The development of tea tourism in Sochi on the experience of the Chinese tea plantations

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Abstract. According to the characteristics of the economic development of tea garden tourism, this article analyzes the problems of economic development of tourism on tea plantations in Sochi on the experience of Chinese tea plantations, and put forward several measures, according to the analysis of market demand, resource use problems, product development for promoting tourism on tea plantations in Sochi and trade cooperation. The RMP statistical analysis model is applicated in this article: resource, market, product, which was put forward by the Chinese scientist Wu Bihu.

1 Introduction

It is known in the Chinese tea industry that Sochi is the northernmost tea garden in the world. Due to Sochi's ideal latitude (43°35'N, 39°43'E), Sochi locates in the northernmost subtropical climate zone. Sochi has four distinct seasons and abundant rainfall. In addition, the Greater Caucasus mountains block the cold wind of Siberia in the north, and the warm sea breeze blows from the Black Sea in the south, making Sochi, also the Krasnodar Territory, a suitable place for tea plantations.

Sochi is the only city in Russia where tea grows. And many tourists are interested to know what the plantations look like, and how the tea leaf is processed and turned into a hot tonic drink. Some enterprises have already organized similar excursion programs, but there are still protentional prospects in this area, ” Deputy Mayor Oleg Yasyuk said at a working meeting with heads of tea enterprises in the resort [1].

In 2017, before the spread of Covid-19, 6.4 million people visited the city of Sochi. If we take the totality of all tea factories in the city, then about 15% of tourists showed interest in excursions to tea plantations, the problems for the further development of tea tourism and the economy are the insufficient allocation of the budget for planting new tea bushes in place of old ones that have already lost their properties, also backward technology that cannot help improve the quality of tea product [2].

In addition to the reasons above, several other aspects are worth discussing and analyzing. Using the RMP statistical analysis model: resource, market, product, which was advanced by the Chinese scholar Wu Bihu, will further analyze the circumstances of the tourism economy of tea gardens in Sochi from the following aspects [3].

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2 Analysis of resource use problems

Looking at the new projects and activities of the eco-cultural tourism industry in tea gardens today, although it has achieved certain results in creating a tea plantation atmosphere, increasing popularity, and improving regional economic benefits, its development is in a bad state. Maintaining the ecological resources of the tea plantation is out of time, and the relationship between protection and use has not been dealt with.

One Chinese research survey selected 18 Chinese tea gardens, surveyed and analyzed the factors affecting the tourism economy of tea gardens, and obtained the following data using the AHP method. Among the many influencing factors, two resource-related factors, which are "resource richness" and "resource characteristics" are emphasized. Graph 2 shows that the importance of the "resource feature" is higher than the "wealth of resources." And the quality of the landscape is more important than the quantity of the landscape, and the peculiarity of the landscape is a leading factor in the competitiveness of the tea garden in the future. The development of tourism resources in tea plantations should focus on the integration of regional conditions to create unique tourism projects [4].

Based on the Chinese experience, the exploration of the characteristics of the Sochi tea plantations is not enough. Apart from the concept of “the world's northernmost tea garden”, the production process of Sochi tea is more traditional, many tea leaves are picked by hand, and such tea products give the consumer a modest and natural impression. And because of this, the shape of the tea leaves is more primitive, which preserves the natural shape of the tea leaves to the greatest extent, giving consumers a feeling of simplicity, which is also a characteristic of Sochi tea. But these characteristics are not strong enough for marketing, and other tea plantations in other countries also have this characteristic.
Fig. 2. Analysis of the importance of environmental factors on the tea plantation

Market demand analysis. Market demand analysis should focus on the needs and psychology of tourists. The most desirable recreational activities in ecological tea gardens are tea garden tours, which include experimental tea harvesting, tea roasting, tea tasting, tea ceremony, etc. Research and development of ecological tourism products in tea gardens are closely related to the combination of tourism and tea gardens, such as tea houses with different characteristics, hostels, hotels of tea gardens, etc., as well as unique products and souvenirs for tourists. Referring to the practice of tea gardens in China’s Taiwan, here we propose a development strategy of "discovering the historical and cultural heritage, transforming and upgrading" to enhance the entertainment functions of tea gardens. In addition, according to the innovative exhibition method, set up a historical museum, hold various exhibitions, develop rich exhibits; to develop special tea products, special local delicacies, and lectures on the tea ceremony, in order to preserve and spread the cultural heritage and at the same time improve the leisure and entertainment experience for tourists.

Product development problem. In the research and development of tourism economic products, attention should be paid to the combination of various elements, such as cultural and artistic elements, the management of the entire production chain system, the service mechanism, etc. This complexity is an extremely important fact of tourism activities in the local economic system.

According to historical data, in addition to ecological tourism, combined with the tea exchange between China and Russia in history, it is possible to develop tourism projects with historical and cultural themes. The most famous tea plantation in Sochi is the Matsesta tea plantation, located in the Matsesta Valley in Sochi. "Matsesta tea" from this tea plantation originated in 1947 until now, preserving a long history and unique taste. Before this story, in 1883, Russian entrepreneurs invited masters in the field of growing and making tea from China and one of them was Liu Junzhou. In 1893 (the nineteenth year of the reign of Emperor Guangxu of the Qing Dynasty), Liu Junzhou was invited by the Russian tea merchant Popov to bring tea seeds and plants to the Black Sea coast of Georgia, which were brought to Sochi.
later. On October 13, 1924, Liu Junzhou was awarded the Order of the Red Banner of Labor by the Soviet government, and he was marked by subsequent generations as "Liu Tea". Lenin also hoped that Liu Junzhou could become a Russian citizen so he could enjoy authentic Chinese tea.

Nowadays, the tea plantation tourism project in Sochi has been combined with other ecological agriculture projects. For example, a project launched by a local tourism website, RUTA: The first point of the visit is the tea plantations of Matsesta. The second point of the visit is Exarcho Farm, which locates among the mountains, where grows organic vegetables and fruits, and produces high-quality cheeses. Part of visiting the tea plantation is monotonous, and the time of whole tour is relatively short, which lasts only 6 hours.

Given the above problems, this article proposes the following solutions: Focus on protecting the environment and moving towards sustainable development. Increasing the leadership role of government departments, promoting regional integration and cooperation [6]. Pay great attention to developing the connotation of tourism projects and tea products, developing organic eco-tea plantation products. When developing eco-tourism products on tea plantations, the resource regeneration method should be used. It is necessary to analyze the types of ecological tea tourism resources in the region and develop them with the help of innovative technologies. Detailed analysis and precise positioning of tourist requirements, integrating the characteristics of the local market, paying a lot of attention to the selection of resources, improve production in conjunction with the surrounding tourist market. For example, according to statistics, buildings in the form of separate houses (with all the necessary conditions) on the foothills of the countryside, where tea plantations locate, will help create a unique brand for the city of Sochi, which will help attract even more tourists from other big cities of the country not only in the summer season. In addition, introduce unique varieties of tea, improve tea production and processing technology, integrate resources such as tea factories and tea museums, develop holiday tourism projects such as festivals and family activities; make full use of ecological resources, inspire tourists to conserve resources and maintain the ecological and natural environment; develop health tourism, relying on the beautiful environment of the tea garden, soothing souls through the mediocrity of the tea ceremony, etc. [7]

In addition to the solutions above, internet social media can be used for integrated marketing in diverse ways. Being in the era of mass media, the integration of developing mass media and the tourism economy has become a key method. Most of the eco-tourism clients of tea plantations are based in cities. This group of consumers has a high degree of application and acceptance of online media, and online marketing and promotion through new media will undoubtedly become an environmentally friendly, energy-saving, targeted, effective and intelligent marketing method.

For example, create a public page on Vk, Youtube, and Telegram for tourist attractions, publish relevant travel information, open bulletin boards for tourists to communicate directly, and collaborate with vloggers. In addition, strengthen regional cooperation in tourism marketing, expand exchanges and ties with neighboring cities, jointly promote the market, create a regional tourism brand, and increase its popularity. The development of ecological tourism resources on tea plantations should focus on its cultural heritage, guided by the conceptions such as environmental protection, innovative development methods, use of new social media, and promote regional integration and cooperation, creating good opportunities for the development of ecological tea plantations. Showcasing the natural beauty of the tea gardens will attract more and more tourists to visit the area, thus continuously contributing to regional economic development.
3 Conclusion

In projects, specialization should be considered on local tourist sites and development projects for partial independent tours of tea plantations in Sochi on Yandex Travel and Tutu.ru Tours based on Chinese experiences. The travel company only offers air tickets and accommodation on tea plantations but does not provide tourists with detailed itineraries, so that tourists can customize their own schedules according to their situation without any worries. This type of tour in China is the most popular format and it is supposed to be a perspective format in Russia in the future.

References


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