

# Discussion on the Development of Tea Tourism Experience Products in Bashan Village in Hangzhou, Zhejiang Province

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## Abstract

Experience economies place a strong emphasis on satisfying customers' emotions and value their psychological experiences as they engage in consumer activity. This paper examines the current state and issues facing the rural industry and takes Bashan Village in Hangzhou, Zhejiang Province as a case study. It proposes a roadmap for transforming and upgrading the rural sector and creating products for cultural tourism experiences. The goal is to serve as a resource for future efforts to implement the rural revitalization strategy in domestic villages, taking into account experience economy guidelines and the needs of the strategy.

## Keywords

Experience products; Industrial transformation and upgrading; Bashan Village.

## 1. Seize Opportunities of the Times to Help Rural Industrial Transformation and Upgrading

### 1.1. Rural revitalization requires the transformation and upgrading of rural industries.

Wang Sibao (2017), Chen Wensheng et al. (2017) believed that the implementation of rural revitalization should be tailored to local conditions, reasonably use of local resources and conditions, and construction of a matching rural industrial system. Shi Haiyan et al. (2019) proposed that the government should strengthen guidance, formulate scientific plans, and improve the rural industrial structure. Among the many industries, tourism has played an important role in rural revitalization. Rural tourism promotes the development of rural service industry, improves the industrial structure, and boosts the sustainable and healthy development of rural economy.

### 1.2. The development of experience tourism has become a hot spot.

Li Chunhua (2015) proposed that the application of experience economy to the management of tourist attractions would further activate their consumer market. Nie Wei (2022) believed that experiential tourism has become an important trend in the future development of tourism, which means the consumer psychology of tourists has transited to a mature stage. The experience economy takes user participation as the core, exploring users' unique expectations of products through interaction, understanding users' real psychological reactions, and forming good service quality. Experiential tourism emphasizes the uniqueness of tourism products and the sense of participation and acquisition of tourists.

## 2. Adhere to the Problem-oriented and Clear Pain Point Appeals

Bashan Village, Hangzhou, Zhejiang Province, has the reputation of "Longjing tea sea". The annual sales volume of Longjing tea in the village is 300,000 kg, and the sales amount is about 130 million yuan. The tea industry has a solid foundation, but lack the integration of agriculture and cultural tourism industry at present. In order to better promote rural revitalization, it is

urgent to help Bashan Village industrial transformation and upgrading. Integrating agriculture with characteristic cultural and tourism resources is a vital pathway. Through investigation, we believe that the main outstanding problems of the current Bushan Village are as follows:

### **2.1. Insufficient development and utilization of resources, and lack of high-quality cultural connotation and value exploration.**

The natural resources of Bashan Village are mainly continuous tea hills, whose current function is to grow tea leaves. Except for tea picking and research for primary and secondary school students every April, other uses have not been developed. At the same time, the development level of its historical and cultural resources is low. The history of tea planting in the village can be traced back to the Wanli period of the Ming Dynasty, which has profound heritage, but its history and culture have not been deeply explored.

### **2.2. The industrial structure is single, and the development of tourism is still in its infancy.**

Bashan Village mainly produces primary agricultural products, planting and selling by family units, and has not yet formed a modern business industry chain. The proportion of secondary and tertiary industries in the village is relatively low, and the industrial development model of "agriculture +" has not been fully reflected. The existing tourism activities in the village are mainly tea festival, "Qingyou tea tour" cycling routes and student research activities, which are relatively simple in form.

### **2.3. The rural operation mode is not perfect, and the villagers are lack of professional skills.**

Bashan Village has planned to upgrade and transform the industry, but due to the weak foundation of the tertiary industry and the lack of professional guidance, it has not yet found the correct development path. In recent years, Bashan Village has suffered serious labor loss, villagers tend to be aging, and it is difficult to help the development of rural tourism in terms of cognition degree, knowledge reserve, professional quality and service level. As a result, villagers' participation in rural tourism is low, and professionals are urgently needed to provide guidance to villagers.

## **3. Seek Solutions, and Pay Attention to Practical Results**

### **3.1. Create unique rural experience products to improve competitiveness.**

Relying on characteristic agriculture, Bashan Village should develop and use resources wisely, integrating digital and intelligent technologies, then creating experiential products with significant characteristics. Bashan Village has profound tea culture. Through the creation of rural experiential products integrating agriculture, culture and tourism, the immersive punching experience is promoted and rural tourism business cards are created, thus helping industrial transformation and upgrading.

### **3.2. Building a "five-in-one" model to promote diverse integration.**

Promote the transformation and upgrading of rural industries with the "five-in-one" model. To gather classics with exhibition, to promote exchanges with conference, to choose feature with competitions, to help transform with tours, and to show style with awards. Thus creating experiential tourism products in an all-round way.

#### **3.2.1. To gather classics and expand tea culture experience.**

Through the exhibition to collect new products and high-quality products of the whole industry chain, to create a one-stop supply chain platform, Aiming to through multi-dimensional coordination, to bring new vitality to the industry. Bashan Village can hold Hangzhou Fuyang

Tea Fair to show the new forms, new technologies and new varieties of tea industry. The Tea Fair will invite Hangzhou Tea Culture Research Association, tea e-commerce, foreign trade companies and public residents to participate. It can also build a digital exhibition hall of tea culture to display culture in scenes. Through multimedia sound and light effects, visitors can truly feel the long-standing tea culture with clear high-quality images and dynamic static exhibits.

### **3.2.2. Promote communication and promote the prosperity of tea culture.**

With the theme of "Tea culture tourism", Bashan Village can hold a symposium on "Rich Spring Tea Day", aiming to expand practice and spread, strengthen cooperation and win-win, and inherit China's excellent tea culture. The combination of online and offline, simultaneous live broadcast on platforms such as Tiktok and Weibo. The symposium will attract tea industry experts, scholars and representatives of tea merchants to attend. The keynote forum was launched from three aspects, namely, the report of experts and scholars, the theme sharing of "tea tourism" and the theme sharing of "sustainable rural development", which constantly stimulated the vitality and creativity of tea industry.

### **3.2.3. Open a new journey of "Tea Travel" with feature selection.**

Bashan Village can attract different groups of tourists by holding events, transform the "flow" of events into the "retention" of rural areas, realize the double improvement of tourist participation and rural passenger flow, and promote the vigorous development of tea industry and the spread of tea culture. It is planned to hold the national style new tea mixing contest, the Song style tea contest, the tea sea painting art appreciation contest and the "Discover the most beautiful tea Garden" photography contest. The holding of the four major competitions can provide tourists with a platform for art display and communication, promote tourists' in-depth understanding of tea culture, and expand the visibility and influence of Bashan Village.

### **3.2.4. To help transformation and gather the new fashion of "tea travel".**

To build rural experiential tourism products according to local conditions, it is necessary to establish deep points to attract tourists' attention. Bashan Village could made it a core part that develop experiential tourism products with fun festivals and high-quality routes. String big and small festivals phase string during the year, and seize the core festivals; Enlarge traditional festivals and promote the intangible heritage folk performance "Fuchun Tea Dragon"; Do fine characteristic festivals such as opening tea Festival, combined with current affairs hot spots and constantly innovate cultural travel activities, making it a feature. Combined with new media platforms such as Weibo, Douyin, and public accounts, two characteristic routes are created for elderly people and young people, respectively focusing on health care projects such as tea garden walking and courtyard tea tasting, and leisure projects such as tea garden riding and performance appreciation.

### **3.2.5. Encourage the innovative development of "Tea tourism" with awards to show style.**

The award ceremony is planned to hold in Bashan Village, and the award objects mainly involve two fields: cultural tourism industry and tea industry. On the one hand, the award of major events; On the other hand, the award of "Top Ten innovative projects in Fuyang Tea Industry" and "Top Ten Outstanding Pioneers in Fuyang Rural Revitalization". It is intended to encourage the innovation and development of tea industry through the recognition of advanced enterprises and talents with excellent professional skills, promoting the rapid progress of the industry, and helping the transformation and upgrading of rural industries.

### **3.3. Improve the operation and management mechanism of rural tea tourism and strengthen the training of professional talents.**

Bashan Village actively cooperates with enterprises, and while enterprises bring multiple participants, they strengthen the leading role of planning. The village should strengthen market-oriented, specialized and industrialized operation, jumps out of the single profit model of "farmhouse", takes "tourism +" as the core, and accelerates the upgrading of files for market demand. Focusing on cultivating specialized managerial talents, supporting and encouraging more young people to take root in rural areas, and providing policy support for young people with entrepreneurial dreams to solve difficulties in starting businesses.

## **4. Integrate Multiple Benefits and Promote New Development**

### **4.1. Promote diversity and integration to achieve industrial prosperity.**

Industrial prosperity is the key point and main battle of the implementation of rural revitalization strategy. In china, The National Rural Industry Development Plan (2020-2025) requires that by 2025, rural tourism will be comprehensively optimized and upgraded, with an annual average of more than 4 billion tourists, and the operating income of leisure agriculture and rural tourism will exceed 1.2 trillion yuan. Creating experiential tourism products is conducive to optimizing rural economic structure, increasing tourism income and driving the investment and introduction of related enterprises, while forming a new trend of productive and integrated rural tourism development, and promoting the integrated development of related industries.

### **4.2. Build future communities and attract talents to return.**

The future community revolves around the center of people's yearning for a better life, creating new urban functional units with a sense of belonging, comfort and future. Bashan Village plans to create experiential tourism products, rationalizes the rural space layout, and improves infrastructure and supporting services through large-scale events such as exhibitions and forums; Tea festivals and various competitions can attract the extensive participation of urban tourists and surrounding villagers, creating a good atmosphere for rural development, and enhancing the sense of participation, happiness and gain of villagers. Those products will attract talents from the hometown to return and talents from other villages to enter, and add vitality to the countryside, thus promote the construction of future communities.

### **4.3. Spread tea drinking culture, strengthen self-confidence and self-improvement.**

With culture as the carrier, experiential tourism products maximize the advantages of the integrated development of rural culture and tourism. Bashan Village has created experiential tourism products with tea culture as the theme, helping to promote tea culture such as tea making craft, tea calligraphy, tea ceremony and tea painting, which can promote the creative transformation and innovative development of excellent traditional Chinese culture, develop the dissemination of national tea culture, and strengthen cultural self-confidence and self-improvement.

## **5. Conclusion**

Aiming at the existing problems of Bashan Village in Hangzhou, Zhejiang Province, this paper sets up the core goal of creating characteristic rural experience products, proposes to build a "five-in-one" model, and promotes industrial upgrading from five aspects: exhibition, discussion, competition, play and award. While improving the operation and management mechanism of cultural tourism, we should strengthen the training of professional talents, and

finally realize the multi-benefit development of industrial prosperity, talent return and cultural inheritance. It also provides reference value for other villages with similar problems. In the future, we will plan and study various forms of rural experiential tourism products, and explore how to promote the linkage between rural products and surrounding areas, so as to expand the market.

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