development of Zunyi Longping Town and solidify the achievements of poverty alleviation. This paper employs literature review, analysis, and on-site investigation methods to analyze and plan the route from Zunyi Meeting Site to Longping Town, exploring a sustainable development route for red tourism. This simulation of a red tourism route from Zunyi Meeting Site to Longping Town is expected to stimulate the development of tourism along the route, creating a distinctive tea and tourism experience to boost the economic development of Longping Town and achieve economic revitalization.

2. Literature Review

In the context of rural revitalization and the development model of Guizhou Province, Mo Jing and Liu Wei, in their paper "Research on the Integration of Culture and Tourism Development in Guizhou Province under the Background of Rural Revitalization," analyzed the conditions for the integration of Guizhou's cultural and tourism industries. They also examined the current state of this integration, acknowledging the existing development achievements. However, they pointed out that it is still at a relatively low level and requires government leadership to jointly create high-quality cultural and tourism products, thus enhancing the integration between the cultural and tourism industries [1].

Research on red tourism in China, with titles containing "red tourism" appearing in literature from 2000 onwards, has shown an overall increasing trend in research output in subsequent years. Scholars such as Zhang Yin, Wang Xiufeng, and Dong Jingkui, in their paper "A Brief Analysis of Red Tourism and Sustainable Economic Development in Guizhou," pointed out that Guizhou Province, located in the western part of China, possesses rich red tourism resources and should seize the opportunity of the national push for red tourism development [2]. Xu Sisheng and Long Maoxing, in their paper "SWOT Analysis and Countermeasures of Red Tourism Development in Guizhou Province," used the SWOT analysis method to thoroughly analyze the strengths, weaknesses, opportunities, and challenges of red tourism development in Guizhou Province and proposed corresponding development strategies [3]. Professor Gong Na, in "Research on the Driving Force of Red Tourism in Ethnic Areas Based on Tourist Preferences – A Case Study of Liping and Zunyi Areas in Guizhou," emphasized the significance of tourist preferences as a key factor influencing travel decisions and explored the cultural and economic driving factors that influence these preferences [4]. Professor Xiong Zongren, in his paper "Thoughts on the Development of Red Tourism in Guizhou," emphasized the need to orient the development of red tourism in Guizhou toward source markets, focus on classic products, use media as a link, initiate political projects, support it with cultural projects, and ground it in economic projects to achieve both social and economic benefits [5]. Liu Ping, in "An Analysis of the Coordinated Development of Red Tourism and Rural Tourism in the Perspective of Cultural and Tourism Integration," analyzed the significance of red culture and the current state of rural tourism development and proposed promoting rural revitalization through red culture, achieving mutual development [6]. In the paper "Red Culture and Tourism Industry: The Dilemma and Path of Cultural and Tourism Integration," Li Xiang suggested addressing the issues by developing appropriate technological means, service levels, enhancing relevant laws and regulations, and strengthening policy support. It also highlighted the need to cultivate specialized professionals for red tourism [7].

Chinese tea culture is vast, profound, and has a long history. In addition to material culture, it also includes elements of spiritual culture. Scholar Yao Shuigen, in a paper published in the "Agricultural Archaeology" journal in 2020 titled "On the Development Path of Tea Tourism," emphasized that the development of tea tourism requires the establishment of relevant management organizations and the development of both hardware and software aspects of tea tourism [8]. Guizhou tea, after years of cultivation and refinement, possesses the conditions and advantages necessary to make its mark and has a competitive edge.

From a review of the relevant literature, it is evident that there is a significant body of literature on tea culture and red tourism. There are 10,634 journal articles found on Wanfang, and 1,171 documents on CNKI. However, there is relatively less literature that combines the study of red tourism with the tea industry. This indicates that this research direction holds a degree of innovation.

3.   Data Sources and Research Methods

3.1.   Data Sources

The data for this study were primarily collected from the Wanfang Database, CNKI (China National Knowledge Infrastructure), and Superstar Net. Statistical analysis was conducted using data from Wanfang and CNKI as they provide authentic and representative data. The dataset included 21,958 articles from Wanfang, 27,376 articles from Superstar Net, and 23,700 articles from CNKI.

3.2.   Research Methods

This study primarily employed literature survey, questionnaire surveys, and interviews.

4.   Research Content

4.1.   Economic Development in Bozhou District, Zunyi City

Table 1: Overall economic development of Bozhou District in 2020.

Indicator Name	Specific Amount (Billions)	Growth (%)
Annual Gross Regional Product (GDP) for the Entire District	353.69	5.5
Primary Industry	58.85	6.2
Secondary Industry	148.39	6.8
Tertiary Industry	146.45	3.5

In 2020, Bozhou District witnessed the following developments in culture and tourism:

The district received a total of 9.9771 million tourists throughout the year and achieved comprehensive revenues of 7.401 billion yuan.

Notable provincial-level projects included the third phase of the protection and poverty alleviation development project of Wujiang Ancient Villages and the Zunyi Goubao Red Culture Education and Training Institute.

Municipal-level projects involved the second-phase construction project of Zunyi Goubao Fengxiangyuan.

District-level projects featured the construction of the Bozhou District National Fitness Center and others, with a total investment of 2.617 billion yuan.

The Wujiang Ancient Villages tourism project cumulatively received investments of 3.54 billion yuan and saw the commencement of 202 subsidiary projects. Simultaneously, the district actively promoted the construction of the "Dafa Canal" project, promoting the spirit of "Huang Dafa."

Table 2: Overall economic development of Bozhou District in 2021.

Indicator Name	Specific Amount (Billions)	Growth (%)
Annual Gross Regional Product (GDP) for the Entire District	368.33	3.4
Primary Industry	62.96	7.8
Secondary Industry	151.16	0.4
Tertiary Industry	154.21	4.6

From January to November 2021, the district achieved a total tourism revenue of 11.5 billion yuan, welcoming a total of 9.93 million domestic and international visitors. In 2021, the focus of cultural and tourism projects was centered on the Wujiang River Basin, which drove the construction of the Wujiang Ancient Villages tourism project and the development of red tourism sites. Infrastructure enhancements, such as the construction of tourist toilets, were also prioritized. In 2022, Bozhou District successfully attained the national 4A-level tourist attraction status for the Hongguan Taiyangping Scenic Area.

Furthermore, efforts were made to create rural tourism brands. The standardization of rural tourism construction in Bozhou District yielded positive results in 2021. Recognition was awarded to Boli Community in Longkeng Street, naming it a key village for rural tourism in the entire province. Yangliu Community in Yaxi and Hongguang Community in Sancha were honored as key rural tourism villages in the city, and Bozhou District achieved the creation of one second-level rural tourism village (Qingkeng Community in Fengxiang Town), two four-star operators (homestays) for rural tourism (Shujia Yuanyi in Bozhou District, and Qiancheng Apartments in Bozhou District), and two high-quality rural tourism guesthouses (Fenghua Guesthouse in Bozhou District and Miaojiang Guesthouse in Bozhou District). Currently, applications are being submitted for the National Rural Cultural and Tourism Talents in 2021, the second batch of key rural tourism villages in the province, and high-quality rural tourism guesthouses.

The district has already successfully applied for recognition as key hotels at the provincial level (Guifengshan Grand Hotel, Fengxiangyuan Hotel, Dafa Tianqu Homestay), and is actively seeking recognition as a beautiful countryside in Guizhou, a beautiful village, a beautiful home, a Guizhou province culture and tourism integration demonstration zone, with relevant application materials having been submitted.

In addition, Bozhou District focused on strengthening media marketing and promotion. It utilized the internet and short videos for advertising to showcase its cultural offerings and attract visitors.

Table 3: Overall economic development of Bozhou District in 2022.

Indicator Name	Specific Amount (Billions)	Growth (%)
Annual Gross Regional Product (GDP) for the Entire District	380.35	0.8
Primary Industry	64.99	3.2
Secondary Industry	157.69	1.1
Tertiary Industry	157.67	-0.6

4.2. Analysis of Development Challenges in Longping Town – Based on the Growth Ceiling Feedback Model

4.2.1. Dominance of the Primary Industry and a Single Economic Structure

Through on-site inspections, photographic documentation, interviews with local businesses, and discussions with government officials, it was observed that Longping Town in Bozhou District, Zunyi City, primarily relies on the primary industry, with a strong emphasis on agricultural and farm products development. However, local businesses, mainly comprising individual merchants, operate on a small scale, making it challenging to achieve economies of scale. Additionally, the products offered in the area are limited, with a focus on rice, oil, cotton, and iron, lacking distinct industrial characteristics.
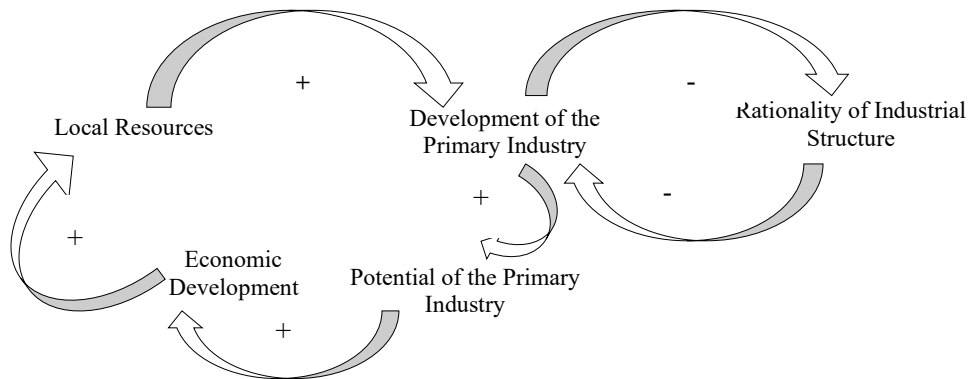

Figure 1: The single industrial structure affects the growth ceiling of economic development.

The industrial structure refers to the five-dimensional spatial relationships between production factors within industries, among industries, over time, space, and levels. In simple terms, it refers to the composition of various industries and their interconnections and proportions. To achieve economic development, it is essential to undergo a transformation and upgrade of the industrial structure. This is a systematic endeavor requiring leadership from the government, collective efforts from various entities, production departments, and individual entrepreneurs. However, based on the current investigation and interviews, there is a lack of unified coordination and communication

between various stakeholders, resulting in an unreasonable industrial structure in Longping Town, low value-added agricultural products, and lagging economic development.

4.2.2. Analysis of the Growth Ceiling Feedback Model Due to Outdated Infrastructure in Longping Town

Data collection revealed that the local government in Longping Town allocates relatively limited resources to infrastructure. Through surveys, interviews, and on-site inspections, it was discovered that the area faces challenges related to transportation, with few bus stops and virtually no taxi services, making travel inconvenient. Furthermore, local shopping facilities are outdated, characterized by:

1. A scarcity of large shopping centers, with small retail shops dominating the shopping landscape.

2. Limited variety of goods in local supermarkets, often with empty shelves. This situation reflects both limited consumer purchasing power and insufficient material products.

3. Aged residential areas with numerous uninhabited houses, creating an impression of low foot traffic and outdated surroundings.

4. Poor road conditions with uneven surfaces, cracked roadways, and visible signs of neglect, including dilapidated buildings and uncultivated land, contributing to the perception of Longping Town as lacking in economic vitality and modern amenities.
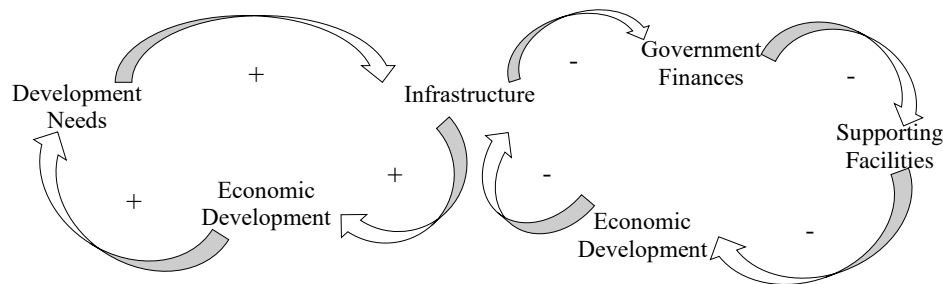

Figure 2: Aging infrastructure affects the growth ceiling of economic development.

Infrastructure serves as the shared material foundation for all enterprises, institutions, and residents, supporting their production, operation, and daily life. It is crucial for the normal functioning of a city's primary facilities. Adequate infrastructure not only facilitates material production but also plays a significant role in the reproduction of labor power. The growth ceiling feedback model represented in Figure 2 illustrates that sound infrastructure can leverage a "multiplier effect," enabling the maximization of local economic development. Constructing and improving infrastructure necessitates investments in various resources, including finances and manpower. The government, as the primary administrative unit, should lead these efforts and involve private capital, forming a collaborative model with government leadership and participation from multiple enterprises.

4.2.3. Growth Ceiling Feedback Model Analysis of the Development Challenges in Tea Plantations in Longping Town - A Case Study of Xiajia Tea Plantation in Longba Community, Longping Town, Bozhou District, Zunyi City

Through a team's field visits and investigations, a representative tea plantation in the area was closely examined. It was found that this tea plantation covers a total area of 500 mu (approximately 33.3 hectares) and is privately operated. As a result, it receives relatively little government support. In terms of tea varieties, the plantation primarily produces medium to high-end premium tea, which is predominantly handcrafted. This, however, results in limited production volume. During discussions,

it was revealed that the local tea has not established a distinctive brand due to insufficient promotion efforts, leading to a narrow sales channel, mainly relying on acquaintances' orders.
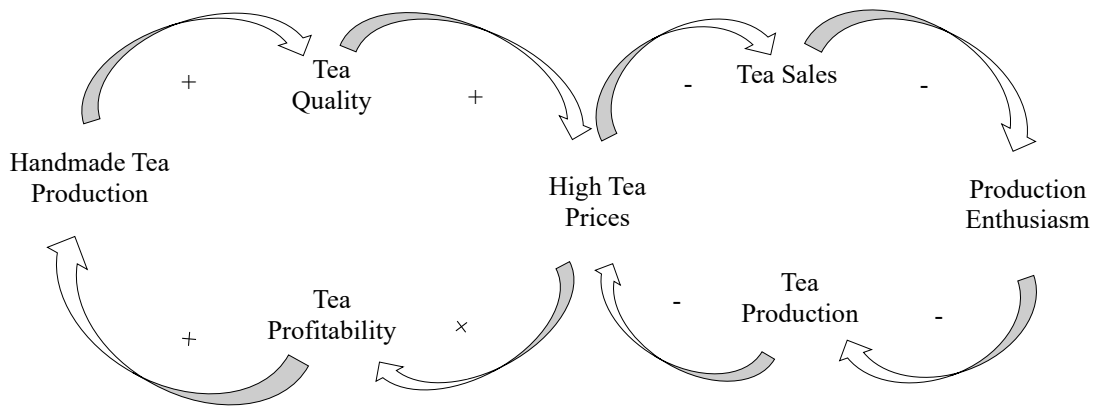

Figure 3: The single mode of production affects the growth ceiling of economic development.

The growth ceiling feedback model depicted in Figure 3 illustrates that the tea plantation's primary focus on handcrafted tea, while beneficial for enhancing tea quality to some extent, may lead to high prices and subsequently a limited market. This narrows down the potential for long-term sustainable development of the tea plantation. Furthermore, competition in the industry is intense, with tea from other regions in Zunyi City, such as Meitan and Fenggang, being more renowned. These factors, in conjunction with the current development challenges of the tea plantation, are interconnected and form a dynamic and complex system. They are subject to change based on various factors, such as policy environment, development goals, and corporate culture.

5.   Recommendations

5.1.   Leveraging Industrial Characteristics and Optimizing the Industrial Structure

The survey findings indicate that the primary focus of the Longping Town People's Government in terms of industrial support is the "Ecological Town" strategy, emphasizing green development. Given this focus, the town is not suitable for developing the secondary industry. It is advisable to integrate the primary and tertiary industries, thereby developing distinctive agri-tourism. Longping Town predominantly relies on agricultural crops, which can be scaled up and aggregated to establish a unique industry and create a specialty brand, fostering a "trunk economy." At present, Longping Town is steadily developing traditional industries like chili and vegetables on over 32,000 mu (approximately 2,133 hectares). It is also actively promoting specialty industries such as citrus and grapes on more than 12,000 mu (approximately 800 hectares), as well as emerging industries like "rice+" and land-based recirculating aquaculture on over 5,000 mu. These developments capitalize on the town's inherent agricultural advantages. However, relying solely on the primary industry for driving economic growth may result in insufficient momentum. Thus, it is recommended to utilize Longping Town's ecological advantages to vigorously promote tourism, establish an eco-tourism town, and boost the development of related service industries, ultimately achieving optimization and upgrading of the industrial structure.

5.2. Strengthening Infrastructure Construction and Enhancing Urban Image

5.2.1. Strengthening Infrastructure Construction to Enhance Urban Image

To achieve significant development and create a unique tourist town in Longping Town, Bozhou District, Zunyi City, it is essential to first strengthen infrastructure construction. This involves developing multi-tier transportation hubs, improving a multi-tier transportation network, enhancing public transportation, and promoting privately-owned and sightseeing transport services. Simultaneously, the demolition and construction of residential buildings should be carried out to optimize the living environment. In terms of urban road construction, it should be planned meticulously, and undeveloped lands, including barren hills and fields, should be properly utilized through thoughtful planning.

5.2.2. Improving Supporting Facilities to Enhance Urban Image

For the development of cultural and tourist industries, it is imperative to establish and enhance supporting facilities. This includes constructing large and medium-sized shopping centers, entertainment venues, and distinctive guesthouses.

5.2.3. Promoting the "Red Tourism" + "Tea Tourism" Development Model to Facilitate Rural Revitalization in Longping Town

(1) Using the coordinates of the Zunyi Conference Memorial Site, the "Red Tourism" + "Tea Tourism" + "Cultural Tourism" model connects cultural tourist attractions between Honghuagang District in Zunyi City and Bozhou District. This route primarily emphasizes "red culture" with the aim of narrating the epic Long March stories and embodies the "core of Long March culture" as defined by government policies.

   (2) Still centered around the Zunyi Conference Memorial Site, the "Red Tourism" + "Tea Tourism" + "Eco-Tourism" model highlights health and wellness aspects alongside tea culture. The fusion of cultural and tourist industries promotes high-quality development.

   a. Self-operated Tea Plantations

   Longping Town can select a tea plantation as a pilot site, zoning it, establishing management practices, and maintaining the roads. This allows tourists to engage in independent tea leaf picking under the guidance of tea-picking workers. They can also participate in simple tea processing, guided by tea-making professionals, while learning about the history and culture of tea through the explanations provided by interpreters. Upon departure, visitors could be provided with some tea products as souvenirs, enhancing their participatory experience. Simultaneously, this model offers more employment opportunities for local residents.

   b. Guesthouses

   Integrating guesthouses with "tea culture" can transform resource advantages into economic benefits, thereby driving local economic development.

6. Conclusion

Guizhou boasts exceptional geographical advantages, abundant cultural resources, convenient transportation conditions, and a pleasant climate. Among these, Zunyi, as a historic "Red City," possesses outstanding tourism resources. When coupled with Guizhou's rich tea culture heritage, the integration of these two elements, driven by "Red Tourism," can bolster the development of tea plantations in Longping Town and stimulate regional economic growth. By exploring a "Red Tourism" route that contributes to the development of Longping Town's tea plantations, the primary

beneficiary is Longping Town itself, followed by the entire area along the route. This endeavor will also enhance Zunyi's and Guizhou's standing as tourism destinations, driving economic development through tourism while aligning with national policies and the trends of social development.

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