

The Current Situation and Future of Tea Culture and Regional Tourism Development under the Background of "Internet +"——A case study of Yueyang City, Hunan Province

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Abstract: Tea culture is an important part of China's excellent traditional culture. In the context of "Internet +", how to develop and inherit traditional tea culture is a problem we need to consider at present. With the rapid development of China's economy, the quality of people's life continues to rise, and the demand for culture is constantly changing, forming a new consumption concept. At the same time, the "Internet +" culture relying on the Internet, using big data as a means, and characterized by mobility and networking has rapidly emerged and quickly penetrated into all walks of life. The tourism industry took advantage of this shareholder wind and came across the traditional tea industry which was facing an inheritance crisis, then a new idea of combining the tea industry and regional tourism was born. Tea Culture and Regional Tourism is a cultural form, based on tea as the carrier, combined with tourism, leisure, health. The integrated development of Tea Culture and Regional Tourism is a new industrial form born under the background of rapid growth of tourism, which plays a significant role in promoting national economic development, social progress and cultural prosperity. It is an important way not only for industrial optimization and upgrading, but also for regional cultural innovation and development. Taking Yueyang City, Hunan Province as an example, this paper studies current situation and prospects of Tea Culture and Regional Tourism in Yueyang City, through questionnaire survey, literature research, SWOT analysis. It aims to put forward suggestions to solve the problems in the integrated development of Yueyang's Tea Culture and Regional Tourism, selection of tea product marketing strategy and industrial development planning, so as to provide reference for promoting the healthy and rapid development of China's Tea Culture and Regional Tourism.

Keywords: Internet+; Tea Culture and Regional Tourism; SWOT analysis

1. Introduction

The development of tea tourism culture under the background of "Internet +" is an industry that the state attaches great importance to, and the tea tourism culture industry is also a very promising industry in the future Internet situation. The research in this paper is not only conducive to the overall development of the tea tourism industry to provide reference to promote the development of tea tourism and cultural enterprises, but also conducive to improving local livelihoods, solve the employment problem, and stimulate economic development. For the research object of the project, Yueyang yellow tea, it can also create a nationally renowned tea culture tourism area, and make Yueyang special brand, in order to improve brand awareness and recognition.

At present, previous research on this topic has made some progress at home and abroad. Jin Wenbin^[1], Li Lingfeng^[2], Zhu Xuedong and Liu Rui^[3] discussed the feasibility of the future integration of the tea tourism industry from the perspective of domestic scholars, while Sita K^[4], Hartwig Bohne^[5], and Sanjana Monda^[6] pointed out the challenges that the industry may face while proposing the direction of the development of the tea tourism industry

from the perspective of foreign scholars.

After collecting and analysing the results of previous projects, this paper intends to start from the background of the era of Internet + to explore the future development direction of the tea tourism industry and the Internet for deep integration. And in the process of this research to solve the problem of how to improve the integration of tea tourism culture in the Internet + era, how to improve the tea tourism culture recognition in many brands, how to improve the tea tourism brand awareness in the fierce competition, how to improve the tea tourism economic synergy in the gradual development.

2. Research background

In the context of "Internet +", the development of tea tourism culture is an industry that the state attaches great importance. 29 April 2021, the twenty-eighth meeting of the Standing Committee of the thirteenth National People's Congress voted to adopt the "Law of the People's Republic of China on the Promotion of Rural Revitalisation". 18 May 2021, the Ministry of Justice issued the ""Rural Revitalisation Rule of Law Peer" Activity Programme". On May 18, 2021, the Ministry of Justice issued the ""Rural Revitalisation and Rule of Law" activity programme".²⁰²² The results of the survey of the National People's Congress were released, and the "Rural Revitalisation" was ranked the eighth in terms of attention^[7]. This paper is to respond to these two policies to promote the expansion of Yueyang yellow tea tea travel culture industry market, in order to revitalise the rural economy of Yueyang.

At the same time, the tea tourism culture industry is also a very promising industry in the future Internet situation. 2025 Central Document No. 1 proposed to vigorously promote the construction of digital countryside, strengthen scientific and technological innovation and institutional innovation. Promote the development of intelligent agriculture, and promote the integration and application of information technology and agricultural machinery and agronomy. And Yueyang is not only a famous tea key production area in Hunan Province and even the whole country, but also the main production area of yellow tea. In recent years, Yueyang tea tourism and cultural development has always adhered to the principles of ecological development and green development of the industry, combined with market demand, reconstructing the ecological civilisation of the tea industry, the transformation of the tea industry has taken new steps^[8]. The arrival of the Internet + era has brought new opportunities for the development of Yueyang tea tourism culture, which is both an opportunity and a challenge for the development of Yueyang tea tourism culture.

3. Domestic and international research status and development dynamics

3.1 Domestic tea travel development research status and development dynamics

Jin Wenbin^[1] by describing the basic conditions for the development of tea tourism integration in Hangzhou Xiaogucheng Village, reveals the current problems of the tea tourism industry, including the lack of awareness of ecological protection of tea farmers, the lack of promotion efforts, the lack of cultural and tourism management personnel, and puts forward countermeasures, in order to promote the development of the local economy to provide reference.

Li Lingfeng^[2] and others use literature survey method, questionnaire survey method, interview method, case study method and other research methods, through the "due to geographic location, popularity and economic development level and other constraints caused by the development and use of tourism resources in the region reduced value" as the content of the phenomenon of tourism shielding, to carry out the Anhui Lu'an tea cultural tourism "shielding". Tourism "shield" factor analysis, and then from the tea travel consumer tourism motivation, combined with the experience marketing under the AISAS model, explore in the "Internet +" under the Lu'an tea representative of the Liu'an Gua Pian cultural tourism product development path and mode. In order to provide targeted advice and development for the development of tea plantations in Anhui Province and China's tourism-restricted tea areas, and at the same time to support the main tea-producing cities and counties to build tea

tourism boutique lines, tea tourism boutique parks, tea tourism characteristics of small towns, and to develop new tea tourism fusion products, such as "tea tourism + lodging", "tea tourism + learning" and so on. The development of "tea tourism + lodging", "tea tourism + study" and other tea tourism integration of new forms; and create a number of good growth, strong competitiveness, outstanding characteristics of the tea brand, consolidate and enhance the results of industrial poverty alleviation.

Zhu Xuedong and Liu Rui^[3] extracted the main values of tea culture tourism experience through questionnaire survey and factor analysis. The results show that: aesthetic ornamental value, health care and health maintenance value, entertainment experience value and education and science popularisation value are the values for tourists to participate in tea culture tourism experience.

3.2 Current status of research and development of tea tourism development abroad

Sita K^[4] argues that the diversity of employment avenues for people living around tea plantations that have been developed into tourism is increasing. Corporate Social Responsibility (CSR) provides further opportunities for sustainable development of tea tourism. Improving service satisfaction of tea tourists is one of the important ways to increase the willingness to revisit. Establishing partnership synergies can compensate for the lack of resources and capacity in the integrated development of tea and tourism linkages. For future practical impacts, it is important to expand the integration of tea and tourism by building partnerships that stimulate more local participation and provide more local benefits.

Hartwig Bohne^[5] analysed the initial effects of tea on the regional economy, as well as the cultural and social roots associated with tea tourism, and weighted them to present the uniqueness of the world's only UNESCO-awarded tea-consuming tradition and the impact it has on tourism. As well as analysing the tools that can help to enhance authentic tea oriented destination marketing.

Sanjana Monda^[6] focused on the demand and supply perspectives of tea tourism and its stakeholders and identified the main problems and challenges as the key dimensions of inadequate planning and marketing efforts, limited co-operation among stakeholders, local participation, socio-economic inequalities and consumer attitudes towards tea tourism. This study will help future researchers and scholars to expand the field of tea tourism and is of great significance for policy makers, regulatory agencies, marketers, and tour operators to grasp the socio-economic perspectives while formulating suitable marketing strategies for tea tourism to ensure the sustainable development of tea tourism.

In summary, many scholars at home and abroad for the development of tea tourism industry research are relatively objective. However, scholars from different regions and countries with different levels of development are affected by research perspectives, research methods, research funding and other factors, the research on the development of tea tourism industry is not the same, but most scholars believe that the development of the tea tourism industry should be brand strategy planning, increase the investment of scientific and technological funds, improve the value of the tea brand, enhance the brand's cultural connotations, and continue to extend the tea tourism industry chain, to promote the development of the tea tourism industry. Development. In the era of rapid development of science and technology, tea tourism wants to rapidly develop the need for deep integration with the Internet, the full and reasonable use of online and offline integration mode, to the traditional tea tourism industry to enter the fresh blood, change the traditional tea tourism industry sales channels, continue to cultivate e-commerce talent, the establishment of a sound and perfect tea tourism industry information network platform, relying on network platforms to provide information resources for tea, so that consumers can enjoy more The right to know, better for consumers to provide personalised services, closer to the distance between business and consumers, in order to achieve the transformation and upgrading of tea enterprises, and ultimately achieve the rapid development of the tea tourism industry.

4. Internet + era Yueyang tea tourism culture development of the status quo and problem analysis

4.1 Yueyang tea tourism culture development status quo

Dongting landscape show, Yueyang yellow tea fragrance. Yueyang city has a long history of tea production, known as "China's yellow tea township" reputation, but also has won the "national geographical indications trademark" and "Hunan Province, the top ten agricultural regional public brand" and so on. A number of honours. In recent years, the development of yellow tea industry in Yueyang, not only was selected as the national "100 counties - 100 tea - 100 people" list, but also among the Hunan tea rural revitalisation of the "top ten leading brands", the brand value of 2.076 billion yuan, to become the focus of the 100 billion tea industry in Hunan Province! Brand and "colourful Hunan tea" important plate.

Yueyang city tea industry development work to adhere to the implementation of General Secretary Xi Jinping "three tea" integrated development ideas, based on the new development stage, the implementation of the new development concept, build a new development pattern, and promote high-quality development requirements, around the Yueyang "three districts and a centre" strategic positioning and the "11" Yueyang tea industry. Yueyang tea industry "113" goal. 2021, the city's tea plantation area of 306,000 acres, the total tea production of 34,700 tonnes, of which 9,106 tonnes of yellow tea production, the comprehensive output value of nearly 6 billion yuan, to achieve a piece of leaf rich people's vision of a party. As of the end of 2024, Yueyang city's tea plantation area stabilised at 321,700 mu, the total output reached 34,800 tonnes, of which 10,400 tonnes of yellow tea production, the comprehensive output value of tea exceeded 8.9 billion yuan, with practical action to drive the local farmers to become rich, and to promote the development of the tea industry in Yueyang City. Yueyang City, the person in charge of the tea industry said, tea as a medium, tea will be friends, exchange and cooperation, mutual benefit and win-win situation, and make every effort to promote the integration of tea tourism development in Yueyang City, to achieve value-added tea industry to extend the chain, to benefit more people. (Data from Yueyang Yellow Tea Official Accounts)

According to the plan, by the end of 2025, Yueyang city's tea plantation area will continue to expand steadily, one, two, three industries in-depth integration of the comprehensive output value of the tea industry exceeded 10 billion yuan, and strive to "Yueyang yellow tea" into a nationally renowned brand, and to achieve the transformation from a large tea-producing city to a strong industrial city.

4.2 Yueyang tea tourism culture problem analysis

Through the questionnaire survey on Yueyang yellow tea (In which the sample of questionnaires came from local people in Yueyang, the questionnaire survey was distributed a total of 215 questionnaires, of which the data of validly completed questionnaires were 200, so the sample size of Table 1 is 200) and field research, Table 1 shows that the development of Yueyang tea tourism culture mainly exists in the following problems:

4.2.1 The brand building of Yueyang yellow tea is not strong enough and too single.

Brand building is the fundamental channel to communicate with consumers, and the expectation of market share depends on the brand influence that matches it, so the development of brand building by enterprises is the way to go. Yueyang city's yellow tea in the brand building deficiencies, so Yueyang city should dig deeper into the connotation of tea culture, finishing Yueyang yellow tea, Junshan Silver Needle and other Yueyang historical tea cultural lineage, tell the story of Yueyang Yellow Tea, prepare for the construction of the Yellow Tea Museum, give full play to the function of the Yellow Tea Museum, promote the integration of tea culture and the tourism industry, to create a unique Yueyang tea travel culture brand.

4.2.2 Tea quality and safety are not guaranteed.

Among the many problems faced by China's tea industry at present, the issue of tea quality and safety is the most urgent problem to be solved, and how to go about controlling the source of pollution is the key to solving the problem. In the process of producing tea try to avoid the application of synthetic fertilisers, pesticides, plant growth regulators, food additives and other substances^[10], which should become an important direction for the development of the tea industry in the future. This is also a key to further enhance the competitiveness of Yueyang

yellow tea in the country.

4.2.3 Single way of product sales

In recent years, the rapid development of the Internet, the service industry, the integration of the retail industry and the Internet has become the mainstream, the development of online and offline sales has become the inevitable choice of many enterprises seeking development, however, at present, Yueyang yellow tea and its ancillary products sales channels are relatively single, so in this context, with the help of the power of the Internet for the long term and stable development of the tea tourism culture, it is particularly important.

4.2.4 Imperfect tourism supporting infrastructure for tea tourism integration

Yueyang City, although there are many tourist attractions, but the distance between the attractions is far away, not concentrated, in addition to the integration of tea industry and tourism is not high enough, has not yet formed a yellow tea industry circle around the Dongting Lake, therefore, in the discovery of Yueyang tea culture, should follow the "tea area scenic spots, scenic spots, tea area," the development of ideas and strategies will be the Yueyang Tower, the Qu Zi Temple, Junshan Island, the Yueyang Tower, the Qu Zi Temple, the Junshan Island, the Yueyang Tower and the Yueyang Tower. Quzi Ancestral Temple, Junshan Island, Tianjing Mountain and other tourist attractions and Yueyang City characteristics of the combination of tea culture, to create Yueyang "a building, an island, a lake, a tea, a thought" marketing concept, in order to promote the long history of the local tea culture in Yueyang, will be able to attract more domestic and foreign tourists, expanding the influence of the yellow tea in Yueyang.

4.2.5 Insufficient innovation in cultural tourism product development

At present, Yueyang City, in the local characteristics of cultural tourism product development and innovation there are some shortcomings: First, the development of the product of their target audience group positioning is too broad, not precise enough, the lack of cultural tourism product characteristics of the thinking, can not meet the personalised needs of tourists; the second is the local characteristics of cultural tourism products is not obvious enough, did not dig deep into the local characteristics of the culture of Yueyang, the integration of the long history of Yueyang folk culture, the lack of their own style of folk culture, and the lack of the local culture of Yueyang, and the lack of the local characteristics of the local culture of Yueyang. Folk culture, the lack of innovation of their own style, the core competitiveness of cultural tourism products is insufficient.

If you can combine Yueyang yellow tea with some of today's market popular film and television IP image, to create a popular IP related to Yueyang tea tourism, which attracts tourists to travel to Yueyang interest in Yueyang culture and tourism products, and effectively convey the brand concept, improve the brand's own recognition.

Table 1 Questionnaire

What problems do you think exist in the development of tea tourism culture in Yueyang?	Proportions %
Brand building is not strong enough and too single	82%
Tea safety and quality is not guaranteed	55%
Single way of product sales	63%
Incomplete tourism facilities for tea tourism integration	77%
Insufficient innovation of local speciality cultural and tourism products	42%

Note: The above percentages are based on a valid sample of 200 completions.

5. SWOT analysis and strategic choice of Yueyang tea tourism culture development in the Internet + era

5.1 Advantages (Strengths)

Rich tourism resources help to expand the market of tea tourism industry. Yueyang has a long history, including Yueyang Tower, Junshan, Xiao Qiao's Tomb, Lu Su's Tomb, Temple of Literature and many other well-known tourist attractions. In terms of natural resources, there are Dongting Lake, South Lake Scenic Spot, Danyun Mountain, Wutian Mountain and other attractions, which constitute a magnificent picture scroll, but also has a wealth of natural resources, which provides unlimited travelling fun, attracting a large number of tourists to come to hit, and providing sufficient customer resources for the development of the tea travel industry.

Convenient transport and geographical location, reducing travel obstacles for tourists. Yueyang is located in the north of Hunan, between Changsha and Wuhan, the two provincial capitals, 107 National Highway, 240 National Highway, Beijing-Hong Kong-Macao Expressway, Xu-Guangzhou Expressway, Beijing-Guangzhou Railway, Haoji Railway, Beijing-Guangzhou high-speed railway running through Yueyang from the north to the south, in addition, Yueyang is the waterway hub of Hunan, and an important highway and railway hub, with a strong comprehensive capacity of transport, which is convenient for tourists to go to from all over the country.

Tea culture has a long history. Yueyang yellow tea in the early Tang Dynasty has been one of the top quality tea, the Tang Dynasty has become a tribute in the court royal family. There are also rumours of e Huang, female Ying brought Yueyang yellow tea, Yueyang yellow tea and Princess Wencheng into Tibet and other legends, the tourists have a certain cultural attraction, but also for the development of tea tourism industry in Yueyang to create a strong atmosphere of tea culture.

Yueyang yellow tea has a good brand foundation. Produced in yueyang "junshan silver needle" is known as "yellow tea of the crown", and yellow tea famous "north port Mao Jian", yueyang is also China's yellow tea production, processing and trade of the largest concentration of industrial area. 2011, yueyang yellow tea production, processing and trade of the largest scale. In 2011, Yueyang was awarded the title of "Hometown of Yellow Tea in China", and on 9 April 2014, the former State General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) approved the implementation of Geographical Indication Product Protection for "Yueyang Yellow Tea". In 2017, it was rated as one of the top ten agricultural regional public brands in Hunan Province, and on 15 November 2019, it was selected as one of China's agricultural brand directories.

5.2 Disadvantages (Weakness)

Product quality varies. Due to the lack of standardised production models and strict market regulation, the tea market is mixed, which has a certain impact on the brand reputation.

Low comprehensive utilisation of tea resources. In the mode of traditional tea farmers, tea farmers have skills and experience, but no market acumen, only know blindly expand the planting scale. At the same time, the planting method is traditional and the production efficiency is not high.

Lack of relevant talents. Whether it is production and planting, or marketing management are inseparable from the support of professionals. Yueyang yellow tea has not yet completed the successful transformation of the industry, planting management team is still dominated by traditional tea farmers, a shortage of professionals.

Tea industry and tourism integration is not sufficient, infrastructure is not perfect, fewer leading enterprises. Visitors participate in the experience of fewer projects, industry mining is not deep enough, the tea industry and tourism integration experience is not enough, the lack of leading enterprises to lead.

Brand awareness is limited, the international market is difficult to open new horizons. Yueyang transport network connected to all parts of the country, but the connection with the rest of the world is very limited, tourists from other countries are difficult to reach, and Yueyang Yellow Tea is not prominent enough in the international market, which increases the difficulty of expanding the international market for the tea tourism industry.

5.3 Opportunities

Tea brand building is effective. Through the release of yueyang yellow tea high-speed train advertisement, create yueyang yellow tea advertisement corridor and other ways, all-round set up yellow tea brand image,

effectively enhance the exposure rate of yueyang yellow tea more than ten million times. For the follow-up tea tourism industry integration promotion work to lay a solid brand foundation.

After the epidemic era of tourism back to spring. During the epidemic, travellers' consumer demand for tourism and expectations continue to rise, now ushered in the post epidemic era, tea tourism industry has a certain market potential.

Convenient Internet provides new ideas for development. Big data, 5G and other high-tech gradually gain popularity, accelerating the speed of information dissemination, but also for the tea tourism industry online and offline resources integration to provide technical support.

Government and policy support. The development of the tea industry is highly valued. 2022 Central Document No. 1 proposes to vigorously promote the construction of digital villages, promote the development of intelligent agriculture, and promote the integration and application of information technology and agricultural machinery and agronomy [11]. In addition, the Chinese Tea Ancestor Festival Organising Committee, China Tea Circulation Association Yellow Tea Professional Committee, China Yellow Tea Industry Alliance and other units jointly issued a document, decided to host the 2022 "Nine Lion Zhai Cup" China Yellow Tea Tea Competition. Expanding the visibility of yellow tea in Yueyang, promote internal communication within the industry, and create a good environment for healthy competition.

5.4 Threats

Domestic competition in the tea industry is fierce. China's vast area, the land is vast, countless tea products, tea culture has been passed down from generation to generation, loved by the people. Tea industry across the country in order to win more markets, have to speed up the transformation and upgrading of the industry, increase investment, open up a new track of tea tourism and actively run, intensifying industrial competition. How to stand out among the many competitors is the test faced by Yueyang yellow tea.

5.5 Strategy Selection

Four strategic options can be derived from Table 2. Firstly, the internal advantages of the tea tourism industry are demonstrated through external opportunities, and a growth strategy can be launched to seamlessly integrate online and offline resources. Deeply explore the value of the tea industry, create a special IP rooted in traditional tea culture, complete brand building with a good brand foundation, and seize the opportunity to make it grow through the wind. Second, the internal disadvantage through the opportunity to achieve transformation, can be launched to reverse the strategy, in the government as well as policy support, strengthen the introduction of talent, accelerate the integration of tea tourism, increase investment in science and technology, the implementation of standardised production of tea plantations, standardised supervision, with the help of the opportunity to alleviate the disadvantage, so that the disadvantage to the advantage of the development. Third, using internal advantages to face external threats, can launch a diversification strategy, segmentation of tourism resources, increase visitor interaction projects, create a unique brand, expand the new track, so that it is in the many products to emerge. Fourth, to make up for internal disadvantages to defend against external threats, it can launch a defensive strategy, vigorously introduce professional talents, improve product quality and productivity, enhance brand awareness, and prevent it from drowning in the fiercely competitive market.

In view of the overall domestic tea travel industry is still in the initial development, has not yet appeared prominent leading enterprises, brand influence ranking has not yet formed in the minds of consumers, the threat is less than the opportunity, can give priority to the opportunity to combine with the advantages and disadvantages of the strategy. Therefore, the growth strategy and the reversal strategy is more suitable as the current Yueyang yellow tea selected strategic measures. On the one hand, Yueyang yellow tea has significant advantages and many opportunities, making full use of both can effectively empower the industry. On the other hand, the effect produced by reversing the disadvantages with the help of opportunities can also help to deal with the threats and make Yueyang Yellow Tea stand out, which is two birds with one stone.

Table 2 Swot matrix diagram

	Strengths	Weaknesses
Internal capabilities	Rich in tourism resources;	Uneven product quality;
External factors	Convenient transport;	Low comprehensive utilisation of tea resources;
	Long history of tea culture;	Lack of relevant talents;
	Good brand foundation.	Inadequate integration of tea industry and tourism;
		Limited brand awareness.
Opportunities	SO	WO
Tea branding is effective;	Seamlessly integrate online and	In the government as well as
Tourism recovery in the post	offline resources. Deeply	policy support, strengthen the
epidemic era;	explore the value of the tea	introduction of talent,
Convenient internet;	industry, create a special IP	accelerate the integration of tea
Government as well as policy	rooted in traditional tea	tourism, increase scientific and
support.	culture, and complete brand	technological investment, the
	building with the help of a good	implementation of
	brand foundation.	standardised production of tea
		plantations, standardised
		supervision.
Threats	ST	WT
Fierce competition in the	Break down tourism resources,	Vigorously introduce
domestic tea industry	increase visitor interaction	professional talents, improve
	programmes, create unique	product quality and production
	brands and expand new tracks.	efficiency, and enhance brand
		awareness.

6. Put forward innovative countermeasures for the Internet + era Yueyang tea tourism culture development

6.1 Rely on cultural heritage, establish a unique brand image

Brand is an ideology, and a large part of the reason for consumers to choose a product comes from the added value of the product. Yueyang has famous attractions such as Yueyang Tower, Junshan Island, Temple of Literature, and the history of yellow tea has a long history. In the development of Yueyang tea tourism culture, we must give full play to the advantages of Yueyang's tourism culture and tea culture resources, develop products with depth, and create an iconic brand with Yueyang characteristics. This can not only to a certain extent to promote the local cultural flavour of Yueyang, to attract the interest of consumers, but also easier to make a distinction between their own products and other products, conducive to the establishment of a personalised brand image, expanding the influence of the brand, so that consumers are impressed. Realise Yueyang yellow tea and other cultural and tourism industries complement each other, tea tourism depth integration.

6.2 Optimise marketing strategies and firmly grasp different markets

In the consumer market of influential social media platforms such as Jitterbug, Xiaohongshu and Weibo, which focus on entertainment, the official account with high credibility is borrowed to increase advertising, promote the tea tourism industry, create brand awareness, accelerate the integration of tea tourism, and help Yueyang yellow tea to stimulate competition. Can also be linked with the net red brand such as "tea colour" to expand the consumer groups. In the focus on economic and practical consumer market, should be strengthened around the scenic area of

cultural construction, attraction construction, as well as infrastructure construction. To dig deeper into the cultural connotation of Yueyang yellow tea and Yueyang Tower, Temple of Literature and other scenic spots, to play its core role, enhance the competitiveness of scenic spots. Create Netflix hit spots and hold combined promotions of scenic spots and peripheral industries such as accommodation, travelling and cultural and tourism derivatives to attract tourists to them. Improve the infrastructure construction of the scenic spot's transport system, service industry, sewage system, etc., and arrange and distribute them in a centralised, scientific and reasonable manner to highly integrate the tea industry and tourism, promote the development of the yellow tea industry in the Dongting Lake area, and provide tourists with a high-quality experience.

6.3 Promote digital engineering and optimise intelligent service experience

Promote the digital transformation of the tea tourism industry, carry out the construction of the digital platform of the tea tourism industry, and build digital scene services. Establish a sound and complete information network platform for the tea tourism industry, relying on the network platform to provide tea information resources, and empower consumers to learn more about information. Online and offline achieve seamless connection through digitalisation, provide booking business in the context of the era of comprehensive liberalisation, and enhance the efficiency of scenic area management. On this basis, with the help of the big data platform, consumer preferences are analysed, and personalised, intelligent and convenient services are provided for them. Provide a consumer feedback platform, improve the tea quality traceability system, and according to the feedback to continuously optimise the product and improve the service level.

6.4 Focus on talent training and provide technical and theoretical support

Cooperate with a number of tea-related colleges and universities, set up relevant subject courses and professions, and achieve the integration of production, learning and research, so as to provide strong support for the promotion of high-quality development of tea tourism integration. Carry out relevant personnel training to strengthen the professionalism of the scenic area staff for the knowledge of tea tourism, and promote the comprehensive quality of staff and the improvement of service level. The introduction of regional planning talent, targeted to improve the Yueyang attractions scenic construction of scattered problems. Vigorously develop asexual tea varieties, expand the scale of tea plantation planting, improve the yield per unit area and the quality of finished products, and promote the standardisation of tea production and supervision.

7. Conclusion

The advantages brought about by the integrated development of the tea tourism industry should not be ignored. On the one hand, it can make more people understand the excellent traditional yellow tea culture, and let the culture go to the public. On the other hand, it can also promote the development of tourism in Yueyang, attract more tourists to Yueyang, thus helping the implementation of rural revitalisation strategy. Hunan Province is China's tea production province, the booming development of tourism is bound to be able to drive the prosperity of the local economy, promote the sale of tea. In this paper, "Yueyang yellow tea" as a case, the use of SWOT analysis of Yueyang yellow tea and local tourism industry combined with the advantages and disadvantages of the discussion and assessment, so as to make a reasonable development strategy, and the corresponding development strategy put forward specific ideas. Yueyang should give full play to the connotation and advantages of the local tea culture and tourism industry, follow the trend of the times, and effectively promote the development of tea tourism.

Data Availability Statement

All data comes from actual surveys and is guaranteed to be official data.

Author's Biography

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