



Universitat
de les Illes Balears

DOCTORAL THESIS
2021

**TEA TOURISM DEVELOPMENT IN CHINA
ENTERING EXPERIENCE ECONOMY ERA UNDER
THE STRATEGIC BACKGROUND OF RURAL
REVITALIZATION: A CASE STUDY OF WEST
LAKE LONGJING TEA AREA AND DAMUSHAN
TEA GARDEN AREA IN ZHEJIANG PROVINCE**

JINGNA XU



Universitat
de les Illes Balears

DOCTORAL THESIS

2021

Doctoral Program of *TOURISM*

**TEA TOURISM DEVELOPMENT IN CHINA
ENTERING EXPERIENCE ECONOMY ERA UNDER
THE STRATEGIC BACKGROUND OF RURAL
REVITALIZATION: A CASE STUDY OF WEST
LAKE LONGJING TEA AREA AND DAMUSHAN
TEA GARDEN AREA IN ZHEJIANG PROVINCE**

JINGNA XU

Thesis Supervisor: MIGUEL SEGUI LLINAS

Thesis tutor: MIGUEL SEGUI LLINAS

Doctor by the Universitat de les Illes Balears



Universitat
de les Illes Balears

Dr MIGUEL SEGUI LLINAS, of Universitat de les Illes Balears

I DECLARE:

That the thesis titles *Tea Tourism Development in China entering Experience Economy Era under the Strategic Background of Rural Revitalization: a case study of West Lake Longjing tea area and Damushan tea garden area in Zhejiang Province*, presented by *Jingna XU* to obtain a doctoral degree, has been completed under my supervision.

For all intents and purposes, I hereby sign this document.

Signature

Palma de Mallorca, 2021

ACKNOWLEDGEMENTS

I would like to express my gratitude to all those who helped me during the writing of my thesis.

First and foremost, I would like to express my sincere gratitude to my supervisor, professor Miguel SEGUI LLINAS, for his patient guidance and constant encouragement in different stages of the writing of this thesis. I am also deeply grateful of his help in my daily life during my stay in Palma de Mallorca. His insightful ideas, meaningful inspirations, and dedicated working attitude, would continuously influence me in my future career.

Secondly, my faithful appreciation also goes to Mr. SHEN Shiwei, who has paved way of international communication for me since my study of Bachelor and Master degree in Ningbo University, as my supervisor during graduate studies. He also offered useful information and contacts for me in the field work process of this thesis.

Thirdly, many thanks also go to the units, departments and individuals that I contacted and investigated in my field work, for their cooperation, sharing of valuable information and enlightening ideas. Namely, the National Tea Museum in Hangzhou, Tourism and Culture Bureau in Songyang, Association of tea culture research in Songyang, Songyang culture and Tourism Investment Company, as well as the hospitable individual tea tourism practitioners in both case areas.

Also, I want to extend my gratitude to the chiefs and colleagues in College of Science and Technology, Ningbo University, Mr. CHEN Junjing, Mr. WU Peng and so on, for offering me the opportunity to complete the thesis while keeping my position, and sharing work.

Last but not least, I would like to express my special thanks to my family for their support all the way.

Table of Contents

ABSTRACT	- 1 -
RESUMEN	- 3 -
RESUM	- 6 -
INTRODUCTION	- 1 -
PART 1.- LITERATURE REVIEW AND RESEARCH PROGRESS	- 12 -
CHAPTER 1 RURAL TOURISM AS AN ESSENTIAL CHANNEL TO RURAL REVITALIZATION	- 12 -
1.1 Rural decline and revitalization as a global issue	- 12 -
1.1.1 Global experience of rural revitalization.....	- 12 -
1.1.2 Rural revitalization in China.....	- 14 -
1.2 Global evidence of rural tourism	- 17 -
1.2.1 Concept of rural tourism.....	- 17 -
1.2.2 Worldwide rural tourism development.....	- 19 -
1.2.3 Multi-actors in rural tourism development.....	- 21 -
1.2.3.1 Local community and residents	- 23 -
1.2.3.2 Tourists of rural tourism.....	- 24 -
1.2.3.3 Enterprises and governments	- 25 -
1.3 Role of rural tourism in rural revitalization	- 26 -
1.3.1 Rural tourism as a channel of rural diversification.....	- 26 -
1.3.2 Rural tourism and regional development.....	- 28 -
1.4 Evolution of rural tourism in China	- 30 -
Conclusion	- 33 -
CHAPTER 2 FROM MASS TOURISM TO SPECIAL INTEREST, SATISFYING TOURISTS' EVOLVING NEEDS IN EXPERIENCE ECONOMY	- 34 -
1.1 Booming tourism sector in China and transformation of tourist behavior - 34 -	
1.2 Tourists' motivation to travel	- 37 -
1.2.1 Maslow's Hierarchy of Needs.....	- 37 -
1.2.2 Tourist motivation	- 40 -
1.3 Tourist experience	- 42 -
1.3.1 The experience economy.....	- 42 -
1.3.2 Tourism experience as a core of tourism research.....	- 46 -
Conclusion	- 50 -
CHAPTER 3 EMERGING FOOD TOURISM BRANCHES, INTEGRATING EXPERIENCE FROM WINE TOURISM TO TEA TOURISM	- 52 -
1.1 Food tourism, a consumption of experience?	- 52 -
1.1.1 Regional practice and regional development.....	- 53 -
1.1.2 Destination marketing and place promotion	- 54 -
1.1.3 Understanding food tourists	- 55 -
1.1.4 Food tourism experiences.....	- 57 -

1.2 Wine tourism, a pioneer branch of food tourism	- 59 -
1.2.1 Professional organizations facilitating wine tourism.....	- 60 -
1.2.2 Diversified offerings and activities	- 61 -
1.2.3 Different develop approaches by region	- 62 -
1.3 Emerging Tea tourism regions.....	- 64 -
1.3.1 Origin and spread of tea	- 64 -
1.3.2 Case studies on tea tourism	- 65 -
1.3.2.1 China	- 66 -
1.3.2.2 Sri Lanka and India.....	- 68 -
1.3.2.3 Other regions.....	- 69 -
Conclusion.....	- 70 -
PART 2.- METHODOLOGY AND RESEARCH DESIGN	- 73 -
CHAPTER 1 RESEARCH PARADIGMS AND METHODOLOGY	- 73 -
CHAPTER 2 A MIXED METHODS APPROACH RESEARCH DESIGN	- 77 -
2.1 Case study	- 78 -
2.2 In-depth interview	- 78 -
2.3 Questionnaire survey.....	- 80 -
PART 3.- RURAL TOURISM DEVELOPMENT IN CHINA AND EMERGING TEA TOURISM.....	- 83 -
CHAPTER 1 RURAL TOURISM POLICIES AND HISTORIC DEVELOPMENT IN CHINA	- 83 -
CHAPTER 2 TEA PRODUCING AREAS AND TEA CULTURE OF CHINA	- 90 -
CHAPTER 3 INTEGRATING TEA AS A TOURISM ASSET	- 99 -
CONCLUSION	- 104 -
PART 4.- COMPARATIVE CASE STUDY OF WEST LAKE LONGJING TEA AREA AND DAMUSHAN TEA GARDEN AREA	- 105 -
CHAPTER 1 RESEARCH CASES AND DATA COLLECTION	- 105 -
1.1 Study areas	- 105 -
1.2 Data collection and analysis.....	- 112 -
CHAPTER 2 THEMATIC CONTENT ANALYSIS OF INTERVIEWS WITH TEA TOURISM ACTORS.....	- 117 -
1.1 Development conditions and tea tourism offerings.....	- 117 -
1.2 Motivation of tourism involvement and operating capability.....	- 137 -
1.3 Impacts of tea tourism development	- 150 -
1.4 Self-identity and future development intention	- 160 -
DISCUSSION AND CONCLUSION	- 165 -
PART 5.- TEA TOURISTS' PERCEPTION, ENGAGEMENT AND EXPERIENCE.....	- 170 -
CHAPTER 1 INTERNATIONAL POTENTIAL TOURISTS TOWARDS TEA TOURISM IN CHINA: EXPECTED EXPERIENCE AND INFLUENCING FACTORS OF BEHAVIOR INTENTION.....	- 170 -

1.1 Data collection and analysis.....	- 170 -
1.2 Descriptive analysis.....	- 171 -
1.2.1 Respondents' profile.....	- 171 -
1.2.2 Perception of destination image.....	- 173 -
1.2.3 Perception of knowledge of tea.....	- 176 -
1.2.4 Behavior intention.....	- 182 -
1.3 Relationships between variables.....	- 187 -
1.3.1 Reliability and validity.....	- 187 -
1.3.2 Differential Relationships analysis.....	- 192 -
1.3.3 Influence relationship by regression.....	- 201 -
Discussion and conclusion.....	- 205 -
CHAPTER 2 DOMESTIC ON-SITE TOURIST SEGMENTATION AND	
CONTRIBUTIVE FACTORS OF TEA TOURISM EXPERIENCE.....	- 209 -
1.1 Data collection and analysis.....	- 209 -
1.2 Descriptive analysis.....	- 210 -
1.2.1 Respondents' profile.....	- 210 -
1.2.2 Tea tourism behavior.....	- 213 -
1.2.3 Perception of motivations and experiences.....	- 218 -
1.3 Reliability and validity.....	- 224 -
1.4 Cluster analysis for segmenting tourists.....	- 232 -
1.5 Differential Relationships analysis.....	- 241 -
1.6 Influence relationship by regression.....	- 244 -
Discussion and conclusion.....	- 249 -
GENERAL CONCLUSION AND SUGGESTIONS.....	- 254 -
Suggestions for future tea tourism development.....	- 265 -
Suggestions for future research work.....	- 267 -
BIBLIOGRAPHY.....	269
LIST OF FIGURES.....	288
LIST OF TABLES.....	290
LIST OF GRAPHICS.....	294
APPENDIXES.....	295
Appendix 1. Tourist survey (Domestic on-site tourists)-English version.....	295
Appendix 2. Tourist survey (Domestic on-site tourists)-Chinese version.....	299
Appendix 3. Tourist survey (International potential tourists)- English version.....	303
Appendix 4. Tourist survey (International potential tourists)- Spanish version.....	307
Appendix 5. Interview Outline- Representatives of public sector.....	311
Appendix 6. Interview Outline- Tea tourism practitioners.....	313

ABSTRACT

Rural revitalization has been paid great attention in China in recent years, and officially established as a national strategy since 2018. Based on practical evidence and relevant literature, rural tourism is considered as a therapy to correct urban and rural imbalance and offer an alternative way of in place urbanization in rural areas. Meanwhile the rapid socio-economic development has driven evolution of Chinese tourists' needs and travel behaviors, entering the experience economy, the existing low-end homogeneous rural tourism products couldn't meet their growing needs.

This research aims to propose tea tourism, as a form of special-interest rural gastronomic tourism, if could contribute to regional revitalization and meanwhile satisfying tourists' upgrading needs with diversified experiential activities, as China has rich tea resources and authentic tea culture. To achieve the research goals, a mixed method approach is adopted, in the field work of two chosen study areas of different development conditions, West Lake Longjing tea area and Damushan tea garden area, through in-depth interviews and observation to the main actor groups, public sectors and individual practitioners, and questionnaire survey to both domestic on-site tourists and international potential tourists.

The main findings are, first of all, based on the significance of tea tourism from theoretical perspective, the actual tea tourism practice in case areas is shaped by its development conditions and operating capability. West Lake Longjing tea area is a revitalized case, benefiting from its favorable conditions such as reputed tea resources, good accessibility and tourism infrastructure. Damushan tea garden area is a to be revitalized case, the degree of individual participation and their understanding of tea tourism is lower, 'government incentives and subsidy' is a key motive, while practitioners in West Lake Longjing tea area mentioned 'lifestyle pursuit and self-interest' as main motive. Individual tea practitioners in both regions, together with local public sector, integrated tea resources in tourism activities, but mainly as adding value products instead of main selling points, in other words, the potential of tea resources haven't been fully discovered. Several factors such as origin, relevant working

experience, education level and internet skills impact on practitioners' personal capability. Despite of different development conditions, both areas have benefited from tea tourism development on household and village levels, especially in the emerging case, tea tourism becomes a channel to facilitate construction of infrastructure and turned the situation of rural residents' outflow to inflow, achieved various aspects of rural revitalization.

Both domestic on-site tourists and international potential tourists are interested in experiential activities of tea tourism, a certain part of domestic tourists are repeat visitors with high level satisfaction. Domestic tourists show a higher profile than mass tourists, three segmentations were identified, 'tea knowledge and skill learners', 'leisure enjoyers' and 'enthusiastic experiencers' with their characteristics respectively. Then two factors of destination attributes, basic conditions, environment related factors were statistically verified to positively impact on tourist loyalty fully mediated by tourists' overall satisfaction. Tea related destination factors, and tourists' personal tea preference positively influence tourist loyalty with tourist satisfaction playing a partial intermediary role. As for international potential tourists, whether they've been in China greatly influence their perception. Three factors of destination attributes, general destination conditions, tea-related resources, personal interaction, and two factors of personal features, perceived authenticity and recognition of tea destination image were discovered as contributive factors to their behavior intention of tea tourism in China.

Finally, implications and suggestions were demonstrated respectively, the results could supplement the limited existing literature on tea tourism, offer important evidence and enlightenments to regional tea tourism practice that contributing to rural revitalization and rural tourism updates.

RESUMEN

La revitalización rural ha merecido gran atención en China en los últimos años, y se ha establecido oficialmente como una estrategia nacional desde 2018. Sobre la base de la evidencia práctica y la literatura pertinente, el turismo rural se considera una terapia para corregir el desequilibrio urbano y rural y ofrecer en las zonas rurales una forma alternativa a la urbanización. Mientras tanto, el rápido desarrollo socioeconómico ha impulsado la evolución de las necesidades y los comportamientos de viaje de los turistas chinos, entrando en la economía de la experiencia. Los productos de turismo rural homogéneos, de gama baja, existentes, no podían satisfacer sus crecientes necesidades.

El objetivo de esta investigación es proponer el turismo del té, como una forma de turismo gastronómico rural de interés especial, que podría contribuir a la revitalización de la región y, al mismo tiempo, satisfacer las necesidades de mejora de los turistas con actividades experienciales diversificadas, ya que China cuenta con muchos recursos relacionados con el té y una auténtica cultura del té. Para lograr los objetivos de la investigación, se adopta un enfoque de método mixto en el trabajo de campo, en dos áreas de estudio elegidas, con situaciones de desarrollo diferentes: la zona de té de Longjing Lago Oeste y la zona de los jardines de té de Damushan; mediante entrevistas en profundidad y la observación de los principales grupos de actores: sector público y profesionales individuales; y una encuesta, tanto a los turistas nacionales, in situ, como a los turistas potenciales internacionales.

Las principales resultados son, en primer lugar, que, basándonos en la importancia del turismo del té desde el punto de vista teórico, la práctica real del turismo del té en las zonas analizadas está condicionada por cada una de sus condiciones de desarrollo y su capacidad operativa. La zona de té de Longjing Lago Oeste, es un caso ya maduro, que se beneficia de sus condiciones favorables, como los reputados recursos de té, la buena accesibilidad y la infraestructura turística. La zona de los jardines de té de Damushan es un caso aún por desarrollar, el grado de participación individual y de su comprensión del turismo del té es menor, mientras que los "incentivos y subvenciones del gobierno" son un motivo clave para desarrollar este turismo, mientras que los que

lo practican en la zona de té de Longjing Lago Oeste mencionaron como motivación principal la "mejora del modo de vida y el interés propio" como motivo principal. Los profesionales del té de ambas regiones, junto con el sector público local, integraron los recursos del té en las actividades turísticas, pero principalmente como productos de valor añadido en lugar de puntos de venta principales, es decir, el potencial de los recursos del té no se ha explotado del todo. Varios factores, como el origen, la experiencia laboral pertinente, el nivel educativo y los conocimientos de Internet, influyen en la capacidad personal de los profesionales para desarrollar este turismo. A pesar de las diferentes condiciones de desarrollo, ambas zonas se beneficiaron del desarrollo del turismo del té a nivel de las familias y de los pueblos, especialmente en el caso emergente de Damushan, el turismo del té se convierte en un canal para facilitar la construcción de infraestructuras y cambió la situación de emigración de los residentes rurales en inmigración, logrando así varios objetivos de la revitalización rural.

Tanto los turistas nacionales como los potenciales turistas internacionales están interesados en las actividades turísticas vivenciales, y una parte de los turistas nacionales son visitantes repetitivos con un alto nivel de satisfacción. Los turistas nacionales muestran un perfil de nivel más alto que los turistas de masas. Se identificaron tres segmentos: "aprendices de los conocimientos y habilidades del té", "los turistas de puro ocio" y "los experimentados entusiastas de esta actividad", con sus características respectivas. A continuación, se verificó estadísticamente qué son dos factores de los atributos del destino: las condiciones básicas y los factores relacionados con el entorno, los que influyen positivamente en la fidelidad de los turistas, mediante la satisfacción general de éstos. Los factores del destino relacionados con el té y la preferencia personal de los turistas por el té influyen positivamente en la fidelidad del turista, mientras que la satisfacción del turista desempeña un papel intermedio parcial. En cuanto a los turistas potenciales internacionales, el hecho de haber estado en China influye mucho en su percepción. Se descubrieron tres factores de atributos del destino: las condiciones generales del destino, los recursos relacionados con el té y la interacción personal; y dos factores de características personales, la autenticidad percibida y el

reconocimiento de la imagen del destino del té, como factores que contribuyen a la intencionalidad del comportamiento del turismo del té en China.

Por último, se demostraron las implicaciones del turismo del té y se expusieron las sugerencias, respectivamente. Los resultados podrían complementar la limitada literatura existente sobre el turismo del té, ofrecer importantes pruebas y aclaraciones en la práctica regional del turismo del té, contribuyendo así a la revitalización rural y a las actualizaciones del turismo rural.

RESUM

La revitalització rural ha merescut gran atenció a la Xina en els últims anys, i s'ha establert oficialment com una estratègia nacional des de 2018. Basant-se en l'evidència pràctica i la literatura pertinent, el turisme rural es considera una solució per a corregir el desequilibri urbà i rural i oferir una forma alternativa a la urbanització, a les zones rurals. Mentrestant, el ràpid desenvolupament socioeconòmic ha impulsat l'evolució de les necessitats i els comportaments de viatge dels turistes xinesos, entrant en l'economia de l'experiència. Els productes de turisme rural homogenis, de gamma baixa, existents, no podien satisfer les seves creixents necessitats.

L'objectiu d'aquesta recerca és proposar el turisme del te, com una forma de turisme gastronòmic rural d'interès especial, que podria contribuir a la revitalització de la regió i, al mateix temps, satisfer les necessitats de satisfacció dels turistes amb activitats experiencials diversificades, ja que la Xina compta amb molts recursos de te i una autèntica cultura del te. Per a aconseguir els objectius de la recerca, s'adopta un enfocament de mètode mixt en el treball de camp, de dues àrees d'estudi triades, amb condicions de desenvolupament diferents: la zona de te de Longjing Llac Oest i la zona dels jardins de te de Damushan; mitjançant entrevistes en profunditat i l'observació dels principals grups d'actors, sector públic i professionals individuals, i una enquesta, tant als turistes nacionals, in situ, com als turistes potencials internacionals.

Les principals resultats són, en primer lloc, que, basant-nos en la importància del turisme del te des del punt de vista teòric, la pràctica real del turisme del te en les zones analitzades està condicionada per cadascuna de les seves condicions de desenvolupament i la seva capacitat operativa. La zona de te de Longjing Llac Oest, és un cas ja revitalitzat, que es beneficia de les seves condicions favorables, com els prestigiosos recursos de te, la bona accessibilitat i la infraestructura turística. La zona dels jardins de te de Damushan és un cas encara per revitalitzar, el grau de participació individual i de la seva comprensió del turisme del te és menor, mentre que els "incentius i subvencions del govern" són un motiu clau per a desenvolupar aquest turisme, mentre que els que el practiquen en la zona de te de Longjing Llac Oest van esmentar com a

motivació la "millora de la manera de vida i l'interès propi" com a motiu principal. Els professionals del te de les dues regions, juntament amb el sector públic local, van integrar els recursos del te en les activitats turístiques, però principalment com a productes de valor afegit en lloc de punts de venda principals, és a dir, el potencial dels recursos del te no s'ha explotat del tot. Diversos factors, com l'origen, l'experiència laboral pertinent, el nivell educatiu i els coneixements d'Internet, influeixen en la capacitat personal dels professionals per a desenvolupar aquest turisme. Malgrat les diferents condicions de desenvolupament, totes dues zones es van beneficiar del desenvolupament del turisme del te a nivell de les famílies i dels pobles, especialment en el cas emergent de Damushan, el turisme del te es converteix en un canal per a facilitar la construcció d'infraestructures i va canviar la situació d'emigració dels residents rurals en immigració, aconseguint així diversos objectius de la revitalització rural.

Tant els turistes nacionals com els potencials turistes internacionals estan interessats en les activitats turístiques vivencials, i una part dels turistes nacionals són visitants repetitius amb un alt nivell de satisfacció. Els turistes nacionals mostren un perfil més alt que els turistes de masses. Es van identificar tres segments: “aprenents dels coneixements i habilitats del te”, “els turistes de pur oci” i “els experimentats entusiastes d'aquesta activitat”, amb les seves característiques respectives. A continuació, es va verificar estadísticament quin dos factors dels atributs del destí: les condicions bàsiques i els factors relacionats amb l'entorn, influeixen positivament en la fidelitat dels turistes, mitjançant la satisfacció general d'aquests. Els factors del destí relacionats amb el te i la preferència personal dels turistes pel te influeixen positivament en la fidelitat del turista, mentre que la satisfacció del turista exerceix un paper intermedi parcial. Quant als turistes potencials internacionals, el fet d'haver estat a la Xina influeix molt en la seva percepció. Es van descobrir tres factors d'atributs del destí: les condicions generals del destí, els recursos relacionats amb el te i la interacció personal; i dos factors de característiques personals, l'autenticitat percebuda i el reconeixement de la imatge del destí del te, com a factors que contribueixen a la

intencionalitat del comportament del turisme del te a la Xina.

Finalment, es van demostrar les implicacions i els suggeriments, respectivament. Els resultats podrien complementar la limitada literatura existent sobre el turisme del te, oferir importants proves i aclariments en la pràctica regional del turisme del te, contribuint així a la revitalització rural i a les actualitzacions del turisme rural.

INTRODUCTION

China has a vast rural territory and great rural population, therefore the development of rural area is a realistic issue of special significance. From 2004 to 2021, the ‘No. 1 central document’, which means the first policy statement released by CPC Central Committee and State Council every year, constantly focuses on issues relating to agriculture and rural poverty alleviation. Most importantly, in 2018, China proposed implementing rural revitalization as a national strategy that draws certain attention from public and private sectors. The report of 19th CPC National Congress indicates, ‘Issues relating to agriculture, rural areas, and rural people are fundamental to China as they directly concern our country’s stability and our people’s wellbeing. Addressing these issues should have a central place on the work agenda’. There are notably five expects to be achieved: thriving industries, pleasant living environment, social etiquette and civility, effective governance, prosperity. Then in beginning of 2021, as the goal of ‘poverty alleviation’ has been basically accomplished during the five-year development of 2015-2020, ‘rural revitalization’ becomes the new connecting task for next five years of 2021-2025. The Poverty Alleviation Office of State Council that existed for 34 years was also renamed as National Rural Revitalization Bureau.

Figure 1. Official website of renamed National Rural Revitalization Bureau

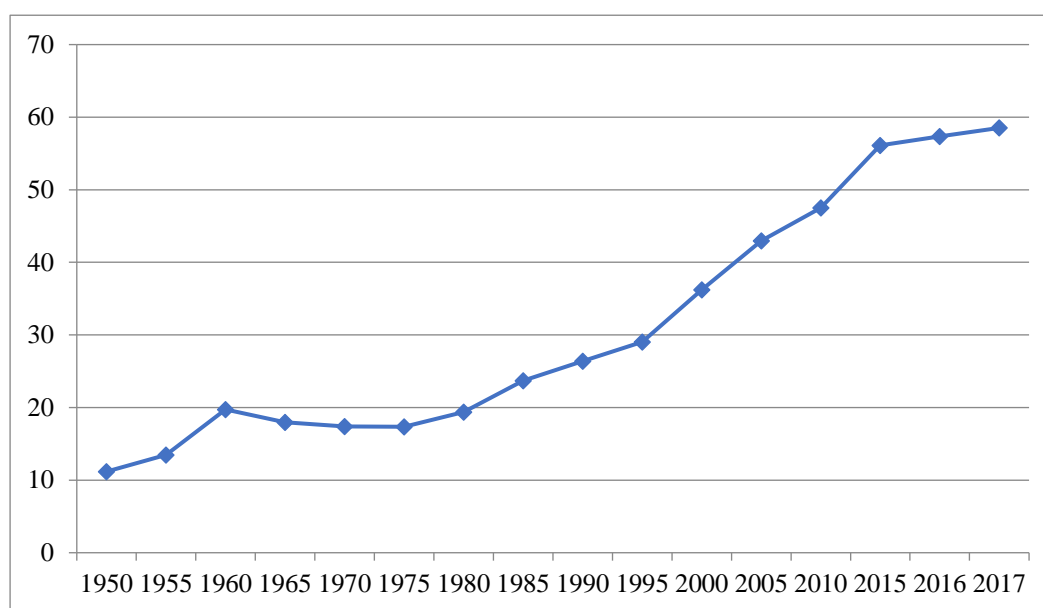


Source: <http://www.cpad.gov.cn/>

Since 2015, China pays more attention to sustainable rural development and rural-urban balance, based on the context of ultra-speed urbanization and modernization particularly after the policy of ‘reform and opening up’ policies in 1978. The proportion

of China's rural population decreased from 82.08% to 41.48% over the past 40 years. The rural migrants' integration to urban life remains to be problem, since some rural population statistically turns into urban residents with low living quality. Stepping into the quality development stage, rural development isn't expected through simplification of the rural area by industrialization or so-called modernization.

Graphic 1. Evolution of urbanization rate of PRC



Source: The author, based on publicly available data

The strategy of rural revitalization aims to address the contradiction between unbalanced, inadequate development and people's ever-growing needs for a better life. By 2020, the strategy should have established an institutional framework and policy system, with no Chinese living below the existing poverty line, while rural productivity and agricultural supply will be substantially improved, which has basically been achieved. Then by 2035, decisive progress shall be made, with basic modernization of agriculture and rural areas. All population, in cities and rural areas, will have equal access to basic public services, urban and rural integration will improve. By 2050, rural areas should have strong agriculture, a beautiful countryside, and well-off farmers.

Rural revitalization is a comprehensive and systematic project, of the five expects of goals to be achieved, 'thriving industries' is fundamental point to create employment

opportunities and retain its people, providing possibilities for other aspects. Thus, the target industries should be chosen prudently that could better adapt to local conditions and resources. From perspectives of policy orientation, industries with distinctive local features and new business models such as rural tourism, rural leisure and recreation, E-commerce are encouraged to be developed by official departments in China to increase rural employment and income, as well as meet the diversified needs of urban and rural residents. In addition, from perspectives of previous researches and practical evidence that to be further explained in the first part of literature review, whether for developed countries or underdeveloped countries, rural diversification is a key path to rural revitalization, rural tourism as a cooperative form of agriculture and tourism sectors, offering tourists new product and experience, has become a key alternative of rural diversification.

Tourism is defined by World Tourism Organization as a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure. Although the modern tourism industry didn't appear for a long time in China, nowadays it's becoming one of the top tourism destinations, and continues to lead global outbound travel in terms of expenditure. Right after the carry out of reform and opening policies, firstly modern domestic tourism initiated at 1980s in China, people got more autonomy and began to travel. At that time, most of tourism activities concentrated in historic or natural sites that have always been well-known. In 1999, the country issued new holiday policy with more holidays. Accordingly, the Chinese could have twice one-week long vacation in a year (May Day Week and National Day Week), which was called 'golden week' later. The vacation system of 'golden weeks' stimulated development of tourism sector enormously.

Evidence from literature shows in many countries, tourism is being promoted as a tool to generate rural economic growth and improve life quality. In Europe, during the

past few decades, rural tourism has been widely encouraged and relied on for tackling similar social and economic challenges as today in China, now it becomes an important tourism sector with growing demand. Rural tourism is a type of tourism activity, in which the visitor's experience is related to a wide range of products that generally linked to nature-based activities, agriculture, rural lifestyle/culture, and sightseeing. In China, rural tourism is considered academically as a new friendly pattern to urbanization; not driving the land-losing farmers suddenly changed their identity as rural migrant workers. The farmers could keep their land and communicate with urban visitors, gradually narrow the gap with urban residents in terms of ideology, manners, income structure and so on (Huang et al.,2015). Meanwhile, the rise and boom of rural tourism is closely connected with social changes that caused by urbanization and modernization. Pushed by the high-pace life and working pressure in urban areas, and pulled by the excellent natural environment and special lifestyle in rural areas, visitors travel between them like migratory birds, as rural tourism fulfills their dream to return to nature and need of spiritual home.

From the research advances in literature review, as well as the summary of national rural tourism policy development in Part Three, it is evident that the development of rural tourism has presently reached an unprecedented strategic height in China, with different levels of supporting policies, yet also hit a problematic bottleneck that, it becomes more and more difficult the existing low-end homogeneous rural tourism products could satisfy tourists' needs and therefore contribute to regional revitalization. The continuous economic growth in the past over 40 years since reform and opening policies, has fostered an amount of middle-class, as well as a young generation who enjoyed a superior social material life than senior class in China, and witnessed the evolution of tourism sector in China under the background of its rapid social-economic development. As it's further to be explained in detail in the second chapter of theoretical base part, people tend to seeking for 'experience tourism' instead of 'passive sightseeing', with growing ability and wiliness to spend on tourism, and growing tourist maturity on travel consumption behavior.

‘Nong-jia-le’(farmhouse) has been a dominant product form of rural tourism in China. Originated in Sichuan province, it’s copied in many rural regions. More and more rural residents become operators and they provide tourists with very basic accommodation facilities and limited service. Relatively single product and homogenized development model make competition gradually intensify, resulting in price war and disorders in competition. This kind of low-end rural tourism offering has to some degree ruined the reputation of rural tourism in China; Entering the era of experience economy, the rapidly developing market is no longer satisfied with rural tourism product like ‘Nong-jia-le’. Following the problematic bottleneck, appears our main research questions, what kind of rural tourism offerings in China could make better use of local resources in facilitating rural area revitalization and development, meanwhile satisfy tourists’ upgrading needs with memorable experience and diversified participatory activities? How’s the current development situation and key actors’ perception, what are the factors that impact on its evolution?

Then the overview of researches in third chapter further indicates, gastronomy tourism in rural areas is considered important to maintain natural landscape and sustain local lifestyle, to provide tourists with experience linked with gastronomy related products and activities while travelling. For example, in European countries, Eno-tourism (wine tourism) emerged as a significant element in rural tourism as well as a strong regional identity. Eno-tourism (wine tourism), is a sub-type of gastronomy tourism with diversified offerings, such as wine routes, wine plus places of interest, wine plus activities, this mode has spread all over the wine-producing areas, both ‘new world’ and ‘old world’. China isn’t a traditional grape wine producing and consuming country. However, as widely accepted, it’s one of the main tea producing and consuming countries, with thousands years’ history of tea culture, profound and extensive. Tea tourism has a lot in common with wine tourism in terms of its history and the connections with travel (Jolliffe,2007). Nevertheless, compared with wine tourism, tea tourism hasn’t been so globally accepted in academic and commercial world (Hashimoto,2008). Having the rich history and culture of tea, tea tourism in

China is still in its fancy. In search for literature on tea tourism, to be explained in the end part of literature review, evidently, we get limited results both in quantity and quality of literature. Yet in the existing literature of tea tourism, tea destinations in China occupy an important part, may have the potential to play its role on regional economic growth and identity reform, as well as landscape, heritage, and rural lifestyle maintenance, therefore, we put forward the first research hypothesis:

H1: Tea tourism as an emerging form of rural gastronomic tourism, has a great potential to be developed in China and serve to rural revitalization strategy.

As it's going to be further demonstrated in the second chapter of Part Three on rural tourism and tea tourism development, China has not only accumulated knowledge of tea plantation and production, but also cultivated spiritual culture of tea (Du,2013). The development of tea tourism in China has its historic, cultural and agricultural significance, for example, the first tea monograph existing in the world wrote by LU Yu (780 A.D.), the most ancient wild tea trees up to 2700 years of age still in Yunnan, the country has formed a number of well-known teas and a comprehensive tea culture. In Zhejiang province for example, the rich tea resources have been integrated in tourism offerings, and scenic spots themed with tea were being built. As a type of niche and special interest tourism, with possibility to offer a wide range of experiences to visitors, such as tea garden sightseeing or tea museum visit, experience of tea making procedure from tea leaves picking, hand frying, to tea tasting and tea ceremonies etc., different forms of tea tourism activities may integrate more interested tourists, both domestic and international, with authentic and innovative rural tourism experiences. Theh2n we propose the second hypothesis of research:

H2: From the demand side, the participatory and experiential activities of tea tourism have a potential to integrate domestic tourists by satisfying their upgrading needs, as well as attracting international tourists' intention to visit and participate.

Although rural revitalization has been a common global issue, rural tourism is becoming an important branch in global tourism sector, there's no single development

model. The existing literature on rural revitalization and rural tourism highlight a different development path for countries or regions in different development stages and conditions, and roles of various decisive actors from public and private sectors. Presently China has four large tea growing districts covering 21 provinces (municipalities and autonomous regions), produce six categories of tea. Green tea is the most common and has been introduced from China to other countries of the world. Zhejiang province is one of the main areas that plant, produce and consume green tea. In order to do an in-depth investigation and have a better understanding of tea development situation in China, two case areas were selected in Zhejiang province, to understand and analyze their development conditions, major participants and their roles respectively.

Tea tourism in West Lake Longjing tea area of Hangzhou City started earlier with more favorable development conditions, in terms of destination attributes and tea reputation, while another case Damushan tea garden area of Songyang County, Lishui City is an emerging and ordinary tea tourism destination, their vastly different development condition and phase could present a more comprehensive result, and give insights to various tea destinations. Local governments and communities are two main actors in rural tourism system in China, different with West Lake Longjing tea area, that produces best green tea near the tourist site of world heritage West Lake in the most developed provincial capital city Hangzhou, in Damushan tea garden, tea tourism evolution should be primarily urged and promoted by local government to engage in tea village communities. In other words, the two case tea areas as representatives of tea regions in China, seem to follow different development paths. Then we come up with the third research hypothesis:

H3: From the supplier side, two decisive actor groups, local government and communities play important yet different roles in two case tea village destinations of different conditions and develop phase.

The research topic is put forward in the background of a key global issue in human society, the urban and rural development, China has a vast rural land and big rural

population, then the research could firstly reflect the rural development and revitalization situation in China, as an indispensable sample, it could help researchers and practitioners in raising their cognitive awareness about rural development issue in China. Secondly, the research topic concerning rural development in China is hottest, responding to realistic problems that the government and people followed closely, from the perspective of a certain form of rural gastronomic tourism, the findings could provide inspirations and recommendations to rural tourism development in China, then contributing to the achievements of rural revitalization strategy. Last but not least, in the context that evolution of tourism is undertaking in China to satisfy tourists' changing needs, as the origin of tea with rich cultural connotation and abundant tea resources, as well as a main tea producing and consuming country in the world, the research based on in-depth fieldwork of various actors in case tea regions, using a mixed approach of both qualitative and quantitative methods, could enrich the limited literature on tea tourism, so that relevant researchers and practitioners would enhance their understanding and get inspirations for their future research and practices. Considering the described facts, this research aims to find out tea tourism potential in China through field work in mainly two case tea regions, how the offering tea tourism products satisfy both domestic growing needs and attract international tourists' intention in experience economy era, and the key actors' perception and significant role in the tea tourism evolution. Eventually discover how we can improve tea tourism practitioner's capabilities and tea destination attributes, to attract and maintain its high-quality clientele that differs from mass tourists, consequently, contributing to rural tourism upgrade and village revitalization in China.

The thesis consists of several parts, after explaining the research background, research questions and hypothesis, research aims and significance in this introduction, the first part is literature review reflecting the current research advances, including three chapters, chapter one described literature on the global issue of rural decline and revitalization, rural tourism as a diversification of agricultural activities that contributing to rural revitalization; chapter two is mainly about theories of tourist

motivation, tourist experience that explaining Chinese tourists' upgrading needs of rural tourism products in the context of its speedy social-economic development; accordingly, the chapter three discussed researches on the possible special-interest offerings, from the general food tourism that highlight tourist experience, to the existing pioneer branch, which is wine tourism in wine producing countries, then eventually focusing on the distinct rural gastronomic tourism form, tea tourism, basically showed its limited level of development presently in the world and China's potential.

The second part is methodology and research design, there's two chapters that firstly demonstrated the overall research paradigms and methodology, indicating the specific one favored in our research, which is Pragmatism and mixed methods. Then in the second chapter introduced the design of mixed methods in our research, research plan of qualitative inquiry and quantitative investigation in two vastly different case areas.

The third part, rural tourism development in China and emerging tea tourism, serves as a bridging part from the theoretical basis, methodology to investigation findings. Chapter one described the current rural tourism development stage in China, especially sorting relevant favorable policies and official statistics, again reflecting its significance. The chapter two briefly introduced main tea producing areas and tea cultural development in China, then in Chapter three discussed the theoretical and practical feasibility to integrate the abundant tea resources into tourism development, and summarized the current development level in brief with examples. On the strength of this fundamental and transitional part we move to investigation findings in part four and five more smoothly.

The fourth part is research findings of field work in two comparative case areas in Zhejiang province, from a prospective of key actors' participation. In chapter one firstly introduced the social-economic background of West Lake Longjing tea area in Hangzhou City and Damushan tea garden area in Songyang County of Lishui City, their tea related backgrounds, and a brief historic development of tourism and tea industry. Then demonstrated the data collection of semi-structured interviews towards

representatives of public sector and individual tea tourism practitioners in the two case areas, referring to interviewees' category and profile. In the main section of chapter two, the content analysis of field work findings was classified in four themes, the development conditions and existing tea tourism offerings, individual tea tourism practitioners' motivation to involve in tourism and their operating capability, the impacts of tea tourism development on household level and village level, and finally, individual tea tourism practitioners' self-identity, their intention and ability for future development planning. Results showed that two case areas share certain common characteristics on the four different themes, yet on the basis that two decisive actor groups in both areas hold a positive attitude on tea tourism development, the two cases distinct from each other on various aspects such as the external conditions, human capital and development models.

After the comparative case study results in part four that mainly adopting a qualitative approach, in the fifth part presented the quantitative results of tea tourist survey investigations, so as to verify if tea tourism in China as a special-interest rural tourism, could satisfy tourists' upgrading needs in the experience economy era. Chapter one described the data collection and analysis procedure of international potential tourists, then present the results by descriptive analysis, and quantitative statistics of variables, to identify the factors influencing international potential tourists' perception of tea, and intention for tea tourism in China. The second chapter also firstly described the data collection and analysis procedure towards domestic on-site tourists in the two case areas, after a description analysis of gained information, a cluster analysis was conducted to segment tourists by their motivation, three cluster groups of tourists were renamed, and to be crossed with information of profile, behaviors, experience of destination attributes, and overall satisfaction and loyalty. Then the environmental and personal factors that impact on tourists' experience in general was further discovered by quantitative statistics of variables, the findings could provide inspirations that greatly enable us to improve our cognition of tea tourists.

The three hypotheses of research are answered in different sections. In first chapter

of the literature overview, *Rural Tourism as an Essential Channel to Rural Revitalization*, as well as Part Three on rural tourism development and emerging tea tourism in China, provides a favorable theoretical foundation for our hypothesis H1, that referring to potential of tea tourism in China facilitating rural revitalization, then H1 is answered by empirical results in the conclusion and discussion of Part Four, supported by certain thematic content analysis of interviews with tea tourism actors. The second and third chapters of the literature overview on tourist motivation, experience and food tourism branches, helped setting the hypothesis H2 from theoretical perspectives, then it's answered in the conclusion and discussion of two chapters of Part five, focusing on empirical results of domestic on-site tourists' experience and international potential tourists' intention respectively. The hypothesis H3 is also theoretically rooted in first chapter of the literature overview, and mainly answered by the fieldwork results of comparative case studies presented in Part Four.

Through the research, we hope to call for more emphasis on tea tourism, its positive role to recall and reserve the cultural heritage and traditional lifestyle in domestic tourist market, to expand cultural vision and enrich destination identity in international tourist market, to diversify the tourism offerings in rural context and give insights to special interest tourism, to provide tourists with unique, memorable experience, satisfying their physical and mental needs.

PART 1.- LITERATURE REVIEW AND RESEARCH PROGRESS

CHAPTER 1 RURAL TOURISM AS AN ESSENTIAL CHANNEL TO RURAL REVITALIZATION

1.1 Rural decline and revitalization as a global issue

1.1.1 Global experience of rural revitalization

Rural revitalization is the opposite of rural decline, similar expressions exist like (de- and re-) agrarianisation, (de-and re-) peasantisation, referring to an inevitable issue concerning urban-rural relationship in human society (Hebinck,2018). Despite the definition of rural or urban areas may differ from countries, rural decline has become a global issue. The urban-rural divide has been a consequence mainly of economic activities differentiation and evolution. The countryside dominated before the industrial revolution as the area of agriculture and other rural activities, then more and more non-agricultural activities have taken place in urban areas. Rural decline begins with depopulation, particularly the outflow of young adults, followed by decline of services, business and social capital etc. (Li, Westlund and Liu, 2019).

Rural revitalization is considered as an endeavor to urbanization, and it can contribute to both rural and urban development, it's the ideal moment to launch global, regional and national rural revitalization strategies (Steiner and Fan,2019). For example, from 1971 to 1979, South Korea implemented New Village Movement which has increased farm household income at that time. Mexico's Programa de Educación, Salud y Alimentación (PROGRESA), began by focusing exclusively on rural households. And China announced national rural revitalization strategy in 2018.

For countries in different development stages, their conditions, policies and initiatives are different from each other. For the countries of European Union, who are already highly urbanized and industrialized, since 1980s efforts were made for rural development, and will continue to be a priority in the agenda of Common Agricultural Policy with 100 billion euros of founding for 2014-2020. Currently EU policies place great emphasis on natural environment, balanced development and competitiveness of agriculture. Some measures and lessons to learn from EU countries: promote rural and

agriculture diversification to create and maintain rural jobs, support rural connectivity and business innovation by ‘smart villages’, design monitoring and evaluation programs in the policy implement process to provide timely evidence and achieve targets (Matthews,2019). In the case of African countries, where agriculture is still predominant in rural economic activities, the policies focus on diversification of agriculture to promote youth employment, accessing urban market connected with rural economies, and investments on basic services such as electricity, telecommunications, transportation etc., and social service like education and healthcare (Diao et al, 2019).

There’s no single model of sustainable rural development, because of the rural villages’ different geographic conditions, natural resources and social relationship, but Li, Fan and Liu (2019) argued that rural livelihood diversification, the creation of market oriented institutions and strong social capital are key factors enhancing rural revitalization, the main roles of decisive actors (government, enterprise, associations) in local rural development and supportive collaboration among them are also analyzed. In the second chapter of *2019 Global food policy report*, Steiner and Fan (2019) also described some initiatives and actions: adopt rurbanomics as an approach For strengthening rural–urban linkages, transform agri-food systems to benefit rural areas, scale up rural nonfarm opportunities and build capacity for employment to improve incomes and livelihoods, improve living conditions in rural areas with strong social safety nets, better access to basic services, and a healthier environment and reform rural governance to improve accountability and outcomes. The role of government of different levels and multiple sectors has been highlighted to make large-scale investments, provide basic services, engage private sectors, their policy making and effective implementation have been vital to drive rural revitalization, especially in developing areas, like Brazil, China, India and South Africa. But still, in some cases like African countries, the private sectors adapted better than the public sectors (Kosec and Resnick,2019). While in European Union, the role of rural communities is given emphasis in bottom-up initiatives through LEADER (liaisons entre actions de development de l’economie rurale) (Matthews,2019), the Local Action Group (LAG)

determines their own development. Case studies of villages in different context also show the strong voice and actions of local stakeholders in rural revival, and how they align with governmental development policies (Li et al., 2016).

There are case studies from all over the world, showing that rural revitalization is undoubtedly a common global issue, whereas the specific problems be faced with different regions and countries differs because of the different conditions and development stages they are in. Kubein (2009) described a rural revitalization project of community center through interviews and questionnaires in Oregon, America, implicating on community leadership, women empowerment and social capital. Hisano, Akitsu and McGreevy (2018) demonstrated the historic agrarian transformation and the trend of re-agrarianisation and re-peasantisation in Japan, presented the case of Tokyo to help understand Japan's experience under socio-cultural conditions. By investigating agri-food firms in the region of Castilla-La Mancha, Spain, through a linear regression, García-Cortijo et al. (2019) found internal and external factors that drive firms' innovative activities in peripheral rural areas.

1.1.2 Rural revitalization in China

In developed countries, the ideal situation is that urban area and rural area support each other by an exchange flow of resources and products, which is important for the sustainable development of both urban and rural areas. In developing countries like China, with a policy orientation that squeeze villages to support cities, has widen the urban-rural divide as well as income gap in past decades (Li,2011). Therefore, in recent years, the government and researchers pay higher attention on agriculture, farmers and rural areas, called 'sannong' (three rural issues) in Chinese.

To address this growing gap, released in February 2018, China's annual Policy Document No. 1 announced a national strategy for rural revitalization. Also, declared by Yu Xinrong, the vice minister of Agriculture and Rural affaires, at least 7 trillion investments will be given to revitalize rural areas, followed by policies making financial services accessible to rural residents. Major financial institutions including the China Development Bank, the Agricultural Bank of China have been advised to support the

project, private enterprises are encouraged as well to join in policy implementation. Stepping into the new era, rural revitalization strategy is a systematic, comprehensive and global strategy, different from any single policies on agriculture (Liao and Chen,2017).

Since the People's Republic of China was founded in 1949, the country has made great progress on urbanization and modernization, particularly after the policy of 'reform and opening up' in 1978, the transition point of planned economy to market economy. Being the world's most populated nation, in 2011, the first time that China has more population living in cities than in countryside. The Yangtze River Delta and the Pearl River Delta in eastern China covered most rural migrants as they are most developed regions (Qi, Deng and Fu,2019).

The ultra-speed urbanization has made great contribution on China's economy growth as well as causing some social problems, for instance, rural migrants' integration to urban life. Some population loses their farmland and statistically turn into urban residents with low living quality. A new path of eco-friendly and people-centered urbanization is the need of all. The strategy of rural revitalization aims to address the contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life.

Under the background of rural revitalization strategy, researches concerning rural development have been increased and become one of hot topics in China beyond all doubt. Besides some theoretical debate on the policies, mostly are empirical evidence and case studies of different regions and villages. Zhao, Zhang and Li (2018) took southern Jiangsu as example, which is one of the most urbanized areas in China, introduced the rapid process of urbanization with statistics, and analyzed the problems like villages losing their identities, the hallow villages and aging society etc., advices on industrial development, rural ecology and rural governance were given. The same way did by Wang (2019), the case area is Luocun Town of Zibo City in Shandong Province, which is one of the most populous provinces in China. After explain the status of the case village, problems of economic, cultural and democracy development were

indicated, suggestions were given to pay attention to strengthen investigation, supervision and to change management idea in changing situation. With a long-term observation, and a comparison of five typical successful villages in North China, the traditionally rural area, Li, Fan and Liu (2019)'s main findings include, some villages experienced better development than others, because of a better integration of endogenous and exogenous driving factors, as well as the participation, negotiation and cooperation among key actors, and the formation and evolution of actor networks in the rural development process. It is worth mentioning that, rural elites in China play a significant role in coordinating various actors like rural villagers, local government and enterprises. The mechanism of dynamic village development is demonstrated in a bearing model. Compared with previous results of western countries, the driving factors of rural development are in common on public participation, social capital and so on, while in China, the local governments' support and rural elites' role are vital as well.

The rural revitalization strategy is a driving force for rural development in China that attract attention from different parties, whereas to achieve the goals and targets of the national strategy, the way ahead is long. It is believed that the future of rural areas lies no longer on traditional agriculture, and in China, it's essential to integrate agriculture with industry and service-sector in rural development (Beijing review,2019)¹. We should also bear in mind, as discussed above, evidence and policies of whether developed countries or underdeveloped countries show that rural diversification is a key path to rural vitalization. As declared by Han Jun, head of the Office of the Central Rural Work Leading Group, China is going to loosen controls over rural homestead plots and housing to make it easier for new businesses and industries, but in China's context of land use policy, this doesn't mean to encourage urban residents to buy rural properties, but rather to turn unused housing into places for rural tourism and so on, thus the role of rural tourism in rural revitalization is to be discussed.

¹ Key Terms to Understand Reform and Opening Up. BEIJING REVIEW. JANUARY 24, 2019.
<http://www.bjreview.com>

1.2 Global evidence of rural tourism

1.2.1 Concept of rural tourism

According to the definition recently given by United Nations World Tourism Organization, rural tourism activities take place in non-urban (rural) areas with the following characteristics:

1. Low population density;
2. Landscape and land-use dominated by agriculture and forestry;
3. Traditional social structure and lifestyle (UNWTO, 2019)

Since the appearance of rural tourism, researchers have worked on its concept, and there is no one commonly accepted definition. Moreover, the definition varies between countries because of their different geographical, social and cultural circumstances, also to reflect their specific models and characteristics of rural tourism (Mi-Kyung Kim,2005). For example, in China's case, it is difficult to meet the first characteristic of UNWTO definition, although the criteria of 'low population density' are not clearly indicated.

In the earlier literature, rural tourism reflects the differing and complex pattern of rural environment, economy, history and location. It's directly related to the characteristics of rural areas, and it is assumed that the principal motivation for visiting the countryside is to experience its rurality (Lane,1994). In Oppermann (1996)'s definition, rural tourism is tourism that occurs in a non-urban territory, where human activity is occurring, primarily agriculture. It seems that the place where occurs the tourism activities is the first and important criteria of rural tourism. However, Barbu (2013) argues that it seems simple to define rural tourism as tourism that takes place in rural areas; this definition does not include the complexity of forms so far. Rural tourism includes tourism activity itself (accommodation, guesthouse, tourist movement, running programs, provision of basic services and supplementary) - economic activities (mainly agriculture, but also the practice of traditional occupations) and how to practice leisure segment, for those who require this type of tourism.

Similar expressions and concepts existing in different regions and countries, agritourism has been the most discussed one. It is basically a consensus that the concept of 'rural tourism' is much broader than the concept of 'agritourism', in countries and regions where agritourism or farm tourism has been predominant form of rural tourism, may use the both terms without distinction. On the basis of compiling definitions in previous literature, by identifying three key characteristics: working farm, contact with agricultural activity and authenticity of experience, Phillip Hunter and Blackstock (2010) developed a typology of five sorts corresponding to previous definitions, which are non-working farm agritourism, working farm with passive contact agritourism, working farm with indirect contact agritourism, working farm with direct contact of staged experience agritourism, and working farm with direct contact of authentic experience agritourism. To give a more convincing definition, Gil Arroyo, Barbieri and Rozier Rich (2013) investigated stakeholder groups, residents, farmers, and extension faculty in case areas of the United States. The results showed 'agricultural setting', 'entertainment', 'farm' and 'education' were preferred elements for agritourism. Then they suggest the definition as 'Farming-related activities carried out on a working farm or other agricultural settings for entertainment or education purposes'. By checking policies and regulations in European countries, Streifeneder (2016) has made the concept of 'authentic agritourism' distinct from other types of rural tourism, that he called 'countryside tourism'. Authentic agritourism was characterized by key elements like an authentic working farm, predominating farming activities, accommodations on farmland and so on.

Streifeneder (2016) made his conceptual framework in the vision of EU rural tourism development. While Nair et al. (2015) offered idea from Asia to redefine rural tourism based on the context of Malaysia. They selected and compared several definitions from developed economies and developing economies, and found that 'location characteristics, purpose of visit, attractions/activities and stakeholders' were four common dimensions of definitions. Element like 'sustainability' is more stated in developing countries rather than developed ones. Revised from the five dimensions,

they finally define rural tourism as: functionally rural and provides the opportunity for tourists to directly involve, enjoy and learn the unique cultural, natural and historical attractions and activities provided by the local communities in rural areas, with cooperation from the government and businesses in order to provide socio-economic benefits without exploiting the environment.

Apparently, because of diversified forms that have been developing in different regions and countries, the definitions by different researchers vary one from another. Let alone rural tourism is a developing concept that evolved by time. Given the complexity of the concept, there're some sharing key elements, the location should be rural areas, and the main motivation is to experience rurality.

1.2.2 Worldwide rural tourism development

As mentioned, rural tourism is becoming an important branch in global tourism sector, countries and regions of different developing stages have been offering their specific experiences in developing rural tourism.

During the 1980s, the organization for Economic Cooperation and Development (OECD) Tourism Committee began considering how rural communities around the world could benefit from tourism. Another related international organization is World Wide Opportunities on Organic Farms (WWOOF), which promote organic and sustainable principles on agritourism, currently operates in Africa, the Americas, Asia and the Pacific, Europe, and the Middle East. And from 1990s, appeared more detailed and comparative studies of tourism and recreation in rural areas, seminars and workshops on the topic were also held firstly in developed world like Europe, North America. Nowadays there are increasing researches of rural tourism referring to developing countries and regions.

Europe has been one of the key regions with a pioneer development and abundant researches. It was mentioned by UNWTO in 1996 that rural tourism was to rescue Europe's countryside. Europe Union (EU) has policies as well as funds to support rural tourism development. One of the main funds, European Agricultural Fund for Rural

Development (EAFRD), could be transferred to member countries and regions for the diversification of farmers into non-agricultural activities, the development of non-agricultural SMEs (small and medium-sized enterprises) in rural areas and engaged in sustainable and responsible tourism (Aytuğ and Mikaeili, 2017).

Within EU countries, the rural tourism development state shows unevenness. For example, Italy had specific law on agritourism (Law no.730,1985) earlier in Europe, has developed diverse models of agricultural activities and experiences, especially built an image of high-quality gastronomic choices, as great efforts have been made on rediscovering food and wine traditions. Therefore, German tourists prefer to visit rural destinations in other countries like Italy, as in Germany, rural tourism has an image of low budget farm holidays. Empirical studies revealed agritourism had contributed to landscape and traditional culture preservation in Italy, some regions should be aware of the potential and offer products to tourists' needs (Lupi et al.,2017; Fuschi and Evangelista,2017).

Rural tourism is such a growing sector that in a mature destination imaged by island mass tourism, Madeira, Portugal, could experience a changing image to rural tourism (Almeida, 2010). Hernández et al. (2016) also noticed the coexistence of mass coastal tourism with rural tourism in the case of Catalonia, Spain. Sharing certain attributes like swimming pool and differed in others like beach, the two types could be compatible, yet should be promoted separately to keep their attractiveness. In Spain, despite the inevitable seasonal variation in tourism sector, the period 2001-2015 had witnessed a sustained growth of rural tourism (rural accommodations), it was advisable to promote as a stable pattern of regional development (Guzman-Parraet al.,2015).

In recent years, it seems that rural tourism has reached its climax in less developed Central and Eastern Europe countries, especially whose Gross National Income (GNI) per inhabitant is less than 90% of the EU average. In Czech Republic, it was still a new concept that not received considerable attention, agritourism farms were more likely to operate in traditionally tourism destinations, and near to municipalities as a supplement accommodation (Konečný,2014). Rural guesthouses made a progress

since 2005 in Romania, the owners did some innovative actions in products and services for the growing competition yet with a lack of financial support (Cosma et al.,2014). Rural tourism in Croatia included many activities and contents, but was not given its true worth, cooperate of all levels, incentives like financial and personal support were needed to discover its diverse tourism potential. And Serbia was sharing similar problems with Croatia (Demonja et al., 2016). With a historic tradition of rural recreation, ‘Hospitable Farms’ was founded by Polish Federation of rural tourism in 1996, had developed three groups of characteristic products: the national (thematic/topical product), regional and local (eco-museum/theme villages) that created by different levels of bodies (SPYCHAŁA and GRAJA-ZWOLIŃSKA,2017).

There’s also evidence of rural tourism development in other parts of developed world like Japan and United States (Yasuo, Shinichi and Shinpei,2009; Yi, Day, and Cai, 2011), referring to operators’ satisfaction and utilization of local resources, and self-drive tourists’ demand. In addition, some evidence from emerging and developing economies like India, Brazil and Iran (Gadad and Kamashetty, 2014; Costa and Galina,2015; Kazemiyeh, Sadighi and Chizari, 2016), were focusing on development resources and fact.

Regarding countries and regions of different developing stages and circumstances, they have also different vision on rural tourism development; generally, the developed countries have a broader range of study, while the developing countries have been discovering their potential with an emphasis on development conditions.

1.2.3 Multi-actors in rural tourism development

Rural tourism is a sophisticated phenomenon involving multi-actors and stakeholders, their participation and partnership exert an inevitable influence on the development. ‘Actor’ refers to those who have a stake in tourism planning, promotion and development, such as policy makers, business, non-profit making sector and community groups (Saxena,2014).

Daugstad (2008) believed landscape as important element of rural tourism, and

examined key actors such as operators, tourists and farmers' perception about the value, experience and future development of landscape. From actors' different positions, they unite in concerns about landscape change, preservation of food traditions. Furthermore, Yadav and O'Neill (2013) inquired into two beneficiary groups: tourists and B&B owners, their willingness to pay for public good like landscape maintenance, both groups believed that B&B owners should contribute more than tourists.

Based on an understanding of integrated rural tourism (IRT) and actor interaction, Saxena and Ilbery (2010) chose actor-groups like local businesses, resource controllers, gatekeepers, institutions, community members and visitors, to investigate their aspirations and roles played in destination of English/Welsh border area. In the case of Japan, two cases were introduced to examine diverse stakeholders' contribution in rural tourism practice. In Miyama, besides original residents, who have connection with urban societies and migrants from urban also involved and played important part. Second case of festival showed a failure of communication mainly between local people and non-local participants (Doshita, 2017).

Appreciable number of them highlights the interactions between two or more actor groups, for instance, between supplier (mainly residents) with demander (mainly tourists), between policy makers (mainly all levels of government) and policy implementer (mainly local communities). Flanigan, Blackstock and Hunter (2014) presented a typology of agritourism, taking the interaction of providers (farmers, off-farm suppliers of agritourism products) and visitors (local and tourist markets) as one criterion, whether is passive, indirect or direct. In an actor-oriented approach, Srisomyong and Meyer (2015) searched into interactions between the state and rural communities, which means the gap between actual government policies and support expected by farmer. This work is significant in the context of a developing country: Thailand. In mountainous regions of Japan, regional leaders and key people were selected to examine their communication networks, their profile connected with preference in communication were also analyzed. Young and female leaders and key people were more active in using new communication methods and tend to be extensive

in regional levels (Onitsuka & Hoshino,2018).

In addition, a number of researches have a focus on a certain actor group, local community and residents, tourists, enterprises and governments have been the most discussed ones.

1.2.3.1 Local community and residents

Following the beginning stage of rural tourism development, researchers tend to investigate residents' motivation to involve in rural tourism suppliers. Getz and Carlsen (2000) found that in rural western Australia, family business operators entering tourism mostly because of family and lifestyle reasons, to live and work in rural settings is important, yet they were uncertain about future disposition of the business. Similar results were found in Japan (Thompson, 2004). Sharpley and Vass (2006) surveyed in north-eastern England, the attitudes of farm families that have been diversified, their principal reason is to have additional income, with associated benefit like working at home to look after children, but majority considered that farm maintain as core business. The author called for more public sector support to merge this issue from employment to rural development. Then McGehee, Kim and Jennings (2007) searched into gender's impact on agritourism operators, women were identified to be highly motivated for agritourism entrepreneurship and more focused on expense reducing, while both men and women were motivated by additional income, opportunity to educate tourists and contribute to community, diversify of products and so on.

In fact, women's participation has attracted certain attention in rural tourism field. Rural tourism offers women an alternative work to be merged with their domestic household's duties, contributing to family's economy without leaving home (Garcia-Ramon, Canoves and Valdovinos, 1995). Involving in rural tourism, women have played important role in maintaining rural ways of living, looking after family members and tourists (Ling et al.,2013). Family farm tourism provided women with a physical space of autonomy and creativity, leading to women empowerment in the context of male-led farming activity (Annes and Wright,2015). Non-agricultural activities like rural tourism have redefined roles and gender division of labor, women tend to take

leading role in rural tourism development (Coelho Duarte and Jesus,2018).

Local communities and residents have participated in the diversification of rural business activities, and meanwhile are influenced by the development of new sector. Local communities' participation on decision making, empowerment, and community knowledge about tourism were proved have a positive effect on sustainable rural tourism development (Fong and Lo, 2015). Local communities' perception has also been used to know the benefits and impacts of rural tourism. Operators perceived agritourism to serve in capturing new customers, educate the public and enhance the quality of life (Tew and Barbieri, 2012). In Mauritius, agritourism was believed by local people to positively enhance the cultural and social spheres of community life while supporting entrepreneurship (Naidoo and Sharpley, 2016).

Rural tourism has been discussed within the concept of Community Based Tourism (CBT). To better serve in rural tourism development, community's human capital building must be improved, notably residents' awareness, knowledge and skills to involve in tourism activities (Razzaq et al., 2013). Measures like participatory video proposal could be adopted to support farmer group capacity building, as it has been used for farmer groups applying for innovation funds (Richardson-Ngwenya et al., 2019).

1.2.3.2 Tourists of rural tourism

Tourists are the core of tourism activities, their preference would influence other group' actions to some degree. Tourists' demand of product, motivation, satisfaction, perceived experience and so on have been examined in previous research.

Oppermann (1996) firstly investigated tourists' profile, main activities in Southern Germany, they were mostly families with children for excursions outside the region, and inexpensive accommodation was major motivation for their stay. Through a correspondence analysis and a cluster analysis, characteristics of tourists that preferred different types of rural accommodations in Murcia, Spain were determined (Pina and Delfa,2005). Still a study of rural destination in Spain, assuming motivation as a

variable of tourist satisfaction, the relationship between them was empirically checked. Tourists driven by different motivation elements also made difference when evaluating certain destination attributes, while some elements like gastronomy quality, tourist information were proved to affect all sorts of motivated tourists (Devesa, Marta Laguna and Andrés Palacios,2010).

Having entered information era, some studies thus appeared related with online information technologies. A survey of 1083 tourists showed, performance expectancy, effort expectancy, social influence, facilitating conditions, and innovativeness are five explanatory variables explaining their intention to book rural accommodations directly online (San Martín and Herrero, 2012). Online travel reviews have also been exploited to analyze tourist experiences of farm tourism in destinations of four countries, tourists' preference vary from different origin of countries, but they have a commonality referring to farm stay operators' hospitality and comfort of room etc. (Capriello et al.,2013).

Researches tend to segment rural tourism market by tourist motivation (Rid, Ezeuduji and Pröbstl-Haider, 2014), or by tourist activities (Bel et al.,2015). In the context of an African country, Gambia, segmentations included multi-experiences & beach seekers, multi-experiences seekers, heritage & nature seekers, and sun & beach seekers. While in French rural regions, tourists were segmented as 'doing nothing', 'water-based activities', 'outdoor pursuits', 'natural and cultural heritage discovery' and 'gastronomy'.

There's also a concern of tourists' perception of rural tourism service quality. Reichel, Lowengart and Milman (2000) looked into tourists' expected and experienced service quality in Israel, and offered managerial skills to narrow the gap between them. Chin and Lo (2017) furtherly discovered climate change relaxation and community support as contributive actors for service quality development in rural destinations.

1.2.3.3 Enterprises and governments

In some developed countries like Finland, individual enterprises and entrepreneurs

seem to take responsibility of rural tourism destination development, while DMOs facilitating in cooperation of public-private sectors. Yet local government, the municipalities should provide better entrepreneurial environment, thus the innovative, committed entrepreneurs can flourish the destination (Komppula,2014). Rural tourism business, especially the small-scale ones may encounter obstacles and problems because a lack of specific skills and competencies, a survey in Portugal showed, the entrepreneurs' self-perception of personal maturity skills was high, while entrepreneurship competencies like opportunity awareness, goal setting were lower (Castro and Ferreira, 2019), thus managerial and marketing skills should be trained to achieve success. In China's context, because of the development stage and specific regulations and land-use policies, the entrepreneurship in rural areas by now hasn't been given emphasis. Nevertheless, rural tourism development in China very often being characterized in a collective mode (Wang, 2018), different levels of governments, such as the town government has played a crucial role in implementing rural tourism or other rural revitalization policies and initiatives (Chen, Gao and Chen, 2019).

1.3 Role of rural tourism in rural revitalization

Rural tourism has become a universal phenomenon and issue, not only to be discussed in the context of tourism division and innovation, but more importantly, as a diversification of agricultural activities that devoting to regional development, thus contributing to rural revitalization.

1.3.1 Rural tourism as a channel of rural diversification

Many researches have pointed out that, conventional agriculture-based economy hasn't been able to save rural areas, as indicated above, in both developed and developing countries, rural diversification is nowadays a key word in rural development, and rural tourism be seen as one of the important channels of rural diversification.

It is firstly an issue to understand rural tourism, as well the interaction and integration of primary industry with service sector. Rural tourism benefits rural community in diversification of local industry base, generating alternative income, also seen as an innovation of tourism product. Both agricultural and tourism policies are

favorable for its development (Hjalager,1996). Conducted a survey on rural accommodations to examine the inter-relationships of tourism and agriculture, Fleischer and Tchetchik (2005) found the funds for agriculture indirectly benefit tourism production, farmers benefit from tourism activities by using labors more efficiently. Rural tourism has been one channel of ‘part-time farming’, ‘pluricativity’ and ‘multiple job holding’ in rural development policies, tourism has become the main or supplementary source of income that support the farming households (Koutsouris et al., 2014).

Rural tourism is a cooperative form of agriculture and tourism sectors, offering tourists new product and experience, meanwhile as an alternative of rural diversification. The development of rural tourism benefit in both sectors too. Under the social-economic background of alleviate rural decline, the perspective of diversification into tourism and the farmers’ changing identities have been increasingly discussed.

Witnessing the diversification of agriculture to tourism in Galicia, Spain, Diéguez-Castrillón et al. (2009) examined the factors to motivate farmers for adopting a diversification of agricultural activities to tourism, mainly in economic, social, economic-social and institutional dimensions. When agriculture is restructured and diversified, faced with the new work tasks, identities of farmers may change. For the family who set up farm-based tourism to diversify traditional farm activities, their identity become different and fluid based on certain context, some prefer to be defined as farmer and consider tourism as a temporarily way to overcome rural problems, the other so called ‘switcher’ type positively embrace the new business and tend to quit farming, for tourists it’s important the hosts rooted in farming as tourists seek for authenticity, meanwhile they should be professional enough when serving guests(Brandth and Haugen,2011; Domenico and Miller,2012).

In South Korea, public rural tourism policies, like Rural Traditional Theme Village program effectively contribute to rural residents’ non-farm income, with a cross-sectional analysis to compare policy implemented areas with non-implemented ones. It shows rural tourism is a good channel to revitalize rural society and South Korea highly

relied on it for rural development (Hwang and Lee,2015). The multi-functionality of agriculture is vital in balancing regional development, in northern regions of Montenegro and Croatia, the traditional agricultural area where field crop still prevail, rural tourism has a potential to develop, and residents mostly motivated for ‘sale of own products’ in launching tourism activities (DESPOTOVIĆ et al., 2017).

In the five aspects of rural revitalization strategy in China, the first is ‘thriving business’, which means the prosperity of various industries, no matter primary, secondary or tertiary industry. Based on ‘thriving business’, the other dimensions like ‘pleasant living environment’ and ‘social etiquette and civility’ would be more likely to be achieved. As a Chinese saying goes, ‘it is always better to teach a person who are hungry to fish than to give him fish’. China used to allocate funds directly to poverty-stricken area, which are mostly rural areas, and then the residents will be waiting for the next ‘fish’. Rural tourism can integrate the rural residents in tourism service, teach them to fish, will be more effective in long-term. In the meantime, the rural residents’ identity will be gradually changed from a pure farmer to tourist host, through the communication with urban tourists; it’s a friendlier pattern of the urbanization of residents.

1.3.2 Rural tourism and regional development

Rural tourism is not only considered as a type of tourism offerings, but also functional in regional development, for both developed and developing economies, particularly to balance urban-rural development in the background of rural decline and revitalization.

Applied a multi-case study of the region Taiwan, Chang (2011) demonstrated rural tourism’s positive impact on improving residents’ livelihood, promotion of local agriculture products to ease the pressure of rural decline and appeared to help in place’s sustainable development. Dimitrovski et al. (2012) indicated that in one of the poorest regions of Serbia, Gruza, rural tourism recently became an important part in local economic development, notably preventing migration of young, transfer of ideas from urban into rural areas, and improving local infrastructure. They also gave advice to educate rural home owners involved in rural tourism. Similar research result given by

Vuković and Nikolić (2018) to show rural tourism's positive role in rural Serbia (85% of territory), reflected in employee growth, macroeconomic indicators and stopping negative demographic trends.

In Torre et al. (2014)'s work, a traditional 'sun and beach' tourism destination, Andalusian region, in the south of Spain, rural tourism has been one of its important new offerings. Rural tourism is analyzed as an economic factor in rural areas that helps to correct regional imbalances, as well as conservation of natural and cultural heritage of these territories. Giannakis (2014) also analyzed the economic role of rural tourism on the rural development of Cyprus, where rural territories still dominant by 86%, by using input-output technique. Rural tourism creates strong backward linkages with the rest sectors of the rural economy in Cyprus, specifically with food manufacture and agriculture. In addition to these empirical regional studies, Slusariuc (2018) theoretically summarized the importance of rural tourism, that it can benefit tourists, hosts and the community, mainly to provide job and business opportunities, and improve life quality of local population, to make efforts on community decertification and revitalization of nonindustrial regions, finally came to conclude rural tourism as 'tourism of the future'.

Some of the researches related to specific developing areas and conditions. Saarinen and Lenao (2014) noticed the rise of rural tourism recently in developing countries as a tool in poverty alleviation, economic diversification and income generating. The possibility of implementing a European context framework of integrated rural tourism (IRT) in developing countries was discussed. Lun, Pechlaner and Volgger (2016), Lucian (2018) paid attention to rural tourism in mountain regions possessing exceptional natural and cultural resources, but more problematic in regional development. The former found that rural tourism helped in offering authentic experiences by case studies across five countries in Europe, key success factors like leadership, inter-sectoral networks were analyzed. The latter tried to offer inspirations of tourists' motivations investigated.

It is observed that most of them have worked and demonstrated rural tourism's

role on regional development exclusively from the perspective of economic development. Although Neumeier and Pollermann (2014)'s investigation on five eastern German rural regions didn't experience a strong economic influence, they claimed important socio-political impacts of rural tourism on case areas, such as activation of public participation, enhancement of local identity, promotion of collaboration of local actors. In the case of Andean Altiplano, the traditional agriculture system threatened by climate change, rural tourism not only brings short-term revenue growth, but more importantly, as an alternative strategy to maintain rural lifestyle and landscape in long-term (Valdivia and Barbieri, 2014).

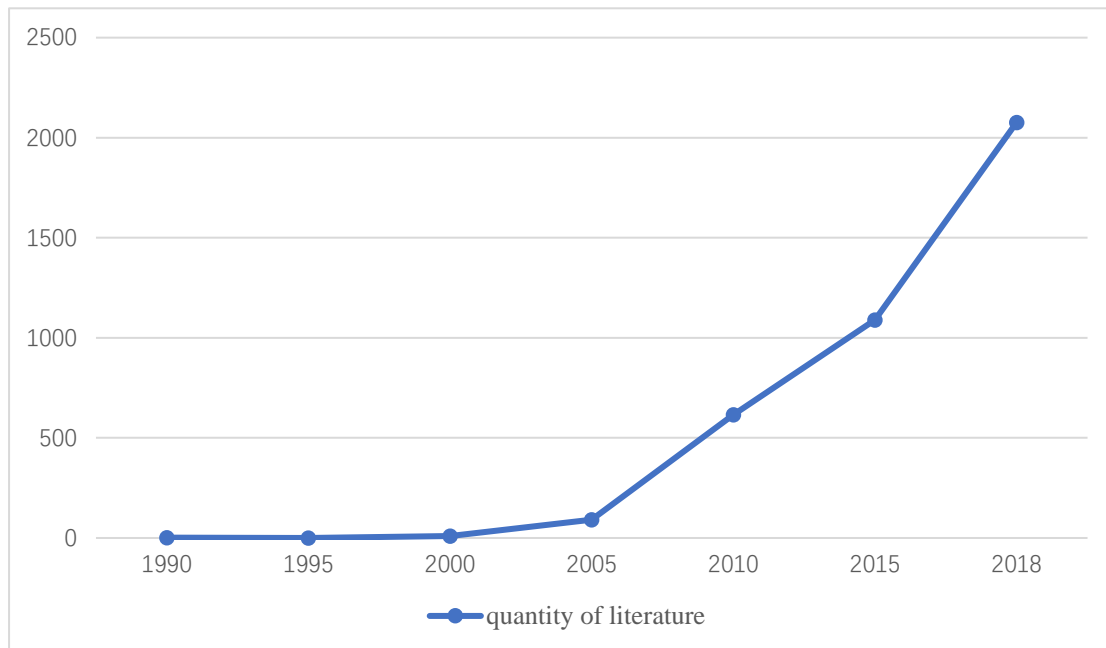
In developing countries like China, rural tourism ought to play an indispensable part in rural development from socio-economic and physic-geographical perspectives. Rural tourism has been officially claimed as pro-poor tourism. In September 2018, a national conference of rural tourism and poverty alleviation was held, and reported by vice minister of ministry of culture and tourism, that in 2017, 17.5% of the population out of poverty owing to rural tourism development.

1.4 Evolution of rural tourism in China

China is one of the biggest developing countries with largest population in the world, the whole nation has been making efforts on rural development and urban-rural balancing. Have learned the evidence of rural tourism development and its multifunctional characteristics, the development of rural tourism in China is reaching an unprecedented strategic height at present.

From the academic perspective, according to the search results of CNKI (China National Knowledge Infrastructure), the first article on rural tourism in China appeared in 1990, but in the ten later years, the field kept undiscovered until about 2005, and has become a hot issue in recent years.

Graphic 1-1-1 Quantity of Literature on Rural Tourism in China



source: The author

Like some developing countries mentioned, the Chinese literature at first focus more on development conditions and modes, like regional rural tourism resources exploiting (Zou, 2005; Zhang, 2010). Later via the advancement, more emphasis has been given on the stakeholders and actors, some referring to two or more groups, for instance, the interaction between local service providers and tourists (Dai et al., 2017), and game between local community, enterprises, tourists and local governments, in the transition of a rural tourist destination (Li, Ryan and Cave, 2016), even the conflict behaviors between local peasants and other parties on house demolition, revenue distribution and so on (Wang and Yotsumoto, 2019). The others put emphasis on one single group, such as the influence of rural tourism development on rural households' livelihood (He et al., 2014; Xiao, Luo and Yin, 2018; Xue and Kerstetter, 2019) and rural residents' changing identity (Xue, Kerstetter and Hunt, 2017), tourists' profile, preference of rural tourism sites, their experiential satisfaction and behavior performance etc. (Wang and Shi, 2014; Wu, Cheng and Ai, 2017). In addition, government's changing role in each rural tourism developmental stage (He and Gen, 2012), and roles of different levels of government, such as county-level (Liu, 2014).

From the practice perspective in China, ‘Nong-jia-le’ has been a dominant product form of rural tourism in China, even replacing the term ‘rural tourism’ to some extent. Derived from Chengdu City of Sichuan Province in late 1990s, a city called ‘capital of recreation’, the mode of ‘Nong-jia-le’ has been copied all over China. ‘Nong-jia-le’ refers to an economic sort of rural accommodation and catering which offers very basic product and limited service, usually invested and operated by individual farmers and their families (Su, 2011). The homogeneous competition has caused disorder in the market. Similar as the problem that Germany had encountered, ‘Nong-jia-le’ has been imaged as low cost, low-end product, by visitors as well as researchers.

It is interesting that, on the contrary of ‘Nong-jia-le’, the appearance of ‘Yang-jia-le’ has been viewed as an innovation product of rural tourism and example of upgrading rural tourism offerings (Luo,2013; Wang and Taunay,2015). ‘Yang-jia-le’ located in Yangtze River Delta, yet created by foreigners from South Africa, France, England, South Korea and so on. ‘Yang-jia-le’ are managed by professional team in enterprise way, with high investment, while ‘Nong-jia-le’ usually running by local rural residents with limited financial and management ability. Yet ‘Yang-jia-le’ is a particular example that rural revitalization in China won’t rely on ‘Yang-jia-le’ (Shao, 2015).

Under the background of rural revitalization strategy, rural tourism in China has been given unparalleled importance than ever. Rural tourism could contribute to the achievement of rural revitalization through revitalization of rural culture and lifestyle, stimulating the flow of factors like capital, human resource and knowledge between urban-rural spaces (Wang, 2017). Tourism industry should play a vital role in the critical period of development reformation, as a modern rural service sector, rural tourism provides an important industrial base for rural revitalization (Wang, 2017). Nevertheless, the exiting problems such as single product and homogenized development model have hampered its development (Wang and Zhang, 2018; Ma and Zhang, 2019). Rural tourism has a rich content, by understanding the tourists more competitive products and diversified offerings would be developed in the future (Bian, 2008).

Conclusion

Rural decline and revitalization have become a global issue, be faced with both the developed countries and the developing countries in their certain development stage. After a period of speedy urbanization, China put up with the national strategy of Rural Revitalization in 2018. Rural and agriculture diversification is key to revitalization, worldwide evidence proved rural tourism as an important channel of rural diversification benefiting regional development in rural areas. In China, rural tourism has been also used as a tool of poverty alleviation, yet hindered by homogeneous, low-end offerings. Countries and regions of different developing stages and circumstances hold different vision on rural tourism development; however, the researches highlight a common view that, partnership and cooperation between different actor groups are vital to the development of rural tourism, then further contributing to rural revitalization. This part provides already a favorable theoretical foundation for our hypothesis H1 and H3, referring to a certain form of rural tourism contributes to rural revitalization, and roles of decisive actor groups played in the evolution. Then the specific practices are to be examined in the fieldwork. We have also designed our research work drawing on these existing literatures, paying attention to the development conditions and stages of the case areas, as well as the decisive actor groups in China's context, in our case are local governments, local and non-local participants, and tourists, for example, to investigate and segment participants' motivations of involving in case areas.

CHAPTER 2 FROM MASS TOURISM TO SPECIAL INTEREST, SATISFYING TOURISTS' EVOLVING NEEDS IN EXPERIENCE ECONOMY

1.1 Booming tourism sector in China and transformation of tourist behavior

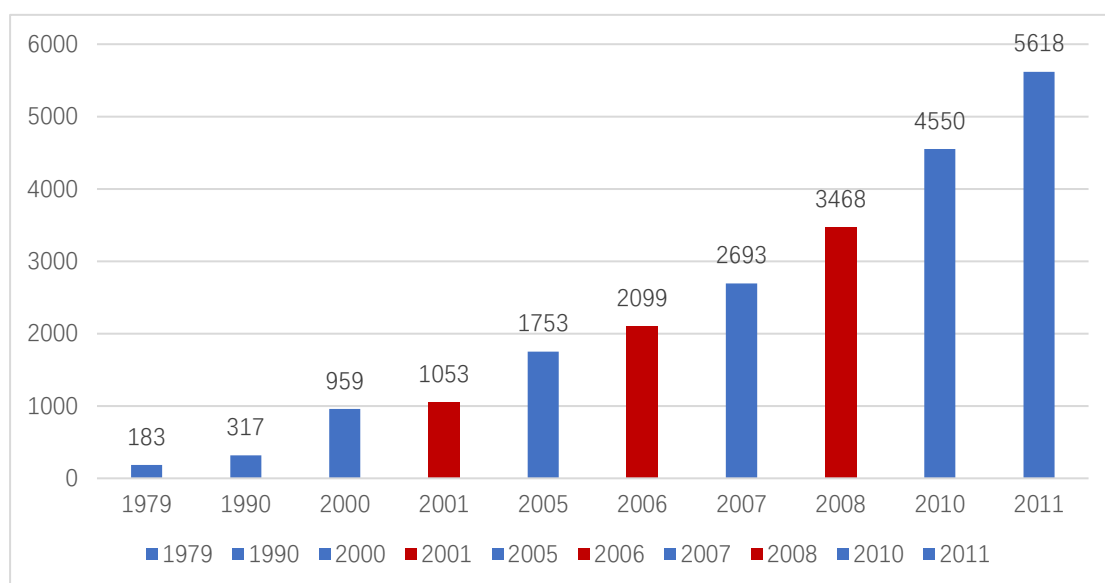
China has drawn the attention of the world because of enormous economic growth since the reform and opening up policy which began in 1979. It was also from 1979, began the development of modern tourism industry in China. These 40 years, remarkable achievements were made in tourism sector, China has become such an important tourism host country as well as tourist source country from unknown in the world market. As stated in *Asia Tourism Trends* (2018) published by UNWTO, between 2000 and 2017, Asia and Pacific have been the fastest growth of all world regions in international arrivals, and China has been the main driving force behind this growth, as the world's top spender in international tourism and the fourth largest destination.

According to the experiential data estimated based on statistics of developed countries, when the per capita income reaches US\$ 1,000, people will turn their demand to tourism, education and information when their basic needs have been met (UNWTO, 2003). Generally speaking, when the per capita income reaches US\$ 300-400, people intend to be motivated for domestic travel. When it reaches US\$ 800-1,000, people intend to be motivated for outbound travel and travel in neighboring countries. When it is more than US\$ 3,000, people intend to travel to faraway places and countries (Zhang and Tan, 2011).

At the beginning point of 1979, the per capita GDP was only US\$ 183, in 2001, for the first-time China's per capita GDP reached more than US\$ 1000. The Chinese were fascinated in short-term sightseeing tours, notably visiting historical famous cultural and natural sites in group. From 2006, China's per capita GDP has reached US\$ 2000, people's demand of recreation has been released with the construction of infrastructure, people got more used to travel in families, the younger generation were becoming independent travelers. China's per capita GDP was more than US\$ 3000 for the first time in 2008, people's demand of vacation was activated, tourism was more and more important part in people's daily life consume, the improving living condition

provided people more opportunities to self-driving travels, enjoying more autonomy in travel. China's per capita GDP achieved US\$ 5400 in 2011, surpassing the middle line for sustained growth of leisure and travel consumption. Both domestic and outbound tourism have surged in China. People were travelling in very diversified modes, and were seeking for 'experience tourism', not satisfying with sightseeing passively anymore.

Graphic 1-2-1 Evolution of per capita GDP of China (USD)



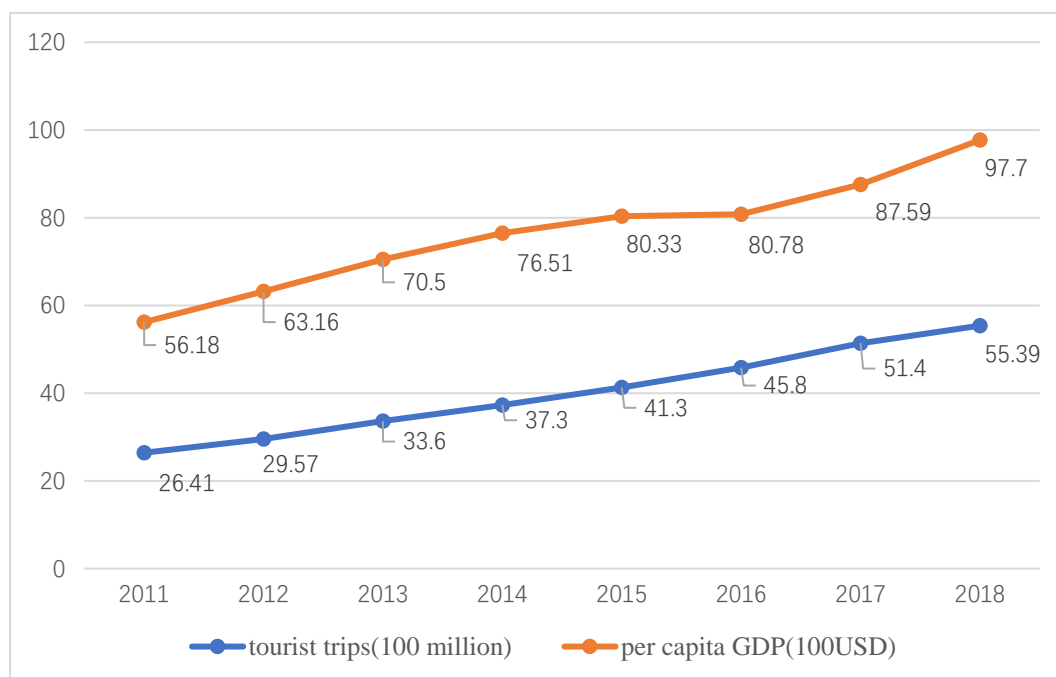
Data source: National Bureau of Statistics of China

Table 1-2-1 Evolution of tourism sector in China with its social-economic development

Time phasing	per capita GDP (USD)	Main tourism phenomenon	Travel mode
2001	1053	sightseeing tours	Organized group tour
2006	2099	demand on recreation	Independent travel, family travel
2008	3468	demand on vacation	Independent travel, family travel, self-driving travel
2011	5618	vacation and experience tourism	Diversified

source: The author

Graphic 1-2-2 Augmentation of tourist trips and per capita GDP in China



Data sources: National Bureau of Statistics of China, Ministry of Culture and Tourism

As we can see from the picture, the number of tourist trips has been increasing synchronously with the improvement of per capita GDP in China from 2011, tourism sector has entered an all-round development stage, prosper in domestic, inbound and outbound tourism. In 2017, domestic tourist trips reached 5 billion with growth rate 12.8%, domestic tourism receipts CNY 4.57 trillion with growth rate 15.9%; inbound tourist trips reached 139.48 million with growth rate 0.8%, international tourism receipts US\$ 123.4 billion with growth rate 2.9%; outbound tourist trips 130.51 million with growth rate 7.0%; the total annual tourism receipts arrived CNY 5.4 trillion with growth rate 15.1% (CNTA, 2018).

China's per capita GDP grew from US\$ 183 in 1979 to US\$ 9770 in 2018, nearly 53 times' growth, which has had a bearing on the emergence of a well-to-do middle-class with growing demand and higher disposable income to travel. Domestic travel is becoming lifestyle for all while outbound travel has become integral to the Chinese middle-class lifestyle. Their consumer behavior has been transforming, including the continuously upgrading in tourism and travel sector.

First is the rise of independent tour or DIY (Do It Yourself) tour. Chinese started to travel in group tour organized by travel agencies. Now as people are accumulating more knowledge on tourism and travel, the younger generation of 80s and 90s are familiar with internet, independent tour or DIY tour is becoming the major travel mode. According to the report of China Tourism Academy, 60 % of investigated residents intend to travel with families, 20% with friends. Independent travelers or DIY travelers have occupied 93 % in domestic tourism market, 82% in inbound tourism market, and 61% in outbound tourism market (China Tourism Academy, 2018). In domestic market, a growing number of tourists travel in self-driving way, for example, when they visit rural tourism destinations.

Secondly, with people' growing ability and wiliness to spend money on leisure and tourism, they also have a higher demand for authentic experience, high-quality products. When they travel in tourist group, like the Chinese expression, 'cast a passing glance at flowers while riding on horseback', they got only superficial knowledge in a hurry. The Chinese tourists, especially the emerging middle-class and younger generation, having a higher demand on diversified and qualified product and service. Cruse tourism, coastal tourism, ice and snow tourism, MICE tourism, various forms of special interest tourism are emerging, the niche market and segmentation is expanding. Tourists' consumer on experiential items like cultural entertainment, themed accommodation, destination lifestyle experience will be further expanded (China Tourism Academy, 2018).

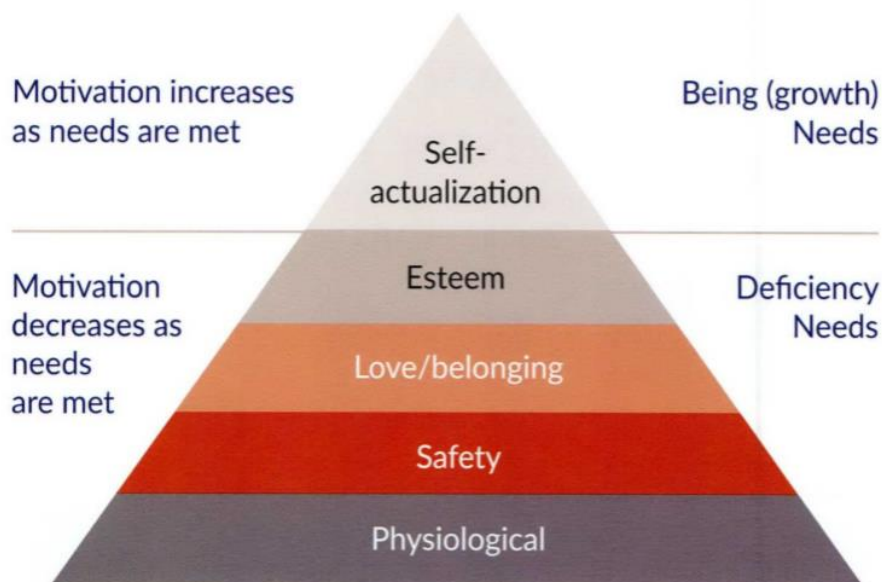
1.2 Tourists' motivation to travel

1.2.1 Maslow's Hierarchy of Needs

After a brief description of the general situation, to better understand the evolution of tourism sector in China, as well as tourists' changing demand and behavior, theory regarding tourist' motivation and perception behind them is to be illustrated, remarkably Maslow's Hierarchy of Needs (1943), as it's the most heavily sited motivation theory, had inspired some important tourist motivation theories, like Dann's (1981) push and pull theory, Pearce's (1988) Travel Career Ladder (TLC), Pearce and

Lee (2005)'s Travel Career Patterns (TCP)(Yousaf, Amin and Santos, 2018).

Figure 1-2-1 Maslow's hierarchy of needs



Source: DiMaggio, V. (2019). Rediscovering Maslow. Public Management

The research psychologist Maslow furthered the understanding of human motives with the concept of hierarchy of needs, in which five distinct clusters of motives were identified: physiological needs, safety needs, social belongingness or love needs, esteem needs and self-actualizing needs. The ordered clusters formed a hierarchy from lower motives to higher ones. People tend to fulfill the lower need before moving to a higher level. Later Maslow advanced his theory by districting the first four clusters with the last one, as deficiency motivation and growth motivation. Which means, for the first four clusters, from physiological needs to esteem needs, people tend to be motivated when they are lacking. When the basic needs have been sufficiently satisfied, this kind of motivation decreases, people will develop toward the last motive self-actualizing.

Although the theory has been very often discussed even criticized because a lack of empirical evidence, or the overlapping of some needs, it has been widely accepted and applicated in different fields (Wahba and Bridwell,1976). Others have been trying

to modifier or improve Maslow's hierarchy of needs theory. Sengupta (2011) developed a strength based approach, paying more attention to people's inner perception and self realization, instead of Maslow's deficit driven approach gratifying biological and physiological needs. Abulof (2017) summarized the topics and ideas discussed in a themed symposium. For example, the increasing importance of self-actualization need for middle class; the millennials' need to be needed, s sense of self-worth. The theory has been given new content through discussions in the 21-century.

Just as the tourist motivation and anticipation was discussed in the context of post-industrial societies with reference to Western Europe, motivation becoming more complex while tourists' decision-making based on wider experience and grater quantity of information, because the country's long-term prosperity and social classes' participation in tourism were contributing to tourist maturity (Parrinello,1993). The contemporary China is reaching 'tourist maturity' to some extent. Maslow's hierarchy of needs indicates, people are motivated by satisfying lower-level needs, before 1979, the per capita GDP in China was nearly nothing, it was impossible to develop tourism industry as people's basic needs for food, water, shelter were not satisfied. From 1979 to 2000, the per capita GDP in China was growing but less than US\$ 1000, people's living condition had been improved and basic needs were gradually satisfied, yet the tourism wasn't important activity both in micro and macro levels, the Chinese government had tried to attract inbound tourists for the sake of foreign exchange earnings, while domestic residents were not encouraged to travel. From 2001 to 2011, as people's basic needs had been satisfied, they could move to higher ones. Mass tourism market had been developed in China, tourism is no long reserved to a small proportion of the population, and was seen as a booming important industry in national economy. People were getting more opportunities to travel, with China' s per capita GDP grew from more than US\$ 1000 to more than US\$5000, their travel behavior evolved from domestic tourism to outbound tourism, from organized group tour to independent/DIY tours. After 2011, the uninterrupted increasing per capita GDP and tourist trips speed up 'tourist maturity'. The country has been striving to develop

tourism into a strategic pillar industry of the nation's economy. The ballooning middle-class in China is seeking for new ways to spend their money as they gain greater purchasing power, travel and tourism was viewed as an ideal means to self-realization. The previous experience of travel and tourism have a positive impact on Chinese's life and general well-being, especially for young people from developed coastal regions, travel and tourism has provided a sense of fulfillment and self-discovering (Tse,2014).

1.2.2 Tourist motivation

Maslow's Hierarchy of Needs inspired the treatment of tourist motivation from a psychological or socio-psychological perspective, the most important branch. Tourist motivation had been a discussed issue since decades ago, explained in some certain approaches by researchers. It could be considered as a response to unfulfilled desires; destinations' specific attractions 'pulling' tourists and reinforce the 'push' factors of origin society; a fantasy to liberate tourists from everyday existence; specific purpose and goals of travel like business or pleasure, which was developed to typologies distinguishing tourist from students etc.; tourists' request of authentic experience and meaning; auto-definition of situation through tourist-host interaction. A description of tourist motivation based on this is: a meaningful state of mind which adequately disposes an actor or group of actors to travel, and which is subsequently interpretable by others as a valid explanation for such a decision (Dann, 1981). Tourist as a type of consumer, motivation plays a critical role in tourist decision-making process, human needs, values, benefits and expectations are useful to understand tourist motivation, concluded from preceding consumer motivation theories.

In addition to the conceptual understanding of tourist motivation, empirical exploration is also of importance. Fodness (1994) developed a self-report measure of leisure tourism motivation through a functional approach, from a precision marketing perspective, that segmentation with basis of tourists' motivation could help destinations in developing and promoting their products. Huang (2010) examined two frequently used approaches to measure tourist motivation, the self-perception and importance-rating, both scales were similarly reliable as appropriate ways.

The conceptual and empirical research results have been extensively applied in the field of tourism, referring to certain types of tourists and certain forms of tourism offerings. For example, for those who focus on certain tourism offering, to understand and explain sport tourism behavior (Gibson,2004); international tourists' gastronomy related motivation in Ecuador (Carvache-Franco et al.,2018). And for those who focus on certain type of tourists, personal challenge being main motivation for two sorts of sport event-tourists: trail runners and mountain bikers (Getz and McConnell, 2014); education being a primary motivation for youth (15-29 years old) travelers (Çakar and Seyitoğlu, 2016). Additionally, several of them concentrate on specific segmentation for specific type of tourism products, for the domestic tourists to island destination in Malaysia, physical benefits and personal development are vital motives, social relationships with family and friends have an influence on tourist' motivation and behavior (Kasim et al., 2013). It is also interesting to know that, tourists of different motivations also intended to choose different type of destinations, via the approach of push and pull factors, two push factors: escape and ego-enhancement were examined, tourists toward 'ego-enhancement' preferred to choose the cultural destination, while tourists toward 'escape' more likely to choose recreational destination (Nikjoo and Ketabi,2015).

Furthermore, the concept of tourist motivation has been discussed with other related concepts, such as tourist behavior, tourist satisfaction to discover their internal relations. Lee (2009) found tourist motivation with tourist attitudes and destination image, had a significant influence on satisfaction and future behavior, satisfaction was the mediating variable in between. In the case of rural destination in Spain, tourists of different motivation groups had specific satisfaction elements, motivation affected on their expectation and therefore overall satisfaction (Devesa, Laguna and Palacios,2010). Fayed, Wafik and Gerges (2016) considered motivation as an indicator of pre-visit determinants for destination choice, perception as an indicator of on-site experience, satisfaction as an indicator of post-visit evaluation, destination loyalty as an indicator of future behavioural intentions, and argued that tourists' motivation and perception

were affecting satisfaction, in line with the previous results, then the three factors had an effect on tourists' loyalty to destination.

Those reaeaches indicate that knowing tourists' motivation provides an important psychological perspective to understand tourists' demand and their behaviour, that's why researchers and destination planners have been giving emphasis on the concept, so as to develop and adapt the products to tourists' demand and expectations. Meanwhile we should bear in mind that, toutrists' mitivation and perception is a dynmic concept, affected by multi-factors such as tourists' profile, and growing to higher needs. Like the hierarchy of general needs, tourists have a range of motivations, could be presented in ascending order, from the most superficial one that motivated by the desire for mere pleasure, to most profound, by the quest for meaning and authenticity of tourism experiences (Cohen, 1979). The Millennials and post-Millennials ,who were considered to have greater purchasing power, search for authentic and memorable experiences, need to immerse themselves in the lifestyle of local inhabitants and value experiences similar to those of residents (Yousaf, Amin and Santos, 2018). To obtain and keep tourism destination competitiveness, destination and products managers should pay particular attention to improve and match offerings with toursists' needs (Pansiri, 2014), therefore tourist experience is to be discussed as a core of tourism offering to better meet tourists' changing motivation and needs.

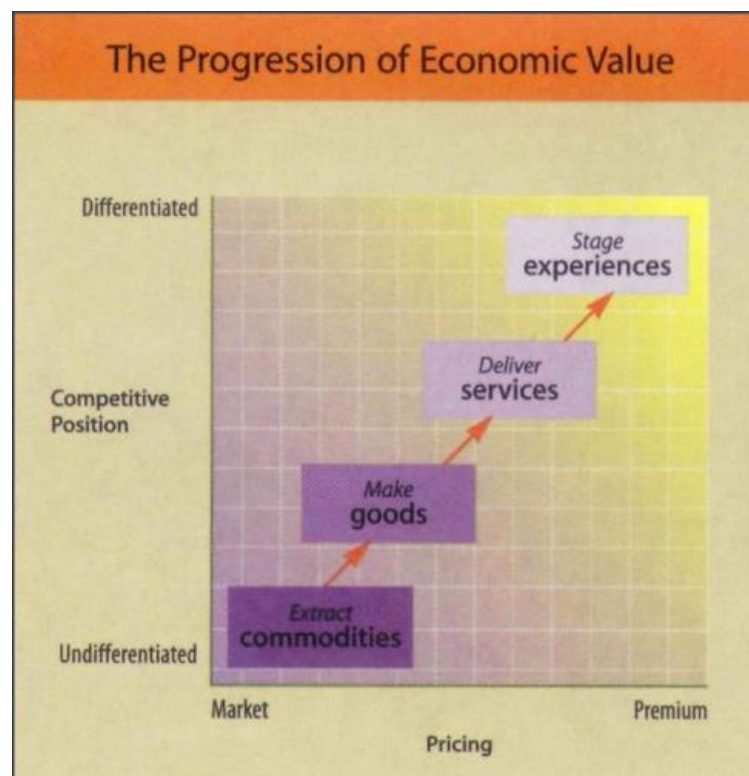
1.3 Tourist experience

1.3.1 The experience economy

It was first in 1998 that B. Joseph Pine II and James H. Gilmore put up with the ideas of experience economy to describe the next emerging wave of economic history. The four stage economic progress were described as extract commodities, make goods , deliver services and stage experiences, corresponding to agrarian economy, industrial economy, service economy and experience economy. Different with the prior economic offerings, commodities, goods and services are external to the buyer, experiences are inherently personal, no two people have same experience as they have their own interaction with a staged event. The new stage is invented on the basis of the prior ones,

because an experience occurs when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event. Customer desire experiences and businesses are promoting them. It could be observed primarily in entertainment sector and spread to more sectors and fields, the pioneer Walt Disney, as well as some themed restaurants, have been providing their guest with memorable experiences and favoured by the guests.

Figure 1-2-2 Four-stage economic progress



Source: Pine and Gilmore (1998, p. 98)

To understand characteristics of experiences, the authors used a four-realm exhibit with two dimensions, first dimension customer participation from passive to active, the second customer's environmental connection from absorption to immersion. So experiences were sorted in four and examples were given. The first sort as educational events, like attending a class or learning a sport, the students tend to be involved but more outside absorbing and learning from others. The second sort entertainment which is easy to understand, like watching television, their connection with the event is still absorption than immersion, but active more passively sitting in front of the television.

The third kind experience is esthetic, like the visitors of an art gallery, they are more immersed in the activity but seldom affecting the activity themselves. If the participants actively involved and immersed, like acting in a play, it turns to the forth kind, escapist. Tourists have different experiences depending on scenes. For example, if the tourists merely views the Grand Canyon on site, their experience is more esthetic, if they're descending down personally the Grand Canyon, they're getting more escapist experience. For those who have richest experience, such as visitors of Disney World, there exists a sweet spot around the area where the spectra meet.

Figure 1-2-3 Four realms of an experience



Source: Pine and Gilmore (1998, p. 102), reedited by aothor

We have seen the maturity of service economy as customers get more used to pay for service like they did for goods. Entering the experience economy, to attract the customers to pay for the experiences, requiring the companies to improve in designing and offering experiences. Five key pricipals were given : theme the experience; harmoniza impressions with positive cues; eliminate negative cues; mix in memorabilia

and engage all five senses.

Nearly 20 years later, the market and commerce world have been more conscious of the notion of experience, the consumers started to value experiences more than goods and services, various enterprises and non-profit organizations viewed experiences as an important means to differentiate. They declared once more that experiences were a distinct economic offering from services, as services were from goods (Pine and Gilmore, 2013). Services are intangible activities enhancing people's lives and businesses, experiences are memorable events engage individual in an inherently personal way and remains long afterward. In the era of experience economy, work is theatre, and workers are acting in front of customers engaging them into experience, then a perceived authenticity has become the new consumer sensibility. They also argued that goods and services were no longer enough to generate economic growth and increase employment, the staging of experience must be pursued. It is time for experience innovation. Starbucks created a coffee drinking experience by providing a place where customers want to spend time. Apple store studied from boutique hotels and created a new format of retail store.

Although the ideas of experience economy was born within a business economic and managerial background, it is such an interdisciplinary arena that seems ambiguous from management studies, economics, planning and psychology, or even sociology and anthropology. It has been applied in different fields, and geographical peripheries reaching in Aisa, Austraiia and South America from primarily Northern Europe and the United States(Jensen, 2014). Tourism and hospitality sector has been one of the most cited sectors that comprised experience economy, as the content is easier to be understood and accepted in the context of tourism and hospitality. Meanwihle researchers have been tring to explore emprical evidence to estimate the role of experience economy. Correia Loureiro (2014) proved the effect of rural tourism experiences on behavior intention mediating by pleasant arousal and memory, experiences helped in forming positive emotions and memories, then tourist intended to revisit and recommend the place. Still for the development of rural tourism,

consumers pursued not only material satisfaction but also emotional experience, agricultural tourism should adapt their offerings to satisfy tourists' experience needs, providing platform for tourists to participate other than solely sightseeing(Chen,2015). Osmond, Chen and Pearce (2015) have noticed the boom of Chinese outbound tourism, and tested Chinese tourists' pre-travel anticipated experiences in Australia, with two approaches of Pine and Gilmore's two-dimension realms (educational,entertainment,aesthetic,escapist) and Schmitt's categorisations (cognitive,sensory,affective,relationship and physical), both approaches had their own implications and showed a potencial to marry the two approches, aesthetic and sensory experiences were found to have greater importance for the invesgated tourists. Kirillova, Lehto and Cai (2017) believed that the emerging experience economy 3.0 gave emphasis on personal growth and self-actualization, the transformative role of experiences in tourism context was discovered, it was empirically proved that tourism experiences, as part of life experience, facilitating meaningful changes in tourists' after-trip existential authenticity and anxiety.

1.3.2 Tourism experience as a core of tourism research

The experience economy has attracted certain attention in tourism research, yet except which, research of tourism experience has a rich content. Earlier than the experience economy, Boostin, MacCannell, Cohen, Ryan and so on contributed to the basic theory of tourism experience, mostly referring to the authenticity of experience, from unitary experience of pilgrimage/rite, to multipul mode by Cohen: recreational, diversionary, experiential, experimental and existential (Zhao, 2007). The research on Memorable Tourism Experience(MTE) emerged later, it was considered to has its proximity to the experience economy. As we already know, the experience economy had a mainly management and economics background, the Memorable Tourism Experience(MTE) was however from cognitive and physiological perspectives, with a focus on individuals(Tung& Ritchie,2011; Coelho, Gosling and Almeida,2018).

In China, the tourism research was nearly blank before 1970s. Till the beginning of 21 century, after a stage of studying and borrowing foreign theories from an

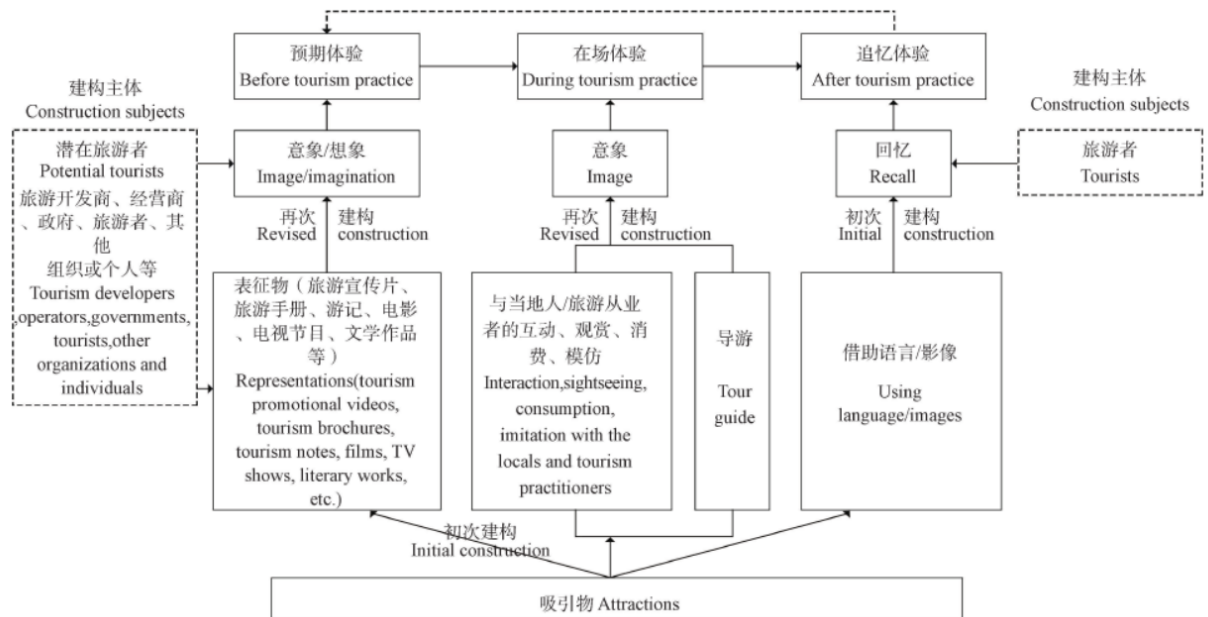
international vision, the domestic researchers has developed more localized fundamental tourism research, and tourism experience has been viewed as a core of tourism research(Wei and Pan,2010 ;Xie, 2018). The *Principals of Tourism* by Shen Baojia and *Basic Tourism Science* by Xie Yanjun published in 1999, were the symbols that implying tourism regarded as a new discipline in China. It is critical that both the authors defined the socio-cultural attribute of tourism, when the economic dimension was seen as the 'shell' of tourism(Xie, 2018). Then around 2005, based on the absorption of foreign researches, studies on experience appeared as important theoretical framework of tourism in China(Wei and Pan,2010).

Stand on Pine and Gilmore's 4 E category of experience, Zou and Wu (2003) put up with the fifth, Empathy, and suggested principles to create desired experience for tourists, namely diversity, participation, authenticity and challenge. Tourism is a process to satisfy high-level needs of human being, tourists obtain a general experience of eating,housing,moving,visiting,shopping and entertainment,so tourism itself is an experience(Dou,2003). Tourism is such an interdisciplinary subject that different understandings from economic, geographical, psychological, social,anthropological and cultural perspectives almost took it apart, from the basic perspective of tourism experience, all the subdisciplines could be united in the discipline system (Long, 2005 ;Xie, 2005). What's more, tourism experience is the core that connect three elements of tourism world : tourism subject (tourists), tourism objective (tourism resources and products), and tourism media (the tourism industry), tourism world differentiates itself from daily life world (Xie, 2005). As one of the main contributors, Xie (2006) also built a two-pole emotion model of tourism experience, from misery to pleasure, the nature of tourism is experience, the aim of tourism experience is seeking for pleasure, which could be divided into secular pleasure and esthetic pleasure. Long and Lu (2009) developed a five-category hierarchy model of tourism experience: sense experience, acknowledge experience, emotional experience, regression experience and spiritual experience, which could be corresponding to different levels of motivations. Tong and Zhang (2010) declared a five-level hierarchy as well : primary experience,

imbalanced experience, general experience, formal experience and optimal experience. Tourists would upgrade their experience, when they play more and more autonomy, participating into activities and becoming mature tourists.

These fundamental researches have driven to reach a basic consensus in tourism research field and inspiring exploration of tourism experience from various perspectives. From the perspective of semiology, Pend (2005) concluded that tourist world is filled with all kinds of signs, reading and interpreting the signs is the leading activity in tourist experience and also a basic means. From the perspective of identity, Chen and Lu (2011) demonstrated a conceptual hierarchy model of the identity of tourist experience, to answer the 'who am I' question of tourists, from external destination identity, to identity with the role of tourists, then to cultural identity and finally self-identity. Peng (2013) constructed a conceptual model of tourist to tourist social relationships, to describe the different situations of encounter, from unknown to stranger, from unknown then make friends, or from known originally to strengthened, loosened or keep the same. Based on social construction of reality and a systematic vision, Ma and Xie (2015) argued that tourists are undoubtedly the subject of tourism experience, whereas the subjects of tourism experience were tourists and other relevant departments. Tourists constructed their experience in the interactions with media, local residents, tour guides etc., and different subjects playing different roles in different phases of pre-, during and post- travel experience. It was empirically examined that tourists' on-site experience, memorable and authentic tourist experiences could be significantly effected and enhanced by service providers' interactive service elements and customization (Zatori, Smith and Puczko, 2018).

Figure 1-2-4 Conceptual framework of tourism experience



Source : Ma and Xie (2015, p. 100)

Studies from various perspectives have enlarged the research scope and enriched connotation of tourism experience. In the theory research more recently, Chen (2017) redefined tourist experience as experience carried out by human beings beyond their usual environment by making use of their free time, regardign to space-time combination, and characterized it as of novelty, extra-utility, enjoyment and enrichment. The research of tourism experience have been making progress since long, and especially viewed as an core of tourism research field in China.

Neverthelss, in the practice of tourism industry, improvement and upgrading are required at present. As we previously discussed, the ‘Nong-jia-le’ version of rural tourism is hardly satisfying tourists’ needs and expectations. Along with the rapid growth of per capita GDP in China, Chinese people are becoming mature tourists with willingness to travel, their inner needs and motivations have been changing, that’s why we’ve seen the transformation of tourist behavior. Probably because of the inherent attributes of farmers, their offerings are to satisfy tourists’ basic needs like physiological, to some degree they’re offering ‘goods’, not even ‘services’, let along ‘experience’.

Hence there's a branch of research which applied the ideas of experience economy and tourism experience for tourism offerings design and development, and a certain part focusing on rural tourism. Wu and Zhuang (2003) took Xidi and Hongcun as example, described the gap between actual ancient village product and tourists' expectation, the operators were suggested to be like a director, providing the atmosphere and activity scenes, the tourists as actors and actress. Zhou, Xu and Xu (2008) explained the concept of experiential tourism, and how it differs from traditional mass tourism, that experiential tourism emphasize personalization and participation. Suggestions were given to build the experience atmosphere, compile the story and direct the activity in situational planning and design of tourist experience. Through tourist perception survey, Yang (2011) found the disparity of tourists' perceived experience and their expected experience in the case ancient village, a lack of fund and tourism professionals, as well as the contradiction between actor groups, were identified as main causes. Li (2013) built a rural tourist satisfaction index by experience, and tested on Hangzhou's rural tourists, it indicated that experiential perception was positively correlated to tourist satisfaction and mediating by experiential value, therefore development strategy was proposed to be put up based on tourist experience perception. Ten destination attributes that facilitating tourists' memorable experience were identified, such as infrastructure, accessibility, local culture/history, quality of service, hospitality, tourism practitioners should attach importance on these attributes to deliver memorable tourist experience (Kim, 2014). Taking Shanlichen village of Zhaoyuan city for instance, based on the existing tourism resources, experiential activities should be focused on in the future development (Wang, 2018).

Conclusion

The modern tourism industry in China, and tourists' travel modes have been evolving along with the continuous social-economic growth since the reform and opening up policy. People's growing ability and willingness on leisure and tourism transformed into tourist maturity, as the ideas of human motives explained in Maslow's Hierarchy of Needs, their demand for tourism offerings are also upgrading. Tourist motivation, its

relation with satisfaction, behavior intention and so on have been examined in empirical researches, and becomes an important part in tourism research field, in order to understand tourists' demand and behaviour, for suppliers to adapt their offerings to tourists' expectations.

Corresponding to some findings on middle-class and young generation' motivation, in the experience economy, tourism offerings should provide tourists with authentic and memorable experience, rather than products and services, giving emphasis on higher motivations like personal growth and self-actualization. Tourism experience could be staged and constructed, effected by factors like destination attributes, tourist maturity, service provider and other construction subjectives.

This part of literature review offers a fundamental theoretical basis for our hypothesis H2 that the participatory and experiential activities of tea tourism have a potential to satisfy tourists' growing needs. Moreover, it gives enlightenments to our research design as we would investigate tourist maturity, tourist motivations and then to be crossed with tourist behavior, tourist experience and satisfaction etc.

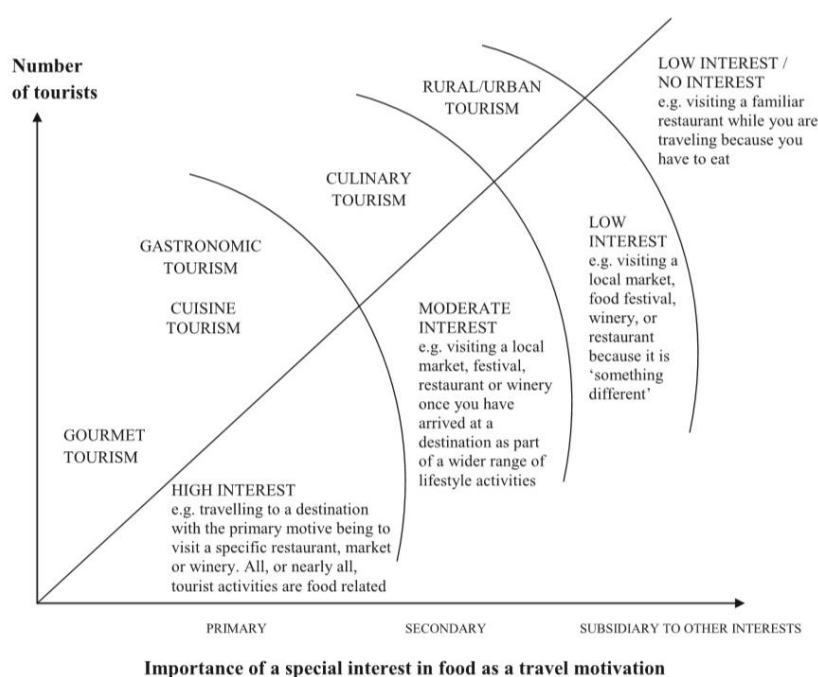
Within the context of rural tourism, the special-interest offerings, such as food (gastronomic) tourism and wine tourism (enotourism) seem to be highly related with experience and have achieved certain popularity (Mkono, Markwell and Wilson, 2013), thus in the next part, (gastronomic) tourism and wine tourism (enotourism) would be demonstrated, before concentrating on the form with distinct Chinese characteristics: tea tourism.

CHAPTER 3 EMERGING FOOD TOURISM BRANCHES, INTEGRATING EXPERIENCE FROM WINE TOURISM TO TEA TOURISM

1.1 Food tourism, a consumption of experience?

In the recent years, food tourism appeared to be more and more popularized in both academic and business world. As food used to be seen as an element of entire tourism experience, yet becoming a subject of research itself. Food tourism is firstly defined by Hall and Sharples (2003) as visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production are the primary motivating factor for travel. Similar expressions like culinary tourism, gastronomic tourism, or tasting tourism, gourmet tourism have been used. By the degree of tourists' interest in food as a motivation, Hall and Sharples (2003) cataloged food tourism from gourmet tourism, gastronomic/cuisine tourism to culinary tourism. While Ellis et al. (2018) argued that culinary tourism referred more to cultural experiences from tourist perspective, food tourism linked more to physical and sensual experiences, and gastronomic tourism had a host vision of culture meaning.

Figure 1-3-1 Concepts of food related tourism categories



Source: Hall and Sharples (2003)

1.1.1 Regional practice and regional development

Within the background of rural decline and globalization, when promoting regional cuisines to tourists, food tourism has been considered as an opportunity to preserve food tradition and landscape as regional identity, meanwhile a means of rural diversification contributing to regional economic development. That's why policy makers of different levels positively promote food tourism (Hall, Mitchell and Sharples, 2003). In the early studies, for instance, a case study in Papua New Guinea, food was more likely a supplier for typical visitors like divers and trekkers, similar for adventurers and outdoor enthusiasts in the Peak District national park of England, the value of regional food was not fully discovered but to ensure other tourism activities and making profit from visitors (Le Grys and Fleet, 2003; Sharples, 2003). Yet tourists' food practices, like attending cooking school and food festivals, helped the local communities to achieve commercial benefits as well as social values in the region (Rucher,2003).

Gheorghe and Bulin (2014) introduced characteristics of different cuisines in the world including European cuisine, central, south and north American cuisine, Asian cuisine, African cuisine etc., food tourism could preserve the regional cultural identity. Fusté Forné (2016) took an example of territory-related food, cheese in a rural and mountainous area Vall de Boí in Spain, developed into cheese tourism and helped cheese makers in selling cheeses, also promoted the culinary landscape of destination. Privitera, Nedelcu and Nicula (2018) explored the function of gastronomic tourism in local economic revitalization, with cases of two rural communities in Romania and Italy, which tied gastronomic tourism with rural tourism. In Turkey, where has a rich cuisine culture, gastronomic tourism has been making use of regional and traditional resources, developed into national and international food festivals, and enhancing the connection of original food with specific region (Sormaz,2018). European Union established Protected Designation of Origin (PDO)and the Protected Geographical Indication (PGI) for regional food protection, policy makers tried to connect food with tourisms as innovative strategies in regional development (Rachão et al., 2019).

1.1.2 Destination marketing and place promotion

With an inherent sense of place and regional identity, food tourism not only contributing to regional cultural and economic development, but also been employed as a special element of destination image in destination marketing and place promotion. An influential evolution is the growing importance of food as an attraction, though it was during a certain period viewed as part of other attractions, or even a basic survival element (Selwood,2003). Du Rand and Heath (2006) argued that little attention has been given to local and regional food as a destination marketing tool, in South Africa and globally. Therefore, based on an introduction of food tourism potential in South Africa, they proposed a food tourism destination-marketing framework with three-step procedure from situational analysis, strategic evaluation of food tourism potential, to key marketing tasks.

The recent researches began to put emphasis on food in destination image and promotion. From a recourse-based perspective, Horng and Tsai (2012) considered diversified food as an important resource for tourism development in Hong Kong SAR and Singapore, where culinary tourism is main attraction and tourism revenue source, marketing strategies such as building alliance of public-private sectors, holding international gastronomic events, and controlling culinary product quality would increase the destination competitiveness. In the new information era, Wang (2015) proved the significant role of electronic word-of-mouth (eWOM) in tourists' travel intention to Macau SAR, it is also found that tourists held an image of gastronomic destination of Macau, where is mainly known for gambling activities. Both government tourism office and private bloggers could promote gastronomic Macau by eWOM as the image was not sufficiently delivered before.

When food is becoming an attraction, it inevitably constitutes part of destination images. It was empirically proved that food could even serve as the only place image and adopted by DMOs to rebrand a place (Tsai and Wang,2017). Regional specialties constantly serve as important part in place branding, a place regarding distinct identity is demonstrated by many researchers using the French word *terroir*, like a taste of place

(goût de terroir). Gyimóthy (2017) offered a Danish case in Nordic terroir, that how gastronomic heritage and its transition, like the New Nordic Cuisine Movement, especially in rural destinations, could be exploited in narrative construction and invention of terroir, distinguishing from the early established Mediterranean cases. One important mission of destination marketing and positioning is to communicate the destination image with tourists, food has become an essential part of an overall destination image. From tourists' views, different dimensions of gastronomic image were identified and categorized into attractiveness, flavor profile, familiarity, cooking method and ingredients, distinctiveness, convenience and price, health and safety (Chang and Mak, 2018).

1.1.3 Understanding food tourists

In the context of food tourism, to better understand tourists of the special interest branch, researchers also explored tourists' profile, motivation, satisfaction, behavior etc... Seeing food and gastronomic tourism attracting more attention in the research and commercial areas, researchers, DMOs are curious about food tourists' lifestyles and values. Via literature review, Mitchell and Hall (2003) found that for example, in the United States, women and families tended to be major segments of food tourists. The Travel Activities and Motivation Survey (TAMS) also segmented Americans and Canadians food tourists by the degree of their interests using a wine and cuisine index. Moreover, during the different phase of tourism experience, namely pre-travel (eating at home or out), food at destination, vacation experiences and post-travel, a typology of food tourists categorized in gastronomes, indigenous foodies, tourist foodies and familiar foodies, their general behaviors were analyzed. For instance, the 'gastronomes' (high interest/involvement) at destination would attend cooking school and food markets even search for local suppliers, while 'familiar food' (low interest/involvement) would accept food in tour package or international fast-food chains like MacDonald's.

Food tourism has a wide range of activities, Maria (2014) investigated tourists attending one of these trendy activities, food festival. Taking a tomato festival in Greek as an example, found that women participants were more driven by 'socialization' and

‘family togetherness’, ‘festival and escape’ mostly motivated younger participants. Similarly, Jiménez, López-Guzmán and Santa-Cruz (2016) inquired into international tourists visited Córdoba, Spain, most of surveyed tourists were well-educated with a certain high purchase power, which differed much from the surveyed tomato festival tourists in Greece. Cultural heritage including culinary heritage were their main motivations, their overall satisfaction was high, meanwhile they valued traditional cuisine the most among all the gastronomic elements. In Lima of Peru, the foreign tourists could be classified into ‘survivors, enjoyers and experiencers’, according to their attitude towards local gastronomy. It implied elder and more educated tourists would have higher interest on gastronomy corresponding to some previous research. Three dimensions of tourists’ motivations in respect of gastronomy were also identified, which were ‘new food experience, culture and socialization’. Tourists’ motivation and attitude affected on their satisfaction, as ‘new food experience’ motivated and ‘experiencers’ indicated high satisfaction with culinary experience (Pérez Gálvez et al., 2017). Vujko et al. (2017)’s study furthered the positive effect of traditional food on tourists’ loyalty, showing food as a decisive attribute of satisfactory for the surveyed foreign tourists in rural destinations of Serbia, then satisfactory contributed to loyalty. Tangible food resource like food souvenirs and its effect on tourists’ satisfaction and post purchase intentions were discovered in an Indonesian case. What’s more, tourists’ satisfaction of food souvenirs would impact on tourists’ overall satisfaction of destination, and their post-purchase intention. (Suhartanto et al., 2018).

Even in the so called least prepared culinary destination by authors Coughlan and Saayman (2018), South Africa, to better develop its potential, culinary preference themes and their relationship with culinary satisfaction factors were explored. In south Africa, not like the construction tested elsewhere, the environmental sensitivity wasn’t supported to influence culinary satisfactory. In another fully developed market, 77% of tourists in the United States had experience of certain food tourism activity, the factors influencing tourists’ consuming of local cuisine were examined. As indicated in previous researches, tourists do hold different attitudes and motivations towards local

cuisine of destinations, it is meaningful to understand the factors of their consumer behavior. From the six factors checked, in general, motivation, food involvement and especially frequency of past behavior were supported to positively influence intention, while familiarity had a significant yet negative effect. Food destination stakeholders could gain insights for the future development (Zhang et al., 2019).

1.1.4 Food tourism experiences

Food tourism is becoming a fast-growing branch during the past decades, in the various themed research, it has been often linked to experience. Food used to be seen as an essential but subsidiary part of tourism product or experience, for example, in China, the basic tourism theory indicates, there're six elements of tourism product, which are eating, housing, moving, visiting, shopping and entertainment. Currently, with the rise of the experience economy, and innovatively developing gastronomic industry, numerous researchers have remarked food tourism as a representative form of experience economy, culinary experience becomes a central part of destination experience.

Hall, Sharples and Smith. (2003) firstly had a sense to determine food tourism as 'the experience of consumption' or 'consumption of experience', in view of many people travel to experience and learn about food, traditional or organic food, the origin and produce of food. Food is more than an attachment to place and local people, it's such a sensual and emotional element tied with memories, families and friends etc... Food is no longer merely a necessity for basic needs illustrated in Maslow's Hierarchy of needs, Hanus (2016) also noticed some new trendy culinary experiences, food tourism, street food, food blogging are popular activities to satisfy people's changeable needs. Björk and Kauppinen-Räsänen (2016) identified tourists' multi-dimension gastronomic experience in a survey in Finland, the factors influencing tourists' on-site gastronomic experience were concluded in three aspects, the food served, the place and environment, and individual's food-related behavior. It was also suggested that on the one hand, tourists' on-site culinary experience reflected their food experience at home, on the other hand, tourists tried to prolonger their on-site culinary experience by buying

food souvenirs for their families and friends back home.

Through an empirical research, the direct and indirect effect of memorable food experience on tourists' place attachment and behavior intention were examined. Positive experience of local cuisine consume creates unforgettable memories, these positive memories significantly enhance tourists' perceived place attachment, and in line with other studies, the memorable experiences positively influence their behavior intentions. Local cuisine is unquestionably a representative of local culture identity and could bring tourists unforgettable experience (Tsai, 2016). Still focusing on memorable food experience, through a qualitative approach of grounded theory, Sthapit (2017) discovered a theoretical framework of the dimensions and components contributing to Memorable Food Experience, including local specialties and taste, authenticity, novelty, togetherness and social interaction, hospitality and so on. Tourists involving in food tourism, like described in fifth stage of the experience economy, transformations, could learn and develop personal skills from the co-created food experience, tourists' review on TripAdvisor reflected the positive impact of gastronomic activities in Lisbon, Portugal (Carvalho, Kastenholz and Carneiro, 2017). While in Thailand, with interviews of the market officers, food traders and tourists, it is found that authenticity of food experience was a fluid and constructive concept of the three actor groups, an outcome of negotiation of tradition and modern, and adding value to traditional food culture (Lunchaprasith and Macleod, 2018).

Food is nowadays becoming a unique element of attraction for tourists, meanwhile intermediating the regional culture and landscape resources, constructing tourists' perceived destination image and enhancing the regional identity. Seeking for local authentic cuisines has also become an interest and motive for tourists to travel, culinary experience is integral to tourists' satisfaction and intention, therefore researchers are more interested in tourists' demographics, psychographics and experiences, than general tourism studies. Regarding the geographical scope, more global destinations arise, reforming the dominance of some European especially Mediterranean countries, for instance, more Asian countries have emerged as gastronomic destinations and

research objectives. Among the various forms of food tourism, wine tourism has been the most presented and mature branch in related researches, for example, apart from the existing wine tourism monographs, numerous articles of food tourism monograph *Food Tourism around the World* focused on wine topic, while only one article referring to tea, although they have common features as popular drinks globally. Thus, before get into tea, we would firstly introduce the rich research on wine tourism, which is of greater reference significance for the underdeveloped tea topic.

1.2 Wine tourism, a pioneer branch of food tourism

In wine produce and consume countries and regions, wine related tourism and its distinct values to tourists, winemakers, DMOs had been identified even earlier than the general food tourism, wine tourism appeared to be a pioneer branch of food tourism and inspired some other forms. Wine tourism is not only an important branch of food tourism, but also to be discussed and understood in the context of rural tourism and development. Wine is an agricultural product, taking into account the vineyards that wine tourism activities take place are in rural regions, like visiting vineyards, tasting wine, increasing tourists' knowledge of grape varieties, their farming experience, meanwhile adding value to agricultural product. In countries that less industrialized but with rich agriculture base, the vine growers and wine makers were mostly small-scale in rural settings without a recognized brand, they could involve in tourist service and combine with other agriculture activities and infrastructure, to offer an overall experience rather than wine cellar tasting (Kilimperov,2016).

Wine tourism could be defined as: *visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors* (Hall, 1996). Around mid-nineteenth century, wine tourism was already becoming a special interest. The 'traditional' wine countries of Mediterranean and Europe faced rural restructuring and a decline in wine consuming, which becomes a main driving force for wine makers to embrace direct sale to tourists, and revitalizing rural areas by tourism. The emerging new markets like America, Asia and Africa, are expecting market and brand expansion

from tourism involvement, and participate even positively than the old ones. In general, the tourism related wine regions can be divided as the wine regions, the old world, comprising principally France, Italy, Spain and Portugal, Germany and Austria, Eastern Europe like Hungary, Eastern Mediterranean like Greece and Israel; the new world, notably California and the Napa Valley in Americas, Australia and New Zealand, South Africa were engaging in tourism with enthusiasm (Cambourne et al., 2002).

Wine tourism as a significant branch of food tourism, also shared similar research perspectives, referring to wine tourists' profile, motivation, experience, behavior and related factors (Shor and Mansfeld, 2009; Cohen and Ben-Nun, 2009; Galletto, 2016; Akdag, Oyan and Kastenholz, 2017; Marković, Mitrović and Miftarević, 2018), and the role of wine tourism on destination image promotion (Gómez, Lopez and Molina, 2015; Bruwer, Gross and Chullee, 2016; Bruwer, Prayag and Disegna, 2018). Interesting findings included, wine related elements weren't the only key motives of wine tourists, in some case wine wasn't even core element in staging experience. The region of Rioja in Spain was perceived positively by managers and tourists than other regions, as a leading wine tourism destination in term of perceived image and brand equity. In this part, more emphasis would be put on the enlightenments from wine tourism development.

1.2.1 Professional organizations facilitating wine tourism

One of the enlightenments from earlier regional wine tourism practices is the establishment of professional organizations. There're different levels of organizations, regional, national etc., either government founded, or non-profit organizations to facilitate wine tourism development. Australia has a unique development path as the government formally established organizational structures, by the time of 1990s, almost 90 percent of Australian wineries were opening cellar door to tourists while for traditional European wine countries the percentage was about ten. Some other countries may not have an organization exceptionally working for wine tourism, yet wine or tourism promotion organizations would take responsibility for wine tourism promotion. For example, in New Zealand, Tourism Marketing Networks (TWNs) and New Zealand

Tourism Board (NZTB) were promoting wine tourism to international tourists (Hall et al., 2002b).

Table 1-3-1 Professional organizations promoting wine tourism

Organization	Explanation
Assemblea des Regioes Europeias Viticolas (AREV)	European Council of Wine Regions
Rette Europea della Città del Vino (RECEVIN)	European network of wine cities
Europäische Weinstrassen	European Council of Wine Roads
Movimento del Turismo del Vino (MTV)	Italian Wine Tourism Association
Victorian Wineries Tourism Council (VWTC)	Australia city-level structure
South Australian Wine Tourism Council (SAWTC)	Australia regional structure

By author, information sources: Hall et al. (2002a)

1.2.2 Diversified offerings and activities

Another remarkable practice is the diversified offerings and activities within the content of wine tourism. Take France as example, continuously been highly exposed to international tourists, meanwhile has strongly worldwide reputed wine, based on its rich wine culture, when transforming from wine provider to wine tourism destinations, a variety of wine attractions and activities have been developed in its wine regions (Frochot, 2002).

Table 1-3-2 Diversified wine tourism offerings in France

	Attractions/activities
France	Wine tasting and visiting in (small) cellars Wine chateaux guided tour (Bordeaux) Company visit center (Cognac) Wine museums/ maisons des vins Wine routes: wine+ heritage+ other attractions

	<p>Wine festivals and events</p> <p>Package tour: wine+ gastronomy, wine+ architecture, wine+ sports (cycling, cruising) etc.</p>
--	---

By author, information sources: Frochot (2002)

Among all the attractions, wine trails/wine roads/wine routes are typical form developed in nearly all the mentioned wine tourism destinations. According to the European Council of Wine Roads, Wine trails are *'the best framework for cooperative work between government, private enterprise and associations, the tourism industry, wine and the local council'*. And the European Council of Wine Regions has developed *A Methodological Guide to Wine Roads*. Depending on the involvement of attractions and the intensity of their interactions, wine routes can be understood as in different growing stages of wine tourism networks, wine route in Moldova was in elementary stage with basically little coordination between wine attractions, wine route in several regions in Italy had higher coordination and joint promotion between wine attractions, cuisine or other regional attractions. Moreover, wine routes in Rioja, Spain was a mature network of highly coordinative relationship among all kinds of attractions within the region. (Hall, Johnson and Mitchell, 2002). Wine trails/wine roads/wine routes in different regions are characterized by their various specialties to keep competitive, in South Africa, the most known and reputed Stellenbosch wine route, with more than 40 years' history, five sub-routes and 150 wineries, advantaged from the linkage of food and wine, tourists perceived an add value to their visits from food and wine paring activities (Ferreira and Müller,2013).

1.2.3 Different develop approaches by region

The wine tourism in 'old world' and 'new world' seems adopting quite different approaches, Charters (2009) compared the situation in old world regions, particularly Mediterranean countries and new world regions, mainly Anglophone countries, indicated that although the Mediterranean regions owing more advantages in term of historic attractions and other tourism resources, they also stick to their wine culture, considering wine tourism only as an extension of wine sale, individualistic business

approach resulted in low intention to participate and cooperate in tourism, while the new world regions were more off-limits, actively employed wine tourism as a mechanism to stimulate regional tourism development, and offering tourists an overall experience. Seeing wine tourism and its research been ignored to some extent in old world countries, Alonso and O'Neill (2009) investigated three wine regions in Spain, namely La Mancha, La Rioja and Penedès, proved the possibility of wine tourism alternative to sun and beach tourism in region like Penedès, in La Rioja, wine tourism with local cuisine and landscape, became fulfilling offerings for tourists. Thach and Cogan-Marie (2018)'s analysis of the case in Burgundy, France showed, the traditional wine regions were changing their mind in the past years, giving more emphasis on direct sale to tourists, engaging in online marketing to communicate tourists, the nature of small-scale family runner was a main factor that prevent them from further development.

Following the prior experience of Mediterranean regions, in wine regions of Eastern Europe, wine tourism became trendier to strengthen rural economic development. Romania has a long history of wine grape growing and produce, its wine was implementing EU standards recently. Moldova is becoming one of main wine producing countries in Europe. Wine tourism in these regions inherit the previous existing problems in respect of tourism development, for instance, infrastructure and absence of brand. Perceived as a peripheral area in Europe context, the factor of accessibility impact significantly on number of visitors and pricing policy (Nedelcu and Brankov,2014; Mardare, Eva and Bulai, 2015).

It might be surprising that recently, some Asian destinations were trying to discover the potential in wine tourism development. In Bangalore, India, wine tourism was viewed as a niche market and consumers showing little knowledge of wine but an interest on wine tourism. (Thailiath and Kumar, 2015). Thailand, an emerged international tourism destination, three of its nine wineries were offering tourism related activities, yet tourists' real intention was low as wine was not originally Thai culture, tourists visiting the wineries mostly in the package tour or incentives group.

(Chong, 2017).

The part of review isn't enough to summarize the richness and wide scope of wine tourism related researches at present, as it's a concept overlapped with rural tourism, food tourism, cultural tourism etc. (Salvado, 2017), both the supplier side (winemaker, winery manager) and demand side (tourists)' perception and attitudes, as well as other actors weigh in its development. Contrarily, tea tourism is inferior by comparison with wine tourism in respect to quantity and quality of literature, with relatively little systematic study and received less attention globally.

1.3 Emerging Tea tourism regions

When it comes to tea tourism, the first point to be noticed is the considerably small quantity of existing literature in English. Lee Jolliffe (2003) seems to be the pioneer researcher on the topic relating tea with tourism in English publication, who wrote the only article in food tourism monograph *Food Tourism around the World*. Then in 2007, the pioneering monograph on tea and tourism in English *Tea and Tourism: Tourists, Traditions and Transformations* was edited by Lee Jolliffe as well. As stated by Lee Jolliffe, the book served as a 'starting block' in the field, tea tourism and relevant research is its fancy, while food and wine tourism is globally accepted and developed in the past decades. Even, the book reviewer Hashimoto (2008) described the book as 'bravely introduced another branch of culinary tourism', and felt risky and challenging for such a new niche product. As a researcher origin of tea consuming country, Lee Jolliffe tried to work with researchers from tea producing countries like in China, had worked a certain part on the introduction of tea, varieties and cultures of tea, which is very different from the research on wine tourism, since tea might appear as a new subject for certain people.

1.3.1 Origin and spread of tea

To make it clear, the research objective, tea we focused on is the beverage brewed from the leaves of tea plant (*Camellia sinensis*), which is 茶 (Cha) in Chinese, not the general herbal tea drink, as in Chinese 花草茶 (Hua Cao Cha). The tea plant was native growing in Asian countries, China, India, Sri Lanka (Ceylon), which are still main tea

growing and producing countries of the world. The beverage of tea was firstly created in China and used as medicine in the ancient time, then developed into a national beverage. Date back to British colonized time, India, Sri Lanka (Ceylon) had produced most of their tea for other people, while China is always the main tea production, consumption and appreciation country. Today the cultivation of tea was introduced to more countries like Kenya and Turkey, tea becomes a popular drink in many nations like Japan, England, Russia as well as muslim countries.

Originated from China, the tea traditions had been adopted in different cultures and evolved in different characteristics and customs. For example, Chinese tea ceremony was introduced to Japan with Zen Buddhism by Japanese monks, refined to Japanese tea ceremony. The equipment and objects to make tea in England, have their functional origins in China but adapted to fit the needs of the west (Lee Jolliffe, 2007a). Therefore, in the contemporary world, tea and tea culture refer to different content in different context, for the Chinese it is the 'art of tea', for the Japanese 'the way of tea', for the British 'afternoon tea' and for the Russians tea served in a 'samovar' (Lee Jolliffe, 2007b). In China, green (unfermented) tea is more predominant, while in England, black (fermented) tea is more favorable. Yet in both contexts, tea is related with hospitality and as a symbol of guest-host relationship.

1.3.2 Case studies on tea tourism

Tea tourism could be defined as tourism related to experiencing the many aspects of tea, including its history, growth, production, processing, blending and consumption. Just as wine tourism, tea tourism has linked with food/gastronomic tourism and cultural tourism (Lee Jolliffe ,2007b). Additionally, from our point of view, as originated of tea producing country, tea tourism is a special form of rural/agricultural tourism in the meantime (Xiao,2007). Tea farms, tea gardens, tea estates, tea rooms and tea market, tea festivals and events are all potential tea attractions and resources. Regarding geographical scape, the existing literature discussed tea and tourism in either the mentioned tea growing and producing countries, or other tea consuming countries like the United Kingdom and Canada.

Table 1-3-3 Case study regions in existing tea tourism literature in English

Region	country
Hangzhou, Zhejiang Province	China (People's Republic of China)
Yunnan Province	China (PRC)
Hunan province	China (PRC)
Wuyi Mountain, Fujian province	China (PRC)
Fudin, Fujian Province	China (PRC)
Xinyang, Henan Province	China (PRC)
Tea and Horse Trade Route	China (PRC)
Hongkong Special Administrative Region	China (PRC)
Taiwan Province	China (Republic of China)
Assam	India
Duars	India
Not mentioned	Sri Lanka (Ceylon)
Not mentioned	Kenya
Teapot trails	UK
Not mentioned	Canada

Source: the author, based on relative literature

1.3.2.1 China

Based on an introduction of historic tea trade, and the traditional tea party (Yum Chea) activity in modern time Guangdong and Hongkong, Leung (2007) took the example of Taiwan and Yunnan to compare two contemporary Chinese tea cultures and describe different forms of tea tourism, tea house in Taiwan and organized tour to tea farm in Yunnan. In another reputed tea region, Fujian province, which is home of red and oolong tea, tea related recourses had been exploited in tourism to attract tourists, especially in two places, Wuyi mountain area and Anxi county, famous for 'Big Red Robe' tea and 'Iron Goddess' tea respectively. Tea related tourism sites and activities within Fujian province were introduced, including tea garden visit, tea ceremony appreciation, tea museum visit and tea tasting. Moreover, varieties of tea products, and

tea utensils were souvenirs purchased by tourists. Tea event like Tea Master's contest, regional tea ceremony/demonstration called 'Kung-fu tea' were highlighted (Xiao, 2007). Other case in Fuding of the same province, offered insight that by developing tourism related activities in tea gardens, even in the early stage, would contribute in alleviating poverty and increasing the employment of women. The profile of tourists was found to be mostly domestic daily excursionist, who highly valued organized tours with tea history and local products focus (Jolliffe and Zhuang, 2007). Differentiated from Fujian, Zhejiang province relates to Chinese green tea, particular in Hangzhou, as said the 'China's green tea city', it is believed from a thousand years, tourists had come to drink the Longjing (Dragon Well) tea. Tea in Hangzhou has been associated with legends, poems, articles, songs and dances, yet with all kinds of attractions, seldom communicated the image with long-haul international tourist's market (Dewar and Li,2007).

Tea and tourism in China not only limited in the tea plantation and making regions and activities, also with historic route, festivals and events. The 'Tea and Horse Trade Route' in southwest China has significant historic and cultural values, which is a world heritage linear cultural landscape, has great potential to develop quality niche tea tourism products, and to be promoted beyond local level (Du Cros,2007). From later 1990s, in the capital city of Hunan province, Changsha, a new tea appreciation festival has been held in high-star hotels and tea houses, in the context that local young generation favored branded soft drinks and abandoning traditional tea drinking healthy lifestyle. Nonetheless, the local government and tea companies didn't realize the value of this kind event, since they were more motivated on tea sales. Consequently, most of tourists knew about the event though word of mouth instead of a publication, the festival called for more emphasis and partnership of stakeholders (Huang and Hall, 2007).

As the early researches concerned on background introduction, latterly appeared more specific studies focusing different perspectives. Xinyang city of Henan province, where the famous Mao Jian (Fur Tip) was growing for 2500 years, tea tourism development didn't achieve intended effects, as a result of lacking close collaboration

among identified key stakeholders, local government, tea garden owners, media, travel agencies and tea tourists. The stakeholders especially local residents, showed a great dependency on local government to improve the situation (Cheng et al., 2012). A case study of Wuyi Mountain area looked into the effects of tourism development on traditional tea industry. Tea industry chain was divided in tea planting, tea processing, tea sales and new forms, tourism affected spatial distribution of planting, updated processing levels, changed marketing channels and price of tea, and finally integrated tea element to tea food, tea health products (Guo, 2016). An investigation in Hong Kong revealed, in the face of modern changing sociocultural circumstance, traditional Cantonese tea houses remained irreplaceable for both locals and tourists, through the co-creation experience with service providers. It became such a venue that locals and tourists sharing memorable food experience, while locals retaining their lifestyle and tourists seeking for cultural authenticity (Chen, 2018).

Apart from literature in English, researches published in Chinese reflected supplementary situation, referring to more case areas in mainland China and Taiwan province. Chinese literature in mainland China have discussed the topics on exploitation of regional tea resources and experiential product development (Feng, 2011; Long, 2017; Xia, 2017; Li, Liu and Guan, 2017; Fan, 2018; Fang and Deng, 2018), tea agricultural tourism and poverty alleviation in underdeveloped area (Lin, 2018; Liu and Wang, 2018), tea tourism branding and destination image (Han and Zhang, 2018; Huang, 2018), external promotion of Chinese tea culture (Li and Long, 2018). Chinese literature in Taiwan concerned tea farmer's willingness towards tourism (Lin, 2009), economic impact of tourism perceived by tea farmers (Cai, 2013).

1.3.2.2 Sri Lanka and India

In regard to tea industry, Sri Lanka was the third largest after China and India. After the Portuguese, Dutch and British colonial powers, tourism in Sri Lanka combines western influences with oriental setting. From early 20th century, western tourists arrived in highland tea estates to learn about tea related process, yet hindered by the turbulent situation, civil war, terrorist attack, tea tourism development could become an important

alternative tourism than ‘sun, sea and sand’ type of tourism (Gunasekara and Momsen,2007). Tea tourism reflected the ‘rich heritage’ of colonial period, various tea character accommodations, tea factories and retail tea centers could be reinvented and supply tourism related offerings to tourists who seek for unusual, novelty experiences, also add value to tea production (Jolliffe and Aslam,2009; Aslam and Jolliffe,2015). Tea tourism in Sri Lanka has a potential for international marketing tool, as it was found that more than half tourists surveyed were from Western Europe and first time to visit tea tourism destination, local communities could benefit from tourism, although faced with lack of capital and infrastructure (Fernando, Rajapaksha, and Kumari,2017). Compared with other tea destinations like India and China, it was high time for Sri Lanka to develop tea tourism model and revitalize tea plantations into tea-tourism services. Policy makers should build stronger awareness among potential tourists, given the advantage on the worldwide reputed Ceylon tea brand image (Koththagoda and Dissanayake,2017).

Assam, India offered another case under the background of complicated political ecology, due to the political instability, despite the potential tourism resource like tea farms and tea tourism festival, government’s financial assistance and promotion, tourism remained undeveloped in the largest tea region of India (Hannam,2007). In Duars, West Bengal, India, tea tourism integrated in the existing forest tourism in the picturesque natural landscape, most of the surveyed tourists showed interests in tea-related activities such as pick tea-leaves, learn of tea making, while had to be faced with problems on basic tourist infrastructure services, road, ATM service, even drinking water (Datta,2018).

1.3.2.3 Other regions

The United Kingdom and the East India Company played an important role in tea’s expansion to Europe, tea was viewed as precious commodity and kept imported from the various colonial regions. The United Kingdom is an exceptional example, as it was never a tea growing country yet developed English tea culture as main tea consuming country. The English tea rooms and afternoon tea experience are symbols of English

tea cultures. Tea themed trails involving heritage tea rooms and shops, teapot pottery manufactures were established to attract visitors and benefit local economy, however were insufficiently promoted and integrated for specific reasons (Hall and Boyne,2007). Tea cultures of different origins, The United Kingdom, France were imported to Canada with the immigrants. For tea tourists in Canada, tea related activities are an extension experience of tea consuming at home, with tea attractions such as tea museum, tea exhibition, or tea service facilities, tea factories of well-known brands. Tea and tourism were thought to be a ‘new blend’ to introduce Canadian tea traditions and develop regional tourism (Jolliffe,2007c).

Tea tourism in Kenya was firstly seen as an alternative of wildlife and beach tourism to diversify the tourism products, as a connection of two pre-eminent industries. The majority of tea production in Kenya was small-scale, and mainly exported to the United Kingdom from colonial time, except the existing forms of tea garden, tea factories visit, afternoon tea on estate, further development was expected to engage walking tours, horse riding and educational visit to tea farm (Muhati and Jolliffe,2007).

Conclusion

Food is genuinely grounded on the experience economy, it has been given more and more emphasis in tourism research, from merely one element of overall travel experience. Moreover, food is closely attached to regional identity and used as destination marketing tool, contributing to regional development, meanwhile as the media through which the tourists interact and create experiences with the place. In relevant literature, food tourism has been described with expressions such as ‘pleasurable, unforgettable or memorable experiences’, which is not common to be seen in all kinds of tourism offerings. Tourism destinations all over the world have been seeking for potential in developing food tourism. In both the old world and new world wine regions, wine tourism has been practiced and studied in earnest, accumulated developmental experience such as professional organizations, diversified offerings including activities, and different development approaches, which could be inspirations for tea tourism development. As tea tourism remains underdeveloped compared with

wine tourism, in terms of numbers of researchers and literature, the research methods applied, tourism destinations and so on.

The reasons might be, firstly, The English created unique tea culture, could be demonstrated from tea related heritage and establishments in the United Kingdom, Canada or the United States. Yet none of them are tea growing countries, if tourists seek for more authentic experience, they would turn to the roots of tea, which is Asia. Secondly, as explained in the literature, Sri Lanka and India are important tea plantation and making countries, yet at the moment they're faced with problems of basic infrastructures for tourism service through the turbulent period, the potential remains potential before the tourism attributes are settled. Last but not least, China as the origin of tea and tea culture, seldom introduced to the rest of the world because of language gap, as well as the destruction of precious traditions and heritages during Cultural Revolution. Meanwhile the tourism develop context in China was focusing more on historic sites and natural landscape, tourism is to visit Great Wall, Forbidden City, Yellow Mountain etc., tea and tea culture were undervalued for its role in integrating tourism.

These may respond to the taking of tea has rarely been encompassed by mainstream gastronomy studies as wine tourism, which is also an important motive for author to start the thesis topic. Seeing the preponderance of case material from China, the home and birthplace of tea culture, it is of significance to discover its potential of tea tourism development. This part of literature has explained a conceptual definition of tea tourism as an intersecting form of rural gastronomic tourism, it's meaningful to make use of regional and traditional resources and develop tea tourism as first distinct branch of food tourism in China, then inspire other forms of special interest tourism in rural areas just as wine tourism. Furthermore, it inspires our research content and investigation, the specific function of destination image tool in food tourism literature, helped setting the hypothesis H2 implying that tea tourism in China as a special element of destination image to attract international tourists. Then the approach of research highlighting tourists' demographics, psychographics and experiences was also carried

on in our research, for example to adapt two major categories of factors that influencing tourists' experience in our research, the external environmental factors, and tourists' personal features, which would be further explained in next parts.

PART 2.- METHODOLOGY AND RESEARCH DESIGN

CHAPTER 1 RESEARCH PARADIGMS AND METHODOLOGY

To reach the objectives of the research, this part examines the research methodology adopted. The term ‘methodology’ differs from ‘method’, as ‘methodology’ not only indicates the certain strategy of inquiry selected, it refers to an overall approach of research design that comprises theoretical basis (Booth, 2005). Methodology is a closely related outcome of research paradigm, which is the philosophical worldview it reflected and based, then lead to the data collection methods and means of data analysis.

In the table below, two major research paradigms entirely opposite with each other in scientific study are summarized, namely the Positivism and Constructivism, based on different branch of ontologies and epistemologies. Positivism or Objectivism believes in the unitary and objective of knowledge in society like in physical world, researchers should stand out of the research world, and discover the underlying universal laws of social universe through empirical data. Constructivism or interpretivism believes in personal construction of meanings that the reality could be multiply interpreted, researchers should exploit themselves as a tool and participate in the research world using texts and other materials (Bryman and Bell, 2007).

Table 2-1-1 Comparison of two major research paradigms

Paradigm	Objectivism /Positivism	Constructivism/Interpretivism
Ontology	Realism	Relativism
Epistemology	Etic/objective	Emic/subjective
Methodology	Quantitative/deductive	Qualitative/ inductive
Methods	Experimental design, Survey...	Narrative research, Phenomenology, Case study, Grounded theory...

Source: the author, based on relative literature

The two major research paradigms hold quite distinct standpoints, kept an either-or thing and serving to quantitative and qualitative approaches respectively, before other paradigms such as pragmatism and participatory had been developed. The table 2-1-2 below shows characteristics of four paradigms reflecting various worldviews of philosophy. Among which the pragmatism paradigm is favored in our research, for the reason it is developed to focus on problems in real-world practice than the methods themselves to be adopted, using pluralistic approaches to derive knowledge about multifaceted phenomena and problem, as the Chinese saying goes, *it doesn't matter whether the cat is black or white, as long as it catches mice*. In other words, researchers could be free to choose the methods and procedures that best meet their needs and purposes (Creswell, 2009).

Table 2-1-2 Four paradigms of worldviews

Post/Positivism	Constructivism/Interpretivism
<ul style="list-style-type: none"> • Determination • Reductionism • Empirical observation, measurement • Theory verification 	<ul style="list-style-type: none"> • Meaning making • Multiple interpretations • Social and historical construction • Theory generation
Advocacy/Participatory	Pragmatism
<ul style="list-style-type: none"> • Political • Empowerment issue-oriented • Collaborative • Change-oriented 	<ul style="list-style-type: none"> • Consequence of actions • Problem-centered • Pluralistic • Real-world practice oriented

Source: Creswell, 2009

Corresponding to the philosophical assumptions in different paradigms, there're three alternative research approaches, quantitative, qualitative and mixed methods, their characteristics are summarized in the table 2-1-3 below. Mixed methods research, or the idea of *combined qualitative and quantitative designs* in early literature, has achieved its popularity in recent years with the efforts of main contributors like

Creswell. Mixed method research is an approach to inquiry that intentionally associate both qualitative and quantitative forms in a study (Creswell, 2009). Drawing upon the strengths of both quantitative and qualitative approaches, it is believed to develop more complete understanding of the research problem by integrating different but complementary data (Clark,2019). Each set of methods plays an important role in achieving the overall goal of the project, the contributors used mixed methods approaches to generate different types of knowledge about their complex problems of interest (Palinkas, Mendon & Hamilton,2019).

Table 2-1-3 Alternative strategies of inquiry

Quantitative	Mixed methods	Qualitative
<ul style="list-style-type: none"> • Pre-determined • Instrument based questions • Large sample • Performance data, attitude data, observational data etc. • Statistical analysis • Statistical interpretation 	<ul style="list-style-type: none"> • Both Pre-determined and Emerging methods • Both open and closed ended questions • Multiple forms of data • Statistical and text analysis • Across databases interpretation 	<ul style="list-style-type: none"> • Emerging methods • Open-ended questions • Small sample • Interview data, observation data, document data, audio-visual data • Text and image analysis • Themes and patterns interpretation
Corresponding Paradigm		
Positivism	Pragmatism	Constructivism

Source: Creswell (2009), revised by author

According to different contributors, from different dimensions, a variety of mixed methods research designs have been developed, the three basic designs are convergent/triangulation parallel design, explanatory sequential design, exploratory sequential design, and three advanced designs which are embedded design, transformative design and multi-phase design in Creswell and Plano Clark’s (2011) typology; another

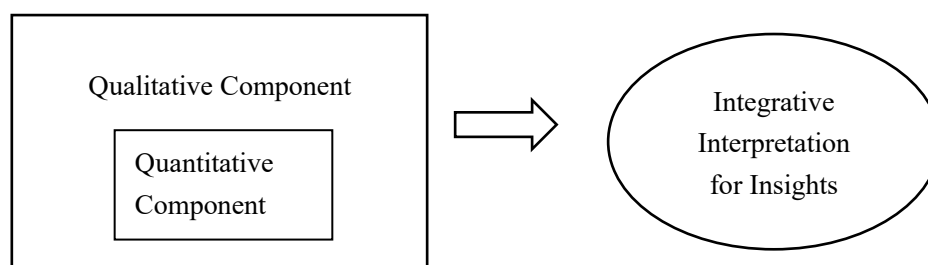
classification version of four advanced designs are multistage, intervention, case study and participatory (Fetters, Curry and Creswell, 2013). The typologies are mainly classified based on several dimensions, such as emphasis of approaches, if it's equal status of qualitative and quantitative approaches (indicated as qual and quan), or with a primacy either qualitative dominant or quantitative dominant, using capital words QUAL and QUAN to emphasis; then the timing, whether the quantitative and qualitative approaches are conducted simultaneously (indicated by sign +) or sequentially (indicated by sign →), other dimensions include point of integration, purpose of mixed methods research etc. The typologies are not to include or limit all the mixed methods designs, researchers can borrow from an existing typology, or build on the simple designs and construct their own design for research questions (Schoonenboom and Johnson, 2017).

CHAPTER 2 A MIXED METHODS APPROACH RESEARCH DESIGN

Mixed methods approach especially serve for multifaceted phenomena, towards a complexity arrange of important and complex problems (Clark,2019). Aiming at the characters of subject, the paper combines qualitative and quantitative analysis, to capitalize on the strengths of both approaches, addressing the questions of actor groups from both demand and supplier sides in tea tourism development within rural development context.

For our research, an adapted embedded design of case study is adopted. Embedded design, or complementary design, is in a traditional qualitative or quantitative design, a stand of the other type is added to enhance the overall design (Schoonenboom and Johnson, 2017), thus it can be either quantitative dominant or qualitative dominant. In our case, we develop QUAL + quan (qualitatively driven concurrent design, see in the Figure 2-2-1), more weight is attached to the data coming from the core qualitative component, while concurrently recognizing that the addition of quantitative data and approached could benefit more research projects. The overall framework we adopted is qualitative dominant, for the complexity of different conditions and various actor groups in regional rural tourism development, then the destination attributes, evolution of tea tourism development, also aims to interpret the emerging phenomena. The data collection and data analysis of quantitative (tourist survey) and qualitative approaches (case study, in-depth interview of actors) are conducted simultaneously, yet towards different research objects, to contribute to different aspects of the subject.

Figure 2-2-1 Adapted embedded design of mixed methods approach



Source: The author, based on Creswell and Plano Clark (2011)

2.1 Case study

In a case study framework, intensive and detailed qualitative and quantitative data are collected to build a comprehensive understanding of a case, comparative case studies are an extension of this framework (Fetters, Curry and Creswell, 2013). The research is to discover tea tourism potential in China, which is the main tea growing, producing and consuming country with a rich tea culture. A comparative case study approach is applied, as China has four large tea regions covering a number of provinces, with estimated over 6000 tea estates, each region has its specialties of tea. Then we have chosen two representative tea regions in the green tea province, Zhejiang, of different development conditions and phases, one is West Lake Longjing tea area of Hangzhou City, which is historically reputed like the ‘old world’ wine region, another one is Damushan tea garden area of Songyang County, Lishui City, which is a recently emerging tea destination, like the ‘new world’ wine region.

As we’ve seen in the literature review, a certain number of the existing relevant researches seem to be descriptive work, compared to multi-approach exploited wine tourism research. Therefore, both quantitative and qualitative methods would be adopted in our research to offer empirical evidence on tea tourism development within the two case areas. The comparison of two diverse tea regions, would offer inspirations for other tea regions in China or in other countries, especially the second case area Damushan tea garden area, since the majority of villages to be revitalized, are often less advantaged and less favored in conditions, more details would be demonstrated in the fourth part.

2.2 In-depth interview

Qualitative approaches are particularly well suited for describing and interpreting a particular issue or case, explore the meaning of people’s experiences, depending on certain situation. Therefore, depth interview and observation methods are needed to explore the details how tea tourism as a branch of rural gastronomic tourism in China, contributing to rural revitalization, the decisive actors’ perception and roles in case tea regions, to answer our research hypothesis H1 and H3. During the field work in two tea

regions, which differentiate widely from each other in many aspects and representing different development paths, depth interview would be adopted towards key actors, taking the literature on rural tourism and food tourism as reference, notably government officers (official departments), local and non-local tea tourism practitioners etc... The interviews of official department refer to local (district-level) tourism department officer and tea tourism site manager, to find out their opinion on tea tourism as a means to rural revitalization and correct regional imbalances, the development condition of tea villages including tea resources, measures and policies taken on encouraging tea tourism, their attitude towards future development etc. Tea tourism participants could be local tea farmers or not, first point is to inquire the motives for them to participate in tea tourism, for instance, direct tea sale, educate the customers; the difficulties that hindering them from better engaging in tea tourism, maybe education level, small-scale running etc. Then their offerings on tea tourism at present, the impacts of tea tourism development on their life and livelihood, their self-identity as farmer or service provider after involving tourism, and intention or plan towards future development, would all the examined in in-depth interviews.

From July to November of 2020, field work of interviews and observation was completed in two tea regions. According to the exiting literature and current realities, two decisive groups of actors in regional rural tea tourism development were identified, the local government department and tea tourism practitioners. Therefore, an interview outline towards official departments referring their attitudes, measures etc., and an interview outline towards tea farmers/ tourism participants referring their motives, tea tourism offerings, impact on rural revitalization and so on had been developed. The semi-structured interviews enable researchers to control the interview procedure appropriately and collect useful data, meanwhile the interviewees were able to express their ideas and thoughts freely, as we use open-ended questions and encourage a two-way communication between both sides.

In total, two researchers of National tea museum, three representatives of official departments, eight Bed & Breakfast runners, four tea house or home cooking owners,

and one owner of all the mentioned products were interviewed. The interviews were done with Mandarin Chinese, as one of the native languages of the interviewees, the duration of interviews was mostly from 45 to 80 minutes, the longest one is 100 minutes. The recordings were firstly transcribed in Chinese then translated in target language English, and examined by bilingual researcher. The transcripts were labelled as R1 to R 18, were read and re-read to get a general understanding of the different actors in two tea regions. Then, after open coding and discovering concepts, thematic content analysis of the data was demonstrated, with quotes directly sourced from the interview transcripts, to demonstrate the evolution of tea tourism in the case tea regions in certain conditions with practitioners' current capability, then further discover tea tourism's role on rural revitalization, on thriving business, pleasant living environment, social etiquette and civility etc. Basically, in our research, qualitative data from in-depth interviews were validated through triangulation of sources by different actor groups, as well as methods triangulation with the quantitative results from questionnaire survey, no contradictory materials were discovered.

2.3 Questionnaire survey

Quantitative research approaches are particularly well suited for measuring the magnitude and frequency of variables, examine the relationship between variables, and describe general rules. Tea tourism is an emerging special-interest product, as did in researches of other types of food tourism and rural tourism, it is vital to understand tourists' profile, motivation, demand etc., and the relationship between them. Then a questionnaire survey is required to know how tea tourism experience satisfy tourists' needs. Two groups of respondents are identified for different purposes, the domestic on-site tourists, and international potential tourists, regarding the gap of Chinese tea knowledge and experience between them.

Due to the limited empirical tea tourism literature, the survey of on-site tea tourists ought to have an explorative nature, the survey questions were established based on the previous literature review of rural tourism, food tourism and tea tourism, as well as inspired by literature on tourist motivation and experience satisfaction in general.

Similarly, the explorative survey towards potential international tourists were inspired by previous studies on gastronomic tourism and wine tourism. Besides the evaluation of content validity of questionnaire survey by experts, all the scale questions were through reliability and validity tests, and deleted unnecessary or unreasonable items before further analysis.

The survey for domestic on-site tourists aims to explore tourists' segmentation by motivation, environmental and personal factors of experience, environmental factors including destination attributes of various aspects, personal factors like travel behavior and tea preference, general satisfaction and loyalty, then further check the influence relationships between these variables, such as the impacts of environmental and personal factors on satisfaction and loyalty, the differences of profile, behaviors, experience satisfaction within tourist segmentations by their motivations. Investigation for on-site domestic tourists was carried out mainly during two periods in 2020, the summer vacation on July and August, and the national day holidays (1st October to 8th October), although the high season of tea tourism is usually in spring, considering the impacts of pandemic Covid-19 in 2020, we took the two peak travel periods in 2020 in China to collect more possible samples from on-site tourists, as this investigation couldn't be accomplished online. Questionnaires were distributed on-site in the two selected case areas, mainly West Lake Longjing tea area because of its far superior tourist flow. Overall, 434 questionnaires were completed by participants, of which 38 were deleted through visual check when they have frequent repeat answers. Finally, 396 valid questionnaires were collected.

The survey for international potential tourists aims to check their knowledge and perception of Chinese tea, its influence on their intention to tea tourism, and expected tea tourism experience, perceived difficulties when travelling for a tea tourism in China and so on. Investigation for potential international tourists was carried out in 2020, under the background that global international tourism affected by the pandemic Covid-19, therefore most of the samples come from online survey, though the transmit of link shared of Wenjuanxing (Survey Star, a professional online survey platform in China) in

social media like WeChat, Face book etc. A few of them were responded by the international tourists the author encountered in Hangzhou, then they were required by author to spread the link to other respondents. To control the survey quality, it was designed that for the respondents to submit their answers, they had to finish all the required questions, so all the received questionnaires were fully completed, then no questionnaire was found to have frequent repeat answers through visual check, 159 responses were obtained and all of them are valid.

The results of questionnaire survey would be conducted with SPSS 24 and explained in the fifth part detailedly, to evaluate if satisfying tourists' upgrading needs with experiential tea related activities from the demand side, and answer to our research hypothesis. The mixed methods approach investigations of two case study areas would provide an integrated and comprehensive research results filling the research field of tea tourism, in the context of rural development.

PART 3.- RURAL TOURISM DEVELOPMENT IN CHINA AND EMERGING TEA TOURISM

CHAPTER 1 RURAL TOURISM POLICIES AND HISTORIC DEVELOPMENT IN CHINA

From the 1980s till now, the development of rural tourism in China has witnessed an initial period, developing period and expanding period, entering an upgrading period.

Behind the rise and flourishing of rural tourism is the social change after China's urbanization and modernization, and the change of people's leisure aesthetics. The faster the pace of urbanization, the more attractive the countryside with good ecological environment and special humanistic charm will be, to meet tourists' physical and mental needs of returning to naivety and nature.

From 2012, the Ministry of Agriculture and former National Tourism Administration (turned into Ministry of Culture and Tourism in 2018) started a new mission to classify national recreational agriculture and rural tourism demonstration sites, the first 100 sites were selected from 31 provinces by the end of that year.

In 2015, Central Government's Document No. 1² first time mentioned rural tourism as one channel of rural development, and proposed to offer diversified products with distinct characteristics. State Council and Ministry of Agriculture referred rural tourism as a good therapy of rural employment and poverty alleviation. Since then, series of policies regarding rural tourism and rural development have been released by different levels of relative departments.

The Central Government's Document No. 1 of 2016 proposed the development of rural tourism once again. With National Tourism Administration's 12 billion Chinese Yuan tourism infrastructure foundation mainly supporting rural tourism, cultural tourism etc., and the release of National Tourism Standardization Development Plan, 2016 becomes a key year for rural tourism development. It was also in 2016, twelve

² The first document issued by central government and state council every year, it has become a reflection for the importance that paid by central government on rural problems.

departments including National Tourism Administration, National Development and Reform Commission, Ministry of Land and Resources, Ministry of Environmental Protection, Ministry of Housing and Urban-Rural Development, Ministry of Transport, Ministry of Water Resources, Ministry of Agriculture, State Forestry Administration, State Council Poverty Alleviation Office jointly formulated the Action Plan for Rural Tourism Poverty Alleviation Project on National Rural Tourism and Tourism Poverty Alleviation Work Promotion Conference, aiming at 2.3 million of rural household in 25 provinces to alleviate poverty through rural tourism development.

In 2017, the General Office of the Ministry of Agriculture issued the Notice on *Promoting the Implementation of Policies for the Development of Leisure Agriculture and Rural Tourism*, and the State Council issued the *Opinions on the Work of Employment and Entrepreneurship for the Current and Future Period*, which also pointed out the need to vigorously develop regional tourism and rural tourism.

In 2018, the Ministry of Culture and Tourism (former National Tourism Administration), together with twelve other departments such as The National Development and Reform Commission, jointly released the Action Plan for Promoting Quality and Upgrading of Rural Tourism Development (2018-2020), with more details on construction of rural tourism infrastructure and service standard building, in order to comprehensively improve and effectively control the cultural quality and service quality of rural tourism.

In 2019, the State Council released Central Government's Document No. 1 in title of 'Adhere to the priority development of agriculture and rural areas, to do a good job of the three rural work', promoting the leisure agriculture and rural tourism development in rural poverty-stricken areas, under the implementation of Rural Revitalization Strategy. Then in 2020, Central Government's Document No. 1 promoted the integrated development of primary, secondary and third industries, combining the development of modern agriculture and tourism, agricultural products processing industry, etc. It is recommended that different places form a whole industrial chain of

integrated development of industries according to its own characteristics, to widen the employment channels of farmers, enriching their work content and increasing their daily income. Moreover, specific attention is attached to realistic problems such as rural land use and financial policy support.

Table 3-1-1 Summary of rural tourism policies (part)

Issued time and department	policy	Main idea
January 2015 State council	<i>Several opinions on the promotion of tourism reform and development</i>	a) Standardize the development and construction of rural tourism, to maintain the traditional rural style. b) Strengthen infrastructure construction and improve rural tourism service system. c) Strengthen the training of rural tourism practitioners
September 2015 Ministry of Agriculture and other 11 departments	<i>on the active development of agricultural multi-functional vigorously promote the development of leisure agriculture</i>	a) Encourage the use of wasteland to develop leisure agriculture. b) Accelerate the management measures of rural residents using their own homes or other conditions to engage in tourism business.
March 2016 The National Development and Reform Commission and other 6 departments	<i>Opinions on the Implementation of Financial Assistance for Poverty Alleviation</i>	Actively support the development of green ecological breeding industry, leisure agriculture, rural tourism, rural e-commerce and other special industries, that can absorb the employment of the poor and drive the poor to increase their income
September 2016 14 departments including the Ministry of Agriculture, the Ministry of Finance etc.	<i>Guidance on the vigorous development of leisure agriculture</i>	a) Encourage the development of leisure farms, rural hotels, special lodging, outdoor sports and other rural leisure resort products b) Support poor households to develop leisure agriculture cooperatives, farmhouses and small picking gardens, etc. c) Increase the discovery and dynamic supervision of the valuable agricultural cultural heritage

<p>May 2017 The Ministry of Agriculture</p>	<p><i>Notice on promoting the implementation of policies for the development of leisure agriculture and rural tourism</i></p>	<p>a) Land use policy, financial policy, public service policy and brand marketing policy to guild the rural tourism development. b) Assessment of national leisure agriculture and rural tourism demonstration counties (cities, districts).</p>
<p>July 2017 The National Development and Reform Commission and other 13 departments</p>	<p><i>the action plan (2017) to promote the development of rural tourism, improve the quality and upgrade</i></p>	<p>a) Rural Tourism Inclusive Financial Policy b) Encourage usage of rural collective land to develop rural tourism accommodation, catering and other service c) Training 1,000 rural tourism leaders, encourage enterprises, individuals and village collectives to cooperate in the development of rural B&B and other new business models d) Enhance rural tourism booking, rural shopping, rural tourism new media marketing</p>

Source: Own elaboration, collected from official websites

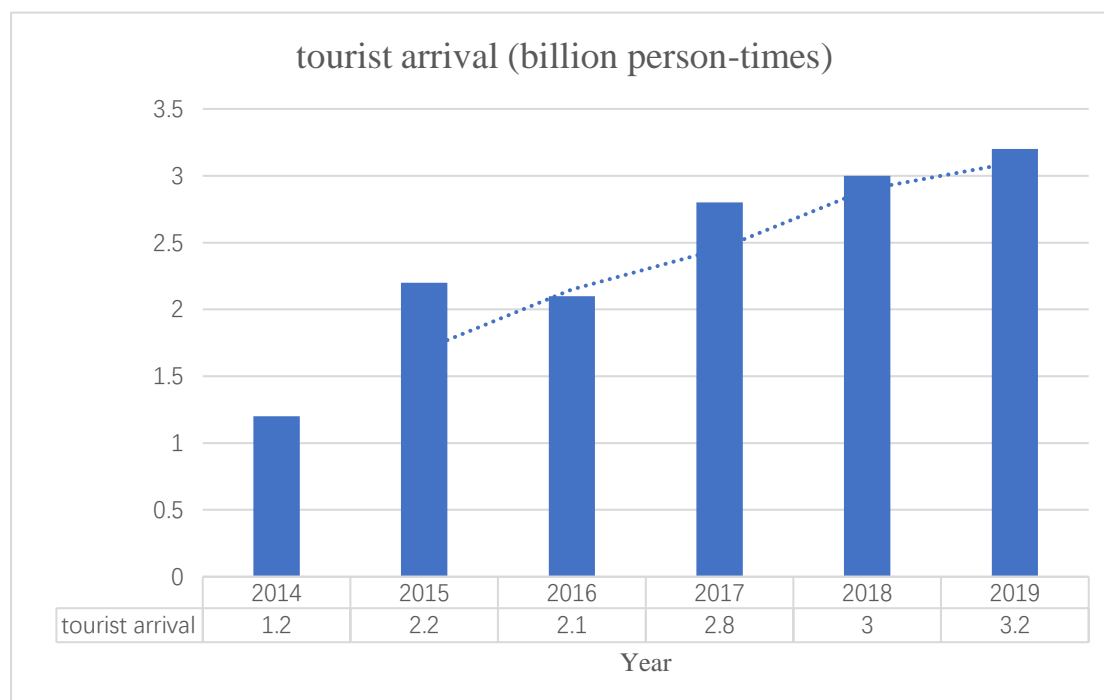
According to the National Tourism Administration's investment project database, in 2016, the actual completed investment in rural tourism products nationwide was 385.6 billion (Chinese Yuan), with an increase of 47.6%, mainly concentrated in the fields of rural tourism accommodations, characteristic towns, rural tourism complexes. Leisure agriculture and rural tourism is becoming a new hot spot for capital attention. The national leisure agriculture and rural tourism on the scale of various business entities has reached more than 300,000, an increase of more than 15% over the previous year; receiving nearly 2.1 billion visitors, business income of more than 570 billion Chinese Yuan, employing 8.45 million people, driving 6.72 million farmers to benefit.

In April 2017, the Ministry of Agriculture organized the promotion of China's Beautiful Leisure Countryside Program, as of 2017, the country created a total of 328 leisure agriculture and rural tourism demonstration counties (cities, districts), promoted 370 villages on the list of China's Beautiful Leisure Villages.

According to Ministry of Agriculture and Rural Affairs, in 2018, the tourists received by leisure agriculture and rural tourism sector reached 3 billion person-times, the rural tourism income reached 800 billion Chinese Yuan, and the business income of leisure agriculture and rural tourism accounted for 14.8% of total tourism income. By the end of 2018, the Ministry of Agriculture and Rural Development had created 388 national leisure agriculture and rural tourism demonstration counties (cities, districts) and promoted 710 Beautiful Leisure Villages in China.

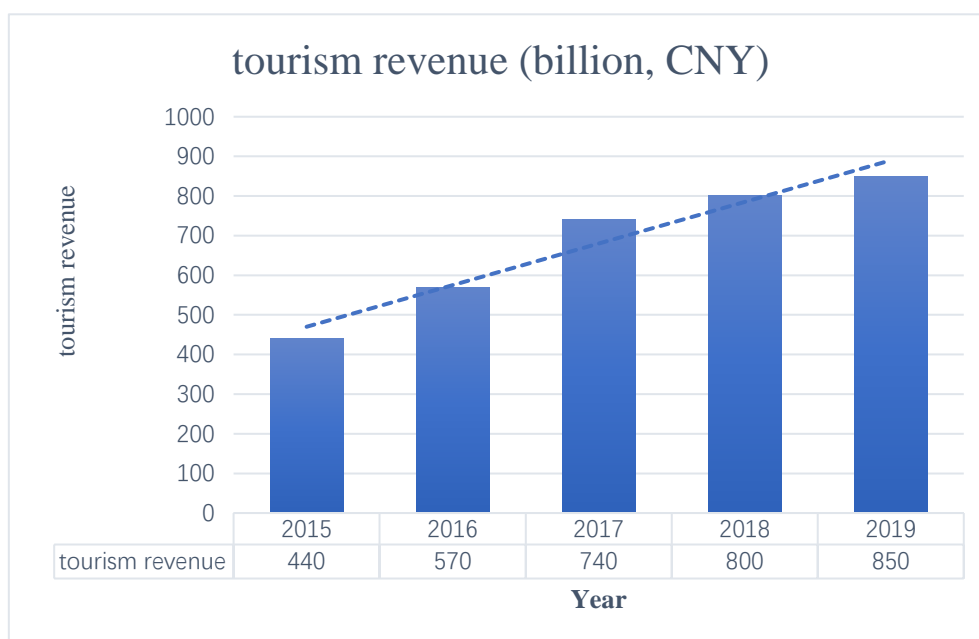
In 2019, the tourists received by leisure agriculture and rural tourism in China was 3.2 billion person-times, increased by 6.7% over the previous year, and the business income of leisure agriculture and rural tourism was 850 billion Chinese Yuan, increased by 6.3%, with leisure agriculture and rural tourism revenue accounting for 14.2% of total tourism income. Graphic 3-1-1 to 3-1-3 show more detailed statistic about rural tourist arrival and rural tourism revenue in recent years, rural tourism is becoming an important part of tourism industry in China.

Graphic 3-1-1 Tourist arrival of leisure agriculture and rural tourism in China



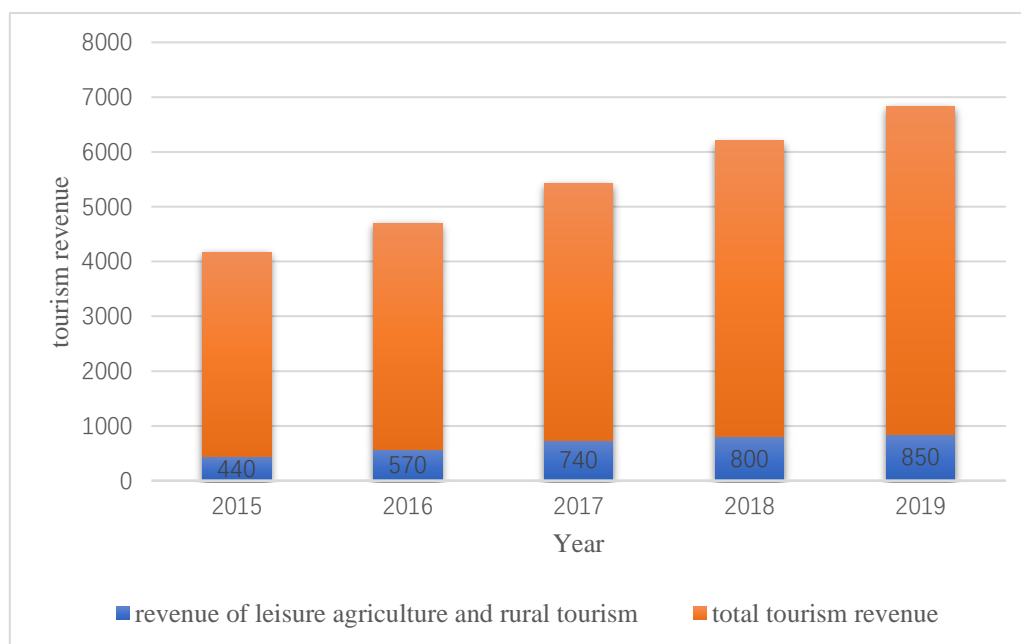
Data source: The Ministry of Culture and Tourism

Graphic 3-1-2 Tourism revenue of leisure agriculture and rural tourism in China



Data source: The Ministry of Culture and Tourism

Graphic 3-1-3 Tourism revenue comparison



Data source: The Ministry of Culture and Tourism

A comprehensive evaluation of 31 provinces and autonomous regions showed, the top ten of rural tourism development in order are Zhejiang, Shaanxi, Sichuan, Yunnan, Jiangsu, Henan, Shandong, Fujian, and Anhui Province. Zhejiang province's high ranking is due to its maturity of development, leading the way of other regions.

Currently, the development of leisure agriculture and rural tourism has changed from sporadic distribution to cluster distribution, and the spatial layout has expanded from the suburbs of cities and around scenic spots to more areas suitable for development. Rural tourism has become an increasingly regular pastime for tourists, and rural leisure on the weekends has become a regular way of leisure for many families of urban residents. The process of rural tourism development is the process of urban residents' consumption upgrading, tourism and leisure becoming more and more normalized, and it is also the process of industrial upgrading of rural society from traditional agriculture to more diversified options.

CHAPTER 2 TEA PRODUCING AREAS AND TEA CULTURE OF CHINA

In the long history of tea growing, different regions have grown and produced many reputed teas in different dynasties. 4000 years ago, Chinese started to use tea as medicine. Dating back to Tang dynasty (618 A.D.-907 A.D.), LU Yu (780 A.D.) wrote a book entitled *Classic of Tea* (茶经), which is the first monograph existing on the world that systematically summarized techniques of tea production and drinking, to organize common information into a well-structured discipline of tea knowledge (Liu,2011). In *Classic of Tea*, it was clearly indicated 43 tea producing districts in the south at that time, corresponding to 13 current provinces of China.

Figure 3-2-1 Tea producing areas of ancient China



Source: *Classic of Tea* (LU Yu, 780)

During the Yuan Dynasty (1271-1368 A.D.), Tang Dynasty (618-907 A.D.) until Ming Dynasty (1368 A.D.-1644 A.D.), the tea is in the shape of crumby-cake tea, to prepare tea firstly grind the tea cake into powder, then boiling it into water like making soup. That's because, in the Tang and Song (960 A.D.-1279 A.D.) Dynasty, the system of tribute tea was established, the best quality crumby-cake teas in various shapes were offered as tributes to imperial court from all the tea regions. The tribute tea system had to some extent promoted regional tea industry development, as many regional famous

teas at present used to be tribute teas, that laid a foundation for geographical indications of teas.

Figure 3-2-2 Crumby-cake tea exhibited in National Tea Museum



Source: photo by author

Until in the Ming Dynasty, the Emperor Zhu Yuanzhang who has a grass-roots background, knowing that making this round cake tea requires tremendous manpower and material resources, decided to use scattered tea, since then the royal palace demanded scattered tea, the producing process is less complicated than that of cake tea. Then in the Qing dynasty (1636 A.D.-1912 A.D.) a complete range of six major categories of tea (by degree of fermentation) has been developed: green tea, black tea, oolong tea, dark tea, white tea and yellow tea, and more regional famous teas emerged.

Figure 3-2-3 Scattered tea of six categories exhibited in National Tea Museum



Source: photo by author

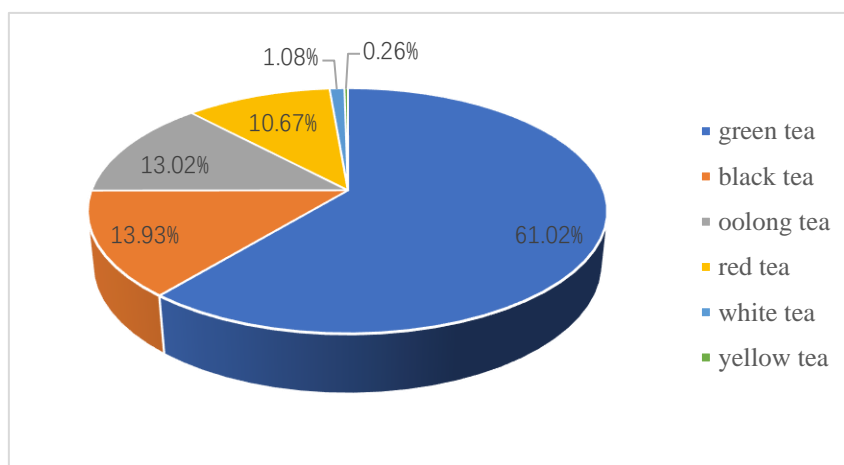
As introduced by the staff of China National Tea Museum, currently tea has been growing in over 20 provinces, municipalities and autonomous regions in China. The tea growing areas in China has been divided in four, South-west district of tea growth, South China district of tea growth, North of Yangtze district of tea growth and South of Yangtze district of tea growth, covering 21 provinces (municipalities and autonomous regions) of total 34. South-west district of tea growth consists of Yunnan, Guizhou and Sichuan provinces, is the most ancient tea producing area where the plants of tea originated, today wild tea trees of up to 2700 years of age could still be found in Yunnan province. South China district of tea growth has most favorable environment for tea plants of many famous teas. North of Yangtze district of tea growth has smaller scale as it's the northernmost tea producing area, the lower temperature isn't suitable for tea growth. South of Yangtze district of tea growth is the main tea producing area of China with a mount of well-known teas, the study area of our research locates in this area.

Figure 3-2-4 Tea growing districts of China



Source: *Geography of Chinese Tea Sources*, 2019, reedited by author

Graphic 3-2-1 Proportion of tea output in China



Source: Own elaboration, based on publicly available data

These areas grow and produce different varieties of teas, green tea is produced without fermentation, despite green tea is perceived as most common in China (see in Graphic 3-2-1), different producing areas are tied with their particular tea series. For example, Longjing (dragon well) in Hangzhou of Zhejiang province, is one of China's best green teas, Wuyi Mountain in Fujian province produces the most famous oolong teas, and in Yunnan province, Pu-erh teas are discovered typically in the shape of pressed cakes or balls. The following form and pictures briefly introduce the top ten famous regional teas in China presently.

Table 3-1-1 General information of top 10 famous Chinese tea

Name	Place of origin	Variety of tea
Long Jing (Dragon Well)	Hangzhou, Zhejiang Province	Green Tea
Bi Luo Chun (Spring Snail)	Suzhou, Jiangsu Province	Green Tea
Mao Feng (Fur Peak)	Yellow mountain, Anhui Province	Green Tea
Tie Guan Yin (Iron Goddess)	Anxi, Fujian Province	Oolong Tea
Yin Zhen (Silver Needle)	Jun mountain, Hunan Province	Yellow Tea
Qimen Hongcha	Qimen, Anhui Province	Black Tea
Da Hong Pao	Wiyi Mountain, Fujian Province	Oolong Tea
Gua Pian (Melon Seed)	Lu'An, Anhui Province	Green Tea

Mao Jian (Fur Tip)	Xinyang, Henan Province	Green Tea
Pu'er (Puerh)	Simao, Yunnan Province	Puerh Tea

Source: Own elaboration, one version based on publicly available information

Figure 3-2-5 Top 10 famous Chinese tea

	
Long Jing (Dragon Well)	Bi Luo Chun (Spring Snail)
	
Mao Feng (Fur Peak)	Tie Guan Yin (Iron Goddess)
	
Yin Zhen (Silver Needle)	Qimen Hongcha (Keemun Black Tea)

	
<p>Da Hong Pao (Big Red Robe)</p>	<p>Gua Pian (Melon Seed)</p>
	
<p>Mao Jian (Fur Tip)</p>	<p>Pu'er (Puerh)</p>

Source: Pictures collected from Baidu images, www.huitu.com, www.puer.cn

Along with the tea, a comprehensive tea culture has also been developed, including methods of tea processing, ways of tea brewing and appreciation, tea-related etiquette and custom, fine tea wares etc... In some ancient books recorded the transformation of usage of tea from herbal medicine to drink, some historical relics discovered also reflected the historic development of tea. For example, a celadon urn of Eastern Han dynasty (25 A.D.-220 A.D.) unearthed in Huzhou, Zhejiang province, bears the Chinese character ‘茶’ (tea) clearly on its shoulder, proved the tea-related activities already appeared then around Yangtze river area.

Figure 3-2-6 Ancient books recorded early use of tea in ancient China



Source: China National Tea Museum

Figure 3-2-7 Ancient celadon urn with Chinese character ‘茶’ (tea)



Source: China National Tea Museum

There're two well-known sayings about tea in China, the first one is *'there's seven daily necessities, firewood, rice, oil, salt, sauce, vinegar and tea'*, describing a daily life of ordinary people, the second one is *'music, chess, calligraphy, painting, poetry, liquor and tea'*, which have been called as 'eight elegant things' for the 'first-class citizens' in ancient China, the literary scholars class. It can be seen that, tea is deeply

rooted in Chinese' social life as well as spiritual life, either elegant or vulgar, ever since the thriving of tea activities and tea culture in Tang dynasty. Tea drinking became a social vogue and custom from imperial court to people at grass root levels, in the following picture recorded a fancy cultural tea party by the Emperor Huizong of Song dynasty (960 A.D.-1279 A.D.). From the high fashion of tea lately developed Tea Rituals and Tea Arts, gradually introduced to Japan, Korea and so on.

Figure 3-2-8 Painting of cultural tea party of Song dynasty



Source: Emperor Huizong (1082 A.D.-1135 A.D.)

Figure 3-2-9 Exhibiting model of tea house in the past



Source: Photo by author

It was until the recent decades that tea industry in China has stepped into industrialized and branded period of development. In 1991, the National Tea Museum was established in Hangzhou, and in 1993, founded the China International Tea Culture Research Association. That may partially explain that the tea related activities and tea culture in China have been mainly transmitted to neighboring countries in the ancient time yet limited in a scope afterwards.

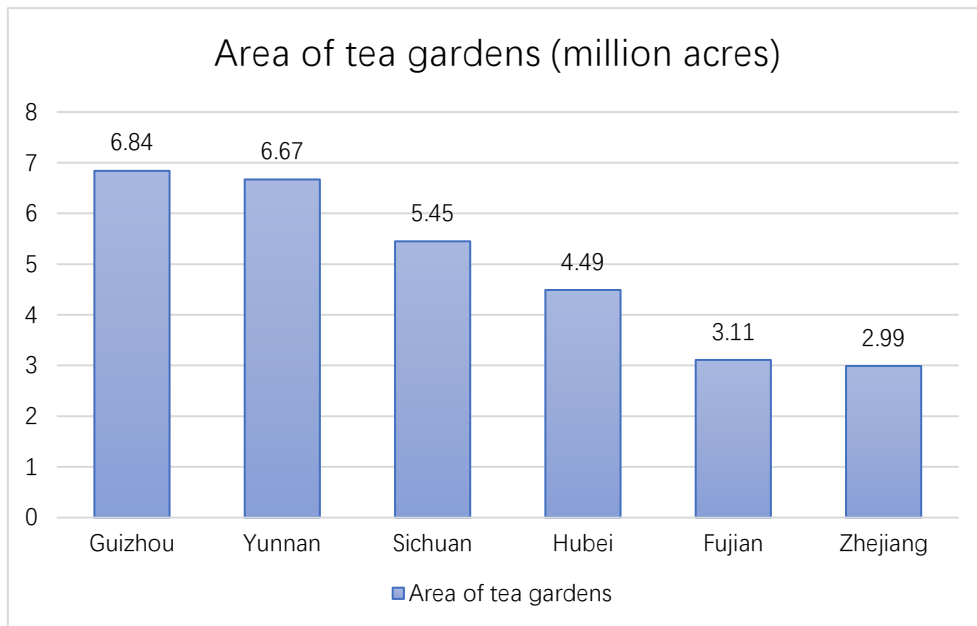
CHAPTER 3 INTEGRATING TEA AS A TOURISM ASSET

First of all, from a conceptual perspective, in traditional Chinese culture, the upholding principle of ‘Harmony’ is deeply related and embodied in the tea arts, or called tea ceremony demonstrations. It was summarized as ‘Harmony, Respect, Gratitude and Love’ of China’s tea culture, for individuals, tea drinking was considered as a means to cultivate their mind and improve moral integrity. Then tea ceremony demonstration and tea tasting become a way of spiritual communication among the tea drinks to achieve harmonious relationships between the hosts and guests.

In addition, tea is naturally rooted in hospitality both in home and commercial contexts (Jolliffe, 2006). As we know, offering a cup of tea becomes a universal sign of hospitality, in Chinese people’s daily life, the first thing for hosts to welcome a guest at home is to brew and offer a cup of tea. In any commercial service setting, for example, in a restaurant when waiting before ordering, the clients are offered with a cup of tea first. Not to mention that, tea was traditional tribute to imperial court then becomes national gift of China today.

Secondly, considering the tea resources, China has been the main tea producing countries, accounting for 60% of the world’s tea growing area with a trend of growth. According to the Ministry of Agriculture, in 2018, the area of tea planting gardens in China was 43.96 million acres, from 2013 to 2017, the average annual growth rate of domestic tea production was 7.6%. Tea has become important cash crop in certain tea regions, for the villagers of tea growing mountains, growing tea helps them to get rid of poverty and increase their disposable income. In march 2021, China Tea Distribution Association launched an event to select ‘beautiful tea towns’, the event is in the theme of ‘Integrating tea culture tourism into rural revitalization to promote the development of tea towns’, meanwhile efforts are to made on exploring tea tourism resources and set up tea tourism standardization system. The six main tea growing and producing provinces are respectively Guizhou, Yunnan, Sichuan, Hubei, Fujian and Zhejiang.

Graphic 3-3-1 Six main tea growing and producing provinces of China



Source: Own elaboration, based on publicly available data

Figure 3-3-1 World's biggest tea garden in Guizhou province



Source: Baidu images

How can we integrate the tea resources into tourism offerings within hospitality context? Tea plants require a good quality of environment to produce high quality tea, therefore the tea growing gardens are usually away from cities. Moreover, in the history, Chinese scholars always chose to drink tea in an elegant, peaceful place, which enables

them to appreciate scenery and taste tea meanwhile. The beautiful landscapes of tea fields provide a favorable environment for the tourists, especially for the ‘busy citizens’ nowadays to spend their leisure time and socialize in the secluded environment.

Figure 3-3-2 Tea activity platform in National Tea Museum



Source: <http://www.teamuseum.cn/>

The daily tea-brewing, tea-making, and tea-drinking practices could also be integrated into varieties of experiential activities, such as, tea-leaves picking in fields, watch or experience tea making, tea tasting, watch or learn tea ceremony etc. The tea-related elements could be used in food and beverage, bed & breakfast, different sections of receiving tourists. The tea fields could further provide visitors with a particular outdoor space, for trekking, cycling or other educational activities and health activities.

Table 3-3-1 Tea-related tourism activities

Tea-leaves picking in fields	Visit tea museum	Watch tea-themed show
Watch or experience tea making	Cycling in tea fields	Tea festivals and events
Tea tasting (in tea house)	Visit tea Expo	Tea heritage attraction
Watch or learn tea ceremony	Buy tea souvenirs	Tea+ other attractions

Source: Own elaboration

Figure 3-3-3 Pictures of tea-related tourism activities



Tea-leaves picking in fields

Tea table in the reception of B&B



Learn tea ceremony

Cycling in tea fields

Source: Photo by author or provided by Damushan tea garden

Speaking of tea ceremony demonstration or tea arts performance, there's various forms with ethnic and regional characteristics reflecting their history, religion, ethnics, music and dance, painting and calligraphy, even food and cuisine (Yang, 2007). That can greatly enrich tourists' experience whether to have a short-term visit to watch, or stay longer to follow several sessions of tea ceremony courses.

Figure 3-3-4 Tea ceremony/arts of green tea and Kungfu tea



Source: Baidu images

Apparently, tea has its own identity of history, tradition and culture in China, helped in attracting tourist, stimulating their motivation and pleasure to involve in tea tourism in original tea growing and producing regions. There's also examples from regional tea resources to tourism offerings, recently in some tea regions in China, begin to construct 'tea tourism towns' projects integrating local tea resources, culture, rural lifestyle etc.

Table 3-3-2 'tea tourism towns' under construction

	Name of tea tourism town	Location
1	China Tea Tourism Town	Wuyi mountain, Fujian Province
2	Longwu Tea Culture Town	Hangzhou, Zhejiang Province
3	Yungu Songyang Tea Town	Lishui, Zhejiang Province
4	Xigui Tea Tourism Town	Lincang, Yunnan Province
5	Lushi Tea-Horse Ancient Culture Town	Lincang, Yunnan Province
6	Dengcun Tea Tourism Town	Yichang, Hubei Province
7	Three Gorges Tea Valley Tea tourism Town	Yichang, Hubei Province
8	Phoenix Tea Tourism Town	Chaozhou, Guizhou Province
9	Liubao Tea Tourism Town	Wuzhou, Guangxi Province
10	Danuan Tent Poetry Tea Town	Rizhao, Shandong Province
11	Lotus Mountain Tea Tourism Town	Laiwu, Shandong Province
12	Qianxin Tea tourism town	Longnan, Jiangxi Province
13	Huzhen Grace Tea tourism town	Yixing, Jiangsu Province

Source: Own elaboration, based on publicly available information

In addition, taking the home of green tea, Zhejiang province as an example, until 2020, there's already 13 certified scenic sports utilizing tea as theme or closely related with tea, covering 8 of 11 prefecture-level cities in terms of geographical scope, in different forms as tea gardens, tea town, tea mountain, tea cultural park and tea market.

Table 3-3-3 Tea-related certified scenic spots in Zhejiang Province

	Name of scenic spot	Location	Level ³
1	West Lake Scenic Area (origin of Longjing tea)	Hangzhou City	5A
2	Damushan Tea Garden Scenic Area	Lishui City	4A
3	Longwu Tea Town Scenic Area	Hangzhou City	4A
4	Shuikou Tea Culture Scenic Area	Huzhou City	4A
5	Yangyan Mountain Tea Culture Park Scenic Area	Taizhou City	3A
6	Jiulong Black Tea Culture Park	Jinhua City	3A
7	Red Tea Mountain Scenic Area	Hangzhou City	3A
8	Jingshan Scenic Area	Hangzhou City	3A
9	Wufeng Tea Garden Scenic Area	Wenzhou City	3A
10	Tea Exhibit Park Scenic Area	Quzhou City	3A
11	Imperial Seal Tribute Tea Garden of Ming	Quzhou City	3A
12	China Tea Market of Xinchang	Shaoxing City	3A
13	Qianganghui White Tea Cultural Tourism Scenic Area	Shaoxing City	2A

Source: Own elaboration, information of Zhejiang Provincial Department of Culture and Tourism http://ct.zj.gov.cn/art/2020/11/6/art_1643509_58998786.html

CONCLUSION

It's far from possible to include and clearly explain all aspects of knowledge of Chinese tea in this part, nevertheless, it could be fundamental information to further understand the emerging tea tourism development in China that contributes to rural revitalization. In the following part, we're going to analyze and explain the results of field research and survey investigation in the two selected case areas, which are also the location of the first and second sites in the ranking list of certified tea-related scenic spots in Zhejiang province, Longjing tea area of West Lake Scenic Area and Damushan Tea Garden Scenic Area.

³ Rating system of Scenic Areas in China, certified scenic spot from A, 2A to 5A that 5A is highest level.

PART 4.- COMPARATIVE CASE STUDY OF WEST LAKE LONGJING TEA AREA AND DAMUSHAN TEA GARDEN AREA

CHAPTER 1 RESEARCH CASES AND DATA COLLECTION

1.1 Study areas

Green tea is the most common in China and Zhejiang province is one of the main areas that plant, produce and consume green tea, with well-known green tea like Longjing (Dragon Well), Dafo (grand Buddha) tea and so on. The first case area come into our sight, is undoubtedly West Lake Longjing (Dragon Well) tea region in Hangzhou. Hangzhou is the capital and most developed city of Zhejiang province, as well as one of the most touristic cities in China. Moreover, Hangzhou is one of the seven Chinese ancient capitals, entitled as ‘oriental leisure capital’, ‘international garden city’, ‘China’s happiest city’ etc. In 2016, the first time that China held the G20 summit was in Hangzhou, and in 2018, Hangzhou ranks No. 4 in China’s best tourist destinations. In 2017, Hangzhou received 162.87 million domestic and international tourists, tourism revenue 92.8 billion Chinese Yuan. Among which inbound tourists 4.02 million, international tourism receipt 3.54 billion Chinese Yuan (Hangzhou tourism survey, 2017). Longjing (Dragon Well) tea region is located within the West Lake Scenic area, the most renowned attractions of Hangzhou, which has been listed in World Cultural Heritage since 2011. The tea gardens and tea culture are important components of the heritage. ‘Enjoying tea at Dragon Well’ has also become one of ten official recommended sceneries of the West Lake Scenic area.

Figure 4-1-1 West Lake Scenic area



Source: Baidu images

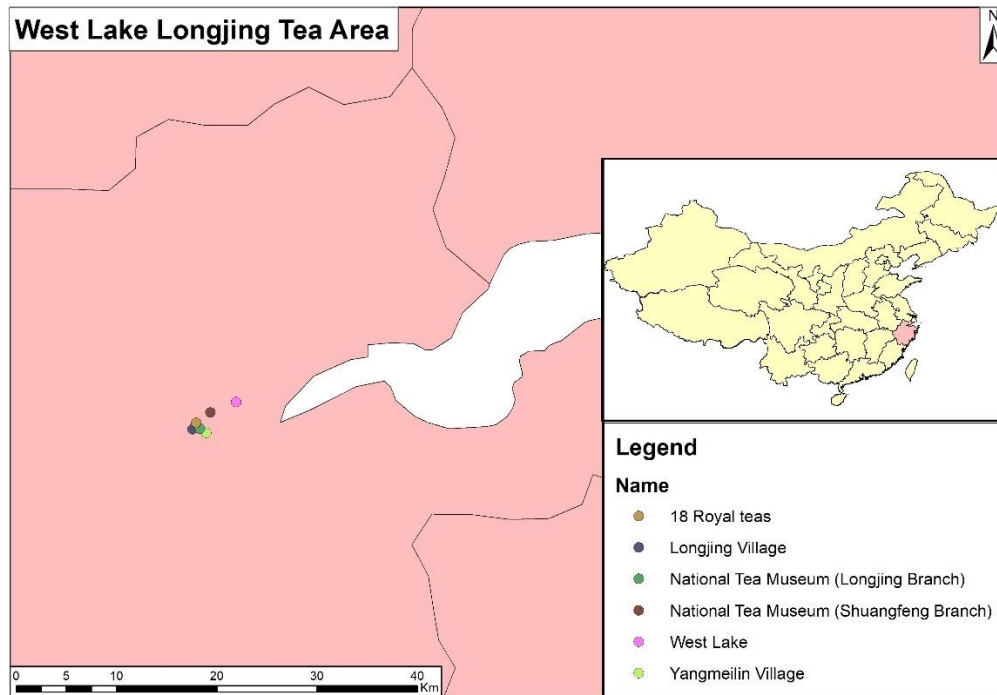
The producing area of Longjing tea has been expanding in the historic development, according to China Protected Geographical Indication Products (CGIA, China's version of AOC), only the Longjing in West Lake producing area could be called West Lake Longjing tea, the rest should be called Longjing tea. West Lake Longjing tea has more than 1200 years of history, Ranks No.1 in top ten Chinese famous teas and used as diplomatic gifts traditionally. Longjing (Dragon Well) is the name of the tea, and an ancient well of spring water, as well as the tea village. Presently in the core producing area of West Lake Longjing tea, there's four villages, Longjing village, Manjuelong village, Yangmeilin village and Wenjiashan village, could be concluded as four Chinese characters of 'Wen Long Man Yang' (翁龙满杨). Our field work was mainly conducted in two of them, Longjing village and Yangmeilin village.

Figure 4-1-2 Core producing area of West Lake Longjing tea



Source: China National tea museum

Figure 4-1-3 Location of Case area (West Lake Longjing tea area)



Source: by author and Miquel Àngel Coll

Figure 4-1-4 Case villages of field work (West Lake Longjing tea area)

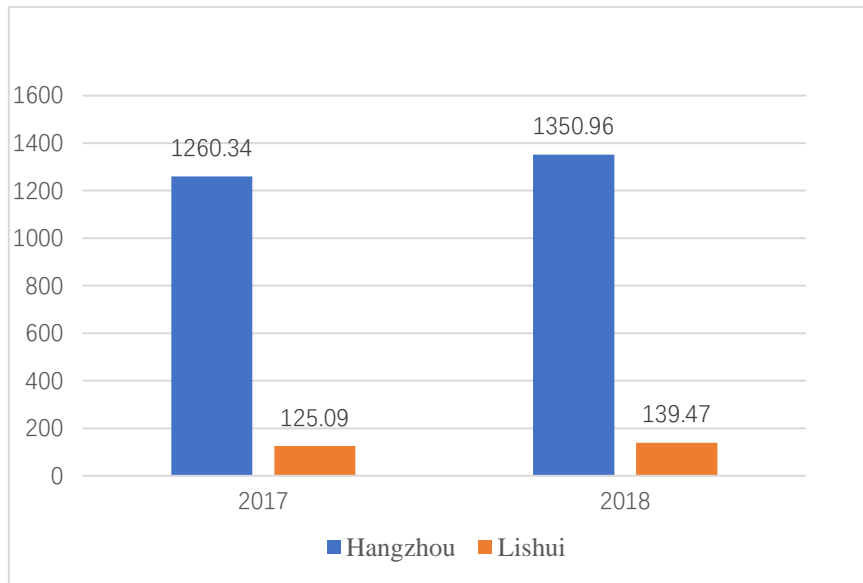


Source: Photo by author

The second studying area differs from the first in many aspects, although they locate in the same province. In the past decades, Lishui is perceived as the poorest prefecture-level city in Zhejiang province. Owing the largest land area in Zhejiang, Lishui usually ranks last or last but one on economic development. In 2018, Lishui had lowest disposable personal income among the 11 administrative cities of Zhejiang

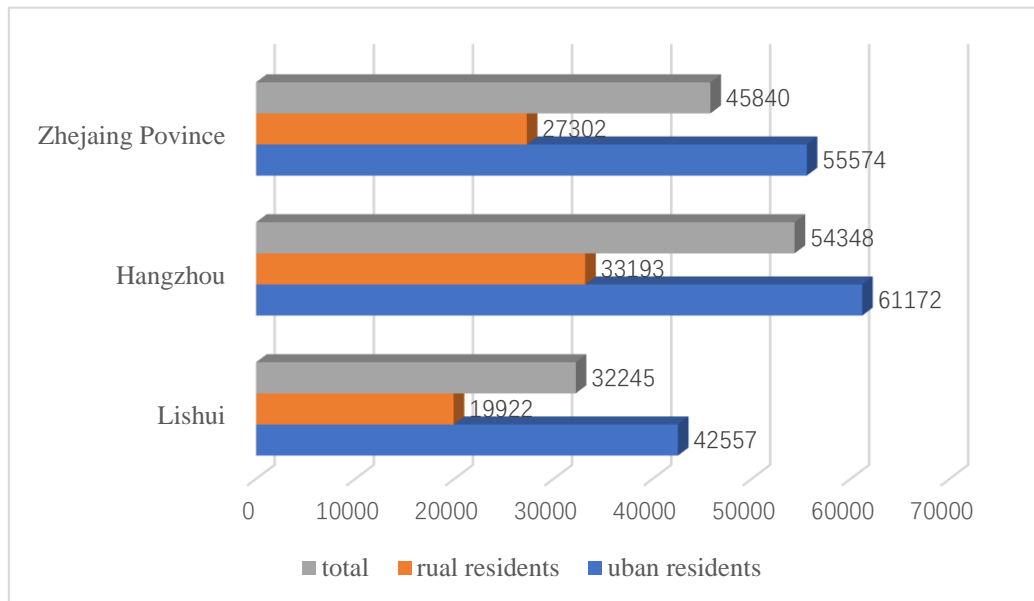
province, no matter for rural residents or urban residents, while Hangzhou topping the list all the time. Meanwhile it shows a gap between rural residents' income and urban residents' income, although Zhejiang is one of the most balanced developing provinces in China.

Graphic 4-1-1 Comparison of Gross Domestic Product (GDP) (billion CNY)



Data source: Statistical Yearbook of Hangzhou/Lishui City

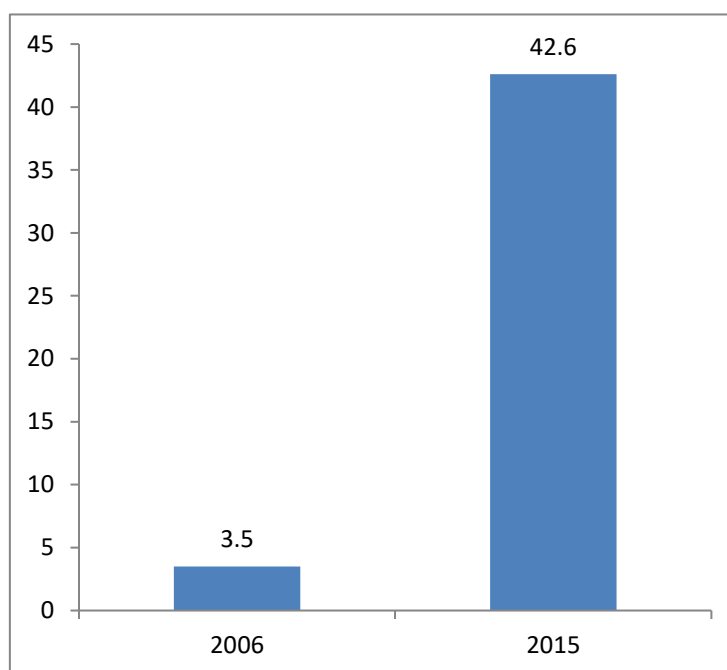
Graphic 4-1-2 Comparison of disposable personal income (DPI) 2018 (CNY)



Data source: Statistical Yearbook of Hangzhou/Lishui

Nevertheless, in recent years, as China highly values ecological and environmental protection and said by the president XI, *Clear waters and green mountains are as valuable as mountains of gold and silver*. Thanks to the underdevelopment, Lishui has preserved its natural environment and thus developing tourism industry with an image of picturesque landscape, from 2006 to 2015, the yearly tourism receipts went up nearly twelvefold, from 3.5 billion (CNY) to 42.6 billion (CNY).

Graphic 4-1-3 Comparison of tourism receipts in Lishui (billion CNY)



Data source: Statistical Yearbook of Lishui

The Songyang County of Lishui City has been focused on tea in its agriculture development, where a whole tea industry chain was completed, and the agricultural department declared that they had a saying of ‘three four five’, meaning almost 30% of the residents were engaged in the tea industry, 40% of their income from the tea industry, and 50% of its agriculture output value from the tea industry. Since 1990s, Songyang county has been developed as a distribution center of tea trade, becomes one of the biggest green tea trade centers of China, receiving tea merchants from all over China.

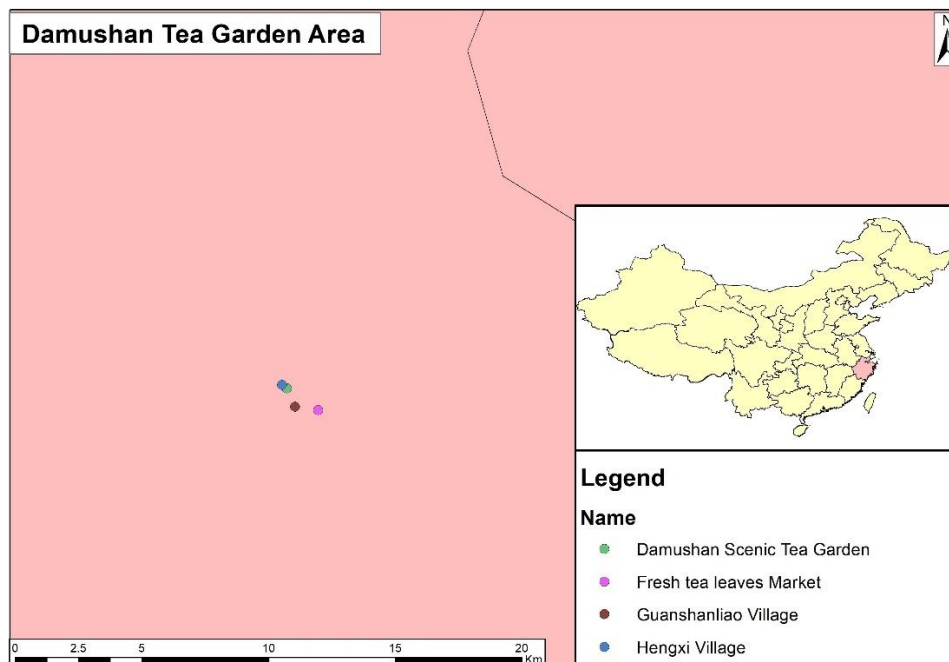
Figure 4-1-5 Fresh tea leaves market in Songyang



Source: Photo by Wu Yongfu

Lately local government decided to promote the integration of tea with tourism, invested and constructed Damushan scenic tea garden, with modern designed tea house, cycling routes emerged to attracting tourists through new media distribution. After the promotion of tea planting in plain fields in 2001 (tea usually grow in mountainous areas), nearly all the villages in Songyang County grow and produce green tea, yet not national reputed tea like West Lake Longjing, our field work was conducted in the two villages nearby Damushan scenic tea garden, Hengxi village and Guanshanliao village.

Figure 4-1-6 Location of Case area (Damushan tea garden area)



Source: by author and Miquel Àngel Coll

Figure 4-1-7 Case villages of field work (Damushan tea garden area)



Source: Photo by author

Apparently, it can be seen from Table 4-1-1, two tea regions are in different development stage of tea tourism. In West Lake Longjing tea area, in the past the state used to collect national gift tea from the producing villages for unified distribution and management, after 1984 the tea was contracted to households gradually, and the villagers have been involving in tourism. Then the National Tea Museum was built in 1990 in Longjing village and Shuangfeng village.

Table 4-1-1 Key notes in historic development of study areas

	Development	
West Lake Longjing tea area, Hangzhou city (Mature case)	1983-1984	from ‘unified management’ to ‘contracted to households’
	1990	China National Tea Museum
	2008	comprehensive improvement of West Lake Scenic Area
	2011	West Lake Scenic Area as World Heritage
Damushan tea garden area, Songyang Cournty, Lishui City (Emerging case)	2001	plain fields tea planting
	2014	scenic spot of Damushan Tea Garden (public-owned enterprise invested)
	2015-2016	homestay (Bed&Breakfast) \tea house etc.

Source: Own elaboration

The year 2008 was a turning point to regular tourism management, the number of non-standard tourist accommodations like Bed& Breakfast were growing fast, and the

comprehensive remediation and improvement of West Lake Scenic Area greatly contributed to the World Heritage recognition in 2011. Basically, the case villages in West Lake Longjing tea area had been involving in tourism since several decades, while for Damushan tea garden area in Songyang County, integrating tourism was until recent years, from 2014 to 2016 began the developing of tea tourism site and tourist hospitality services.

1.2 Data collection and analysis

A qualitative approach was conducted for the comparative research of the two tea regions, West Lake Longjing tea region in Hangzhou City, and Damushan tea garden area in Songyang County, Lishui City. In case area Hangzhou, National tea museum was chosen because of its official nature and relevance with tea tourism, also because it's more accessible with an appointment by researchers than the regional tourism bureau. Two researchers of National Tea Museum were invited to participate in the interview, in two branches of the museum that located in Longjing village and Shuangfeng village. For the tea tourism practitioners, there's different types regarding to the products they offer, such as Bed & Breakfast⁴ or homestay⁵, whether the runner rent the house from a local, or the owner of village house run tourist lodging themselves. And tea house or home cooking, either offering tea and refreshments, or regular meals for tourists. The samples were mainly chosen upon their online comments on Ctrip (携程, biggest travel booking platform in China) and Popular Reviews (大众点评, another popular application of leisure and entertainment recommendations), to better reach the interviewees' cooperation when they're working and receiving tourists, the author booked and experienced in these Bed & Breakfasts, tea house or home cooking, thus the author was meantime a tourist in participatory observation. The interviewed tea tourism practitioners include three Bed & Breakfast runners, two tea house or home cooking owners, and one owner of all the mentioned products, from two villages of the core production area of West Lake Longjing tea, Longjing village and Yangmei Ling

⁴ The real property owner and tourism service operator aren't same people.

⁵ Tourism service operated by real property owner.

village.

Table 4-1-2 Interviewees in West Lake Longjing tea core production area, Hangzhou

Category	Interviewee	Location
National tea museum (official)	Researchers R1+R2	Longjing village
		Shuangfeng village
Bed & Breakfast	Wanyu (晚雨) R3	Longjing village
	Chalanyuan (茶岚苑) R4	Yangmei Ling village
	Manjue Bieyuan (满觉别院) R8	
Tea house/Home cooking	Feifei Jia (飞飞家) R5	Yangmei Ling village
	Xiaolou Wenchang (小楼问茶) R6	Longjing village
Homestay (Bed&Breakfast) + Homecook/tea house	Yancha Ju (言茶居) R7	Yangmei Ling village

In case area Songyang county of Lishui City, due to an acquaintance community context, with the guidance of a local intermediary, three representatives of official departments were interviewed, the first is president LOU of Association of Tea Culture Research, who're a retired officer visited various tea villages in Songyang, also as photographer and chief editor of tea-related internal publications. The second is Director XU of regional Tourism and Culture Bureau, as chief of local tourism policy makers, and the third is deputy general manager of the public-owned enterprise of the Tourism Bureau, to invest and construct publicly owned tourism sites. Like in Hangzhou, the author firstly booked and interviewed Bed & Breakfast/ homestay owners or runners by online review, then based on their familiarity of each other, other samples were recommended, such as the tea house Dushan Yizhan R17 recommended by Tourism Bureau R10, Home cooking and tea gastronomy creator Cucha Danfan R17 was recommended by the Bed & Breakfast Xiaocha Guniang R16. The interviewees in Songyang County of Lishui City frequently mentioned each other in the interviews, compared with a more mature business community context of Hangzhou City.

Table 4-1-3 Interviewees in Damushan Tea Garden area, Songyang County, Lishui City

Category	Interviewee	Location
Association of tea culture research	President LOU R9	Songyang County
Tourism and Culture Bureau ⁶	Director XU R10	Songyang County
Songyang culture and Tourism Investment Company ⁷	Deputy General Manager Yang R11	Songyang County
Bed & Breakfast/ homestay	Chunye (纯也) R12	Hengxi Village
	Nanshannan (南山南) R13	
	Chaxiang Shanshe (茶香山舍) R14	
	Xiaolou Wenchang (小楼问茶) R15	
	Xiaocha Guniang(小茶姑娘) R16	Guanshanliao Village
Tea house/Home cooking	Dushan Yizhan (独山驿站) R17	Songyang County
	Cucha Danfan (粗茶淡饭) R18	Guanshanliao Village

The following tables 4-1-4 and 4-1-5 highlight the interviewed tea tourism practitioners' profile in Hangzhou and in Songyang, Lishui. Four interviewees in Hangzhou were in their thirties, and the rest were in their fifties, indicating there's basically two generations taking charge in tourist receiving in tea villages. The elder generation's education was considerably low, mainly at primary school and secondary school levels, the younger generation mostly graduated from a college or university, except one from less developed province.

Majority of them are either indigenous inhabitants of the village, or local people of Hangzhou City. As we can see, for case R3, R4, and R8, who weren't indigenous inhabitants of the village, they rent the house and certain quantity of tea fields from

⁶ Official government department

⁷ Public-owned enterprise invested by Tourism and Culture Bureau of Songyang

villagers, usually run the B&B independently, and hire other staffs if necessary. For the indigenous inhabitants of the village, case R5, R6 and R7, they use their own house to receive tourists, having own tea fields to produce Longjing tea as well. They usually work in family team between two generations, for instance, in case R5, the parents and their son run home cook and tea house, due to a low-level education, the parents asked the son, who especially trained as a cook, to answer interview questions. In case R7, the parents were also of low-level education, since the owner is certified master of hand frying of tea, was more confident to accept the interview himself, his son was taking over the B&B operation from him, and succeeding his tea stir-frying techniques.

Table 4-1-4 Profile of tea tourism practitioners investigated in Hangzhou

Interviewee		Gender	Age	Education level	Origin
R3	Wanyu (Late rain)	Female	36	Junior high school	Anhui province
R4	Cha Lan yuan (Yard of tea and mountain mists)	Female	31	Undergraduate	Hangzhou
R5	Feifei Jia (Feifei family)	Male	30	High School	indigenous inhabitants
		Parents	50	Primary School	
R6	Xiaolou Wenchang (Enjoying tea at Small Building)	Female	50	Primary School	indigenous inhabitants
R7	Yanchaju (Chat in tea house)	Male	58	Junior high school (master of hand frying of tea) Wife: Senior high school	indigenous inhabitants
R8	Man Jue Bieyuan (Yard of Manjue)	Male	32	Undergraduate	Hangzhou

In Songyang Damushan tea area, female is more predominant in tourists receiving, five of seven interviewees were female. Three of them were in their thirties, three in their forties, and one in their sixties, the age structure was different from cases in Hangzhou.

Table 4-1-5 Profile of tea tourism practitioners investigated in Songyang, Lishui

Interviewee	Gender	Age	Education level	Origin
R12 Chunye	Female	30	Undergraduate	indigenous inhabitants
R13 Nanshannan (South of Mount Nan)	Female	46	High school	indigenous inhabitants
R14 Chaxiang Shanshe (Alpine lodge with tea fragrant)	Female	38	Illiterate	Yunnan province
R15 Xiaolou Wenchang (Enjoying tea at Small Building)	Male	65	Primary school	indigenous inhabitants
R16 Xiaocha Guniang (Little tea girl)	Male	46	Undergraduate	Hubei Province
R17 Dushan Yizhan (Dushan 'Station')	Female	40	Postgraduate	Songyang County
R18 Cucha Danfan (Coarse tea and brown rice)	Female	34	Undergraduate	indigenous inhabitants

In general, greater number of younger indigenous inhabitants here involve in tea tourism, and have higher education level, like R12 and R18. The least educated case R14, who's young but never went to school, is wife of a local villager from remote less developed area of Yunnan Province. The eldest case R 15, 65 years old with primary school education, is a retired government officer that required by local government to participate at initial stage.

CHAPTER 2 THEMATIC CONTENT ANALYSIS OF INTERVIEWS WITH TEA TOURISM ACTORS

1.1 Development conditions and tea tourism offerings

In literature review we've seen that, countries and regions of different developing stages and circumstances, have different vision on rural tourism development, for countries and regions in different development stages, their conditions, policies, initiatives, specific problems be faced with are different from each other. On the basis of official departments and tea tourism practitioners' explanation, in this part demonstrate related conditions in the two tea regions that may affect the development situation, as well the existing tea tourism offerings.

Table 4-2-1 Comparison of conditions in two case areas

Case	Conditions	
West Lake Longjing tea area, Hangzhou city (mature case)	Advantages	Disadvantages
	Natural environment and tea landscapes Reputation of royal tea Geographical location Historic tea attractions (cultural connotation) Perfect infrastructure (special bus line)	Tourist exploitation of high-end tea Tea market disorder
Damushan tea garden area, Songyang Cournty, Lishui city (emerging case)	Advantages	Disadvantages
	Natural environment and tea landscapes Complete tea industry chain (trade market)	Low-end tea Infrastructure and commercial service Public transportation

Firstly, an important common advantage for both case areas is **natural environment and tea landscapes**, which is also a key motive to attract tourists. In Hangzhou the tea villages are to provide a delightful space even for local leisure visitors, in Songyang the Bed&Breakfast runners also realized that tourists from big cities like Shanghai were immersed in the natural landscape of tea fields, in the mountains or on the plain. Then the authentic tea related activities presenting in the tea villages distinct them from other villages, as described by R4.

R4: During the tea season, the village is very fragrant, full of tea fragrance, every

household is frying tea at the door, whether it is machine-made tea or hand-made tea, is very fragrant, and the women wearing a hat and special costumes to pick tea, I feel that it should be attractive to both domestic and foreign tourists.

Table 4-2-2 Advantage: natural environment

West Lake Longjing tea area	<i>R2: The scenery is also very good, people can also drink tea here, many people like to go to this kind of tea garden to drink tea.</i>
	<i>R3: because the air quality is good here, and they like this environment</i>
Damushan tea garden area	<i>R13: The environment here, becomes the last piece of pure land, you see less houses, more greening, or mountains, or tea plantations.</i>
	<i>R16: For the people who stay in the city, they feel that it is quite good here. You see, you can obviously see that the sky is blue, the air is fresh, and the environment quality is very good.</i>
	<i>R9: you see the Damushan tea garden, this is the tea garden on the plain, endless, and then with the surrounding villages into one, the tea garden is like a green carpet, with ups and downs. There are many such elements that can foil the green beauty of tea plantations.</i>

Figure 4-2-1 Natural environment of tea attractions



Source: Photo by author

Secondly, as it's tea tourism, the **perceived reputation of tea** produced in two regions, West Lake Longjing tea area is vastly different with those produced in Damushan tea garden area. And for domestic tourists, it may become a determining point when selecting a tea tourism destination, resulting in different tourist structure of the two regions. West Lake Longjing tea area attracts national even international visitors while Damushan tea garden area attracts more regional tourists.

Table 4-2-3 Condition(advantage/disadvantage): perceived reputation of tea

West Lake Longjing tea area	<i>R1: Many people will go to this place to buy tea and drink tea, because Longjing Village has too many stories. Like 18 imperial tea trees.</i>
	<i>R6: It has a big fame. we introduce to them(tourists), our Longjing tea is Lion Peak Longjing Tea (best grade), is so famous.</i>
	<i>R5: The fame of West Lake Longjing tea is great, many people rush to the fame of Longjing, and in the West Lake scenic spot, it may also be its advantage</i>
Damushan tea garden area	<i>R12: Although the brand of our tea may not be very known, we still have an advantage in terms of quality and price of our tea, because there are often tea merchants come here to collect</i>
	<i>R13: In fact, no matter which tea, because in fact our Songyang tea price is very low, compared with other Anji white tea or West Lake Longjing, our tea is too low-end.</i>
	<i>Hangzhou Longjing tea was used by the emperor before, right? We can't have that brand anymore.</i>

The reputation of West Lake Longjing tea area is based on its historical and cultural background, here we introduce briefly the story of 18 imperial tea trees that mentioned by interviewees for better understanding.

Longjing tea is supreme in Chinese teas because of its story with Emperor Qianlong of Qing Dynasty (1636 A.D.-1912 A.D.), which is half history fact and half legend story. As recorded, the Emperor Qianlong may be first important repeat visitor of West Lake Longjing tea, as he visited the Longjing tea gardens four times and was fascinated of the tea, learning tea-leaves picking from the local tea girls and writing poems. Once it was reported the mother of emperor was ill when he was visiting, Qianlong put the tea leaves in the pocket and went back to Beijing in a hurry. The Empress Dowager smelled the faint fragrance of tea leaves in the pocket of his son, and after drinking the tea she felt recovered right away. As a filial son, the Emperor Qianlong issued a decree saying the 18 tea trees become royal tribute teas, the product should be sent to the royal palace every year. He wrote a poem entitled *Viewing tea-picking*, describing tea leaves picking and frying procedure at that time. In 1757 the Emperor visited again and another poem *Viewing tea-picking* was written, he paid more attention on tea farmers' hard working. The third time was in 1762, new poem entitled

of boiling *Dragon Well (Longjing) tea sitting on Dragon Well*, the perfect match of tea leaves and spring water. The last time recorded was in 1765 with poem *revisiting Dragon Well*. Being the greatest fans of West Lake Longjing tea, it is believed, owing to his passion and habit of Longjing tea drinking, he had been emperor for 60 years and lived a long life of 83 years at that time. The 18 imperial tea trees, along with his handwriting on horizontal inscribed boards during his visits, have now become precious heritage and attractions to tourists.

Figure 4-2-2 Historic tea attractions in West Lake Longjing tea area



Source: Photo by author

There is already a recognition in everyone's mind, speaking of West Lake Longjing tea, and the price of West Lake Longjing tea is at least ten times of tea produced in Songyang, generally the West Lake Longjing tea is several thousand Chinese Yuan per catty⁸, up to 8 or 10 thousand a kilo or even auction price, while tea of Songyang is commonly several hundred per catty, like one or two hundred Chinese Yuan. Compared with the historic tea attractions with rich cultural connotation in West Lake tea region, the director of Songyang tourism bureau R10 felt the tea in Songyang lacking cultural dimension.

R10: Like of tea culture, we think that in Songyang, it may still need to be refined. In terms of the richness of culture, mining and refining is not enough. It always feels like there is still something missing, in this aspect the promotion is really not enough. We should sum up and find out something more connotative at the cultural level.

⁸ Unit of weight in Asia, equals to 0.5 kilogram.

However, one thing we didn't expect is, it's further discovered that when integrating tourism, the big fame and high value of West Lake Longjing tea to some extent hamper the **tourist exploitation**, as it's representative of **high-end tea**, while in Songyang, they may feel freer to use the low-end tea in tourism activities at a much lower cost. Moreover, the tea in West Lake Longjing tea area is only collected in spring as a tradition, also to maintain the high quality of tea, yet in Songyang tea is collected from spring to autumn, lasting longer with greater quantity. For example, tea-leaves picking is a popular tourism activity, in West Lake Longjing tea area, the tea house and home cook runner R5 considered the experience like tea leaves picking and frying is a good selling point for tourists, yet would prefer to target a niche market of high-end groups on account of the high cost of Longjing tea. Then after spreading the concern of tourist exploitation of Longjing tea, R6 proposed that tourists' experience of picking tea after spring, and R8 suggest the tourists accompanied by a professional tea picker when experiencing.

Table 4-2-4 Disadvantage: tourist exploitation of high-end tea

West Lake Longjing tea area	<p>R5: <i>But the tea here is not like the tea in other places, the cost is very high, and the price is very high, here the tea is only picked in spring. If for some high-end tour groups, we can make part of trees to let them experience. But if for mass tourism tourists, they have a great impact on the growth of tea itself. we sold thousands of yuan a catty of tea, how could we let tourists do this? it is true that the experience of stir-frying tea in spring is indeed a selling point. For example, if high-end tour groups can consume 6000 yuan of tea per catty, I can meet whatever your various needs.</i></p>
	<p>R6: <i>We are not quite willing to do so. Our good tea leaves cost more than 2000 yuan per catty. If he picked them to pieces... They can pick some of the tea leaves after the spring tea season.</i></p>
	<p>R8: <i>First of all, I would not encourage it anyway, although there will be guests who like it, unless he is still very professional in picking tea leaves. For example, a mature tea picker will still damage the tea leaves in various ways. So I personally don't encourage all guests to pick. From the tourism point of view, we think it is better for tourists to experience it, so we will organize a group of guests to do this every year, but during some less important seasons (after spring), then I will let professional tea picker accompany you and show you how to do it on the spot.</i></p>

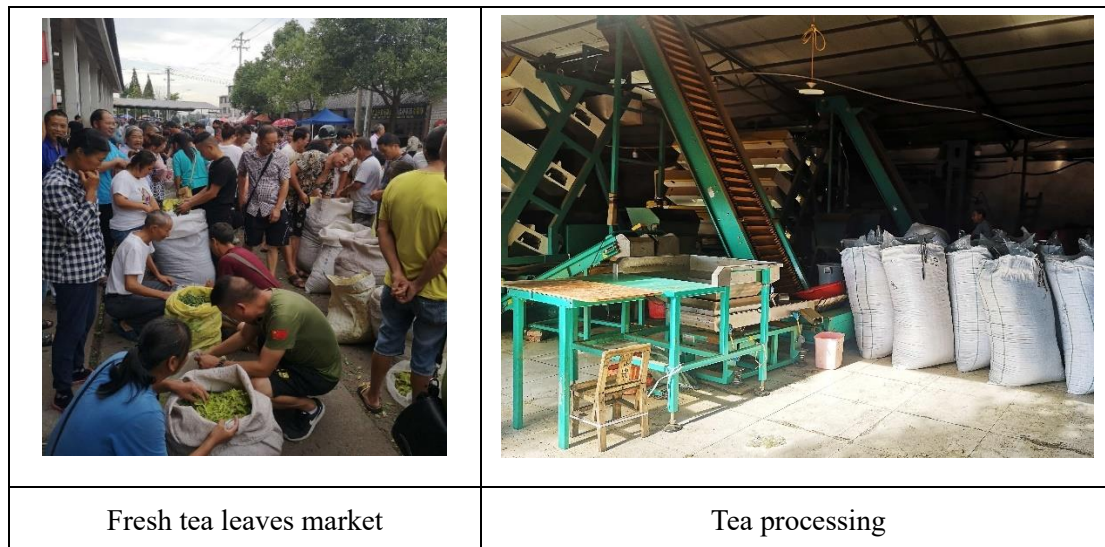
Another disadvantage of West Lake Longjing tea area caused by the fame and value of tea, is the **tea market disorder**, which may also impact tourists' authentic experience, the quantity of so-called West Lake Longjing tea on the market is several times of the real yield in core production area, when tourists pay for a cup of tea in tea villagers, it's difficult for ordinary tourists to tell its authenticity.

In Songyang, there's no such pression on tourists' exploitation of tea, as different with other tea regions that tea growing in limited mountainous areas, they cultivated tea in plain fields from 2011 to expand the yield of tea, accounting for 80% to 90% of its yield. And in summer or autumn, the fresh tea leaves were sold for several Chinese Yuan per catty, nearly nothing as costs if tourists collect it. In addition, depending on the **whole industry chain of tea**, it's possible to integrate more characteristic tea industry sections to tourism, such as the market of fresh tea leaves or dried finished tea, for the moment aren't integrated as tea tourism resources.

Table 4-2-5 Advantage: complete tea industry chain

<p>Damushan tea garden area</p>	<p><i>R17: In Songyang there is a tea-leaf trading market, and it is also the tea distribution center of the whole country. So the people here rely on the tea industry. The main idea of the local tea farmers is that I pick my tea green and sold in the tea-leaf market to the people who make tea. Then the people who make tea do a good job of making tea according to the requirements of customers and the market. Then the tea makers go to the dried tea market to sell it. the whole chain is a section by section, what the market needs me to do, I will find ways to maximize the benefits and meet the needs of the market</i></p>
	<p><i>R10: In Songyang, it is called the whole industry chain, and each link is subdivided to the right place, from planting to pruning and picking, including reprocessing, circulation, marketing and deep processing. Every section has people engaged.</i></p>

Figure 4-2-3 Different sections of tea industry chain in Songyang



Source: Photo by author

Except for the tea related factors, the accessibility and facilities are important part of development conditions as well. Depending on the different social-economic development levels of the two case areas we have explained, the West Lake Longjing tea area in Hangzhou superior to Damushan tea garden area in Songyang County of Lishui City, even the gap is huge.

Table 4-2-6 Advantage: geographical location

<p>West Lake Longjing tea area</p>	<p><i>R6: There are many people who go to the West Lake and pass by Longjing Village. we're inside the West Lake Scenic Area actually, belongs to a tourist attraction called 'Emperor Qianhong asks for Longjing Tea'.</i></p> <p><i>R8: Basically, the geographical location is the main point. It is close to the zoo, Hupao Spring and Longjing Tea. It is in the scenic area, that the establishment of homestays (bed & breakfast) rely on some favorable terrain and environment.</i></p> <p><i>R3: It happened that we have a few tea fields next to Shili Langdang(a tea field trail), and the scenery there is particularly great, and then they(tourists) picked tea and took photos by the way</i></p>
------------------------------------	--

First of all, West Lake Longjing tea area is part of West Lake scenic area, it has a good **geographical location** not far from downtown, and nearby some other mostly visited attractions in Hangzhou, naturally attracted and visited by tourists roaming around the scenic area. The interviewees described the infrastructure of the tea villagers

as ‘perfect’, tourists staying there are accessible to the convenient living services as in town, like described by R4. The author also noted that tourism facilities were well equipped in the two visited tea villages, Longjing village and Yangmeilin village, there’s travel guide information boards in Chinese and English available. Then for public transportation, the village Longjing is accessible with several bus lines, such as the Bus No.27 is a special line connecting the tea related attractions, two branches of national tea museum and the tea villagers all along, moreover, shared bicycles are also available for tourists in the village as in Figure 4-2-4.

Figure 4-2-4 Tourism facilities in Longjing Village



Figure 4-2-5 Comparison of public transportation



Bus stop in Longjing Village

In front of the inter-district bus station of downtown Songyang

Source: Photo by author

Table 4-2-7 Condition(advantage/disadvantage): infrastructure and services

West Lake Longjing tea area	<i>R4: The basic supporting facilities are perfect. Like You can order takeaway food on an application here too, call a taxi on the application. The basic tourist facilities are here anyway. You may easily take a tour about two or three days.</i>
	<i>R5: No matter where the public facilities in Hangzhou are, I think they are better than those in other cities. The infrastructure of tourism is already very good</i>
Damushan tea garden area	<i>R13: you see our economy in Lishui is not particularly good, because it is a mountain ditch, the traffic is not particularly convenient, so there is no commercial development</i>
	<i>R16: In the city, for example, you can have whatever you want, but this place really doesn't have many commercial things. Even we open a Bed & Breakfast here, there are no shops...I have a lot of guests here who want to buy beer and so on, even it's difficult... It's actually a little inconvenient here.</i>

For the moment, the **commercial services and public transportation** in Damushan tea garden area can be described as ‘inconvenient’, the author experienced that for non-self-driving visitors, the public transportation can’t help, quite few long-interval time shuttle bus, not available taxi on application, when the author was trying to reach the next interviewee, the only option was picked up by warmhearted homestay operators with their own car or electric bicycles, and the deputy manager of Songyang culture and Tourism Investment Company R11 explained the reasons of budget, passenger flow etc in Table 4-2-8, the public transportation situation in village level of West Lake tea area is even better than in the downtown Songyang. Around the Damushan tea garden area, the running Bed&Breakfast can already offer basic accommodation yet the overall commercial services are to be improved as described by R16, who’s a hired operator of Bed& Breakfast used to work in Beijing, and his B&B is the only one that the author found bottle water in the room, otherwise it’s difficult for tourists to purchase living materials in this area. For example, Cucha Danfan R18 is the only existing home cook in Guanshanliao village, no other available catering services in this village, that self-driving tourists normally drive to and dine in downtown Songyang. In China, most of tourists visiting rural destinations are from urban areas, they enjoy the natural environment and landscapes in rural areas, yet not accustomed

to traditional rural life without commercial services as in Damushan tea garden area. For the reason, currently Damushan tea garden area is more accessible for self-driving tourists from nearby cities, while in West Lake Longjing tea area, the reception ability is much higher in term of accessibility and infrastructure.

Table 4-2-8 Condition(advantage/disadvantage): public transportation

West Lake Longjing tea area	<i>R2: Bus No.27 is like a special tea tourist line, starting from the city center, to a core production area of Longjing tea in West Lake, it will pass through many villages that are tea-related along the way, including Eight Sceneries of Longjing. it came up all the way...</i>
Damushan tea garden area	<i>R11: The traffic really needs to be improved. We have fewer shuttle buses to travel to various rural points, then rental electric car is not very convenient for tourists to register. So we are speeding up the transfer of tourist traffic, it is also a bottleneck for our county to make an important breakthrough. In fact, it is the last kilometer that matters... we can't compare with big cities...For example, if you go to Hangzhou, you spend 2 yuan to take the bus you can arrive everywhere, it originally has passenger flow. And They have different tourism special lines.</i>

To sum up, the first case area West Lake Longjing tea area have more favorable development conditions of various aspects, owing well reputed tea and historic tea attractions, within a well-known and easily accessible world heritage tourist site, equipped with well-established infrastructure. Although there's existing 'side effects' of the reputed tea, it could be basically overcome through combination of the suggested ideas of practitioners. For example, in the high season of spring, experiential activities like tea-leaves picking are limited to small scale and high budget customized group, then open to more interested tourists during less important seasons, all the activities should be guided by a local professional team leader. The situation of Damushan tea garden area, is similar to some Eastern European countries when developing wine tourism, following the experienced Mediterranean regions, like the West Lake Longjing tea area in our case, yet the specific form of either wine tourism or tea tourism in these regions inherit the previous existing problems in respect of tourism development, for instance, infrastructure and absence of brand. Step by step, the local policy makers should attract investment and financial support to improve the basic conditions.

Based on the development conditions, the two tea regions have evolved their tourism offerings integrating tea resources. Nearly every household in tea villages in West Lake Longjing tea area offers tea drinking and tea purchase services for tourists. Besides the different styles of family running tea houses, the scenic area management branch also put several vending machines of original-leave tea, which can only be seen in West Lake Longjing tea area.

Figure 4-2-6 Tea tasting in West Lake Longjing tea area



Source: Photo by author

For interviewed practitioners, the most common way in both tea regions is home cook+ tea house, B&B/homestay + tea house, or B&B/homestay+ home cook+ tea house for capable operators like R7 with the whole family involving in, they have exploited their basement as tea frying workshop, the ground floor as home cook restaurant, and the rest floors upstairs as guest rooms, fully use of house space and family members playing different roles in tourist services.

R7: My family offer rooms and breakfast, home cooking, tea drinking, and then help to introduce tourism attractions, in spring you smell tea, in summer play water, in autumn sweet-scented osmanthus fragrance, in winter to see snow scenery, there is scenery all the year round.

In spring many people live here to watch me fry the tea leaves, or live for a night to get the fresh tea. There is my basement as a studio below, when I fry tea by hand, I'm showing meanwhile, many tourists take pictures.

Figure 4-2-7 Common tea tourism offerings in West Lake Longjing tea area



Source: Photo by author

The average level of tea tourism participation in Damushan tea garden area is much lower, in term of the number of villagers who involve in, and the forms of tea tourism services that available, for those practitioners, the basic offerings are similarly home cook or B&B/homestay, with tea drinking as attached function. Besides the home cook or B&B/homestay runners, other villagers kept their lifestyle as tea farmers, seldom reaching out to tourists, which is very different with some aggressive tea promoter even following tourists in Longjing village.

Table 4-2-9 Summary of tea tourism offerings in case areas

	Common offerings	Other offerings
West Lake Longjing tea area, Hangzhou city (mature case)	Tea garden sightseeing Home cooking B&B/homestay Tea house	historic tea attractions (royal tea) tea ceremony class National museum activities (regular tea parties, Tea Tree Adoption etc.)
Damushan tea garden area, Songyang County, Lishui city (emerging case)		Tea garden cycling parent-children study tour

Source: Photo by author

Figure 4-2-8 B&B/homestays in Damushan tea garden area



Source: Photo by author

Moreover, for most of tea tourism practitioners in West Lake Longjing tea area and part of practitioners in Damushan tea garden area in Songyang, they offer a series of tea related experience following the procedure of tea processing, mainly on tourists' request, as an adding value product for B&B/homestay or tea selling, however they mostly hadn't promoted the tea activities deliberately as core products.

Table 4-2-10 Individual practitioners provide offerings on tourists' request

<p>West Lake Longjing tea area</p>	<p><i>R3: I know you are talking about experience. Some guests are interested in tea, and then in spring, many guests are willing to carry a basket with us to pick tea, and come back to fry tea together. The main thing is that what the guests like, and then we arrange.</i></p> <p><i>R7: the tourists can go tea picking in spring, and then we can fry it for him, all these are fine. As long as the guests put forward, we will do it</i></p> <p><i>R8: it's not like because we use elements of tea, it's more like up to the guests' needs. Many guests come here, they want to drink tea, then we need to equip the guests with some tea elements. For example, the room should be equipped with tea sets, if the guests need some tea, then they can tell us that we will prepare for them... We will recommend several routes for our guests, basically based on the tea mountains, according to the needs of the guests, because some guests will like to go by themselves, some guests need us to accompany them, I may take them to the tea mountain, tell them some varieties of tea, and knowledge of tea in this place.</i></p>
------------------------------------	--

Damushan tea garden area	<i>R12: in spring, for the guests who live in my homestay, we will let them pick some tea leaves, then there is a hand-made tea maker here to help them experience tea frying. Tourists want to experience, and ask us to teach them, in fact, we are very busy to pick tea and make tea, we are busy day and night in spring.</i>
	<i>R13: you can come to my home stay, and if you want to experience tea picking, I can give you an experience of these local habits which are related to tea.</i>
	<i>R18: I was thinking can we set up a summer camp or something like this, some parent-child tea picking experience, because some guests always ask, why can't we pick tea in the tea garden? Then we offer like you can contact me in advance, and I can arrange it here.</i>

For example, the tea tasting or drinking is for free when a tourist booked a B&B/homestay room, a meal in home cook, or for whom intend to buy tea, but to be charged when it's solely tea drinking.

Table 4-2-11 Tea related services as adding value products

West Lake Longjing tea area	<i>R6: We put some tea, for tea tasting and tea selling, we offer a cup of tea for 20 yuan, a cup of 30 yuan, a cup of 50 yuan etc.</i>
Damushan tea garden area	<i>R12: Just for who live (in my homestay), if you want to fry tea, it's free to teach you. Then when some tourists rent bicycles, and we give them a free drink of tea. If they feel good, they can buy it.</i>
	<i>R13: If it is not the guest who lives in my homestay and drinks tea in my house, we charge 20 yuan for one cup.</i>

Tea related elements were used in receiving tourists, for example, in the design of rooms, to enjoy a view of tea fields from different angles of the room, especially the Bed&Breakfast/homestay runners in West Lake tea area, are more aware of integrating tea view in location selection and interior design. Normally the rooms with a tea field view are more expensive than those not. Figure 4-2-8 show several investigated examples, two photos above are from Bed&Breakfast R4, two photos below are from Bed&Breakfast R8, both cases are from West Lake tea area, the practitioners aren't indigenous inhabitants of the village, but local of Hangzhou City to invest here, could certainly pay attention, while runners who are indigenous inhabitants may not aware or not capable to make such adjustments.

Figure 4-2-9 Integrating tea resources in B&B/homestay rooms (West Lake Longjing tea area)



Source: Photo by author

In the reception of Bed&Breakfast/homestays visited and stayed by author, very often to find a large tea table, and cabinets displaying different varieties of teas and tea sets for use and for sell, becoming an activity area for guests.

Figure 4-2-10 Tea table as activity area for guests (R4 and R16)



Source: Photo by author

Then in the creation of tea gastronomy, the home cook operators R7 and R18 all created dishes with tea leaves as one of ingredients, the dish green tea (silver monkey) fish was recognized as one of ten Featured Dishes of Songyang by local tourism bureau.

Table 4-2-12 Tea gastronomy creation

West Lake Longjing tea area	<i>R7: I have tea-flavored stewed duck. What I do is my specialty, which is my own creation, and Longjing black tea Marinated egg, also fried eggs with Longjing tea. You can't eat them elsewhere. But Longjing shrimp is a famous dish in Hangzhou. In fact, tea can be used in many dishes.</i>
Damushan tea garden area	<i>R18: I created it myself, I study it with my husband, because tea is also a feature of our Songyang. The tea dishes we promote are not particularly many, but each one is classic, the green tea pastry you ate yesterday, green tea (silver monkey) fish, and the dessert of tea jelly in summer.</i>

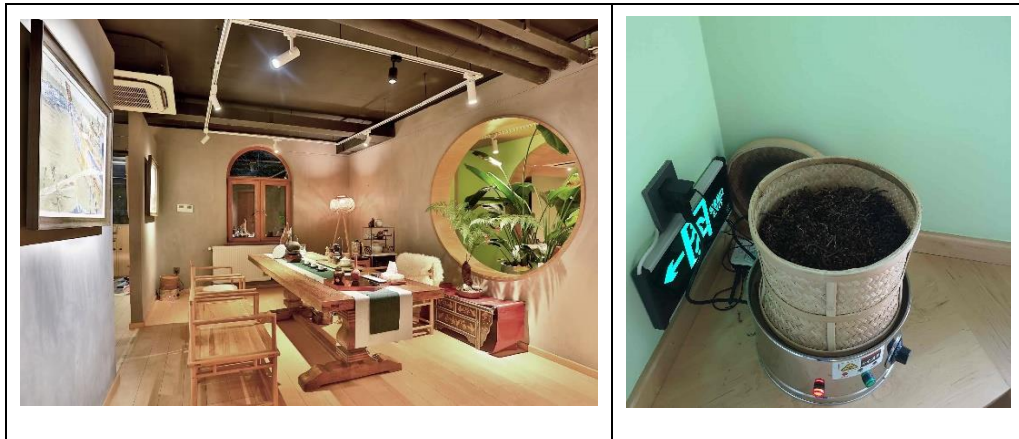
Figure 4-2-11 Tea gastronomy creation in case areas



Source: picture 1 and 2 from Official Wechat Account of Songyang Culture&Tourism, Photo 3and 4 by author

Some of them have gone further in integrating tea resources into tourism, for example the Bed&Breakfast runner R8 in West Lake tea area, occasionally hold some tea ceremony sessions for the guests in the lobby, basically do not charge fees but mainly in order to popularize tea knowledge for visitors. Unless when there's high-cost expenditure, he would inform the tourists in advance that some costs need to be shared. The tourists can join in to listen and see the demonstration, as well as experience themselves. In Figure 4-2-11, we can see the operator R8 also used dried tea stems in every corridor as air freshener, which also provide the ambience of tea and becomes a specialty of the Bed&Breakfast.

Figure 4-2-12 Other form of tea resources integrating in West Lake Longjing tea area



Source: Photo by author

In Damushan tea garden area, the tea house runner R17 and home cook runner R18, both had worked in other big cities, in other words, with broader view compared with local villagers, they cooperated with each other to offer parent-children study tour especially for visitors from big cities like Shanghai, Hangzhou, Ningbo etc... and in Songyang, the activity could be arranged from spring to autumn as the tea season is longer. In receiving parent-children study tour groups, the home cook R18 could also promote their home cook gastronomy to them, the study tour consists of tea picking and tea frying, learning to make tea pastry or tea sachets, tea art/ceremony session, and having tea gastronomy with home cook runner R18, then send to tea house R17 for deeper cultural experience, such as learning Tea Classics and tea poems. The parent-

children study tour has achieved certain success.

Figure 4-2-13 Other form of tea resources integrating in Damushan tea garden area



Source: Provided by R18

R18: I have a set of tea picking equipment, that is, aprons, sleeves, including scarves, made of traditional blue cloth, and bags, made by my mother. now it is the kind of media era, this kind of tea picking equipment shows artistic conception, as they go to the tea garden to take pictures, it's also a promotion. Last time we had a guest from Shanghai, who was a primary school teacher in Japan, he told me that he wanted to come over this summer vacation, he will organize group of Japanese students for this more participatory and meaningful experience. I said that if they came, we would also find some of local children to communicate and interact with the foreign children.

In addition to the offerings provided by individual tea tourism practitioners, the public organizations also play an important part in diversify tea tourism activities and services. The national tea museum in West Lake tea area, as state-owned public welfare organization, offering more systematic organized, and publicly beneficial activities, aiming at a wider range of different kinds of visitors.

Figure 4-2-14 Tea tourism offerings by public sector (exhibition in national museum)





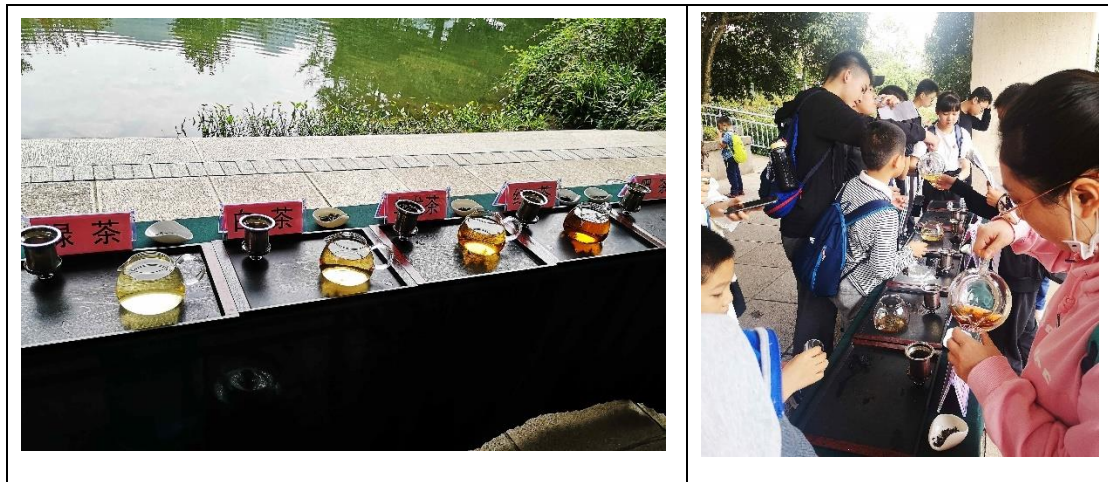
Source: Photo by author

In the branch of Shuangfeng village mainly present traditional tea culture and knowledge of China, including tea history, tea varieties, tea sets, tea customs and so on, the branch of Longjing village presents world tea culture, and more importantly, a vast experiential tea garden. As the individual tea tourism practitioners had to consider their economic benefits, the National Tea Museum could mainly carry out activities for tea knowledge popularization with full financial support.

R2: the resources of tea are here, and we use it in various ways. A series of including picking tea, frying tea, including tea culture lectures in this place, it is all strung together. In cooperation with the bus company, we have an activity 'take you to find tea in spring' with bus No.27, the guide interpreter of our museum was on the bus, we would introduce to visitors along the way, passing through the tea villages and the tea related scenic spots, like Longjing Eight Sceneries, the 18 imperial teas, tourists also have their own visits, but it is better to join our tea activities, he can learn more.

Then for parent-child visitors, they have Niu Niu Tea Club and tea tree adoption, setting aside several tea plantations of the museum for them to adopt. For tea lovers there's some tea parties regularly with open reservation. In the everyday visit, free tea tasting of six tea varieties is always available. Even some activities involving both villagers and tourists, like tea sample collection and king of tea fry contest that villagers will participate in, to promote the inheritance of traditional hand-made tea, then invite tourists to join in tea parties for tea tasting together. International tourists could also join in these experiential activities, the National Tea Museum, with tour operator Ctrip, Xizi Hotel and Cao Cao car rental, had a special tea route connecting services and places for tea lovers joining in International Tea Club held by museum.

Figure 4-2-15 Tea tourism offerings by public sector (tea-related activities in national museum)



Source: Photo by author

In the Damushan tea garden scenic spot that invested and constructed by public owned Songyang culture and Tourism Investment Company, the basic facilities and cycling routes were also developed, there's two different cycling paths for leisure riders or professional cyclists that renovated from traditional field roads, then the B&B or homestay runners nearby the tourist site could rent bicycles to tourists for additional income. Despite a weak fiscal revenue of Songyang, the public owned company invited and invested a renowned designer XU Tiantian to design stylish tea house and resting pavilion in the tea fields, yet there's still a big gap in terms of the richness of activities and facilities.

Figure 4-2-16 Tea tourism offerings by public sector (Damushan tea garden)





Source: Photo1,2,3 by author,
picture 4 from official website <https://www.songyangwlt.com/>

In both case areas, public sectors and individual practitioners all involved in offering tea tourism products that integrating local tea resources, they made use of tea elements in various sessions when receiving tourists, from food and beverage, accommodation, travel routes to overall experiential activities. Generally speaking, the value of regional tea resources hadn't been fully discovered, but mainly as adding value products for individual practitioners to ensure their tourism revenue. The practitioners of public and private sectors in West Lake Longjing tea area have a higher-level on integrating tea to various experiential activities and coordinating different actors and attractions, while in Damushan tea garden area it's relatively in their elementary stage, which conform with our hypothesis based on their development conditions. The role of public sectors begins be to highlighted as they have advantages on making large-scale investments, provide basic facilities and services, as well as engage and inspire private sectors. For individual practitioners within same tea region, whether West Lake tea area or Damushan tea garden area, their offering differs from each other, due to their heterogeneous cognitive levels and capability, then the individual practitioners' motivations to involve in tea tourism suppliers and their operating capability will be next theme of content analysis.

1.2 Motivation of tourism involvement and operating capability

Depending on the development conditions, the tea tourism practitioners in two case areas were driven by some common motives, while also exist distinct motivation factors that reflect the regional tea tourism development.

Table 4-2-13 Summary of Motivation of tourism involvement in case areas

	Motivation of tourism involvement	
West Lake Longjing tea area, Hangzhou city (mature case)	Naturally involved: Self-interest Lifestyle pursuit	Direct tea sale Diversified livelihood Certain period of lifecycle/ family reunion Inspired by informed people
Damushan tea garden area, Songyang Cournty, Lishui city (emerging case)	Government driven: Incentives and subsidy	

Direct tea sale is a common critical motivation for practitioners in both areas to involve in tea tourism, mentioned by almost all the practitioners who were meanwhile tea grower and producers. In Hangzhou, after the ‘contracted to households’ policy in 1984, the tea villagers had to sell tea to the market instead of to the state. Thus, they were conscious to build up own interpersonal circle for tea selling since then. Through tourism they were able to obtain a customer base, and increase direct tea sale. For case R3 who was from another province and been assisting a local aged family for 20 years on tea affaires, when she eventually rent and started own tea affaires, an important means she found clients was tourism. Moreover, the channel of tea selling to tourists helped them to improve bargaining power, tea merchants used to dominant the tea sale price, didn’t leave much space for the tea villagers as suppliers, while to tourists the price is more flexible. It can also be seen from practitioners of the emerging case in Songyang, they were surprised by the trading volume done by tourists. Receiving tourists with accommodation or beverage benefits the direct tea sales, the tea resources attract tourists in turn, the resources could be merged and play a greater role. The emerging case resembles to some wine tourism operators in Eastern Europe like Bulgaria, without a recognized brand, expecting market and brand expansion from tourism involvement (Kilimperov,2016). While for West Lake Longjing tea area, the main point to increase direct tea sale to tourists is to entrench tea villagers’ pricing power on the well reputed tea.

Table 4-2-14 Common motivation of practitioners (Direct tea sale)

West Lake Longjing tea area	<p>R3: <i>I am not a native here...Then I want to drive my tea selling, because I make tea, and then basically every family here(local) has their own repeat customers. but I don't... Then I just made a homestay (bed & breakfast), homestay and tea could be merged, homestay (bed & breakfast) could drive tea selling, and tea could also attract homestay (guests)</i></p>
	<p>R5: <i>Yes, tourism make money, and the main source of income is to open own market through tourists. If we have only agriculture, the tea is sold directly to tea merchants or to the state for purchase. Now, when we have an own market, through a channel of tourism, there is no need to go to village committee and tea merchants.</i></p>
	<p>R6: <i>The tourism bought repeat customers, some of the repeat customers require a large quantity of tea as gifts to their friends and clients.</i></p>
	<p>R7: <i>Why our family do this kind, why as tea farmer I make so many friends, we will not worry about selling our tea...In the past, we had to rely on selling to tea merchants and bargaining.</i></p>
Damushan tea garden area	<p>R12: <i>We pick the tea from the mountain and put it here to sell. For example, during the May Day holiday this year, my tea sales may be two or three thousand at most in one day. I sell it to tourists.</i></p>
	<p>R13: <i>Then the tourists come to live in my home, he can also buy green tea or black tea home from me. There's one independent guest bought the most. Do you know how much he bought? After he goes back, he bought 110 catties! He bought so much, I am surprised. Then he said he's running a company and bought for his employees as gift.</i></p>

The second point that mentioned in two tea regions is the **Diversified livelihood**. For the tea villagers, the household livelihoods were diversified to more than two sources of income, giving them a sense of certainty. If the tea leaves weren't high quality for certain years they could count on Bed & Breakfast or other services to tourists, or if the tourists weren't coming normally for example under the pandemic, they could still make and sell tea to merchants, the income structure of the family becomes more reasonable. Even for the villagers who aren't able or aren't willing to involve in tourism services themselves, they rent their house to other professional tourism operators and receive stable income, which is more common to be seen in the West Lake Longjing tea area of Hangzhou City.

Table 4-2-15 Common motivation of practitioners (Diversified livelihood)

West Lake Longjing tea area	<i>R3: we are in many ways, not like that we do homestay alone, or we make tea alone, I am in charge of this homestay and tea. Then my husband does other job.</i>
	<i>R8: Tea is a major source of income for them(villagers), then renting the house (to tourism operators) may just become a stable source of income for them.</i>
Damushan tea garden area	<i>R12: my husband found a job nearby, and I was in charge of this homestay and bicycle rent at home. Then like tea, we are very busy in spring</i>
	<i>R14: Anyway, I'm at home. Now I get money to sell tea, and I also make money to do homestay here. That's to earn two sources of money.</i>

Another evident motivation discovered in both tea regions is to get **family reunion** in certain period of lifecycle, particularly for women practitioners. It seems women's affinities play an important role in receiving tourists, in the interviewed family style cases, usually women are in charge of Bed & Breakfast, or tea house operation, showing a sense of self-realization. Then when the women upgrade their character to mother after marriage and pregnancy, they wish to take care of the children and family, as well as offer financial support to the family, involving in tea tourism services enables them to reach a balance, as the work location is home.

Table 4-2-16 Common motivation of practitioners (Family reunion)

West Lake Longjing tea area	<i>R3: As a woman, I can also take care of children and so on</i>
	<i>R4: I had a newborn child, in this way, I have more time to accompany the baby and take care of the family</i>
Damushan tea garden area	<i>R12: I got married in December 2015. I married to come here. Then I was pregnant, so we came back, anyway, thinking that we would be at home after.</i>
	<i>R17: So when we came back, it was not to make money, it could not be measured by money. We also had a traditional idea that we should be with our families. After we got here, the whole family got together, and then my parents were also very happy. In fact, they also gave us a lot of support.</i>
	<i>R18: At that time, at first, because we also considered getting married and wanted to have children. I got married at the age of 27 and gave birth to a child at the age of 28. When I came back, I thought I had to find something to do. Then it happened to be the peak of Damushan Tea Garden tourism development...</i>

From the role of tea grower in village to tea tourism practitioner, external boost also pushed them. There's respectively one case in the two case areas mentioned the **inspiration of informed people** they've encountered, in the early evolving stage of tourism, the earliest tourists they received were from more open and developed big cities, using the interviewee's words, they brought 'awareness' that pushing them to make discission to participate in, which helped the operators in establishing unique advantages compared with the later followers. For example, the case R7 was first family who opened homestay, home cook, tea house to tourists in Longjing village, the core producing area of Longjing tea. The case R18 in Songyang was also the first realized there lacking catering for tourists, very first to open rural style home cook and created popular tea gastronomy, even had their online page in early visitors' assistance.

Table 4-2-17 Common motivation of practitioners (Inspired by informed people)

West Lake Longjing tea area	<i>R7: I am the first family involved in tourism. I didn't have this kind of consciousness at that time, and then my friend reminded me, because I have a little fame in making tea. At the beginning we receive those tea friends, came to us and buy tea...they think our family can also try to receive tourists, they have this awareness...Anyway, it was all inspired by friends. Some people started to do it also when they saw me doing it.</i>
Damushan tea garden area	<i>R18: If I had not gone to Damushan Tea Garden to work as a tea artist, I might not have opened this restaurant, because I have contacted with our county leaders and some tourists from other places, including knowing their development plan for Damushan tea garden.</i>

Except for the sharing motivations, the West Lake Longjing tea area as matured case, showing characteristic motivations such as **lifestyle pursuit and self-interest**, which was seldomly mentioned in the emerging tea destination in Songyang, Lishui. Usually for the operators who wasn't origin of the village, and came to rent a house building or several tea fields from villagers, they favored the good environment including fresh air in tea villages, as well as chasing for a lower-paced and freer lifestyle, just like tourists, but they decided to stay longer and started a career there meanwhile, as they experienced the high-paced life when working as an employee in big cities. In addition, they were less economic benefits driven to some extent, in other words, they

may base on a good economic foundation or having other income source, that they didn't expect tea tourism practice to be highly profit and become main income source. Furthermore, they held real interests on tea and hospitality, were fully pleased to involve in tea tourism services. It turns out that this kind of operators would receive higher recognition and positive comments from tourists.

Table 4-2-18 Particular motivation of practitioners (West Lake Longjing tea area)

Lifestyle pursuit	<p><i>R3: Now I can focus on my own homestay, and then I can do what I want to do. I don't like to be employee being controlled by others, when I choose what to do, I also choose the feeling of freedom, so I think it is suitable for me to be a homestay... The young people here are basically working outside, I will stay in this place because I like it.</i></p> <p><i>R4: because here has the highest negative oxygen ion in Hangzhou, I can live here freely. In the past, I had to work overtime every day...the living conditions here are really good...the people here are very long-lived...and we can also use the tea room as a small club, our friends can also stay there when they come</i></p>
Self-interest	<p><i>R4: Because both of my partners like tea, we had a tea frying center near here... My partner, he has 6 houses in the city of Hangzhou...we only did four rooms, and the price should be reasonable too, so rely on the guesthouse to make money is impossible</i></p> <p><i>R8: I just like it... This is my third homestay (bed & breakfast). I think this is a career for me, because I am more suitable for this industry, and I also like to do this service industry... This is very natural.</i></p>

It can be seen that, in different development stages, as demonstrated in Maslow's Hierarchy of Needs Theory, the motivations of tourism involvement are to meet certain sort of needs. In the emerging Damushan tea garden area in Songyang, a predominant motivation of tourism practice is **government incentives and subsidy**, which wasn't mentioned by interviewees of the matured West Lake Longjing tea area. For practitioners like the Bed&Breakfast runners R12 to R14 in Damushan tea garden area, their initial idea was to take advantage of the local government's subsidy for homestay house decoration, the government offered different amounts of subsidies for different standards of decoration, to encourage them involve in tourism receiving. They weren't conscious about tourism development, yet considering at least to improve their living

conditions of the house, then started to receive tourists. R14 even noted that if there weren't decoration subsidy, they wouldn't participate in tea tourism. R12 and R13 was thinking to decorate the house for their children if the tourists wouldn't come...Economic benefits is a key driving force for the villagers who haven't clear ideas on tourism development.

Based on the fact, besides encouraging local villagers to start their homestay, the local government made efforts to attract external investment and talents, from R15 to R17 they were on local government's request to act as a role model for other villagers, in their attempts to build an industrial chain of tourism. R15 is a retired town cadre trying to make contribution to homestay development, R16 is a manager for an introduced chain brand Bed&Breakfast, as one of investment promotion projects. R17 used to be a university teacher, requested by local government to take over a delicately designed tea house with considerably low rent, after moving back to her husband's hometown. Compared with the West Lake Longjing tea area, that many villagers naturally involved in tourism based on the development conditions, as well as attracted external investors voluntarily, most of practitioners in the emerging Damushan tea garden area, passively involved in tea tourism practice, yet in both cases, the tea regions have achieved certain objectives of regional tourism and economic development.

Table 4-2-19 Particular motivation of practitioners (Damushan tea garden area)

<p>Government incentives and subsidy</p>	<p><i>R12: It was following the trend at that time. The government informed us that you could run homestays (Bed&Breakfast) around the Damushan tea garden. because at that time the subsidy was good...I feel that tourism is developing, and then the government has subsidies, so we follow this... even if no tourists, the house is mine, for a house is in the countryside, each room equipped with separate bathroom, it's comfortable for my child comes back to live.</i></p> <p><i>R13: Because there are subsidies here, we respond to the government's policy, I have two homestays...The government happens to have this policy in 2016, we reconstructed our house it in this way...I think that in the future, if my son is not working outside, my son can come back and live here, if the business of the homestay is not good.</i></p>
--	--

	<p><i>R14: I did homestay (Bed&Breakfast) because, anyway, the government also had a little subsidy for us. I wanted to decorate my own house... At that time if the government did not subsidize, we would not do it. We didn't have so many ideas and we had no money to do it.</i></p>
	<p><i>R15: I have been the director of the Land Administration Office of Town. The leaders of these towns trusted me very much. After I retired, the town government here asked me to help. They said Xinxing town is building a tea town, so he felt that I was more suitable and ask me to come back to participate, like play a leading role...I agreed. At that time, they're encouraging people to open homestay.</i></p>
	<p><i>R16: The investor of the homestay is a company in Shanghai, he also has a Bed&Breakfast in Hangzhou. At that time, this place was attracting investment...This is because it is a government project, so he came here.</i></p>
	<p><i>R17: When this tea house was not fully built, my husband took me to see it, and I thought it was very nice and beautiful. Then the government also needed a person who's related with culture, and then I contracted it. I took the children to read the Tea Classics on weekends.</i></p>

The two case areas share common motivations for them to involve in tea tourism suppliers, such as direct tea sale, diversified livelihood, certain period of lifecycle/family reunion, and inspired by informed people. The results are in line with previous research on rural tourism explained in the literature part, for additional income, family and lifestyle reasons etc., while the motivation of educating tourists wasn't evident for the individual Chinese tea tourism practitioners in our case, as this part was mainly done by public sector practitioners like National Tea Museum. Then the common motivation of 'inspired by informed people', is newly discovered in our case, for the sake of interpersonal relations, the early practitioners in the villages firstly inspired by for example more knowledgeable tourists from big cities, then with their practice further inspire other followers. Moreover, there's distinct motivations of two case areas, on the one hand, 'lifestyle pursuit and self-interest' for West Lake Longjing tea area, and 'government incentives and subsidy' for Damushan tea garden area, on the one hand, it proved again the two case areas are in different development stages, practitioners in emerging case are still driven by economic benefits motives while in mature case, practitioners are pursuing higher level motivations for their spiritual needs.

On the other hand, it also reflected that, compared with previous studies of western countries, the driving factors of rural development are normally public participation, social capital and so on, while in China, the local governments' support and rural elites' role are especially vital.

Motivated by the various factors above, the tea tourism practitioners show different levels of operating capability as well, thus, different features of operators and relevant influencing factors are also analyzed.

Table 4-2-20 Summary of features and capabilities of operators/practitioners

Tea tourism operators/practitioners	
Indigenous inhabitants	External origin
Own tea garden and house	Rent tea and house from locals
Tea resources oriented	Tourism skill oriented: Professional service
Age: elder generation to younger Personal factors: relevant working experience education, internet skills	

In both tea regions, the **origin of tea tourism practitioners** is a fundamental factor of their capability. Generally, the operators who were indigenous inhabitants tend to be resources-oriented while the operators of external origin are more tourism skill oriented. The local operators are owner of tea garden and the house for homestay or home cook, their rich experience on tea producing, and the increasingly rare hand fry skills of tea, won't be imitated in short term. Then the external operators had to rent from other local people, in the West Lake Longjing tea area, they're paying high rent, their competitive advantage is built on professional service, in their eyes the tourism service offered by local villagers aren't achieving the standards of hospitality industry, for example in room service, the external operators normally hire professional housekeeping personnel and cooperate with laundry company, while the local villagers mostly are family style, the cleaning and laundry are done by female members of the family.

Table 4-2-21 Origin and capability of operators/practitioners

Indigenous inhabitants: Tea resources oriented	<i>R7: I am a tea farmer, also master of hand fry tea, Hangzhou municipal government give me certification, my son also has a certificate, tea sold in my home is a masterclass hand-fried Lion Peak Longjing. I also have been on TV program several times, after all, I fried tea for 45 years. I quit in junior high school and went to learn tea techniques at the age of 13.</i>
	<i>R13: My husband has been dealing with tea for more than 30 years. After I met him and got married, I gradually understood tea too. Because I started to make tea formally in 2005 and set up a tea producing factory in 2004, I have been doing it for 16 years too.</i>
External origin: Tourism skill oriented	<i>R4: our room cleaning and laundry are outsourced, a professional come after tourists leave. After cleaning, they clean bedding and towels professionally and bring it back the next morning...then (a local) his son and daughter-in-law cleaned the rooms by themselves, the whole family cleaned it by themselves...</i>
	<i>R8: for the local villagers, he doesn't know how to do it (tourism). local villagers doing with their own houses, but normally it can't be done well...they probably don't care if they do a good job (receiving tourists), they live here anyway</i>
	<i>R16: They(locals) remodeled a few rooms in their own house, room cleaning and washing is done by their own family. For me I sent it to the laundry company... They follow the countryside way, its cleanliness is still poor...does not matter the facilities are poor or not, but at least clean and hygienic</i>

For tea tourism practitioners of both local villagers and external origin, whether they or their family members had **relevant working experience** also contribute to successful operation of tea tourism. R7 was first family to equip every room with bathroom and run Bed & Breakfast in his village, as his wife worked in a high-star hotel in Hangzhou. Other experience like room design and decoration were used in homestay rooms (R12), countryside banquet cook turned into home cook and so on (R18's family). R17 and R18 were working together to receive visitors of parent-child summer camps, as R17 used to be university teacher, presently she combined culture with tea in her tea house in teaching children Tea Classics and tea poems; R18 used to be a primary school student trainer, then she organized some tea picking experience activities for parent-child visitors from big cities. Their previous training or working experience have to some extent formed certain tea tourism services they're involving in at present.

Table 4-2-22 Common influencing factor of capability (relevant working experience)

relevant working experience	<i>R7: My wife once worked in Hangzhou Huaqiao hotel... At that time, the houses in our village did not have bathrooms (in room). So in 2008, when we did the renovation, specially build each room with a bathroom in our home</i>
	<i>R12: My husband is also a university undergraduate learning art design... He's a half professional, he can do it (room decoration and online promotion) himself</i>
	<i>R16: I think mine must be better than theirs. I used to work in hotels, for many years. I was in charge of five hotels in Beijing, five-star hotels... I have experienced the hotel industry...I have stayed in departments of room service, security, engineering, procurement, and human resources. From all aspects, I should have a deeper understanding. Yes, I must be more professional than them.</i>
	<i>R18: I realized that the surrounding area of the town, there was no restaurant near here... So I think my father used to be a countryside cook, and my husband likes to cook... Then I thought that our house could be a home cook.</i>

The hospitality industry in modern times require practitioners' **education level and internet skills**, which were identified by practitioners of both tea regions in their operations. With the personal deficiencies, their amiable service altitude wasn't sufficient for having confidence be faced with all kinds of tourists, especially for tea tourists' profile differing from mass tourists, with higher educational and income level.

Table 4-2-23 Common influencing factor of capability (education level and internet skills)

Education	<i>R5: How can someone deal with online business if he can't read? Why my parents don't accept your interview, they understand neither cultural knowledges nor business ideas, he is good at tea frying, tea planting management, land village these things, naturally he cannot receive you. A farmer is not good at management, he is better at agricultural management...that's why some villagers are more willing to rent to others, let others do, they simply plant some tea to sell, and manage their own tea garden</i>
	<i>R12: My parents-in-law were illiterate, they only know simple numbers, he could not handle this reception thing and so on</i>
	<i>R14: I didn't even study in primary school...I just didn't go to school, and I can't read. Anyway, my husband will be in charge of this if he's at home, I don't. The phone number you see online is all his...I don't understand anything on the Internet, because I can't read.</i>

Internet skills	<i>R4: The source is mainly from the Internet, we only went to a Ctrip, and there should be a few people coming in directly. Basically, Ctrip and Meituan are most used platform. They (villagers) 're not good at online business. Their kids are taking care of it.</i>
	<i>R8: For example, the old people are taking care of tourists here in the house, and their children are in charge of online communication, then it will not be particularly in line with the characteristics of this industry. There will be problems between online and offline communication.</i>
	<i>R12: If there are 100 visitors, maybe 80 of them are from online channel, and 20 of them walk in, so their comment is really important. Last time, someone gave me a negative comment inexplicably, and I was very depressed.</i>
	<i>R15: That (online promotion) was all done by the children, and now I learn it myself. My child helped me to set on the online platform, and now I am familiar with it, which is not easy for me.</i>

Some aged villagers decided to cooperate with their children in order to overcome the self-limitations, the younger generation were asked to be responsible for online platform operations, which was crucial source of tourists for them in the internet era, as in our tourist survey, respondents rated the internet as mostly used tourism information channel. R12 counted 80% of tourists were from online booking, that's why they attached great importance at online reviews of tourists.

The means of online-offline cooperation between two generations partially address the problems, nevertheless, not always the younger generation are willing to join in tea tourism services. In West Lake Longjing tea region, the issue of **intergenerational inheritance** becomes more urgent, although they have superior conditions in terms of famous tea and excellent infrastructures than another region, yet as Hangzhou is capital city with plenty of job opportunities, the younger generation may prefer other jobs to leave the village, other than taking over the tea affairs and tea tourism operation from their parents. R5 is a case the young operator didn't went to university, then he stayed with his parents running home cook after specialized training. R7 is another case the father's tea frying technique is too valuable to be given up, reached masterclass after 45 years' tea frying experience. Then his son becomes his apprentice to inherit the unique techniques. However, there might be more cases like R6 the young generation refused to continue what their parents were doing.

Table 4-2-24 Intergenerational inheritance problem in West Lake Longjing tea region

<i>R5: Everyone has his own preferences, although the family has property, it does not necessarily he will continue, what the elderly did. In my case because of low education level. I learned to be a chef, so I am doing catering. If you let me learn this thing and do that thing, I will not be able to take care of it.</i>
<i>R6: We 're getting older, we can't do it. Relatively speaking, the young people prefer go to work outside, saying that they don't know how to fry tea. Like our son don't want to do it. He said we can hire someone from outside.</i>
<i>R7: This is my first certificate, from the state human resources department. One of these two certificates is a senior technician, and this is the first one, and then this is the master certificate. Then this is my son's, who was admitted this year, from generation to generation of tea makers is the taste of inheritance. If my son doesn't want to learn, I must choose an apprentice, and he must pay for it.</i>

As we can see, tea tourism operation requires knowledges and abilities from various aspects, the local villagers need to improve their professional skills in hospitality, while the non-local investors and operators shall supplement knowledge on at least local teas. Rural community's human capital building is always a discussion point in relevant literature, Razzaq et al. (2013) suggested that notably residents' awareness, knowledge and skills to involve in tourism activities should be improved. The interviewed practitioners are all participating in receiving tea tourists, although everyone's situation varies, in general, their origin, relevant working experience, education level and internet skills are discovered to be the main factors that formed their operating capability in our case, in the future, with the active participation of young, especially educated female the situation would be improved, then the inheritance of tea knowledge and skills is of greater value.

Nevertheless, currently the overall level of tourism participation is relatively low in both tea areas, referring to the percentage of villagers involved in tourism services, in Damushan tea garden area is basically due to villagers' limited awareness, knowledge and skills. In West Lake Longjing tea region, another sort of villagers mentioned by practitioners are the non-participating beneficiaries, they prefer to rent their building and fields to external origin operators, as a result of weighing the pros and cons. In the context that Hangzhou with West Lake is a highly integrated and developed tourist city,

their villages located inside the West Lake Scenic Area, and near the famous imperial tea attraction, yet they didn't consider themselves qualified on operating capability, or regarding the self-limitations as tea farmers involving cross-border tourism activities, were satisfied with stable rent income other than worrying about changing tourism revenue.

Despite the different features of operators who were indigenous inhabitants or external origin, a tendency of **merging capability** was witnessed, probably becomes a solution to tea tourism human capital. R8 is Bed & Breakfast runner of external origin, who was tourism skill oriented. After 10 years' stay in the tea village, has become a tea art specialist, processing more tea knowledge and offering tea ceremony session for his guests. R13 is a tea grower and producer for 16 years, after opening the homestay in 2016, attended hospitality training provided by local tourism bureau, and learned tea art/ceremony performance to better receive tourists. To conclude, targeted training and deficiencies overcoming are critical for competitive long-term operation of tea tourism. Whether the tea resources-oriented or tourism skill-oriented practitioners, shall learn from each other and improve their comprehensive operation capability.

Table 4-2-25 Tendency of merging capability

*R8: My cooperation with the tea farmers is like, I contracted a piece of land from the tea farmers, so all the produced tea on this land is all mine. for knowledge of tea, because I have been here **for nearly 10 years, I basically learn the knowledge**, because only if I know these, I can introduce them to my guests and friends.*

*R13: **We must learn the tea art/ceremony when we do the homestay**, because the original livelihood is to make tea, I did not go to learn, but later after we did the homestay, because there are requirements for the homestays, if I make tea, it happens to be grafted, I went to learn the tea art, and I will also learn to evaluate tea...*

1.3 Impacts of tea tourism development

As we already know, the two tea regions have been in different development stages, and witnessed certain impacts of the regional tea tourism development, whether the characteristic tea tourism contributed to rural village revitalization would be disclosed. The perceived impacts were classified into household level and village level.

Table 4-2-26 Summary of impacts of tea tourism development

Impacts	Household	Village (region)
West Lake Longjing tea area	Increase/diversified of income Higher/flexible price to sell tea Repeat tea consumers	Improvement of living conditions Infrastructure (village road etc.) Villagers' qualities (open, ability to communicate) Challenge on tea traditions
Damushan tea garden area	Extend tea processing Sense of achievement	Returning permanent residents Tourism Infrastructure Village environment and living condition Villagers' initiative

In West Lake Longjing tea area, on the grounds of earlier development and favorable circumstances, in the process of combining tea industry and tourism industry since decades, at the moment it's largely perceived as a revitalized case by the interviewees, whether the local villagers or the external origin investors and operators. On the concept that rural revitalization is to correct the unbalanced development between urban and rural areas, it has achieved certain success.

*R4: In Hangzhou tourism industry is more mature, speaking of farmers, but in fact, the farmers in this village are already rich... **It has been quite revitalized here.***

During the tea tourism evolution, from the **perspective of rural households**, it has contributed in increasing and diversifying income, a more flexible tea sales price and cultivate repeat customers. West Lake Longjing tea area is a traditional tea producing area, thus the villages are located in mountainous areas that remained undeveloped in the past. From the hard life mentioned by R6 before, to increase their income through tourism channel, thus having more certainty with diversified income resources, presently even possible to share bonus from scenic spot revenue. Then they had cultivated a group of repeat customers by attracting and maintaining tourists, although tourists don't purchase big quantity of tea as tea merchants, yet enables villagers to clinch deals with higher and flexible price. As the local practitioners in this area perceived direct tea sale as a main driving force to embrace tourism services, they've realized positive economic benefits from integrating tea resources to tourism.

Table 4-2-27 Impacts on household in West Lake Longjing tea area

Increase/ diversified of income	<i>R6: What's the change? In the past, our village was not so rich. To be honest, when the tourism was not developed before, it was also very hard we live here.</i>
	<i>R3: The rent of the house is just covered by what I earn from B&B, and then I make a solid profit in tea. Our family can diversify ways of making money. more tourists come, we will naturally not worry about tea sales</i>
	<i>R4: The scenic spot, Jiuxi belongs to Yangmeiling Village, so the income and maintenance of Jiuxi, they all have a share. Now the identity of the villagers is very good for them. If you are the villager, except the rent and some costs generated, the rest bonus is for the villagers.</i>
Higher price to sell tea	<i>R7: Our tea is originally worth 3000 yuan per catty, and the middleman will press it to 2000, and then he sells it at a price of 8000 or 10000 yuan.</i>
	<i>R5: the price is more flexible to sell to visitors</i>
Repeat tea consumers	<i>R3: We are basically willing to sell tea to individual visitors, you sell good quality tea and then there will be more repeat customers, and then your will not worry about sales in the future.</i>
	<i>R6: There are a lot of repeat customers, and we rely on them. I have seven, eight repeat customers who buy tea from us as gifts every spring.</i>

The **impacts on village level** could be concluded into three aspects, the improvement on living condition, infrastructure and villagers' qualities. Since more than ten years, there was renovation in the village appearance and villagers' house buildings, for the sake of attracting tourists, the projects were still maintained from time to time, from the descriptions and following photos we can see, the overall environment of the tea villages in West Lake tea area is excellent, equipped with all the necessary facilities for tourism activities, walking trails, parking lots, public restrooms nearby the tea fields. Not only providing the tourists with a comfortable trip, but also benefitting the villages and facilitated their life, bridging the urban-rural gap, which is essential in rural revitalization. In receiving the tourists from all over the country or worldwide, the local villagers' qualities had been improved as well, from beginning being afraid to communicate with strangers, or even fight with tourists for traffic issue, to presently welcoming and able to communicate with tourists, exuding a sense of recognition and pride of their own tea culture.

Table 4-2-28 Impacts on village in West Lake Longjing tea area

Living conditions	<p>R3: Because of the development of tourism, our mountain roads, before there were no such steps...it was almost kind of rocks. There is no such good road as it is now.</p>
	<p>R4: You can see that in Hangzhou home stay is everywhere, which is already very developed, then the government has subsidized the renovation of the facade of the houses</p>
	<p>R6: The village became more and more beautiful. We don't pay for this kind of renovation. The railing is not made by our family, but by the state, and it even reaches our own door. They have made the greenbelt of village, and we are a national civilized village.</p>
Infrastructure	<p>R3: The government have attached great importance to this. Like the overall planning ...Here are maps and signs in the village already. There is no problem with the infrastructure, we have these necessary infrastructures.</p>
	<p>R5: Like the road below just repaired, just let tourists come up by car, in this way, the time of their stay and consumption will be longer...like the construction of public toilets...</p>
	<p>R7: That must be big change. After the unified renovation in 2008, the facilities outside were all built by the state, like the weak electricity and strong electricity were all underground. We see, it's tighter on the street...our house now has natural gas, just like you in Shanghai.</p>
Villagers' qualities	<p>R2: Now the surrounding villagers have been influenced by us a lot, bring friends to learn the tea culture, and then he will also tell something about the history of West Lake Longjing tea, not simply like how much our tea is, he will tell you a set of tea history, how it used to be here</p>
	<p>R6: At the beginning, when tourists came, we didn't know how to talk with them. we seemed a little scared. we didn't dare to speak, and I didn't speak Mandarin. It seems to be more and more open, and now I have more communication with others. I used to pick tea on the tea field, but now there are many tourists, and I can communicate with them.</p>
	<p>R7: The villagers including me fight with tourist before, when our road was blocked by traffic of tourists, we as villagers in the mountains, our temper was very irritable. Then after the renovation in 2008, because we had more contacts and felt that the civilized society was necessary to attract tourists.</p>

Figure 4-2-17 Village revitalization in West Lake Longjing tea area

	
<p>Renovation of the village house facade</p>	<p>Public tourist restrooms in tea fields</p>
	
<p>Walking trail and parking lot near tea fields</p>	<p>Walking trail and B&B</p>

Source: Photo by author

There also appeared negative impacts, probably not caused by tourism development, but enlarged the negative aspects during tourism evolving process. A noticeable problem is the **reservation of tea traditions**, including tea variety, tea making techniques etc., in terms of preserving the concept of West Lake Longjing tea.

For instance, the local professionals knowing that the authentic variety of Longjing is called group tea species with a strong taste, yet been replacing by villagers with a new variety called Longjing 43, which has a nicer shape and increase yield, very likely the tourists aren't able to distinguish the authentic variety from the new one when tasting, then the traditional variety had been greatly challenged. Or worse, some

villagers bought cheap tea from other tea regions, such as from the other case area Songyang tea region, to serve the tourists. Then for the tea frying techniques, local professionals were aware of the differences between machine-made tea and handmade tea, but most of tourists aren't able to differentiate. As explained by R4, currently there's three kinds of tea frying techniques used by villagers, fully handmade that fried by hand twice, semi handmade that once fried by machine and once by hand, then machine made tea is fried with machine twice.

Table 4-2-29 Negative impact in West Lake Longjing tea area (Challenge on tea traditions)

<p><i>R1: For positive aspect, anyway, tea and tourism are the kind of mutual development, if there's a negative aspect, may be in the process of tourism, the tea quality control I think is more difficult</i></p>
<p><i>R5: our business mainly comes from these tourists, but when villagers have right to deal with the tea sales, they sometimes sell some tea from other places. The famous variety left by their ancestors is called group tea species, it germinates late, the strong taste that really tea lovers will like. you know that the earlier the tea is, the higher the economic value, so many farmers changed into an improved species of the Academy of Agricultural Sciences, called Longjing 43, it germinates early, the shape is good, but tastes bad, a light taste. If farmers do not plant the original variety anymore, tomorrow Oolong tea sells well, we change Longjing into Oolong... The tourists want to really understand Chinese tea history and experience the real West Lake Longjing tea in the original source. Some farmers are doing one-time business, which is harmful to their long-term interests and reputation.</i></p>
<p><i>R4: I found that the farmers are less serious about making tea, they're here running catering and lodging, or selling tea, selling pearls. you may go to Longjing Village to see traditional tea making, but Longjing Village is now commercialized. there is now more machine-made tea here, we make a small part of handicraft tea which is expensive for a small group of customers. there is still a difference. the tea in full manual sink down within 30 seconds, the machine-made tea may float on water for a minute or two. Basically, we can only brew three times with machine-made tea, but the handmade tea can be brewed at least eight times with, and the tea soup isn't dark in color, but strong in taste.</i></p>

The Damushan tea garden area in Songyang, is a to be revitalized case. The issue of rural revitalization has been particularly perceived as an urgent realistic problem for the entire Songyang. The president Lou R9 of Association of tea culture research had been anxious, he introduced that in 2019 there was a village administrative planning

adjustment, and adjusted the number of administrative villages from about 400 to 200, and 60% of the villages distributed in mountainous areas. Following with the outflow of large numbers of villagers, the villages are disappearing. For the reason he went to many villages to take photographs of the village houses and ancient teas, trying to record before disappearing. He believed that tourism is one of solutions to revitalization.

*R9: I went to a village not long ago, there are only seven elderly people, the village is to develop tourism, and there are already some infrastructures, they don't want to leave the village and their own houses. There is a couple nearly 50 years old, said that they are **engaged in tourism and they're not leaving**. somehow, the village was saved. **The development of tourism may be a way out for many villages in Songyang**. If the core element in the village, people has disappeared, even the form of the village is difficult to maintain. I think in Songyang is very urgent, the need to revitalize these villages in our mountainous areas, this is meaningful.*

Different with in West Lake Longjing tea area, the villagers engaged in tourism naturally, tea tourism in Songyang was promoted to revitalize rural area at the very beginning. The Deputy General Manager Yang R11 of Songyang culture and Tourism Investment Company explained, the primary goal of tourism project development wasn't economic interests, yet to activate and upgrade certain areas.

R11: At that time, we developed Damushan Tea Garden mainly to activate this area rely on the use of scenic spots, not like for how much money, in fact, it is mainly with public welfare. So through the construction in recent years, in fact, for the villagers around, it becomes the driving force and the effect is obvious.

*Like the location of the tourist center that you see now, at the beginning we didn't choose this site, but our chief Wang Jun, said we should improve its appearance just through the establishment of tourist center, then we put in the main intersection where the original environment was very messy. In fact, **it's very difficult to develop the rural areas without any projects going in**. So the scenic spot of Damushan tea garden plays such a role, the most important thing is to promote rural revitalization, especially for several villages around, it is still very strong incentive for them.*

After several year's initial evolving, the villagers participating in tourism can basically receive similar or higher income than working outside, meanwhile staying with the whole family. The integrating of tourism had extended the tea processing chain, as we already know, Songyang has large trading volume of fresh tea leaves sold in very low price, the villagers used to pick the fresh green tea leaves and sell directly in the

tea green market for several Chinese Yuan a catty, which is nearly nothing. After the integrating tourism, according to tourists' needs they can produce other commodities using tea as material, increasing the added value of products. For some competent practitioners, they began to produce tea themselves when they obtain a customer source of tourists. Another positive point is, especially for the housewives in rural area, after engaging in tea tourism and receiving tourists, it increased the employment of women, the women interviewees in our case showed a sense of achievement.

Table 4-2-30 Impacts on household in Damushan tea garden area

<p>Extend tea processing</p>	<p><i>R11: now what we pursue is the integrated development of the first, second and third industries. It was originally selling tea, but now it is selling tea and selling scenery, right? Moreover, tourists need souvenirs and commodities, then we can produce tea wine, tea pillows etc.</i></p> <p><i>For example, I know a homestay owner; after there was tourist ordering big quantity of tea, he fried the tea, other than selling fresh leaves. At least after processing of tea, the sales value is different.</i></p> <hr/> <p><i>R13: In fact, there is really no profit in picking these tea leaves after spring. Before running homestay, I made spring tea for more than three months, and I don't have anything to do later, then I still picking tea but earn very few. As I want to make a professional continuation of my career.</i></p> <p><i>In the past, we feel quite satisfied with the income from tea, in rural areas, but still will worry about if tea is not doing good, what should we do. Later the convergence of tourism and tea have come out, even if I can't do tea processing, I still can combine tea with tourist accommodation.</i></p>
<p>Sense of achievement</p>	<p><i>R13: The year before last, the leader of our county, and now becomes the leader of the province. When he was drinking tea here, he said that my house was so good. Later, the culture and tourism bureau had been promoting my homestay for me, it became that my house was also a fixed point of government incentive tourism.</i></p> <p><i>And I became the representative of women of the province. There were only four women in our county, and I was the only one from homestay industry.</i></p>

The villages were also revitalized to some extent, similarly, the villagers witnessed and perceived the changes on village appearance and their living conditions, could also benefited from the tourism infrastructures that intended to attract tourists. The villagers'




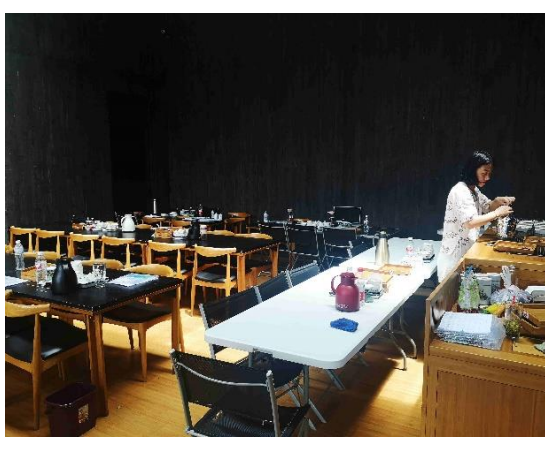
mind and actions gradually changed to offer more pleasant environment and services to tourists. More importantly, the situation of outflow of population had been reversed, according to the statistic of tourism bureau, there was a net inflow of 6400 permanent residents in Songyang county, our interviewees, like R12, R17 and R18 are all relatively young people returning to the tea village hometown from working in other big cities like Hangzhou and Ningbo, which may be a comfort to president Lou R9 of Association of tea culture research. The young people came back and they should have some work opportunities, as explained by chief of tourism bureau, such as tourist accommodations, are engaged in by mostly young people. The author noticed that in the Damushan tea house, which is a site normally receiving tourists, there's tea art/ceremony training courses for local people from time to time, subsidized by local government, when those learners, mostly young women completed the training and got certificate, they may be able to serve tourists and make a living in the future.

Table 4-2-31 Impacts on village in Damushan tea garden area

Returning permanent residents	<i>R10: There are local people, young entrepreneurs who return to hometown, and people from other places who come to invest here. The number of returning permanent residents has increased by more than 6400 in the past three years. It's a net inflow. it used to flow out, but now it's flowing back.</i>
Tourism Infrastructure	<i>R11: Like the route for cycling in the tea garden, we widen the original road and changed its original cement pavement into permeable asphalt, which is safer and more coordinated with the landscape. In recent years, more and more tourist accommodations were opened around the scenic spot, hotels were planned and being constructed.</i>
	<i>R13: In the past few years, like 2013,2014, when tourism had not really been developed, at that time, the village appearance was a mess. I have a relative, who is local but he works in other places, when he comes back in 2016 to visit me, he can't find the way. Because our roads are all asphalt up very clean, not like soil and stones road. In fact, it has really been changed, we have done all these facilities of tourism, and now you can see the traffic lights at the crossroads.</i>
Village environment and living	<i>R11: Like the original Damushan Village, its overall image was in a mess, dirty and messy, after the construction of the scenic spot, now it has been transformed.</i>

<p>condition</p>	<p><i>Also the improvement of the style of residential houses in a village, becoming ecological livability. You see, the facade of residential houses in has been transformed, and the whole look is relatively coordinated</i></p> <p><i>R18: In fact, the biggest thing for me is, the whole environment is much better, before there was a lot of garbage on the road, the road and so on are being repaired in the later period.</i></p>
<p>Villagers' initiative</p>	<p><i>R10: Now many ordinary villagers are beginning to do something spontaneously, after they saw other people doing, the feeling is different. It still needs a time period. Now their own requirements of the living environment are higher, because the guests come more, when they see the guests(tourists) have demand, they always clean up their own home to receive guests.</i></p>

Figure 4-2-18 Village revitalization in Damushan tea garden area

	
<p>Village appearance renovation</p>	<p>Pleasant environment for tourists</p>
	
<p>Tea art/ceremony training</p>	<p>Tea art/ceremony training for locals</p>

Source: Photo by author

1.4 Self-identity and future development intention

The interviewed tea tourism practitioners may hold different self-identity awareness and future development intention, whether towards tourism priority or tea priority, on account of certain development conditions and personal capabilities. The results showed, first of all, in general, there was a trend of industry integration based on reasonable allocation of time. The high season of tea is normally in spring, and tea is priority for most of family members during spring, then the priority moved to tourism practices during the off season of tea. Therefore, for the operators it seems not an ‘either-or’ situation, if they prefer to be a tea farmer or a tea tourism operator, as long as they have family members playing different roles following the switch of season.

Table 4-2-32 Switch of priority based on season

<i>R4: The tea season only lasts for one month here, it is definitely tea (is important then). Apart from this, they may have other things. That's why when it comes to the spring tea season, I mainly focus on my tea. But after the tea season, I am available for tourism.</i>
<i>R6: We count on spring tea season all the year round, and the rest of time we can do tourism, tea tasting and selling, home cooking and homestay etc.</i>
<i>R12: Because I am busy (for tea) in spring, then the half of the year after there isn't a lot of tea, from July to the Spring Festival, at that time I am freer to deal with the homestay thing.</i>

Secondly, the tea tourism practitioners still showed difference on their self-identity, or their preference on tea or tourism. Generally speaking, the indigenous inhabitants who own their house and tea fields in village tend to regard themselves as tea farmers with a priority on tea affairs, while the others who came to rent house and tea fields in village tend to regard themselves as tourism operators, with a priority on tourist reception. It should be noticed that in West Lake Longjing area, the tea villagers who's engaging in tourism, R3, R6 and R7 considered their reputed tea as a vital asset, tourism was an extension to promote tea and direct tea sales, they wouldn't abandon the superior resources of tea. In contrast, the villagers possessing tea fields as well in Damushan tea garden area, didn't show such strong feeling.

Table 4-2-33 Self-identity of tea priority in West Lake Longjing area

<p>R3: <i>(I am) Agricultural practitioners, tourism is actually we do incidentally, we mainly make tea. Tourism can bring clients to my tea, and other local products, tea can also be considered as a local product... It's possible one day we don't open the homestay, but we cannot quit on tea.</i></p>
<p>R6: <i>I still have that tea in mind. My tradition is still tea-based, tourism is incidental, they want to buy tea, have some farm meals, and drink a few cups of tea, that is to make money for us. In fact, we don't want to be too hard working, for tourists we must buy ingredients in the morning, especially on holidays.</i></p>
<p>Q: <i>As you said just now, you still think your main business is tea?</i> R7: <i>Yes. Because tea can never be abandoned, tourism drives our tea industry. Because tea is a gold business card, West Lake Longjing tea was sealed by Emperor Qianlong after all, and then is more driven by our tourism industry.</i></p>

It is easily to be understood that R4, R8, and R15, who weren't tea farmers and just came to rent and operate tourism in the tea village, put a priority on tourism service other than tea. Besides their origin and previous experience, in Damushan tea garden area, the original villager who achieved good performance in receiving tourists would also turn their preference on tourism. R18 was originally in a local tea growing and producing family, as we previously explained, she had created tea gastronomy in home cook, organizing parent-children study tour and so on, thus the degree of success in operating tea tourism may also impact on their self-identity and priority from tea farmer to tourism practitioner.

Table 4-2-34 Self-identity of tourism priority (example of original tea villager)

<p>R18: <i>Tourism, more time and energy I put in home cooking, and tea experience activities, this kind of the tourist reception service. Later, together with other people, we will continue to do a good job in children's tea study travel and experience activities of tea art/ceremony learners.</i></p>
--

The finding corresponds to previous rural tourism literature, indicating the rural family who diversify agriculture activities into tourism, their identity become fluid based on certain context (Brandth and Haugen,2011), local villagers of West Lake Longjing tea resemble to the farmers who consider tourism as a temporarily way to overcome rural problems, while the successful tourism operating case in Damushan tea garden area resembles to the 'switcher' type who positively embrace the new business

and tend to quit traditional agriculture activities (Di Domenico and Miller,2012). Moreover, the result is also in line with previous wine tourism studies, the West Lake Longjing tea area corresponds to some Mediterranean regions, which are more traditional ‘old world’ wine regions and operators tend to be stick to their wine culture, considering tourism only as an extension of wine sale, as in our case villagers in core producing area of West Lake Lonjing tea would never abandon tea for tourism, tourism is a promotion channel to their tea. Then the Damushan tea garden area corresponds to ‘new world’ regions to larger extent, they’re more off-limits, regarding tourism as a mechanism to stimulate regional development.

All the interviewed practitioners have made their efforts in providing various tea tourism offerings, holding a positive attitude towards the future development of tea tourism. However, their development intention and planning may mostly be influenced by their personal experience and capabilities. In West Lake Longjing tea area, for example, R5 and R6 tended to maintain the current status, they benefited from the location in village and engaged in tourism naturally, hindered by education level and age etc., they weren’t able to plan further, yet handling the tourist flow with pressure. Although they didn’t have plan for tourism offering, R6 still want to rent or contract other villagers’ tea fields if they aren’t continuing, corresponding to her tea priority.

In Damushan tea garden area, it’s more likely a conceptual issue, besides the factors of education (R14) or age (R15), as obstacles for them to plan future development. For example, R12 is a relatively young college graduated operator, couldn’t understand the fact that tea tourism activities such as tea leaves picking experience, is attractive to tourists, especially for tourists from big cities like Shanghai and Beijing, because they were accustomed to the tea growing environment, and considered such activity as required work. The homestay runner R13, whose homestay received a perfect ranking on online reservation platform, yet didn’t realize tea could be a unique tourism product, was considered as her way to show kindness to guests, after inspired by author’s question, she started to think over seriously, and realized the fact that tourists wrote positive comments because of her self-produced welcome tea,

and then attracted more tourists, tea has become a distinguish element for her homestay. For these tea tourism practitioners, they passively respond to tourists' requirements, whether to pick tea leaves, or experience tea frying, however, currently as they didn't have a deep understanding of tea elements as tourism offerings, they didn't have the ability to actively plan further development. In earlier case study of tea tourism in Henan province of China, it was discovered that the stakeholders especially local residents, showed a great dependency on local government to improve and achieve intended effects (Cheng et al., 2012). On the background that local government identified tea tourism as an important means to revitalize the rural space of tea region, and actively promoted relevant measures and policies, attracting investments and projects, despite lacking of education or certain capability, the local small-scale practitioners should gradually improve their cognitive level, follow and collaborate closely with other key actors.

Table 4-2-35 Conceptual problem of further development in Damushan tea garden area

R12: There are more travelers, our bicycles can also be rented out, our room reservation would be better.

*In fact, **I really don't know for what the tourists come here.** I saw some people, especially from Shanghai, Beijing, those people they spend much time here, for me it's nothing (worthy to be seen), but they can stay there for a long time.*

***I don't understand the tourists who want to pick tea leaves.** For us, the weather is so hot, we don't want to be tanned but we have to work.*

*R13: Speaking of this point, **you make me think of some things.** In fact, because I make my own tea, compared with other people's tourist accommodation, **in fact I have the tea as a unique feature.***

There are many comments that tourists mentioned this. They said then they come over, I would give them different kind of teas to welcome them. In this way, they actually come for this.

Based on practitioners' uneven levels of awareness, the practitioners who're relatively young and educated, R4 and R8 of West Lake Longjing tea area, stand for more professional tourism operators from external origin, R17 and R18 of Damushan tea garden area, stand for locals but studied and worked in other big cities before returning, intended to expand and enrich their offerings afterwards. More importantly, through years of practice, their ideas tend to reach a common understanding, that is to

integrate the tea resources and tourism facilities, connecting various tea experience sessions, from tea leaves picking, to tea frying, in tea fields and tea factory visiting, and a tea ceremony session etc., then adapt to specific group of clients like parent-children, the main idea is to highlight tea features and provide tourists with immersed experience, differentiated from traditional mass rural tourism product, targeting delicate small groups from big cities such as Beijing, Shanghai, for a proper duration of three days and two nights, which corresponds to the holiday situation in China. The planning ideas fit perfectly with our research expectation to promote tea tourism as an experiential product and contribute to rural community and region revitalization.

Table 4-2-36 Further development ideas of young educated operators

West Lake Longjing area	<p><i>R4: Besides the rooms we have a viewing platform in the tea field, we wanted to rent the several rows of tea trees next to the platform directly. Then, in this way, my guests can enjoy from picking tea to stir-frying tea here, because we have also our own stir-frying tea center, and then there is a very large classroom on the third floor, we have a Chinese culture teacher, for tourists to taste tea, and attend tea ceremony class of Longjing tea. We actually want to do a whole itinerary. For tourists, for example, three days and two nights.</i></p> <p><i>I've always wanted to do this, but now firstly my customer channel has not been found, and this kind of course, including tea picking, it's better for foreigners, or those who are interested in tea. We already have the venue and conditions, the only thing is the customer source channel.</i></p> <p><i>There was a travel agency in Shanghai that we discussed before the epidemic. We will not do traditional sightseeing tour, we will do what called a boutique tour group, about six or seven people.</i></p>
Damushan tea garden area	<p><i>R17: Because I also have relatively limited energy, there's travel agencies discussed with me, from Beijing, Shanghai, Hangzhou and so on, I told them what courses and activities I can provide in my tea house, and then when they organize this kind of small tour group, it is usually three days and two nights, for example, from Shanghai. They can have classes here for two half-days, not very serious classes in fact, the class is experiential. Then it's possible to go to the mountains to pick tea leaves, visit our tea factory to see tea producing, and it is also possible to learn tea art/ceremony and flower arrangement. But it can't be too many people. it will not be like 50 visitors in a bus, it will be more niche. There are many things that can be developed, I really have a lot of this in my mind. But in real practice, I think it the way of family private customized trip are completely controllable.</i></p>

DISCUSSION AND CONCLUSION

In both tea regions, the relative departments of local government, and tea tourism practitioners are aware of tea tourism, and generally hold a positive attitude on its development. Despite the different development conditions, practitioners of different profiles have made efforts to integrate tea as traditionally agricultural product to the service industry of tourism, providing tourists with various offerings and cultivated their customer base.

West Lake Longjing tea area has more favorable conditions than the Damushan tea garden area, in terms of socio-economic background, geographical location and accessibility, the cultural connotation and reputation of tea, and tourism infrastructures. For tea related conditions, the historic reputation and high value of West Lake Longjing tea attracted tourists from national wide or even international tourists, what we didn't expect is it prevent the local tea farmers from integrating tea recourses into tourists' activities to some extent. Nonetheless, in Damushan tea garden area, practitioners felt stress-free to use the comparatively low-end tea that without a recognized brand in tourist activities, then a complete tea industry chain could also back up tea tourism. The result is in line with previous wine tourism studies that indicating in most reputed 'old world' wine regions, similar with West Lake Longjing tea area in our case, the operators tend to stick to wine/tea culture and view tourism as an extension of wine/tea sale, while some new world regions, such as some Eastern Europe countries as emerging wine regions, similar with Damushan tea garden area in our case, were more off-limits to embrace tourism as a trendier channel to strengthen rural economic development. Currently at Damushan tea garden area, as an emerging tourism destination, the underdeveloped tourism infrastructure, public transportation, and commercial services have restricted its tourist source into self-driving independent tourists from nearby big cities.

The practitioners in both tea regions share common motivations to involve in tea tourism suppliers, mainly for direct tea sale, diversified livelihood, certain period of lifecycle/ family reunion, and inspired by informed people. More importantly,

practitioners in West Lake Longjing tea area considered them to engage in tea tourism naturally and spontaneously (*R7: In fact, we do not 'do' tourism, this is all spontaneous, we prefer not tourist groups come, generally come the independent tourists. There is no government participation (in motivating), because we are in the core scenic spot*), could be driven by self-interest and certain lifestyle pursuit, while for the practitioners in Damushan tea garden area, government incentives and subsidy were key motives for them to participate in tea tourism, especially for some indigenous inhabitants, reflecting the characteristic development of two regions from the perspective of motivation to participate.

The practitioners also show differences on their operating capability, as well as intention and ability for future planning. In both West Lake Longjing tea area and Damushan tea garden area, usually the operators who are indigenous inhabitants, are more tea-resources oriented, and others who're external origin are more tourism-skill oriented. Moreover, Relevant working experience, education level, and internet skills are also identified as critical factors in building their personal tea tourism operating capabilities. Through the tea development process, the tendency is capability interfusion, that is for tea-resources oriented practitioners and tourism-skill oriented practitioners to learn from each other and develop a comprehensive operation capability of tea tourism. Generally speaking, the practitioners in West Lake Longjing tea area have more ideas on tea related offerings and tea elements utilization; while most of local practitioners in Damushan tea garden area still have ideological issues on their cognitive awareness of tea tourism, for this reason some returned locals who ever worked in big cities are more creative and successful in providing popular offerings.

In both areas the local government and public sectors have played an important role in planning and guiding tea tourism development, attracting and making large-scale investments, provide necessary tourism facilities and services. In the West Lake Longjing tea area, from earlier stage the first homestay and home cook runner R7 went to register when there wasn't corresponding standard, until presently all the so-called non-standard hospitality sectors are licensed, and local government consciously support

the industry by guiding hosts for application in the establishment of homestays and so on. In the Damushan tea garden area, firstly we've seen a greater dependency of practitioners on local government, then be faced with an urgent situation of rural revitalization, the tourism bureau and its public owned company, representing the local government, exhausted their brain to guide and attract investment, as some leading and demonstration projects, especially in the initial stage to gradually change local villagers' ideological awareness on tea tourism (*R11: Generally speaking, there is still a gap between the mind of local villagers and that of outside investors. The villagers were originally responsible for farming and selling tea. It also needed a learning process to change his career to tourism.*).

To sum up, all these findings correspond to our third hypothesis, the key actor groups' interviews reflected different development paths of the two case areas, partially due to the different develop stages they're in, in our point of view, it also reveals an inevitable outcome based on their certain conditions. In addition to the comparative results of the two case areas within China, it is further discovered that compared with previous case studies of developed western countries, the rural tourism development in China follows a collective mode, especially in the initial stage, local government plays an essential and fundamental part with practitioners' dependency. Then in the further development, more social capital and social forces could be coordinated and involve in.

H3: From the supplier side, two decisive actor groups, local government and communities play important yet different roles in case tea village destinations of different conditions and develop phase.

Whether in the mature case of West Lake Longjing tea area, or the emerging case of Damushan tea garden area, the development of tea tourism greatly contributed to rural revitalization, from household perspective, has increased and diversified the income of villagers, and enable them to obtain repeat tea consumers with a normally higher and more flexible price for tea selling in West Lake Longjing tea area, and extended tea processing in Damushan tea garden area, increased added value to their

less known low-end tea. The increased job opportunities without leaving home, especially improved the life quality and self-confidence of female practitioners. From village perspective, in both areas the development has improved villagers' living conditions, enhanced the village appearance, tourism infrastructures that also benefit local villagers, in the more matured case West Lake Longjing tea area especially improved villagers' qualities to become civilized villages to be in contact with tourists. More importantly, in the emerging case Damushan tea garden area, tea tourism was consciously exploited by local government, tourism bureau as a means to village revitalization, and becomes a driving force to bring back its outflowed permanent residents, so that aroused their initiative in tea tourism and region development engagement, prevent the villages from disappearing. As we all know rural decline is characterized as depopulation, particularly the outflow of young adults, many of the practitioners we interviewed in Damushan tea garden area are young educated returners, as long as the most important element, population is returning, the lacking services, business and social capital would be improved in the future.

The national strategy of rural revitalization proposed expectations in five aspects, which are 'thriving business, pleasant living environment, social etiquette and civility, effective governance and prosperity', the impacts of tea tourism development in two tea regions fit perfectly in each expectation, proved to play significant role in village revitalization. Therefore, we summarize the West Lake Longjing tea area as a revitalized case, while the Damushan tea garden area is a to be revitalized case with great potential, thus supported our first hypothesis from a practical perspective.

H1: Tea tourism as an emerging form of rural gastronomic tourism, has a great potential to be developed in China and serve to rural revitalization strategy.

Meanwhile we should be aware of the over-commercialization and losing tradition risk in the revitalized case for its sustainable development, then the case Damushan tea garden area could give some enlightenment to other tea regions that aren't equipped with varied innate favorable conditions like West Lake Longjing tea area.

According to interviews and observation, the basic tea tourism offerings that provided by the practitioners are tea tasting and selling, home cooking and homestay, or any combination of them, then they offer experiential activities from picking tea, frying tea to tea ceremony session etc., responding to tourists' requirement as adding value products to their home stay or tea selling. In West Lake Longjing tea area, the representative of public sector, National Tea Museum can hold various experiential activities for different profile of guest groups, for domestic and international tourists, could supplement individual practitioners' offerings and educating tourists. Overall, the form of tea tourism is featured with beautiful tea landscapes in good natural environment, with experiential and participatory activities involving different sessions of tea industry chain, is perceived promising in attracting tourists. Yet compared with some wine tourism networks with high coordination, in the case tea regions, series of offerings that deeper integrating tea resources, coordinating actors of official departments, investors and local villagers, the relevant more systematic tea tourism routes or trails, tea tourism brochures and so on are to be further developed.

According to the local tourism officer and tea tourism practitioners, tea tourism has attracted leisure tourists mainly from neighboring large cities around the Yangtze River Delta, expanding from domestic tourists to international tourists. They've realized that tea tourism in China as a special-interest rural tourism, its form and corresponding type of visitors differentiate from traditional mass rural tourism.

R10: Especially the creation of some experience products. Nowadays, the tourists who travel in group by shuttle buses basically demand nothing, but the independent self-driving tourists may pursue something deeper, we shall let tourists participate more, otherwise it cannot exist for a long time, then the tourism consumption is insufficient.

In practitioner's description, tourists in the two tea regions seem to be more frequent tourists with certain level of education and income. Since tea tourism development contribute to village revitalization, it's important to understand, attract and maintain tourists, therefore, on-site tourists' profile, behavior preference, influencing factors of their experience and satisfaction, as well as international potential tourists' perception and intention of tea tourism, will be further discussed in the next part.

PART 5.- TEA TOURISTS' PERCEPTION, ENGAGEMENT AND EXPERIENCE

CHAPTER 1 INTERNATIONAL POTENTIAL TOURISTS TOWARDS TEA TOURISM IN CHINA: EXPECTED EXPERIENCE AND INFLUENCING FACTORS OF BEHAVIOR INTENTION

1.1 Data collection and analysis

The explorative survey is to discover international potential tourists' perception and intention towards tea tourism in China, 159 valid samples were collected mainly through online survey platform. The survey instrument consists of four parts, the first part is 'destination image', including six open and closed answers questions for respondents' origin, international travel frequency, perceived image of China as a destination, and their perceived tea tourism destinations. The second part is 'knowledge of tea', focusing on their tea drinking frequency, drinking behavior of Chinese tea, knowledge and general image of Chinese tea, besides regular multiple-choice questions, there's five scale questions of a five-point Likert scale (1=Strongly disagree to 5=Strongly agree). The third part is 'intention', begin with four scale questions of their intention for tea tourism in China, then expected activities, duration and difficulties for the trip, and 14 items of expected importance of destination attributes on a five-point Likert scale (1= Very unimportant to 5= Very important). The last part is respondents' demographic information, such as gender, age range, education level etc.

The data had been processed and analyzed with the IBM Statistical Package for the Social Sciences (SPSS 24.0). First, to obtain an overall view of the answers and variables, a descriptive analysis was conducted mainly on the results of frequency, percentages, mean values, and content analysis of open-ended questions. Then after reliability and validity test of the scale questions, in the second phase of analysis, Chi-square tests, T-test, and variance analysis (ANOVA) techniques were performed for the cases of qualitative variances, quantitative dependent variances with two or more categories of qualitative independent variance respectively, to explore if there's statistically significant difference between the categories in relation with dependent

variance. Finally, after Pearson correlations to test the relations between variances, the factors that have an impact on respondents' intention were identified through multiple regression analysis.

1.2 Descriptive analysis

1.2.1 Respondents' profile

Of the 159 international potential visitors who completed the questionnaire, 82 are male and 77 are female, representing a percentage nearly half to half of the samples. There're respondents in every age range, while most of them evenly distributed to the range of 18-30 years old 31-45 years old, and 46-65 years old.

The results show a high average educational level, 23.3% are undergraduates, and 61% of them are postgraduates. The most frequent income range is 1001-3000 euros per month, representing 44.7%, and then in order, 3001-5000 euros per month (27.7%), 0-1000 euros per month (15.1), more than 5000 euros per month (12.6%).

Table 5-1-1 Socio-demographic profile

Variable		Frequency	Valid Percent	Cumulative Percent
Gender	female	77	48.4	48.4
	male	82	51.6	100.0
Age range	under 18	2	1.3	1.3
	18 - 30	51	32.1	33.3
	31 - 45	49	30.8	64.2
	46 – 65	50	31.4	95.6
	over 65	7	4.4	100.0
Education level	Primary	1	0.6	0.6
	Secondary	12	7.5	8.2
	Occupational certificate	12	7.5	15.7
	Undergraduate	37	23.3	39.0
	Postgraduate	97	61.0	100.0
Income range	0-1000 €	24	15.1	15.1
	1001-3000 €	71	44.7	59.7
	3001-5000 €	44	27.7	87.4
	more than 5000€	20	12.6	100.0
Total		159	100.0	

A considerable part (69.8%) of the respondents are full-time employees, the rest occupation classification, part-time employee, entrepreneur, freelancer, own house-keeping and so on, respectively has a percentage less than 10%, which corresponds to the education level and income range of the respondents.

Table 5-1-2 Frequency of occupation classification

Variable	Frequency	Valid Percent	Cumulative Percent
Full-time employee	111	69.8	69.8
part-time employee	7	4.4	74.2
Entrepreneur	8	5.0	79.2
Freelancer	11	6.9	86.2
Own house-keeping	4	2.5	88.7
Unemployed	5	3.1	91.8
Retired	5	3.1	95.0
Non –working (student)	8	5.0	100.0
Total	159	100.0	

For the place of origin, the respondents are from Europe, Americas, Africa and Asia, in the following table we can see the sorted countries of different continents corresponding to respondents' nationality. The global pandemic of corona virus brought difficulties for international samples collection, thus the geographical distribution wasn't precisely controlled. Efforts were made to receive samples from listed countries.

Table 5-1-3 Frequency of place of origin

Place of origin		Frequency
Europe	Western Europe: Spain, France, United Kingdom, Italy, Germany, the Netherlands	99
	Eastern Europe: Slovakia, Slovenian, Czech Republic, Ukraine, Lithuania	8
Americas	North America: The United States, Canada, Mexico	12
	Central America: Puerto Rico, Guatemala	4
	South America: Colombia, Venezuela, Ecuador, Peru, Uruguay, Argentina	11
Africa	South Africa, Morocco, Somali, Madagascar, Mauritius	10
	Southeast Asia: Indonesia, Philippines	7

Asia	East Asia: Japan	1
	North Asia: Russia	1
	Central and West Asia: Israel, Afghanistan, Pakistan, Indian, Turkey	6

1.2.2 Perception of destination image

As potential international visitors, the respondents' international travel perform and perceived image of China as a destination were examined. Of the 159 respondents, 84 already visited China, also representing a percentage half to half with those who haven't been in China. Nearly one third of them (29.6%) travel abroad less than 3 times in five years on average, one third (28.9) travel abroad 3-5 times, and 25.8% of them travel abroad more than 10 times in five years on average, showing a significant portion of respondents are regular international visitors.

Table 5-1-4 Frequency of ever visited China

Have you ever been in China			
	Frequency	Valid Percent	Cumulative Percent
Yes	84	52.8	52.8
No	75	47.2	100.0
Total	159	100.0	

Table 5-1-5 Frequency of international travels

International travel frequency			
	Frequency	Valid Percent	Cumulative Percent
less than 3	47	29.6	29.6
3-5	46	28.9	58.5
6-9	25	15.7	74.2
more than 10	41	25.8	100.0
Total	159	100.0	

Referring their perceived image, from the given multiple choices of images or attractions of China, Great Wall are mostly perceived as it was chosen 144 times (90.6%), then food, Terra Cotta Warriors and Panda in order, selected by 57.2%, 53.5% and 43.4% of respondents respectively. A certain number of respondents chose other image and gave some other supplemented images of the destination of China, which

are classified in the following table. The first sort relates to cities, whether modern cities or ancient cities in general, then they mentioned specific provinces or cities, among which are mostly well-known touristic cities like Shanghai, Beijing, Chengdu, Xian, Hangzhou etc...

Table 5-1-6 Frequency of destination image of China (multiple-answers)

		Responses		Percent of Cases
		N	Percent	
destination image ^a	Great Wall	144	33.6%	90.6%
	Terra Cotta Warriors	85	19.8%	53.5%
	Panda	69	16.1%	43.4%
	Food	91	21.2%	57.2%
	other	40	9.3%	25.2%
Total		429	100.0%	269.8%
a. Dichotomy group tabulated at value 1.				

Table 5-1-7 Classification of supplemented images of China (open-ended question)

Classification	Supplemented images (number=times written by respondents)
Specific Provinces and Cities	Changsha, Shanghai, Beijing, Chengdu, Xian, Xiamen, Hangzhou, Sichuan, Guilin, Tibet, Inner Mongolia
Cities	Crowded big cities 3 modern cities 1 ancient cities, small old villages 1
Different culture	Culture 5 Medicine 1 Porcelains, silk 1
Landscape	Yellow Mountain 5 Mountains 2 Landscapes 1 Carst landscape 1 Nature 1 Rice paddies 1 Big rivers 1
Monuments	Forbidden City 5 Temples 3 Gardens, pagodas 1
Food	Tea 9 Noodles 1
Infrastructure	Fast trains 2

The rest image of attractions can be classified to four types, culture, landscape, monuments, and food. 'Culture' in general was mentioned by 5 respondents, then some specific categories like porcelains, silk and traditional medicine. Within landscape, mountains especially Yellow Mountain are more perceived, then nature and landscape in general, and other specific categories like rice paddies and big rivers. Monuments

are reflecting culture too, Forbidden City are mostly perceived with a frequency of 5, then temples, gardens and pagodas in general. For gastronomic attractions, 9 respondents mentioned tea, probably due to the topic of survey investigation focusing on tea, one other mentioned noodle. Lastly, the infrastructure like fast trains was also mentioned, which correspond more to facilities than attractions.

As for the expected type of tourism to be conducted or conducted in China, Cultural/historical tourism and scenery/landscape tourism are way ahead the other types with 84.9% and 76.1% of respondents selected. The third is Gastronomic tourism, chosen by 43.4% of respondents. Cultural/historical tourism, scenery/landscape tourism and gastronomic tourism occupied 36.1%, 36.1%, and 18.4% in the total responses, then Recreational tourism and Business tourism didn't surpass 10%.

Table 5-1-8 Frequency of expected type of tourism in China (multiple-answers)

		Responses		Percent of Cases
		N	Percent	
expected type ^a	Cultural/historical tourism	135	36.1%	84.9%
	scenery/landscape tourism	121	32.4%	76.1%
	Business tourism	14	3.7%	8.8%
	Recreational tourism	32	8.6%	20.1%
	Gastronomic tourism	69	18.4%	43.4%
	other type	3	0.8%	1.9%
Total		374	100.0%	235.2%
a. Dichotomy group tabulated at value 1.				

The results indicated that traditional tourism forms like cultural and natural tourism still occupied significant portion in potential international visitors' perception, dominant the overall destination image. However, gastronomic tourism could be a growing branch to attract more and more attention. The investigated potential visitors have considerable understanding about different kinds of attractions, as they can note the known historic sites and landscapes, as well as the touristic cities, whereas the results also reflected their shortage of knowledge on gastronomic elements of China, since besides the mentioned topic of tea, only one element of noodles was supplemented, therefore their knowledge of tea is examined in the following part.

For the respondents' perceived tea tourism destination (by countries), the order of ranking is China, India, Japan, United Kingdom, Sri Lanka and Canada. Among which, China and India share an almost same leading percentage, India had been the tea producing area for United Kingdom since colonial period, the same for Sri Lanka as raw material suppliers. Japan's monks bought tea from China since 8th century, inherited China's tea culture, developed a similar but different tea culture with China. Since Japan's impact in the western world, it's also highly perceived. Then for United Kingdom, and Canada, they're indeed main tea consuming countries other than growing tea. The results indicates that even China is origin of tea and tea culture, the image of tea tourism destination hasn't been communicated enough to the international visitors.

Table 5-1-9 Frequency of perceived tea tourism destination (multiple-answers)

		Responses		Percent of Cases
		N	Percent	
tea tourism destinations ^a	India	82	23.4%	51.6%
	Sri Lanka	31	8.9%	19.5%
	Japan	64	18.3%	40.3%
	China	88	25.1%	55.3%
	United Kingdom	57	16.3%	35.8%
	Canada	6	1.7%	3.8%
	Other	22	6.3%	13.8%
Total		350	100.0%	220.1%
a. Dichotomy group tabulated at value 1.				

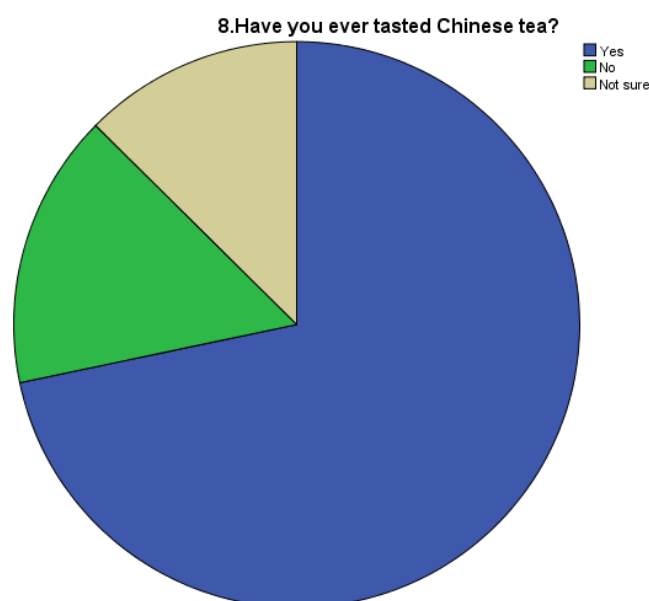
1.2.3 Perception of knowledge of tea

In this part, their tea drinking behavior and knowledge on Chinese tea are further examined. More than half of the respondents (53.5%) drink tea less than 3 times in one week, then 22% of them drink 3-5 times, 11.9% of them drink 6-9 times, and 12.6% of them drink more than 10 times a week, so certain of them have a tea drinking habit in their daily life. 114 of the 159 respondents have tasted Chinese tea, 25 haven't and the rest are not sure.

Table 5-1-10 Frequency of tea drinking habit

In daily life, how many times do you drink tea in one week?			
	Frequency	Valid Percent	Cumulative Percent
less than 3	85	53.5	53.5
3-5	35	22.0	75.5
6-9	19	11.9	87.4
more than 10	20	12.6	100.0
Total	159	100.0	

Graphic 5-1-1 Pie chart of ever tasted Chinese tea



Half of the respondents (50.3%) noted that China is the origin of tea and tea culture, one third of them (31.4%) not, and the rest are not sure. For the international visitors they may not get chance to know China’s tea history in ancient dynasties, literature and classics of teas as briefly described in part four, yet again indicated the inadequate communication of China’s tea destination image to the international tourists.

Table 5-1-11 Frequency of perception of China tea origin and culture

	Frequency	Valid Percent	Cumulative Percent
Yes	80	50.3	50.3
No	50	31.4	81.8
Not sure	29	18.2	100.0
Total	159	100.0	

Whereas a considerable of the respondents have a better understanding of tea region and tea varieties in China, 41.5% of them have written what they have known in the open-ended question, which was classified in the following table 5-1-13 into three parts, firstly the tea region, the answers include Zhejiang, Yunnan, Fujian at provincial level, quite representative ones, and Hangzhou, Ningbo, Guilin, Qimen at city level, Wuyishan is a tea producing and touristic mountain in Fujian province, West lake is a tea producing and touristic lake site in Hangzhou city, Zhejiang province, which is one of the case study areas in our study. Secondly, they have mentioned all the six general tea varieties, of which Oolong tea is mostly noted, then green tea, White tea, black tea, red tea, yellow tea, and assort of popular ‘herbal tea’, jasmine tea. Thirdly, some regional tea species/brands are also noted by the respondents, such as Puh er, Longjing.

Table 5-1-12 Frequency of knowledge of Chinese tea variety or region

Can you name a famous Chinese tea variety or region?			
	Frequency	Valid Percent	Cumulative Percent
Yes	66	41.5	41.5
No	93	58.5	100.0
Total	159	100.0	

Table 5-1-13 Classification of mentioned Chinese tea variety or region

Region	Zhejiang	1	Tea Specie/ regional brand	Puh er	18
	Yunnan	3		Longjing	11
	Hangzhou	3		Silver needles	6
	Fujian	3		Da Hong Pao	3
	Ningbo	1		Jun jun mei	3
	Wuyishan	1		Tieguanyin	3
	Qimen	1		medical	1
	Guilin	2			
	West lake	2			
Tea variety	Oolong	16			
	Green tea	7			
	White tea	5			
	Black tea	4			
	Jasmine tea	4			
	Red tea	2			
	Yellow tea	2			

Of the different aspects of tea knowledge, the respondents are more familiar with tea set and tea variety/type, chosen by more than 50% of them. Then tea brew, tea ceremony/art performance in second tier on a level about 40%, tea making/producing and tea culture (painting/ poem) are least chosen by less than 20% of the respondents. The result also implies, the respondents are more familiar with the tea in daily life use, than those activities that could be integrated in experiential tourism activities, such as tea ceremony/art performance, and tea making/producing.

Table 5-1-14 Frequency of tea knowledge (multiple-answers)

		Responses		Percent of Cases
		N	Percent	
tea knowledge	familiar with Tea variety/type	85	23.4%	53.5%
	familiar with Tea making/producing	31	8.5%	19.5%
	familiar with Tea Brew	70	19.2%	44.0%
	familiar with Tea set	91	25.0%	57.2%
	familiar with Tea ceremony/art performance	63	17.3%	39.6%
	familiar with Tea culture (painting/ poem)	24	6.6%	15.1%
Total		364	100.0%	228.9%
a. Dichotomy group tabulated at value 1.				

From the frequency and distribution results of scale questions on tea knowledge of China, we can see a considerate low level, for knowledge about varieties/types of tea in China, tea making/producing in China, tea regions in China, and tea ceremony/tea art performance in China, the mean are less than 3 (average level), the mode are all 1, meaning the option 'Strongly disagree' are more often chosen than the other options, then in the distribution form Table 5-1-15 we can see always more than 50% of respondents chosen 'Strongly disagree' and 'disagree', only 15%-25% of them chose 'Agree' or 'Strongly agree'. There's slightly difference revealing that their average knowledge of 'tea ceremony/tea art performance in China', and 'varieties/types of tea in China', are better than 'tea making/producing in China', and 'tea regions in China'.

Table 5-1-15 Frequency of scale questions on tea knowledge of China

1.I have a good knowledge about varieties/types of tea in China.			
	Frequency	Valid Percent	Cumulative Percent
Strongly disagree	53	33.3	33.3
Disagree	32	20.1	53.5
Neither agree nor disagree	39	24.5	78.0
Agree	28	17.6	95.6
Strongly agree	7	4.4	100.0
Total	159	100.0	
2.I have a good knowledge of tea making/producing in China.			
	Frequency	Valid Percent	Cumulative Percent
Strongly disagree	59	37.1	37.1
Disagree	37	23.3	60.4
Neither agree nor disagree	40	25.2	85.5
Agree	17	10.7	96.2
Strongly agree	6	3.8	100.0
Total	159	100.0	
3.I have a good knowledge about tea regions in China.			
	Frequency	Valid Percent	Cumulative Percent
Strongly disagree	67	42.1	42.1
Disagree	38	23.9	66.0
Neither agree nor disagree	32	20.1	86.2
Agree	18	11.3	97.5
Strongly agree	4	2.5	100.0
Total	159	100.0	
4.I have a good knowledge of tea ceremony/tea art performance in China.			
	Frequency	Valid Percent	Cumulative Percent
Strongly disagree	49	30.8	30.8
Disagree	33	20.8	51.6
Neither agree nor disagree	37	23.3	74.8
Agree	33	20.8	95.6
Strongly agree	7	4.4	100.0
Total	159	100.0	

The results above indicating that within the received samples, international potential visitors' knowledge of tea, especially the case in China, varies a lot from person to person, on a general low average tea knowledge of China, a certain part of them do have a high-level understanding of Chinese tea (region, variety...), although the cultural part, which compose distinguish characteristics of China as tea tourism destination, is seldomly perceived by potential international tourists.

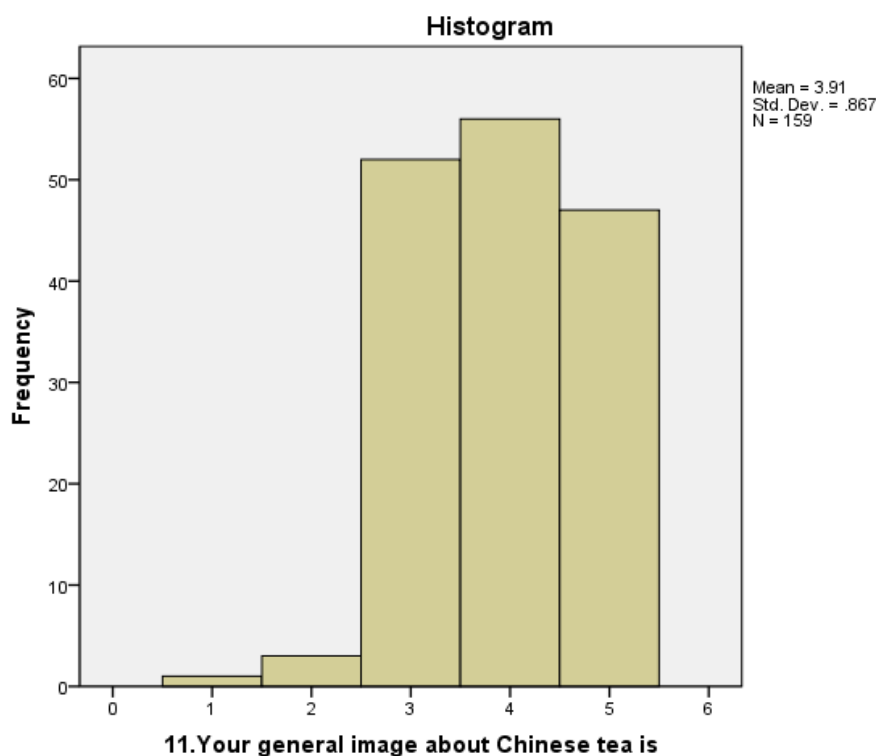
Different with the results of four questions concerning tea knowledge, the mode of the fifth question relating China with tea tourism authenticity received the mode 3 instead of 1, meaning more people (42.8%) chose 'Neither agree nor disagree', may due to a limited level of tea knowledge of China, especially the rich cultural part of Chinese tea, which is common sense for domestic tourists. The mean surpassed 3, as more than one third of the respondents chose 'Agree' or 'Strongly agree', more than those who 'Strongly disagree' and 'disagree'. This is an important element to be improved when promoting tea tourism to international market.

Table 5-1-16 Frequency of perceived authenticity of tea tourism in China

Tea tourism in China is of greater authenticity.			
	Frequency	Valid Percent	Cumulative Percent
Strongly disagree	26	16.4	16.4
Disagree	10	6.3	22.6
Neither agree nor disagree	68	42.8	65.4
Agree	37	23.3	88.7
Strongly agree	18	11.3	100.0
Total	159	100.0	

Then for the general image of Chinese tea, the mean achieved as high as 3.91, implying an average level at 'Good'. From the distribution of answers, we can find only 4 of them chose 'Very bad' and 'Bad', while 56 chose 'Good' and 47 chose 'Very good'. It is evident that although respondents' overall knowledge of Chinese tea is on low level, the Chinese tea itself achieved a good image among the potential visitors. Their intention on tea tourism in China is to be further checked in next part.

Graphic 5-1-2 Histogram of perceived authenticity of tea tourism in China



1.2.4 Behavior intention

In this part, potential international visitors' intention on tea tourism in China was investigated, as well as some features of their expected tea tourism, and other factors may influence their tea tourism trip in China.

Firstly, the four scale questions referring their behavior intention, and consideration relating tea with China's destination image, the average level are all over 3, the mean of intention on 'learning about Chinese tea and tea culture' (3.52) and 'tea-related activities' (3.55) are slightly higher than 'tea tourism in China in the future' (3.37) and 'Chinese tea as a part of destination image' (3.37).

The distribution of answers presents, more than half of the respondents 'agree' or 'strongly agree' to learn about Chinese tea and tea culture, and engage in tea-related activities, nearly half of them 'agree' or 'strongly agree' to a future tea trip in China, and agree with tea as China's destination image. Those who 'strongly disagree' and 'disagree' weigh about 20%. The results imply a good foundation to integrate

international visitors in tea tourism in China, which is the key research aim of this part.

Table 5-1-17 Frequency of scale questions on intention of tea activities

1.I am interested in learning about Chinese tea and tea culture.			
	Frequency	Valid Percent	Cumulative Percent
Strongly disagree	12	7.5	7.5
Disagree	18	11.3	18.9
Neither agree nor disagree	39	24.5	43.4
Agree	56	35.2	78.6
Strongly agree	34	21.4	100.0
Total	159	100.0	
2.I am interested in tea-related activities (taste Chinese tea, watch tea ceremony etc.)			
	Frequency	Valid Percent	Cumulative Percent
Strongly disagree	11	6.9	6.9
Disagree	17	10.7	17.6
Neither agree nor disagree	38	23.9	41.5
Agree	60	37.7	79.2
Strongly agree	33	20.8	100.0
Total	159	100.0	
3.I am interested in a tea tourism in China in the future.			
	Frequency	Valid Percent	Cumulative Percent
Strongly disagree	13	8.2	8.2
Disagree	22	13.8	22.0
Neither agree nor disagree	47	29.6	51.6
Agree	47	29.6	81.1
Strongly agree	30	18.9	100.0
Total	159	100.0	
4.I consider Chinese tea as a part of destination image of China.			
	Frequency	Valid Percent	Cumulative Percent
Strongly disagree	14	8.8	8.8
Disagree	20	12.6	21.4
Neither agree nor disagree	52	32.7	54.1
Agree	39	24.5	78.6
Strongly agree	34	21.4	100.0
Total	159	100.0	

When they think over a tea tourism trip, the specific tea-related activities that they're interested in are displayed in the multiple-choice question result Table 5-1-18, 'Watch or experience tea making, Tea tasting in tea house, Tea-leaves picking in fields, Watch or learn tea ceremony, and Tea village board/lodging are' the top five desirable activities, they all occupies more than 10% in the total 100% response rate, and chosen by approximately 50% of the respondents. Then 'Buy tea souvenirs, Visit tea museum/ Expo, Tea festivals and events, Visit tea heritage attractions' and so on, are relatively less popular activities preferred by about 25-30% of respondents. It seems the potential international visitors favor the activities that require a more active participation and profound experience, the information could be used as reference in designing tea tourism offerings for international tourists.

Table 5-1-18 Frequency of expected tea-related activities (multiple-answers)

Activities Frequencies				
		Responses		Percent of Cases
		N	Percent	
activities ^a	Tea-leaves picking in fields	85	11.7%	53.5%
	Visit tea museum/ Expo	47	6.5%	29.6%
	Watch tea-themed spectacle	38	5.2%	23.9%
	Watch or experience tea making	105	14.5%	66.0%
	Cycling/sports in tea fields	41	5.7%	25.8%
	Tea festivals and events	44	6.1%	27.7%
	Tea tasting in tea house	103	14.2%	64.8%
	Visit tea heritage attractions	43	5.9%	27.0%
	Tea village board/lodging	73	10.1%	45.9%
	Watch or learn tea ceremony	78	10.8%	49.1%
	Buy tea souvenirs	48	6.6%	30.2%
	Tea+ other attraction	20	2.8%	12.6%
Total		725	100.0%	456.0%
a. Dichotomy group tabulated at value 1.				

As for their expected duration of the trip, most of them selected '1 day or less' (42.1%), or '2 to 3 days' (35.2%), only 10.1% expect for '4-7 days', and 12.6% expect for 'More than a week'. Imagine tea would be one of the elements of attractions in a long international trip, those who focus more on tea would seek for a longer stay. Then

we could offer different routes that adapting to their expectations, for short-term visitors to combine tea with other local tourism resources and activities. For long-term visitors to offer rural vacation tours with tea village board/lodging, and some learning sessions of tea producing or tea ceremony, like a culinary school.

Table 5-1-19 Frequency of expected duration for tea-related tourism activities in China

	Frequency	Valid Percent	Cumulative Percent
1 day or less	67	42.1	42.1
2 to 3 days	56	35.2	77.4
4-7 days	16	10.1	87.4
More than a week	20	12.6	100.0
Total	159	100.0	

When it comes to the difficulties they take into account before a tea tourism trip to China, the ‘language’ account for a significant portion 76.7%, as the language is tremendously different in both speaking and writing with others, then ‘Long distance’, ‘Visa application’ and ‘Cost’ are all more perceived realistic problems. The others like ‘Safety’, ‘Transportation’, ‘Environment’ and ‘Infrastructure’ are less perceived as difficulties, on the basis that 52.8% of the respondents have ever visited China with basic understanding.

Table 5-1-20 Frequency of perceived difficulties for trip in China (multiple-answers)

		Responses		Percent of Cases
		N	Percent	
difficulties ^a	Language	122	27.7%	76.7%
	Long distance	75	17.0%	47.2%
	Visa application	72	16.4%	45.3%
	Cost	77	17.5%	48.4%
	Safety	30	6.8%	18.9%
	Environment	20	4.5%	12.6%
	Infrastructure	12	2.7%	7.5%
	Transportation	24	5.5%	15.1%
	Other	8	1.8%	5.0%
Total		440	100.0%	276.7%
a. Dichotomy group tabulated at value 1.				

Lastly, they rated importance from 1 to 5 on the attributes of destination that may have an impact on their expected tea tourism experience in China, in general, all the items of importance are greater than average level 3, the results implies that, compared with general conditions of destination such as ‘Natural landscapes’, ‘Tourism information (e.g. map, WIFI)’, and hospitality elements such as ‘Hospitality of hosts’, ‘Knowledge and skills of staffs’, the tea-related elements are relatively less weighed. The order within tea related elements is ‘Rich tea cultural heritage’ (3.64), ‘Reputation of tea/tea region’ (3.55), ‘Variety of tea related activities’ (3.47). As we can imagine the concerns of potential visitors for a long-distance and even cross-cultural international travel, it’s not simply to experience tea, when promoting the tea tourism offerings to international visitors, more emphasis should be put on communicating and introducing the basic conditions, facilities and services, especially in a rural tourism context not as equipped as in modern cities.

Table 5-1-21 Ranking of importance of destination attributes

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Natural landscapes	159	1	5	4.30	0.952
Hospitality of hosts	159	1	5	4.16	0.954
Knowledge and skills of staffs	159	1	5	4.16	0.960
Tourism information (e.g., map, WIFI)	159	1	5	3.97	1.052
Historical displays	159	1	5	3.93	1.013
Sense of security	159	1	5	3.82	1.158
Guided tour (explanation)	159	1	5	3.69	1.103
Distance/accessibility	159	1	5	3.65	1.114
Rich tea cultural heritage	159	1	5	3.64	1.069
Total cost	159	1	5	3.63	1.134
Infrastructure and facilities	159	1	5	3.62	0.985
Reputation of tea/tea region	159	1	5	3.55	1.151
Events and attractions	159	1	5	3.48	1.119
Variety of tea related activities	159	1	5	3.47	1.024
Valid N (listwise)	159				

1.3 Relationships between variables

1.3.1 Reliability and validity

Before the analysis of relationships, the Cronbach's alpha (α) is adopted to measure the internal consistence reliability of the questionnaire questions, and using exploratory factor analysis (EFA) to test the scale questions' validity.

The Table 5-1-22 shows the Cronbach's alpha (α) for the scale questions referring to respondent's tea knowledge of China is 0.887 (>recommended 0.7), then 'Cronbach's Alpha if Item Deleted' in the table indicates, if question number five is deleted, the Cronbach's alpha (α) will reach 0.916, but if any other question is deleted, the alpha will be smaller than 0.887.

Table 5-1-22 Reliability of scale questions (tea knowledge of China)

Reliability Statistics				
Cronbach's Alpha	0.887	N of Items		5
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.I have a good knowledge about varieties/types of tea in China.	9.83	15.382	0.796	0.846
2.I have a good knowledge of tea making/producing in China.	10.02	15.867	0.800	0.846
3.I have a good knowledge about tea regions in China.	10.14	15.821	0.828	0.840
4.I have a good knowledge of tea ceremony/tea art performance in China.	9.75	15.655	0.754	0.857
5.Tea tourism in China is of greater authenticity.	9.16	18.361	0.480	0.916

Therefore, we can see after the question five is deleted, none of the 'Cronbach's Alpha if Item Deleted' of the four questions are over the new alpha 0.916, meaning the adjusted scale questions have a high internal consistence.

Table 5-1-23 Adjusted reliability of scale questions (tea knowledge of China)

Reliability Statistics			
Cronbach's Alpha	0.916	N of Items	4
Cronbach's Alpha if Item Deleted			
1.I have a good knowledge about varieties/types of tea in China.	2.I have a good knowledge of tea making/producing in China.	3.I have a good knowledge about tea regions in China.	4.I have a good knowledge of tea ceremony/tea art performance in China.
0.892	0.887	0.876	0.910

Same as above, the Cronbach's alpha (α) for the four questions that referring to respondents' behavior intention on tea activities and tourism in China is 0.917, after deleting the fourth question which is on tea destination image, the new alpha is 0.933, higher than the original 0.917.

Table 5-1-24 Reliability of scale questions (intention of tea activities in China)

Reliability Statistics				
Cronbach's Alpha	0.917	N of Items		4
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.I am interested in learning about Chinese tea and tea culture.	10.29	9.928	.862	0.875
2.I am interested in tea-related activities (taste Chinese tea, watch tea ceremony etc.)	10.26	10.180	.847	0.881
3.I am interested in a tea tourism in China in the future.	10.43	9.943	.849	0.879
4.I consider Chinese tea as a part of destination image of China.	10.43	10.728	.692	0.933

Table 5-1-25 Adjusted reliability of scale questions (intention of tea activities in China)

Reliability Statistics			
Cronbach's Alpha	0.933	N of Items	3
Cronbach's Alpha if Item Deleted			
1.I am interested in learning about Chinese tea and tea culture.	2.I am interested in tea-related activities (taste Chinese tea, watch tea ceremony etc.)	3.I am interested in a tea tourism in China in the future.	
0.894	0.894	0.922	

For the 14 scale questions referring to importance rate of difficulties the respondents perceive before travel, the Cronbach's alpha (α) is 0.912, same as if 'Total cost' is deleted, and higher than all other 'Cronbach's Alpha if Item Deleted', therefore all the items are kept for the moment. The results indicate a high internal consistence reliability of the questionnaire.

Table 5-1-26 Reliability of scale questions (destination attributes)

Reliability Statistics				
Cronbach's Alpha	0.912	N of Items		14
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Total cost	49.44	90.919	0.470	0.912
Reputation of tea/tea region	49.52	87.719	0.617	0.906
Variety of tea related activities	49.60	89.786	0.594	0.907
Rich tea cultural heritage	49.43	89.018	0.605	0.906
Events and attractions	49.59	88.863	0.580	0.907
Natural landscapes	48.77	89.834	0.644	0.905
Historical displays	49.14	88.943	0.648	0.905
Distance/accessibility	49.42	87.548	0.651	0.905
Infrastructure and facilities	49.45	89.527	0.636	0.905
Sense of security	49.25	89.202	0.540	0.909
Guided tour (explanation)	49.38	89.061	0.580	0.907
Hospitality of hosts	48.91	87.428	0.786	0.900
Knowledge and skills of staffs	48.91	89.086	0.681	0.904
Tourism information (e.g. map,wifi)	49.10	87.028	0.725	0.902

Then for the validity test of questions on tea knowledge and intention, the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO=0.826) exceeding the recommended value of 0.6, and the Bartlett test of sphericity ($p < 0.001$) confirmed it's appropriate to apply exploratory factor analysis on the items.

Table 5-1-27 Result of KMO and Bartlett's Test (tea knowledge of China and activity intention)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.826
Bartlett's Test of Sphericity	Approx. Chi-Square	878.948
	df	21
	Sig.	.000

Table 5-1-28 Exploratory factor analysis (tea knowledge of China and activity intention)

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.935	56.209	56.209	3.191	45.585	45.585
2	1.928	27.541	83.750	2.672	38.165	83.750
3	.362	5.173	88.923			
4	.267	3.818	92.741			
5	.208	2.966	95.708			
6	.160	2.290	97.998			
7	.140	2.002	100.000			

Table 5-1-29 Rotated Component Matrix (tea knowledge of China and activity intention)

	Component	
	1	2
1.I have a good knowledge about varieties/types of tea in China.	0.866	0.216
2.I have a good knowledge of tea making/producing in China.	0.895	0.136
3.I have a good knowledge about tea regions in China.	0.919	0.113
4.I have a good knowledge of tea ceremony/tea art performance in China.	0.849	0.140
1.I am interested in learning about Chinese tea and tea culture.	0.139	0.935
2.I am interested in tea-related activities (taste Chinese tea, watch tea ceremony etc.)	0.180	0.929
3.I am interested in a tea tourism in China in the future.	0.153	0.915
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
Rotation converged in 3 iterations.		

Two factors are determined to explain 83.75% of total variance, much higher than an acceptable level of 50%-60%. The rotated factor loading in the Table 5-1-29 reveals clearly, the first four questions corresponding to the factor ‘tea knowledge of China’, and the following three questions corresponding to the factor ‘tea activity intention to China’, the questions fit well with the anticipated variables.

Same procedure as above, for the questions on importance of difficulties, firstly check the Kaiser-Meyer-Olkin measure of sampling adequacy, and the Bartlett test of sphericity ($p < .001$) to continue apply exploratory factor analysis. Three items, ‘Total cost’, ‘Events and attractions’, ‘Guided tour’ are deleted as their initial loading are lower than 0.4, for the 11 items left, KMO=0.866.

Table 5-1-30 Result of KMO and Bartlett's Test (destination attributes)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.866
Bartlett's Test of Sphericity	Approx. Chi-Square	1044.493
	df	55
	Sig.	.000

Four factors are determined to explain 79.476% of total variance, higher than acceptable level. The rotated factor loading in the Table 5-1-32 implies information of factors, the first factor is more related with ‘Distance/accessibility, Infrastructure and facilities, Sense of security and Tourism information (e.g. map, WIFI)’, second factor is more related with ‘Reputation of tea/tea region, Variety of tea related activities, Rich tea cultural heritage’, the third factor is more related with ‘Hospitality of hosts, Knowledge and skills of staffs’, and the fourth factor is more related with ‘Natural landscapes, Variety of tea related activities’, the factors are renamed as ‘general destination conditions’, ‘tea-related resources’, ‘personal interaction’, ‘place ambiance’, and saved as new variables to be further analyzed in regression. It is evident that the questions fit well with the variables after adjustment, the test of reliability and validity achieved proper level, especially for exploratory research.

Table 5-1-31 Result of exploratory factor analysis (destination attributes)

Component	Initial Eigenvalues		Rotation Sums of Squared Loadings		
	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	51.739	51.739	2.797	25.427	25.427
2	14.253	65.992	2.405	21.860	47.287
3	6.767	72.759	1.868	16.983	64.270
4	6.717	79.476	1.673	15.206	79.476
5	4.495	83.972			
6	3.758	87.729			
7	3.248	90.977			
8	3.144	94.121			
9	2.628	96.748			
10	1.917	98.666			
11	1.334	100.000			

Table 5-1-32 Result of Rotated Component Matrix (destination attributes)

Rotated Component Matrix ^a				
	Component			
	1	2	3	4
importance-Reputation of tea/tea region	.123	.837	.259	.163
importance-Variety of tea related activities	.159	.879	.164	.083
importance-Rich tea cultural heritage	.090	.751	.121	.382
importance-Natural landscapes	.227	.258	.315	.766
importance-Historical displays	.319	.241	.148	.813
importance-Distance/accessibility	.783	.130	.180	.236
importance-Infrastructure and facilities	.819	.170	.169	.157
importance-Sense of security	.828	.019	.139	.149
importance-Tourism information (e.g. map,wifi)	.649	.235	.477	.160
importance-Hospitality of hosts	.392	.292	.749	.277
importance-Knowledge and skills of staffs	.225	.239	.877	.205

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

1.3.2 Differential Relationships analysis

This part aims to identify differential relationships, through variance analysis (ANOVA) when the independent variable (X) is categorical data with more than 2 groups, T-test

when the independent variable (X) is data of 2 categories, in both cases the dependent variable (Y) is continuous variable. If the dependent variable is also categorical data, then Chi-Square Test is adopted, to discover statistically significant difference between variance groups.

The cross-tabulation Table 5-1-33 shows there might be difference between respondents who has ever been in China or not when they choose for tea tourism destinations, apparently the number who has ever been in China and chose China as perceived tea tourism destination, 60 is greater exceeding those who hasn't been in China but also chose China, which is 28. Moreover, there's more people (35) in not visited China to choose the United Kingdom than who visited (22), as the United Kingdom firstly introduce tea to the western world in the history, even not growing its own tea, it's more perceived by this part of respondents. The conjecture is supported by the result of Chi-Square Test, there's statistically significant difference ($P < 0.05$).

Table 5-1-33 Cross-tabulation of perceive tea tourism destination by ever visited China

		Have you ever been in China	
		Yes	No
		Count	Count
tea tourism destinations	India	43	39
	Sri Lanka	22	9
	Japan	42	22
	China	60	28
	United Kingdom	22	35
	Canada	3	3
	Other	11	11

Table 5-1-34 Chi-Square Tests (Y= perceive tea tourism destination, X= ever visited China)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.999 ^a	6	.006
Likelihood Ratio	18.075	6	.006
N of Valid Cases	350		

a. 2 cells (14.3%) have expected count less than 5.
The minimum expected count is 2.52.

The second Chi-Square Test Table 5-1-36 revealed a statistically significant difference ($P < 0.05$) between the group who has ever visited China with who hasn't, for the difficulties they perceived before a tea tourism trip in China, in the cross-tabulation Table 5-1-35 we can find that more people in the group who visited China perceived difficulties on visa application, because they already experienced and noticed the difficult procedure.

Table 5-1-35 Cross-tabulation of perceived difficulties by ever visited China

		Visited China		Total	
		no	yes		
Expected difficulties	Cost	Count	47	30	77
		% within visited	20.3%	14.9%	17.8%
	Environment	Count	10	10	20
		% within visited	4.3%	5.0%	4.6%
	Infrastructure	Count	4	8	12
		% within visited	1.7%	4.0%	2.8%
	Language	Count	61	61	122
		% within visited	26.4%	30.3%	28.2%
	Long distance	Count	46	29	75
		% within visited	19.9%	14.4%	17.4%
	Safety	Count	23	7	30
		% within visited	10.0%	3.5%	6.9%
	Transportation	Count	11	13	24
		% within visited	4.8%	6.5%	5.6%
Visa application	Count	29	43	72	
	% within visited	12.6%	21.4%	16.7%	
Total		Count	231	201	432
		% within visited	100.0%	100.0%	100.0%

Table 5-1-36 Chi-Square Tests (Y= perceived difficulties, X= ever visited China)

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.367 ^a	7	.010
Likelihood Ratio	18.845	7	.009
N of Valid Cases	432		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.58.

Then more in the group who haven't visited China perceived difficulties on cost, long-distance, the cost may be related with long-distance as well. And more of them chose safety, which is least chosen by who visited China and know the real situation. Then there's no great difference when the two groups chose environment, infrastructure, language and transportation. These could be useful information for the tea destination management organizations (DMOs) in China.

The difference between who visited or not in China when they choose expected tea tourism activities was examined as well, yet no statistically significant difference ($P > 0.05$) was discovered.

Then we employ T-test for the same independent variable (X), to check a continuous variable, 'tea knowledge of China' (average value of the four scale questions). The form of group statistics presents a difference of mean from who visited (2.7321) with who hasn't (1.7933), the result of Independent Samples Test indicates there's statistically significant difference ($P < 0.05$). the average knowledge level of the group visited China is significantly higher than the group not.

It could be briefly summarized that between the group who visited China with who didn't, there's statistically significant difference ($P < 0.05$) on their choice of perceived tea tourism destination countries, their expected difficulties for conducting a tea tourism trip in China, and their general knowledge of Chinese tea, yet they have no significantly different on their preference of expected tea tourism activities in China.

Table 5-1-37 Independent Samples Test (Y= tea knowledge of China, ever visited China)

		ever been in China	N	Mean	Std. Deviation	Std. Error Mean				
knowledge	Yes		84	2.7321	1.04477	.11399				
	No		75	1.7933	.86834	.10027				
Independent Samples Test										
		Levene's Test		t-test for Equality of Means (2-tailed)						
		F	Sig.	t	df	Sig.	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Know-ledge	Equal variances assumed	1.535	.217	6.120	157	.000	.93881	.15341	.63580	1.24
	Equal variances not assumed			6.184	156.26	.000	.93881	.15182	.63893	1.24

The first variance analysis (ANOVA) is to check difference between who knows China as tea origin or not, from the result of table and figure evidently shows it's supported to be significant at the 0.05 level (95 % confidence level), the group who know China is origin of tea and tea culture confirm more that tea as a destination image of China, arrived an average 'agree' level (mean>3.6), while for who didn't know, their average level of perception of China's tea destination image is 'neither agree nor disagree' (mean=3).

Table 5-1-38 Test of Homogeneity of Variances for ANOVA (Y= China's tea destination image)

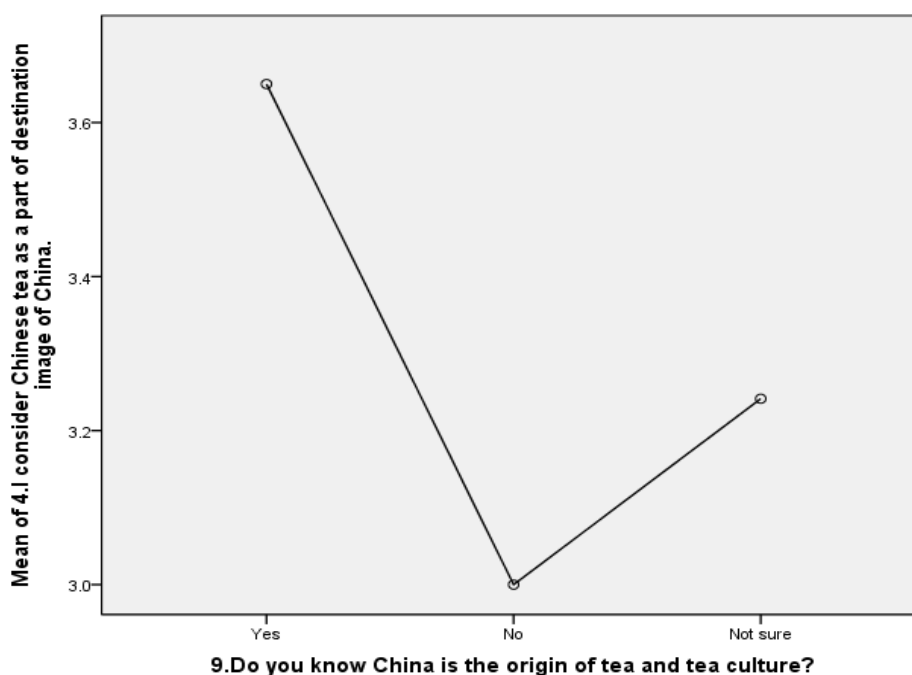
I consider Chinese tea as a part of destination image of China.			
Levene Statistic	df1	df2	Sig.
1.352	2	156	.262

Table 5-1-39 ANOVA test (Y= China’s tea destination image, X= knowledge of tea origin and culture of China)

I consider Chinese tea as a part of destination image of China. LSD						
(I) Do you know China is the origin of tea and tea culture?	(J) Do you know China is the origin of tea and tea culture?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Yes	No	.650*	.212	.003	.23	1.07
	Not sure	.409	.255	.111	-.09	.91
No	Yes	-.650*	.212	.003	-1.07	-.23
	Not sure	-.241	.274	.380	-.78	.30
Not sure	Yes	-.409	.255	.111	-.91	.09
	No	.241	.274	.380	-.30	.78

*. The mean difference is significant at the 0.05 level.

Graphic 5-1-3 Group differences of perception of China’s tea destination image



The second variance analysis (ANOVA) reveals, those who have ever tasted Chinese tea also have a much more positive image of Chinese tea, than those who didn’t or not sure, there’re statistically significant differences at 0.05 level (95 % confidence level), yet there’s no statistically significant differences (P=0.121) between those who didn’t or not sure.

Table 5-1-40 Test of Homogeneity of Variances for ANOVA (Y=image of Chinese tea)

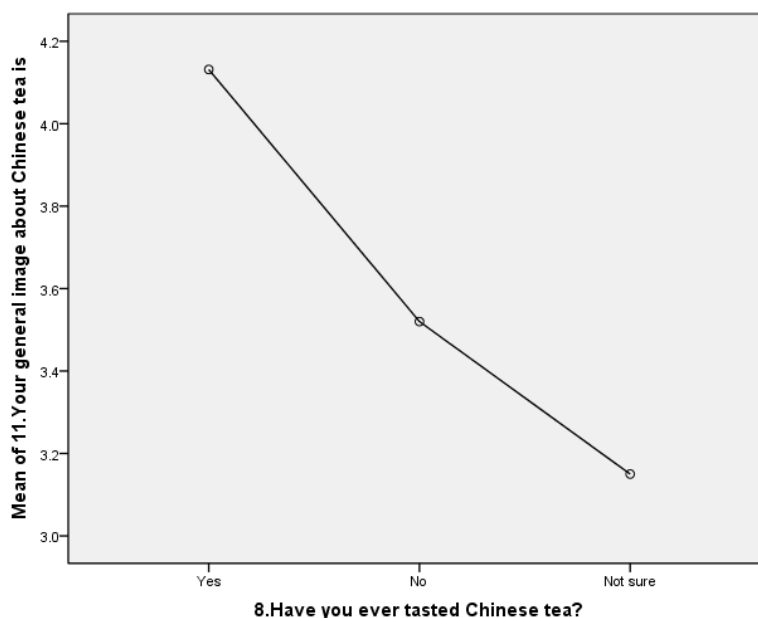
Your general image about Chinese tea is			
Levene Statistic	df1	df2	Sig.
1.854	2	156	.160

Table 5-1-41 ANOVA test (Y=image of Chinese tea, X=ever tasted Chinese tea)

Your general image about Chinese tea is					LSD	
(I) 8.Have you ever tasted Chinese tea?	(J) 8.Have you ever tasted Chinese tea?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Yes	No	.612*	.175	.001	.27	.96
	Not sure	.982*	.192	.000	.60	1.36
No	Yes	-.612*	.175	.001	-.96	-.27
	Not sure	.370	.238	.121	-.10	.84
Not sure	Yes	-.982*	.192	.000	-1.36	-.60
	No	-.370	.238	.121	-.84	.10

*. The mean difference is significant at the 0.05 level.

Graphic 5-1-4 Group differences of image of Chinese tea by ever tasted Chinese tea



Then a T-test result Table 5-1-42 implies those who can name a certain Chinese tea variety or region, in other words, who have higher understanding level of Chinese tea, also tend to have more positive image of Chinese tea (mean=4.53) than those can't (mean= 3.47), the statistically differences is at high confidence level ($P < 0.001$).

Table 5-1-42 Independent Samples Test (Y= image of Chinese tea, X= knowledge of Chinese tea variety or region)

Group Statistics										
		Can you name a famous Chinese tea variety or region?		N	Mean	Std. Deviation	Std. Error Mean			
Your general image about Chinese tea is	Yes			66	4.53	.588	.072			
	No			93	3.47	.760	.079			
Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means (2-tailed)						
		F	Sig.	t	df	Sig.	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Your general image about Chinese tea is	Equal variances assumed	3.905	.050	9.464	157	.000	1.057	.112	.837	1.278
	Equal variances not assumed			9.881	155.815	.000	1.057	.107	.846	1.269

To sum up, there're statistically significant differences between groups of who tasted Chinese tea or not, those who can name a name a Chinese tea variety/region or not, for their general image on Chinese tea. In other words, of the international potential visitors, who have ever tasted Chinese tea, and have a higher understanding level of Chinese tea, tend to have more positive image of Chinese tea.

The differential relationships with respondent's intention for a tea tourism in China as dependent variable, were tested as well, the following result of variance analysis (ANOVA) Table 5-1-44 pointed out, there's statistically significant differences ($P < 0.01$) between the different groups of tea drinking frequencies, those non-regularly tea drinkers who drink tea less than 3 times in a week, has much lower intention than those regular tea drinkers who drink tea 3-5 times, 6-9 times, or more than 10 times in a week.

Table 5-1-43 Test of Homogeneity of Variances for ANOVA (Y= tea tourism intention)

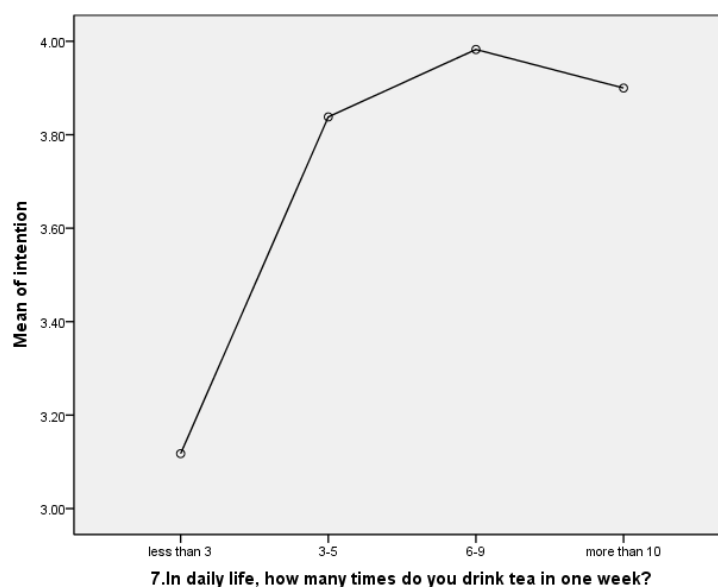
intention			
Levene Statistic	df1	df2	Sig.
2.099	3	155	0.103

Table 5-1-44 ANOVA test of tea tourism intention by tea drinking habit

intention						
LSD						
(I) 7.In daily life, how many times do you drink tea in one week?	(J) 7.In daily life, how many times do you drink tea in one week?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
less than 3	3-5	-.72045*	.20682	0.001	-1.1290	-.3119
	6-9	-.86481*	.26132	0.001	-1.3810	-.3486
	more than 10	-.78235*	.25592	0.003	-1.2879	-.2768

*. The mean difference is significant at the 0.05 level.

Graphic 5-1-5 Group differences of tea tourism intention in China by tea drinking habit



Nevertheless, there's no statistically significant differences ($P>0.05$) found between different international travel frequency groups, whether they have been in China or not, and demographic groups such as different age range, different education level and income range, on their intention for a tea tourism trip in China, the intention levels aren't significantly different.

1.3.3 Influence relationship by regression

This part aims to further identify the factors that significantly effect potential international visitors' intention for a tea tourism in China. Four factors referring to destination attributes were discovered and renamed as 'general destination conditions', 'tea-related resources', 'personal interaction', 'place ambiance' in the principal component factor analysis (FVA). Then there's four factors referring to the visitors' personal features, the relationship between their knowledge acquisition, attitudes and their behavior intention is to be examined.

In the first step, the Person correlation analysis Table 5-1-45 shows that 'general destination conditions', 'tea-related resources' and 'personal interaction' are mildly correlated with 'intention', no significant correlation found with 'intention' and 'place ambiance'.

Table 5-1-45 Result of Pearson Correlation (destination attributes and intention)

		Zscore (intention)
general destination conditions	Pearson Correlation	.244**
	Sig. (2-tailed)	0.002
tea-related resources	Pearson Correlation	0.407**
	Sig. (2-tailed)	0.000
personal interaction	Pearson Correlation	0.192*
	Sig. (2-tailed)	0.016
place ambiance	Pearson Correlation	0.087
	Sig. (2-tailed)	0.275
Zscore (intention)	Pearson Correlation	1
	Sig. (2-tailed)	
	N	159

*p < 0.05; **p < 0.00.

Then in the regression result Table 5-1-46, the same three variances 'general destination conditions' (Beta =0.244, t=3.549, p=0.001), 'tea-related resources' (Beta=0.407, t=5.914, p<0.001) and 'personal interaction' (Beta=0.192, t=2.783, p=0.006) were selected out to have significant positive effects on their intention. The R Square indicates that 27% variance of intention was explained by the three independent variances. The 'place ambiance' of natural landscape and historic display could be a

plus for destination, but not necessary enough to influence their intention. Among the three influencing variances, ‘tea-related resources’ counted most, it could be easily understood because the intention is for a tea tourism in China. Then ‘general destination conditions’ and ‘personal interaction’ are always important for visitors to make their decisions for a trip, especially for the international potential tourists, that we’ve noticed in the descriptive analysis.

Table 5-1-46 Result of regression model (Y= intention, X= destination attributes)

Model	R	R Square	Change Statistics				Durbin-Watson	
			R Square Change	F Change	df1	df2		Sig. F Change
1	0.519 ^a	0.270	0.270	14.229	4	154	0.000	1.821
Model			Standardized Coefficients	t	Sig.	Collinearity Statistics		
			Beta			Tolerance	VIF	
1	(Constant)			.000	1.000			
	general destination conditions		.244	3.549	.001	1.000	1.000	
	tea-related resources		.407	5.914	.000	1.000	1.000	
	personal interaction		.192	2.783	.006	1.000	1.000	
	place ambiance		.087	1.265	.208	1.000	1.000	

The four visitor related factors are ‘knowledge of Chinese tea’ (mean of the four scale questions), ‘perceived authenticity’ and ‘recognition of tea destination image’, which are renamed from the two questions reduced after factor analysis, and ‘general image of Chinese tea’. The Person correlation analysis Table 5-1-47 shows that all the four factors are correlated with ‘intention’, and the independent variances are related to each other as well while the correlation coefficients aren’t considerably high. Consequently, we adopted Stepwise Regression with a surveillance on VIF. The VIF of items are smaller than 2 (recommended value <5), and D-W is 2.018 (recommended value 1.8-2.2), thus the results are acceptable.

Table 5-1-47 Result of Pearson Correlation (personal features and intention)

Pearson Correlation	general image of Chinese tea	perceived authenticity	recognition of tea destination image	knowledge of Chinese tea	intention
general image of Chinese tea	1	.326**	.304**	.358**	.328**
perceived authenticity	.326**	1	.474**	.480**	.540**
recognition of tea destination image	.304**	.474**	1	.380**	.692**
knowledge of Chinese tea	.358**	.480**	.380**	1	.332**
intention	.328**	.540**	.692**	.332**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Two variances ‘recognition of tea destination image’ (Beta =0.563, $t=9.099$, $p<0.001$), ‘perceived authenticity’ (Beta=0.273, $t=4.412$, $p<0.001$) were identified to impact significantly on respondents’ intention, to explain 53.7% variance of the intention. The higher their cognitions on Chinese tea as a part of destination image of China, the more they perceived the authenticity of tea tourism in China, the more they intend to participate in a tea tourism in China.

From the results of Enter Regression of all the four factors Table 5-1-49, it can be noted, even not significantly supported ($p>0.05$), the ‘knowledge of Chinese tea’ tends to have a negative effect on visit intention, which corresponds to previous study on food tourism (Zhang et al.,2019), that familiarity is expected to have positive influence on food tourists while a negative number came out. The ‘knowledge of Chinese tea’ is not a requirement to have intention, on the grounds that those who have a higher level of knowledge would be interested in tea tourism, while those who have a lower level of knowledge would also be driven by curiosity on tea tourism, with a motivation to learn. There’s a weak positive impact of ‘general image of Chinese tea’ on visit intention ($p>0.05$), their knowledge of Chinese tea helps them to get a more positive image of Chinese tea to some degree, although they obtain a good image of Chinese tea, taking into account the different aspects of difficulties they perceived for a tea tourism trip in China, the driving force isn’t direct enough, as they can easily consume on Chinese tea,

other than conducting an long-distance and cross-border tea tourism trip.

Table 5-1-48 Result of Stepwise Regression (Y=intention, X=personal features)

Model	R	R Square	Change Statistics					Durbin-Watson
			R Square Change	F Change	df1	df2	Sig. F Change	
1	0.692 ^a	0.479	0.479	144.468	1	157	.000	
2	0.733 ^b	0.537	0.058	19.463	1	156	.000	2.018
a. Dependent Variable: intention								
b. Predictors: (Constant), recognition of tea destination image, perceived authenticity								
c. Dependent Variable: intention								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.362	.187		7.290	.000		
	recognition of tea destination image	.628	.052	0.692	12.019	.000	1.000	1.000
2	(Constant)	.986	.196		5.026	.000		
	recognition of tea destination image	.510	.056	0.563	9.099	.000	.775	1.290
	perceived authenticity	.251	.057	0.273	4.412	.000	.775	1.290
a. Dependent Variable: intention								

Table 5-1-49 Result of Enter Regression (Y=intention, X=personal features)

Coefficients ^a						
Model		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		Beta			Tolerance	VIF
1	(Constant)		2.391	.018		
	general image of Chinese tea	.085	1.423	.157	.825	1.213
	perceived authenticity	.267	3.982	.000	.659	1.517
	recognition of tea destination image	.554	8.691	.000	.731	1.368
	knowledge of Chinese tea	-.037	-.565	.573	.705	1.417
a. Dependent Variable: intention						

Discussion and conclusion

Findings of this study contribute to the tea tourism literature, as there's no existing similar literature on tea tourism, taking China as a tea tourism destination for international tourists. In the existing literature of rural gastronomic tourism, it's meaningful to integrate rich gastronomic culture, and make use of regional resources to promote and enhance the culinary landscape of destination. In our case, it's essential to examine the attractiveness of tea tourism for international tourists from their views. It has an explorative nature, to discover information and insights from respondents' knowledge acquisition, possible factors that influence their visit intention and so on.

Results indicate that tea tourism is a promising part of destination image of China, as a country with long history of tea planting, tea making and tea appreciation. The predominant image of China as a destination for international tourists is traditional historic monuments, natural landscapes, yet gastronomic tourism in rural areas and the element of tea are perceived in a growing trend. Although China is top selected among the possible tea tourism destinations, compared with India which has been a tea producing area for the United Kingdom, or Japan who has heritage tea culture from China, China's rich tea culture in many aspects hasn't been communicated enough to the international market, as distinct features of China as a tea tourism destination. The respondents are more familiar with tea in daily use, than the various activities that could be integrated into experiential tourism activities, such as tea ceremony/art performance, and tea making/producing. Despite some of the respondents seem to have a better understanding as they can write on their own certain tea region or tea varieties of China, in general, the investigated potential international tourists have a considerate low level of tea knowledge about China, referring to various aspects of tea varieties/types, tea making/producing, tea regions, and tea ceremony/tea art performance. In contrast, they have a considerate high level of intention for tea activities including a tea tourism trip in China, more than half of the respondents 'agree' or 'strongly agree' to learn about Chinese tea and tea culture, and engage in tea-related activities, nearly half of them 'agree' or 'strongly agree' to a future tea trip in China. Therefore, we can draw the

conclusion that the second hypothesis H2 is by now partly supported from the perspective of international potential tourists. Accordingly, it's important for the Chinese tea regions to continue working on improving potential international tourists' cognition and knowledge of tea and tea tourism in the future.

H2: From the demand side, the participatory and experiential activities of tea tourism have a potential to integrate domestic tourists by satisfying their upgrading needs, as well as attracting international tourists' intention to visit and participate.

In their expected tea tourism trip in China, the respondents are more attracted by tea tourism activities like 'watch or experience tea making, tea tasting in tea house, tea-leaves picking in fields, watch or learn tea ceremony, and tea village board/lodging', which are all experiential activities that require a more active participation and profound tea experience. As the investigated potential international tourists also tend to choose a relatively long stay duration in the context of China's tourism industry, besides short-term experience session as a part of entire tourism routes, such as a session of tea tasting or tea ceremony for excursionists, it's also favorable to offer vacationers who're willing to stay for several days to weeks, more complete experience that connecting the various sessions from tea garden visiting, tea-leaves picking in fields, watch or experience tea frying, watch or learn tea ceremony, to tea tasting and tea village board/lodging, which is nearly blank for the time being. In order to make a memorable tea tourism experience for international visitors, their perceived difficulties before the trip and expected importance of tea destination attributes were examined as well. The investigated potential international tourists are more concerned about difficulties such as 'language, long distance, visa application and cost', these realistic factors would prevent them from making travel decision and setting off. Then the respondents are more sensitive to tea destination attributes such as 'tourism information (e.g., map, WIFI)', and hospitality elements such as 'hospitality of hosts, knowledge and skills of staffs', in the future, the national tourism department and regional tea tourism destination management organizations should pay attention to the issues, and try to ameliorate from current condition and situation.

Empirical results show there's statistically significant differences between who have been visited China or not, regarding their tea knowledge acquisition, perceived tea destination countries and expected difficulties, for instance, those who visited China would agree more with China as a tea tourism destination, and perceived more on visa application as major difficulties other than long distance and safety problem. Moreover, the respondents who tasted Chinese tea tend to have better general image of Chinese tea, those who have a better level understanding of Chinese tea regions and varieties, also tend to consider tea as part of destination image of China. For the destination management organizations (DMOs) in tea regions, should notice the difference between different groups of potential visitors, offering more learning opportunities for international visitors, whether a tea tasting, or a tea ceremony demonstration, and prepare multiple-language interpretation system in tea tourism sites that favors their deeper understanding.

The investigation further reveals that, among the four factors of destination attributes, 'tea-related resources', 'general destination conditions' and 'personal interaction' are identified to have significantly positive effects on their behavior intention of tea activities including tea tourism trip in China, the respondents who perceived greater importance on 'tea-related resources', are most likely to conduct a tea tourism trip in China. In a word, for the environmental influencing factors, 'tea-related resources' is the core attraction to pull their motivation, 'general destination conditions' and 'personal interaction' to ensure their tourism experience, while 'place ambiance' isn't enough to stimulate their visit intention. Among the four personal factors of visitors, 'recognition of tea destination image' and 'perceived authenticity' are discovered to positively effect on their behavior intention, while 'knowledge of Chinese tea' and 'general image of Chinese tea' don't have significant impacts. In other words, the higher their cognition on tea as a part of destination image of China, or the more they perceived the authenticity of tea tourism in China, more likely to generate higher visit intention. If we improve potential visitors' recognition and perception of the Chinese tea resources and culture, it's promising to develop the international clientele.

Another relevant driving factor is their tea drinking frequency, other than international travel frequency, regular tea drinkers are more interested in tea related activities such as tea tourism in China. The result is in line with some earlier literature on wine tourism indicating a correlation between wine related consumer behavior with wine tourism consumer behaviors. That is to say, winery visitors usually consume wine on a regular basis and have an average to high level of knowledge about wine (Shor and Mansfeld, 2009). In our case to offer China as a tea tourism destination for international tourists, it should also be noted that the coefficient between knowledge of Chinese tea and their behavior intention is negative, not disproving the respondents with relatively high knowledge of Chinese tea would intend to visit, apart from this, those who has limited knowledge acquisition of Chinese tea resources and culture would also be driven by their curiosity and wiliness to learn, as the average behavior intention level is much higher than their knowledge level in the study. It is found that their knowledge could contribute directly to their image of Chinese tea, yet the perceived image of Chinese tea itself isn't able to have significantly direct impact on visit intention, considering the perceived difficulties on the long-distance and even cross-cultural tea tourism trip. These empirical findings, including the details of potential international visitors' preferences of expected tea tourism trip, could provide practical insights for tea tourism planning and promotion towards international potential visitors.

CHAPTER 2 DOMESTIC ON-SITE TOURIST SEGMENTATION AND CONTRIBUTIVE FACTORS OF TEA TOURISM EXPERIENCE

1.1 Data collection and analysis

The survey investigation for on-site domestic tourists was carried out in two case areas, 396 valid questionnaires were collected, 358 of them were collected in West Lake Longjing tea region in Hangzhou City, and the rest were collected in Damushan tea garden region in Songyang County of Lishui City, which correspond to the quantity of tourists received respectively. The questionnaire was edit on the platform Wenjuanxing (Survey Star, a professional online survey platform in China), then its QR code could be printed, we offered two ways, the QR code and printed paper survey for the respondents to choose, those who's afraid of body contact during pandemic can simply scan the QR code and fill in on their phone, those who cares about their data privacy and security could fill in directly on the printed papers.

Figure 5-2-1 QR code distribution of questionnaire



The survey instrument consists of six parts, the first part is trip characteristics or respondent's travel behavior, including their origin, means of transport, travel accompany, travel information source etc., and their participated or preferred tea tourism activities. The second part is travel motivations including 18 items in respect of tea, environment, leisure and interpersonal elements. (Kasim et al., 2013; Rid et al., 2014; Sastre and Phakdee-Auksorn, 2017; López-Guzmán et al., 2018). The third part and forth part are the factors that may affect their tea tourism experience, the factors are divided in two aspects, the third part is their perceived personal factors, the fourth

part are 21 items of destination attributes (Björk & Kauppinen-Raisanen, 2016; Wu, Cheng & Ai, 2017; Sthapit, 2017). Then the fifth part is their general experienced satisfaction and loyalty of the tea tourism trip in villages (Campón-Cerro, Alves & Hernández-Mogollón, 2015; Zatori et al, 2018). The last part is Demographic characteristics indicating respondents profile including age, gender, education and income levels etc... The questions are mainly closed questions, the scale questions from part two to part five applied a five-point Likert scale, from 1 to 5 equal to 'Strongly disagree to Strongly agree', 'Very unimportant to Very important', and 'very dissatisfied to very satisfied' respectively.

The data had been processed and analyzed with the IBM Statistical Package for the Social Sciences (SPSS 24.0). First, to understand a general situation of respondent's profile, behavior and perception, a descriptive analysis was conducted with the frequency, percentages, mean values of variables. For the destination attributes additionally applied IPA (Importance-Performance Analysis) to segment the attributes for practical implications. Then after reliability and validity test of the scale questions, which also served to identify the dimensions of variables and delete unnecessary or unreasonable items in the exploratory factor analysis (EFA), in the second phase of analysis, A K-means cluster analysis based on tourists' motivation was carried out to segment homogenous respondents in one group, three groups of tea tourists were identified, then difference analysis tools, the Chi-square tests, T-test, and variance analysis (ANOVA) techniques were employed to discover and characterize the three different groups of tourists in terms of their profile, travel behavior, tourist maturity and tea preference, perceived importance and performance of destination attributes etc. This part is considered to be critical in this chapter, since on the one hand the method and analysis was first time applied on tea tourism, on the other hand, the findings offer a comprehensive understanding about tea tourism participants. Then the difference analysis tools, Pearson correlations and multiple regression analysis were used to explore the relationships between variances generally.

1.2 Descriptive analysis

1.2.1 Respondents' profile

Of the 396 respondents, 36.4% are male and 63.6% are female, one possible reason through observation is, the women of different ages are more likely to travel with same-sex close friends in China, in the interview of homestay runners also mentioned the

reception of small groups of housewives. Then as the respondents were selected randomly at tea tourism destination, it may also reflect that female are more interested in tea tourism.

Table 5-2-1 Socio-demographic profile (on-site tourists)

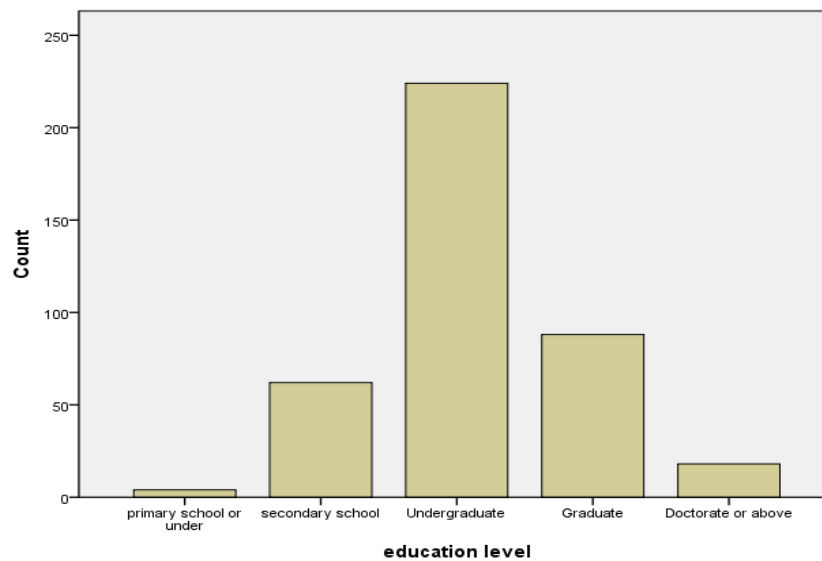
Variable		Frequency	Valid Percent	Cumulative Percent
Gender	female	144	36.4	36.4
	male	252	63.6	100.0
Age range	under 18	31	7.8	7.8
	18 - 29	172	43.4	51.3
	30 - 44	159	40.2	91.4
	45 - 59	33	8.3	99.7
	over 60	1	.3	100.0
Education level	Primary or under	4	1.0	1.0
	Secondary	62	15.7	16.7
	Undergraduate	224	56.6	73.2
	Graduate	88	22.2	95.5
	Doctorate	18	4.5	100.0
Income range	0-3000	91	23.0	23.0
	3001-5000	63	15.9	38.9
	5001-8000	78	19.7	58.6
	8001-10000	57	14.4	73.0
	More than 10000	107	27.0	100.0
Total		396	100.0	

The education level basically obeys the normal distribution, the grade in the middle, undergraduates occupied more than 50%, than secondary school and graduate level, the least are 'primary school or under' and 'Doctorate or above'. Most of the respondents are between 18~29 years old (43.4%) and 30~45 years old (40.2%), in China the compulsory fundamental education started to be popularized from 1980s to 1990s, according to demographic sample survey data in 2016, for the population more than sixty years old, the percentage of who received secondary school level or lower education was as high as 81.9%, nevertheless, for the so called 'Post-90s'⁹, the percentage of illiterate and primary school level education was only 0.46% and 2.85%,

⁹ Born in period from January 1st, 1990 to December 31st, 1999.

so the age range of 18~29 years old and 30~45 years old are those received compulsory fundamental education, while for most of the people more than 45 years old, it's normal that they could neither read nor understand the survey questions, thus prefer their children to finish the questionnaire. It was the same education context with the tea tourism operators as discussed in part four, the elder operators were faced with problems of educational level and internet skills that they rely on their children.

Graphic 5-2-1 Histogram of education level distribution



In Table 5-2-1 also indicated their income range are averagely distributed, besides the students who chose less than 3000 Chinese Yuan per month, the percentage of higher rages, 8001-10000 and more than 10 000 Chinese Yuan per month counted for 41.4%.

The respondents belong to all kinds of job classifications, the major categories are student (23.7%), as the survey investigation was mainly conducted in summer vacation, professional and technical staff (such as teachers, doctors, 23.5%) and employees (general affairs, 21.2%). There're limited samples from the primary industries worker, (secondary) industrial worker, and services industry worker, partly because they are usually less educated, their intention and ability to complete the questionnaire is considerably low. More importantly, the general profile corresponds to tea tourism operators' descriptions in interviews, and in line with previous wine tourism studies claiming that visitors of wineries are characterized as a high socio-demographic profile, similarly, differentiated from mass tourists, tea tourists in our case also tend to be in higher social classes with higher education and income level.

Table 5-2-2 Frequency of job classification

	Frequency	Valid Percent	Cumulative Percent
Student	94	23.7	23.7
Leaders of public/private sector	26	6.6	30.3
Entrepreneur	31	7.8	38.1
Employee (general affairs)	84	21.2	59.3
Professional and technical staff	93	23.5	82.8
(Secondary) industrial worker	1	.3	83.1
Services industry worker	13	3.3	86.4
Primary industries worker	1	.3	86.6
Freelancer	15	3.8	90.4
Own house-keeping	4	1.0	91.4
Unemployed	1	.3	91.7
Retired	4	1.0	92.7
Other	29	7.3	100.0
Total	396	100.0	

1.2.2 Tea tourism behavior

In this part we describe the on-site tourists' tea tourism behaviors, for the origin of the respondents, it's very different for the two case areas, in West Lake Longjing tea region, tourists from Yangtze River Delta Region (mainly Zhejiang province, Jiangsu province and Shanghai), are half to half with the tourists coming from other provinces, as West Lake and Longjing are well-known, tourists come from all the different and distant provinces, such as Beijing, Shandong province, Inner-Mongolia in the north, Guangdong province, Fujian Province in the South, Shaanxi Province in the west etc. In Damushan tea garden area of Songyang County, the tourists come from a closer geographical area, like from the same city or big cities nearby. In the Table 5-2-3 presents the results of all respondents' origins.

Table 5-2-3 Frequency of origin of investigated on-site tourists

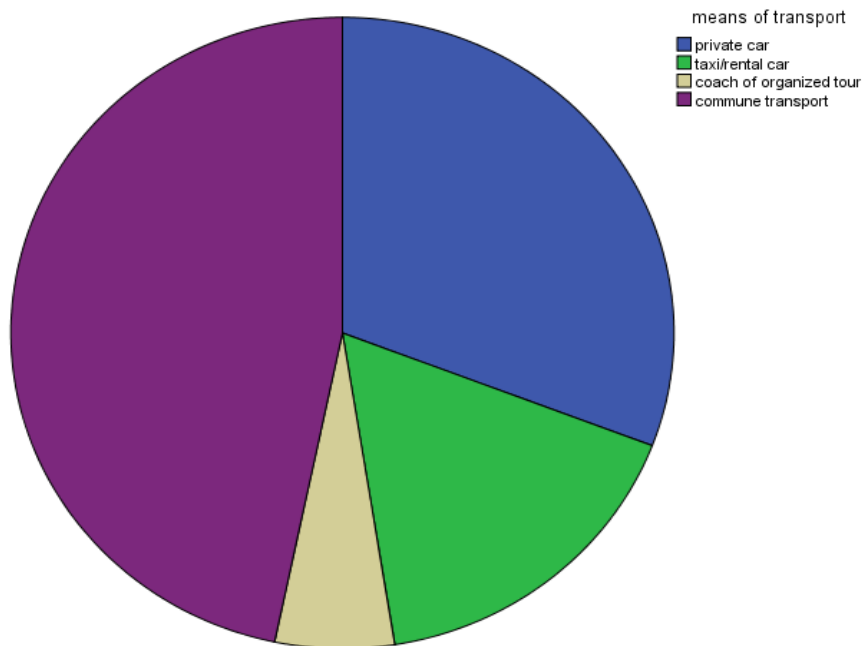
	Frequency	Valid Percent	Cumulative Percent
within this City	109	27.5	27.5
rest of Zhejiang province	70	17.7	45.2
Shanghai	47	11.9	57.1
Jiangsu province	25	6.3	63.4
Other	145	36.6	100.0
Total	396	100.0	

From the Table 5-2-4 of means of transport, we can see that most of the tea tourism tourists are independent travelers other than organized group tour, those who are from nearby cities drive their cars (30.8%), those who are from other provinces came by commune transport like bus (46.7%), or by taxi/rental car (16.7%). It implies that tea tourism has become a special-interest niche product other than a mass tourism product.

Table 5-2-4 Frequency of adopted means of transport

	Frequency	Valid Percent	Cumulative Percent
private car	122	30.8	30.8
taxi/rental car	66	16.7	47.5
coach of organized tour	23	5.8	53.3
commune transport	185	46.7	100.0
Total	396	100.0	

Graphic 5-2-2 Pie chart of adopted means of transport



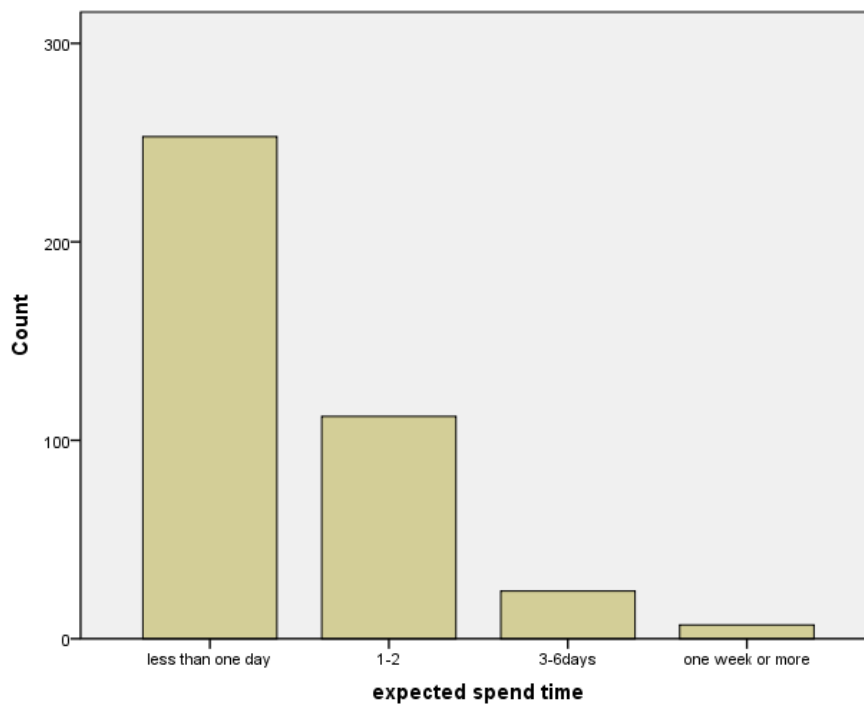
Majority of them expect to spend less than one day (63.9%) or 1-2 days (28.3%) on tea tourism, there's mainly two reasons, firstly for the tourists who drive from downtown or nearby cities, they usually make a one-day excursion. Secondly the tourists from other provinces stay overnights, however they have different attractions to visit, that tea tourism is a part of the whole trip. Therefore, the longer the duration is, the less it was chosen by respondents. On the background that Chinese is a diligent nation, not owning a long paid-vacation, compared with international potential tourists'

expected duration, the average level is still lower. Moreover, the result is different with the early research on tea destination Fuding (Jolliffe and Zhuang, 2007), concluded that tourists was found to be mostly domestic daily excursionist, who highly valued organized tours with tea history and local products focus. Along with the changing social-economic background, we've seen the transformation of tourist behavior.

Table 5-2-5 Frequency of expected spend time of tea tourism

	Frequency	Valid Percent	Cumulative Percent
less than one day	253	63.9	63.9
1-2	112	28.3	92.2
3-6days	24	6.1	98.2
one week or more	7	1.8	100.0
Total	396	100.0	

Graphic 5-2-3 Histogram of expected spend time of tea tourism



Most of the investigated tourists come to tea tourism trip with their families (42.9%) and friends (28.5%), as the investigation was conducted in summer vacation and National Day week, different combinations of families, young couple with children, young couple with parents, or three generations together are observed to be dominant type of tourists. Then unmarried young people like students, come with friends, in couple or alone. Only few tourists were accompanied by colleagues or tour group members, and most of the two categories, including the three respondents who're in

organized group, were samples of Damushan tea region in Songyang, where the tourism flow recovers slowly after the pandemic, then the local government tried to attract incentive tour groups of colleagues.

Table 5-2-6 Frequency of travel companions

	Frequency	Valid Percent	Cumulative Percent
alone	46	11.6	11.6
in couple	43	10.9	22.5
with families	170	42.9	65.4
with friends	113	28.5	93.9
with colleagues	21	5.3	99.2
in organized group	3	.8	100.0
Total	396	100.0	

It was the first time for 68.4 % of the respondents came to visit. The others are repeat visitors, a considerable of them (22.7%) visited 2-3 times, then eight tourists visited 4-5 times, 27 tourists visited more than 5 times. The revisit rate is on a relatively high level, the same tourist may come to visit with different type of companion. This is also an important point reflecting it differs from mass rural tourism, reflecting that Chinese people are becoming mature tourists with willingness to travel, their inner needs and motivations have been upgrading, and tea tourism has potential to offer memorable tourism experience and foster tourist loyalty.

Table 5-2-7 Frequency of visited times in the tea tourism destination

	Frequency	Valid Percent	Cumulative Percent
once	271	68.4	68.4
2-3 times	90	22.7	91.2
4-5 times	8	2.0	93.2
more than 5	27	6.8	100.0
Total	396	100.0	

The main information channels for the tourists to know the tea village destinations, are internet (46.5%) and word of mouth (28%), then by previous experience (16.4%) or travel publicity (9.1%). It can be seen that the traditional channel of travel publicity is least important, while the channel of internet becomes increasingly essential, for the reason the interviewed villagers who run tourism services place emphasis on online reviews by tourists, and trying to improve their internet skills.

Table 5-2-8 Frequency of adopted information channels

	Frequency	Valid Percent	Cumulative Percent
word of mouth	111	28.0	28.0
travel publicity	36	9.1	37.1
internet	184	46.5	83.6
previous experience	65	16.4	100.0
Total	396	100.0	

In regard to their expected or participated tea tourism activities, the most popular ones are ‘Tea tasting (in tea house)’, ‘Watch or experience tea making (stir-drying tea)’, ‘Tea-leaves picking in fields’, ‘Watch or learn tea ceremony’, ‘Visit tea museum/expo’, selected by more than half of the respondents, and ‘Cycling/hiking in tea fields’ by 42.9% of cases. Similar finding as for international potential tourists, the domestic on-site tourists are also more pleased to learn about tea and participate in experiential activities in the experience economy era.

Table 5-2-9 Frequency of expected or participated tea tourism activities (multiple answers)

\$activities Frequencies				
		Responses		Percent of Cases
		N	Percent	
\$activities ^a	Tea-leaves picking in fields	250	13.2%	63.1%
	Watch or experience tea making (stir-drying tea)	255	13.5%	64.4%
	Tea tasting (in tea house)	308	16.3%	77.8%
	Watch or learn tea ceremony	240	12.7%	60.6%
	Visit tea museum/expo	217	11.5%	54.8%
	Cycling/hiking in tea fields	170	9.0%	42.9%
	Visit tea heritage attraction	92	4.9%	23.2%
	Buy tea souvenirs	83	4.4%	21.0%
	Watch tea-themed show	54	2.9%	13.6%
	Tea festivals and events	47	2.5%	11.9%
	Experience tea farming work	101	5.4%	25.5%
Tea+ other attractions	70	3.7%	17.7%	
Total		1887	100.0%	476.5%
a. Dichotomy group tabulated at value 1.				

1.2.3 Perception of motivations and experiences

The tourists are driven by various motivations, of 18 listed items of motivations, only the item 'Knowing new friends' is lower than average level 3, meaning the respondents are generally disagree with this motivation. There're six items of motivation have a mean over 4, between 'agree' and 'strongly agree', from higher to lower are 'Environment quality and nature', 'Attractive landscapes (tea fields)', 'Relaxation and rest', 'Being with friends/ family)', 'Having a good time in holiday' and 'To relieve stress in daily life', in general, the motive of relaxation in good environment is predominant, an overall image of visitors is that they come to tea villager destinations in the holiday with their families and friends, to relive stress and relax in the beautiful tea landscapes, learn about tea culture and participate in tea activities.

Table 5-2-10 Descriptive statistics of tea tourism motivations

	N	Minimum	Maximum	Mean	Std. Deviation
Environment quality and nature	396	1	5	4.34	.721
Attractive landscapes (tea fields)	396	1	5	4.33	.704
Relaxation and rest	396	1	5	4.20	.767
Being with friends/ family	396	1	5	4.16	.824
Having a good time in holiday	396	1	5	4.13	.765
To relieve stress in daily life	396	1	5	4.05	.870
Learn tea knowledge and tea culture/history	396	1	5	3.95	.815
Culture and tradition experience	396	1	5	3.90	.795
Experiential tea activities	396	1	5	3.86	.789
Leisure/entertainment activities	396	1	5	3.85	.877
Visit historic attractions	396	1	5	3.63	.870
Experience different (rural/healthy) lifestyle	396	1	5	3.61	.872
Self-satisfaction and fulfilling	396	1	5	3.61	.973
Learn tea picking and making	396	1	5	3.54	.953
Knowing new places	396	1	5	3.38	.946
Rural gastronomy and lodging	396	1	5	3.38	.980
For tea tasting and buy tea	396	1	5	3.26	.950
Knowing new friends	396	1	5	2.71	1.016
Valid N (listwise)	396				

Compared with stress relieving, the items of tea related motivations are less important, as firstly, stress relieving is more common for Chinese tourists because of their high work pace, then the period of time that the investigation was conducted wasn't high season of tea, consequently the items like 'Learn tea picking and making'

and ‘For tea tasting and buy tea’ have a lower mean, if the survey investigation was in spring (in spring of 2020 was the outbreak of Covid-19), they should be attached more importance. For instance, when the author was distributing questionnaires in the National Tea Museum in Hangzhou, during the pandemic, the space of tea ceremony demonstration had been closed, to reduce interactions between people, we’ve noticed that the tourists passing by the tea table and then left disappointedly. Additionally, the result is in line with previous wine tourism studies that concluded wine related elements weren’t the only key motives of wine tourists, in some case wine wasn’t even core element in staging experience. In our case, tea related motivations are components of the comprehensive motivation, yet not always core elements for tourist motivation, clearer explanations would be given in the part of tourist segmentation of motivations.

Referring to the respondents’ travel features, they have an agreement on independent travel, as they’re mostly independent travelers, the mean of ‘travel very often’ is 3.82, also a relatively high level, the mean of ‘travel to many places and have good travel knowledge’ are above 3, between ‘neither disagree nor agree’ to agree, it corresponds to the previous statement that tea tourism isn’t a traditional mass tourism product to attract many organized groups by tour operators, the tea tourism tourists are to some extent mature tourists, they have certain knowledge on travel, and are mostly regular independent travelers.

Table 5-2-11 Descriptive statistics of travel features

	N	Minimum	Maximum	Mean	Std. Deviation
3.I prefer independent travel than organized tour.	396	1	5	4.39	.767
1.I travel very often	396	1	5	3.82	.861
4.I have traveled to many places(domestic/international).	396	1	5	3.69	.990
2.I have a good knowledge on travel.	396	1	5	3.46	.866
Valid N (listwise)	396				

As for their tea related features, the mean of tea drinking and consuming behavior are above average, whereas their knowledge and ability of tea appreciation are lower, in other words, even they’re more willing to drink tea and spend on tea, they have relatively limited knowledge acquisition on tea, that reflects a concern on transmission of traditional tea cultures, a positive trend is in the parent-child type of tourists, the

parents are learning themselves and explain to their children in the trip.

Table 5-2-12 Descriptive statistics of tea related features

	N	Minimum	Maximum	Mean	Std. Deviation
5.I drink tea very often in my daily life.	396	1	5	3.76	1.003
8.I am willing to spend on consuming tea.	396	1	5	3.48	.861
6.I have a good knowledge on Chinese tea varieties and regions.	396	1	5	2.94	.905
7.I have a good knowledge in tea tasting (distinguish quality of tea).	396	1	5	2.91	.906
Valid N (listwise)	396				

Then the respondents were asked to evaluate the perceived importance and performance levels of the 22 listed attributes of tea destination, in the Table 5-2-13 below we can see the means of all the items. From the descriptive results, the most important elements are ‘environment cleanness/fresh air’, ‘natural landscapes’, ‘authenticity of experience’, ‘tea cultural connotations’, ‘distance/accessibility’, ‘reputation/quality of tea’ and ‘sense of security’, those are evaluated between ‘important’ to ‘very important’, including different aspects such as general conditions of destination, tea resources.

They have higher satisfaction on ‘environment cleanness/fresh air’, ‘natural landscapes’, ‘sense of security, and ‘reputation/quality of tea’, lower satisfaction on ‘guided tour with explanation’, ‘tea ceremony and souvenirs’, ‘interaction with host/staffs’, ‘complementary offer of tea related activities’, ‘participate in tea activities’ and ‘hospitality of hosts’. In general, the on-site tourists are satisfied with the natural scenery and environment setting, they’re less satisfied on services and staffs. For tea related elements, they think highly and are pleased with tea cultural connotations and tea reputation, while they’re less satisfied on tea activities, tea ceremony and souvenirs, which was influenced by the season and pandemic situation as explained in above.

Table 5-2-13 Ranking of importance and performance of destination attributes

	Mean	Rank of importance	Mean	Rank of performance
Environment cleanness/fresh air	4.34	1	4.32	1
Natural landscapes	4.29	2	4.24	2
Authenticity of experience	4.22	3	3.97	7
Tea cultural connotations	4.09	4	3.99	6
Distance/accessibility/transportation	4.06	5	3.96	8
Reputation/quality of tea	4.06	6	4.01	4
Sense of security	4.05	7	4.04	3
Infrastructure and facilities (parking, signs...)	3.99	8	3.92	9
Uniqueness of destination	3.98	9	3.99	5
Tourist information (map, Wi-Fi...)	3.98	10	3.87	12
Tea related setting and ambiance	3.88	11	3.87	11
Historical displays	3.86	12	3.88	10
Knowledge and skills of staffs	3.83	13	3.60	16
Availability of restaurants/lodging	3.76	14	3.69	14
Total cost/ value for money	3.76	15	3.85	13
Complementary offer of tea related activities	3.72	16	3.56	19
Hospitality of hosts	3.66	17	3.59	17
Participate in tea activities	3.62	18	3.59	18
Events and other attractions	3.55	19	3.61	15
Interaction with host/staffs	3.50	20	3.54	20
Guided tour with explanation	3.47	21	3.34	22
Tea ceremony and souvenirs	3.22	22	3.51	21
Valid N (listwise)				

The quadrant chart of IPA (Importance-Performance Analysis) further showed, the elements were distributed mainly to quadrant I and quadrant III. The quadrant I with high importance and high performance is for the elements that should keep up the good work, for example, No.9 environment cleanness/fresh air and No.10 natural landscapes, are highly valued by the tourists that indicating they're pleased with the good environment of tea villages and fields. Then No.2 reputation/quality of tea, No.7 tea cultural connotations are also complemented to their experience, as most of samples were collected in West Lake Longjing tea region in Hangzhou with the National Tea Museum inside. The quadrant II with low importance and high satisfaction is what we call 'possible overkill', like No.1 total cost/ value for money, and No.11 historical displays could be less concentrated on. The quadrant III, IV are with low performance, should be improved, and the elements in quadrant III with lower importance have lower

priority than quadrant IV, which should be concentrated on.

Graphic 5-2-4 Quadrant chart of Importance-Performance Analysis

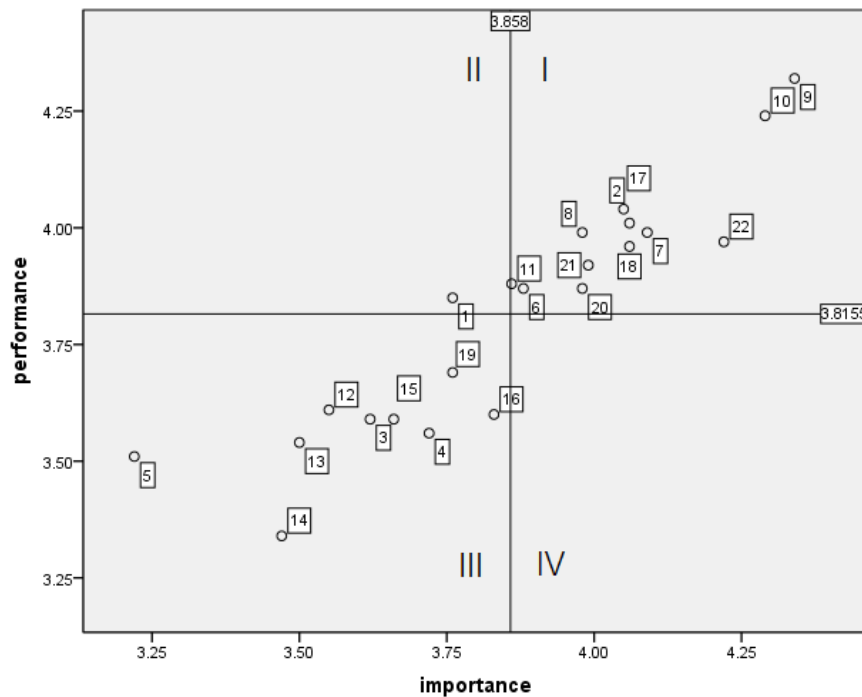


Table 5-2-14 Comparison of importance and performance of destination attributes

No.	Item	No.	Item
1	Total cost/ value for money	12	Events and other attractions
2	Reputation/quality of tea	13	Interaction with host/staffs
3	Participate in tea activities	14	Guided tour with explanation
4	Complementary offer of tea related activities	15	Hospitality of hosts
5	Tea ceremony and souvenirs	16	Knowledge and skills of staffs
6	Tea related setting and ambiance	17	Sense of security
7	Tea cultural connotations	18	Distance/accessibility/transportation
8	Uniqueness of destination	19	Availability of restaurants/lodging
9	Environment cleanness/fresh air	20	Tourist information (map, Wi-Fi...)
10	Natural landscapes	21	Infrastructure and facilities (parking, signs...)
11	Historical displays	22	Authenticity of experience

The results indicated that for the investigated on-site tourists, currently there wasn't emergent attributes of destination to be ameliorated, yet it should also be noted that, two tea-related elements, No.3 participate in tea activities and No.5 tea ceremony

and souvenirs should be put more emphasis on, along with all the elements from No.13 to No. 16 in regard to interpersonal interaction and staff service, that didn't meet on-site domestic tourists' expectations. Considering the hospitality elements are also the elements highly valued by international potential tourists, tourism practitioners should attach importance on these attributes to deliver memorable tourist experience. Then according to tourists' feedback, attributes of general conditions such as infrastructure and accessibility have been improved to basically meet their expectation, especially when the most of samples were collected in West Lake Longjing tea area.

When it comes to respondents' overall satisfaction and loyalty, they have consistent satisfaction on the tea tourism trip they did, the means of four questions are all over 4 (agree), the average loyalty level is high as well, while they have a slightly higher intention to visit another tea village than the one they already visited.

Table 5-2-15 Descriptive statistics of overall satisfaction

	N	Minimum	Maximum	Mean	Std. Deviation
2. I really like this trip to the tea village.	396	1	5	4.06	.641
3. It's worthwhile to visit and stay in the tea village.	396	1	5	4.06	.611
4. I will remember many positive things about this tour.	396	1	5	4.04	.647
1. I have good experience in the tea tourism trip in general.	396	1	5	4.01	.622
Valid N (listwise)	396				

Table 5-2-16 Descriptive statistics of loyalty

	N	Minimum	Maximum	Mean	Std. Deviation
7. I will speak highly of this tea tourism destination to others.	396	1	5	4.02	.656
8. I'd like to visit other tea tourism destination in the future.	396	1	5	4.01	.736
6. I'd like to recommend this tea tourism destination to others.	396	1	5	3.99	.734
5. I'd like to revisit this tea tourism destination in the future.	396	1	5	3.84	.771
Valid N (listwise)	396				

1.3 Reliability and validity

Before the analysis of relationships, the Cronbach's alpha (α) is adopted to measure the internal consistence reliability of the questionnaire, and using exploratory factor analysis (EFA) to test the scale questions' validity.

In the initial EFA of the 18 items of motivation, five items were deleted for the reason that, either it didn't have a good correspondence to any component, either it corresponded to two components meanwhile, the deleted items are 'Culture and tradition experience', 'Visit historic attractions', 'Self-satisfaction and fulfilling', 'Knowing new places' and 'Knowing new friends'. The new Kaiser-Meyer-Olkin measure of 13 items left is 0.770 (>0.6), and the Bartlett test of sphericity ($p < 0.001$) confirmed it's suitable for exploratory factor analysis.

Table 5-2-17 Result of KMO and Bartlett's Test (motivations of tea tourism)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.770
Bartlett's Test of Sphericity	Approx. Chi-Square	1704.584
	df	78
	Sig.	.000

Table 5-2-18 Result of exploratory factor analysis (motivations of tea tourism)

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	3.999	30.762	30.762	2.548	19.603
2	2.126	16.354	47.116	2.347	18.054	37.657
3	1.328	10.217	57.333	1.870	14.383	52.039
4	.963	7.411	64.744	1.652	12.704	64.744
5	.939	7.227	71.970			

Four factors are determined to explain 64.744 % of total variance, indicating a proper structure validity, then the four factors and the corresponding items will be further used in the cluster analysis of tourists. The arithmetic mean of four elements corresponding to component 1 was saved as new variable 'tea-related motives'. Likewise, we have three other new variables, namely 'relaxation motives, leisure-social motives and rural-life motives'. Table 5-2-20 showed the Cronbach's alpha (α) of the 13 items of motivation is 0.809 (>0.7), and all the Cronbach's Alpha if Item Deleted are smaller than 0.801, the scale has good consistence reliability.

Table 5-2-19 Result of Rotated Component Matrix (motivations of tea tourism)

	Component			
	1	2	3	4
Environment quality and nature	.095	.700	.124	-.007
Attractive landscapes (tea fields)	.159	.750	.148	-.098
Relaxation and rest	-.028	.782	.087	.178
To relieve stress in daily life	.011	.705	.246	.176
Having a good time in holiday	.096	.330	.712	.152
Leisure/entertainment activities	.162	.159	.803	.110
Being with friends/ family	-.010	.108	.727	.118
Experiential tea activities	.842	.130	.104	.038
Learn tea knowledge and tea culture/history	.820	.052	.073	.079
Learn tea picking and making	.802	.049	.056	.124
For tea tasting and buy tea	.608	.016	.021	.293
Experience different (rural/healthy) lifestyle	.197	.077	.187	.836
Rural gastronomy and lodging	.212	.099	.173	.850

Extraction Method: Principal Component Analysis.

Table 5-2-20 Reliability of scale questions (motivations of tea tourism)

Reliability Statistics				
Cronbach's Alpha	.809	N of Items		13
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Environment quality and nature	46.31	32.742	.371	.801
Attractive landscapes (tea fields)	46.32	32.548	.408	.799
Relaxation and rest	46.46	32.214	.404	.799
To relieve stress in daily life	46.61	31.165	.453	.795
Having a good time in holiday	46.53	31.222	.528	.790
Leisure/entertainment activities	46.80	30.771	.492	.792
Being with friends/ family	46.50	32.372	.349	.803
Experiential tea activities	46.80	31.235	.506	.791
Learn tea knowledge and tea culture/history	46.70	31.520	.452	.795
Learn tea picking and making	47.12	30.694	.447	.796
For tea tasting and buy tea	47.40	31.394	.378	.802
Experience different (rural/healthy) lifestyle	47.05	30.884	.483	.792
Rural gastronomy and lodging	47.28	29.994	.500	.791

For travel and tea related features of tourists, the item question 3 of travel features was deleted as its 'Cronbach's Alpha if Item Deleted' is 0.831, higher than the Alpha for all the 8 items, 0.823. Then the new Alpha becomes 0.831 with no single item's 'Cronbach's Alpha if Item Deleted' succeeding it.

Table 5-2-21 Reliability of scale questions (personal travel and tea related features)

	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.I travel very often	17.988	.592	.797
2.I have a good knowledge on travel.	17.572	.651	.788
3.I prefer independent travel than organized tour.	20.343	.307	.831
4.I have traveled to many places (domestic/international).	17.701	.525	.806
5.I drink tea very often in my daily life.	17.605	.528	.806
6.I have a good knowledge on Chinese tea varieties and regions.	17.592	.611	.793
7.I have a good knowledge in tea tasting (distinguish quality of tea).	17.646	.603	.795
8.I am willing to spend on consuming tea.	18.324	.541	.803

Table 5-2-22 Adjusted reliability of scale questions (personal travel and tea related features)

Reliability Statistics			
Cronbach's Alpha	.831	N of Items	7
	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.I travel very often	15.836	.549	.812
2.I have a good knowledge on travel.	15.294	.634	.799
4.I have traveled to many places (domestic/international).	15.501	.495	.822
5.I drink tea very often in my daily life.	15.147	.536	.816
6.I have a good knowledge on Chinese tea varieties and regions.	14.968	.650	.796
7.I have a good knowledge in tea tasting (distinguish quality of tea).	14.969	.650	.796
8.I am willing to spend on consuming tea.	15.858	.546	.813

The Kaiser-Meyer-Olkin measure of sampling adequacy (KMO=0.772) exceeding the recommended value of 0.6, and the Bartlett test of sphericity ($p < 0.001$) confirmed it's appropriate to apply exploratory factor analysis.

Two factors are determined to explain 72.157% of total variance, higher than an acceptable level of 50%-60%. The rotated factor loading shows a good correspondence from questions to the components, one variance is about travel features and another is on tea. Therefore, the arithmetic mean of question 1, 2, 4 was renamed as 'tourist maturity', the arithmetic mean of question 5-8 was renamed as 'tea preference'.

Table 5-2-23 Result of KMO and Bartlett's Test (personal travel and tea related features)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.772
Bartlett's Test of Sphericity	Approx. Chi-Square	1414.404
	df	21
	Sig.	.000

Table 5-2-24 Result of exploratory factor analysis (personal travel and tea related features)

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.511	50.162	50.162	2.729	38.986	38.986
2	1.540	21.995	72.157	2.322	33.171	72.157
3	.682	9.749	81.907			

Table 5-2-25 Result of Rotated Component Matrix (personal travel and tea related features)

	Component	
	1	2
1.I travel very often	.141	.884
2.I have a good knowledge on travel.	.272	.845
4.I have traveled to many places(domestic/international).	.115	.852
5.I drink tea very often in my daily life.	.757	.135
6.I have a good knowledge on Chinese tea varieties and regions.	.853	.186
7.I have a good knowledge in tea tasting (distinguish quality of tea).	.880	.152
8.I am willing to spend on consuming tea.	.739	.159
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 3 iterations.		

For the scale questions on tourists' satisfaction and loyalty, the Kaiser-Meyer-Olkin measure is 0.904, much higher than acceptable level, and the Bartlett test of sphericity ($p < 0.001$) means the exploratory factor analysis could be continued. Two factors are determined to explain 69.584% of total variance, the question of 1-4 correspond clearly to tourists' satisfaction and the question 5-8 correspond to tourists' loyalty, their arithmetic means were saved as 'tourist satisfaction' and 'tourist loyalty', the scale achieved a good structure validity.

Table 5-2-26 Result of KMO and Bartlett's Test (satisfaction and loyalty)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.904
Bartlett's Test of Sphericity	Approx. Chi-Square	1770.949
	df	28
	Sig.	.000

Table 5-2-27 Result of exploratory factor analysis (satisfaction and loyalty)

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.854	60.674	60.674	2.858	35.727	35.727
2	.713	8.910	69.584	2.709	33.858	69.584
3	.619	7.735	77.320			

Table 5-2-28 Result of Rotated Component Matrix (satisfaction and loyalty)

	Component	
	1	2
1. I have good experience in the tea tourism trip in general.	.305	.777
2. I really like this trip to the tea village.	.350	.797
3. It's worthwhile to visit and stay in the tea village.	.432	.716
4. I will remember many positive things about this tour.	.265	.689
5. I'd like to revisit this tea tourism destination in the future.	.743	.374
6. I'd like to recommend this tea tourism destination to others.	.803	.386
7. I will speak highly of this tea tourism destination to others.	.790	.356
8. I'd like to visit other tea tourism destination in the future.	.751	.257
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

The Cronbach's Alpha of the 8 questions is 0.905, much higher than 0.7, and none of the Cronbach's Alpha if Item Deleted surpass it, which indicates a good consistence reliability.

Table 5-2-29 Reliability of scale questions (satisfaction and loyalty)

Reliability Statistics			
Cronbach's Alpha	.905	N of Items	8
		Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1. I have good experience in the tea tourism trip in general.	.675	.895	
2. I really like this trip to the tea village.	.726	.891	
3. It's worthwhile to visit and stay in the tea village.	.732	.891	
4. I will remember many positive things about this tour.	.581	.903	
5. I'd like to revisit this tea tourism destination in the future.	.719	.892	
6. I'd like to recommend this tea tourism destination to others.	.785	.885	
7. I will speak highly of this tea tourism destination to others.	.749	.889	
8. I'd like to visit other tea tourism destination in the future.	.636	.899	

Then the exploratory factor analysis was exploited to examine the construct validity of destination attributes, both for its importance and performance scales, meanwhile to identify the dimensions of the destination attributes. In the first attempt, the elements 'Total cost/ value for money', 'Uniqueness of destination', 'Historical displays', 'Authenticity of experience' were deleted as they presented even loadings to several factors, as well as 'Tea cultural connotations' and 'Reputation/quality of tea' that correspond to tea related elements and destination condition simultaneously.

For the 15 elements left, the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO=0.839) and the Bartlett test of sphericity ($p < 0.001$) revealed the data was properly fitted. Four factors were identified to explain 65.958% of total variance, with sufficient loadings from 0.610 to 0.852. The means of corresponding items were given following variable names, 'importance-tea related factors', 'importance-environment related factors', 'importance- interpersonal interaction', and 'importance-basic conditions.

Table 5-2-30 Result of KMO and Bartlett's Test (importance of destination attributes)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.839
Bartlett's Test of Sphericity	Approx. Chi-Square	2453.852
	df	105
	Sig.	.000

Table 5-2-31 Result of exploratory factor analysis(importance of destination attributes)

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.322	35.479	35.479	3.019	20.124	20.124
2	1.828	12.186	47.665	2.715	18.102	38.225
3	1.622	10.814	58.479	2.341	15.604	53.830
4	1.122	7.479	65.958	1.819	12.129	65.958
5	.754	5.026	70.984			

Table 5-2-32 Result of Rotated Component Matrix(importance of destination attributes)

	Component			
	1	2	3	4
importance -Participate in tea activities	.072	.105	.852	-.021
importance -Complementary offer of tea related activities	.061	.122	.797	.183
importance -Tea ceremony and souvenirs	.098	.089	.678	-.027
importance -Tea related setting and ambiance	.226	.099	.610	.345
importance -Environment cleanness/fresh air	.204	.055	.175	.850
importance -Natural landscapes	.245	.176	.049	.852
importance -Interaction with host/staffs	.204	.702	.092	.150
importance -Guided tour with explanation	.171	.793	.124	-.053
importance -Hospitality of hosts	.240	.832	.038	.134
importance -Knowledge and skills of staffs	.158	.799	.188	.101
importance -Sense of security	.636	.266	.116	.258
importance -Distance/accessibility/transportation	.739	.124	.082	.266
importance -Availability of restaurants/lodging	.766	.135	.090	.025
importance -Tourist information (map, Wi-Fi...)	.775	.193	.094	.088
importance -Infrastructure and facilities (parking, signs...)	.746	.211	.130	.133

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

The 15 destination attributes items in performance scale were examined to have a similar EFA results, the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO=0.879) and the Bartlett test of sphericity ($p < 0.001$), the same four factors were identified corresponding to same items as in importance scale, to explain 69.348 % of

total variance. The means of items attributed to each factor were saved as ‘performance-tea related factors’, ‘performance-environment related factors’, ‘performance-interpersonal interaction’, and ‘performance-basic conditions’ respectively.

Table 5-2-33 Result of KMO and Bartlett's Test (performance of destination attributes)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.879
Bartlett's Test of Sphericity	Approx. Chi-Square	3009.548
	df	105
	Sig.	.000

Table 5-2-34 Result of exploratory factor analysis(performance of destination attributes)

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.270	41.801	41.801	3.127	20.846	20.846
2	1.922	12.817	54.617	2.866	19.105	39.950
3	1.334	8.893	63.510	2.544	16.963	56.913
4	.876	5.838	69.348	1.865	12.435	69.348
5	.690	4.602	73.950			

Table 5-2-35 Result of Rotated Component Matrix (performance of destination attributes)

	Component			
	1	2	3	4
performance-Participate in tea activities	.105	.215	.817	.082
performance-Complementary offer of tea related activities	.058	.242	.820	-.023
performance-Tea ceremony and souvenirs	.153	.202	.664	.095
performance-Tea related setting and ambiance	.260	.140	.602	.360
performance-Environment cleanness/fresh air	.229	.090	.113	.846
performance-Natural landscapes	.227	.040	.107	.843
performance-Interaction with host/staffs	.202	.768	.211	.100
performance-Guided tour with explanation	.267	.706	.363	-.049
performance-Hospitality of hosts	.234	.860	.159	.124
performance-Knowledge and skills of staffs	.253	.771	.263	.082
performance-Sense of security	.645	.267	.058	.368
performance-Distance/accessibility/transportation	.736	.154	.076	.292
performance-Availability of restaurants/lodging	.704	.325	.198	.033
performance-Tourist information (map, Wi-Fi...)	.817	.198	.105	.121
performance-Infrastructure and facilities (parking, signs...)	.752	.166	.219	.153
Extraction Method: Principal Component Analysis.				
a. Rotation converged in 6 iterations.				

The Cronbach's Alpha of the 15 items in importance scale and performance scale are 0.865 and 0.899, much higher than acceptable level 0.7, and all the Cronbach's Alpha if Item Deleted are smaller or equal to the Alpha, which indicates a good consistence reliability.

Table 5-2-36 Reliability of scale questions (importance/performance of destination attributes)

Reliability Statistics			
Cronbach's Alpha (Importance)	N of Items	Cronbach's Alpha (Performance)	N of Items
.865	15	.899	15
Item-Total Statistics		Cronbach's Alpha if Item Deleted	
		Importance	Performance
Participate in tea activities		.863	.894
Complementary offer of tea related activities		.860	.896
Tea ceremony and souvenirs		.865	.896
Tea related setting and ambiance		.857	.893
Environment cleanness/fresh air		.859	.897
Natural landscapes		.858	.898
Interaction with host/staffs		.856	.891
Guided tour with explanation		.858	.890
Hospitality of hosts		.853	.889
Knowledge and skills of staffs		.854	.889
Sense of security		.853	.891
Availability of restaurants/lodging		.857	.892
Distance/accessibility/transportation		.854	.890
Tourist information (map, Wi-Fi...)		.854	.891
Infrastructure and facilities (parking, signs...)		.852	.891

1.4 Cluster analysis for segmenting tourists

Segmentation is an important step preceding market positioning implying certain consumer behavior, various attributes of consumers could be used for segmentation criterion, whether subjective or objective variables. A cluster analysis was applied for the segmentation of on-site tea tourists, to better understand their profile, behavior and experience. Inspired by wine tourism research that proved winery visitors' motivation and perceived image was homogeneous, tea tourists may also hold different motivation in the tea villages, a K-means clustering technique was applied based on tourists' perception of four dimensions of motivations, three groups were identified, with 123, 126 and 147 respondents in cluster 1, 2 and 3 respectively.

Table 5-2-37 Results of cluster analysis (by tourists' motivations)

Number of Cases in each Cluster		
Cluster	1	123.000
	2	126.000
	3	147.000
Valid		396.000
Missing		.000

The ANOVA test of cluster's motivation shows that each group is significantly different from other groups. In the comparison of three groups, we can find that, all the three groups have a high-level motivation on relaxation, in general the domestic Chinese tourists seek for a relaxation in their trip separated from their high-load and fast-paced work. Besides the relaxation motives, the first group has a higher-level motivation on tea related elements, while the second group are more interested in leisure and social activities. The third group, however was driven by the four dimensions simultaneously. Consequently, the three groups are named as 'tea knowledge and skill learners', 'leisure enjoyers', and 'enthusiastic experiencers' accordingly.

Table 5-2-38 ANOVA test of cluster groups' motivation (in dimensions)

Final Cluster Centers					
	Cluster			F	Sig.
	1 (N=123)	2(N=126)	3(N=147)		
tea-related motives	3.68±0.52	3.07±0.53	4.13±0.55	135.392	.000
leisure-social motives	3.43±0.51	4.14±0.51	4.48±0.44	159.987	.000
rural-life motives	3.10±0.65	3.00±0.66	4.25±0.54	178.373	.000
relaxation motives	3.83±0.56	4.36±0.42	4.46±0.55	55.620	.000

The features of three groups were further confirmed in the comparison of all the items of motivations, all the three groups seek for good environment in nature, that is a common. Then the *enthusiastic experiencers* have high motivation on relaxation, on interpersonal, on tea and on rural life experience as well, the only motivation with mean lower than 4 is 'For tea tasting and buy tea' (for the sake of season), that's why they're called *enthusiastic experiencers*. Compared with *leisure enjoyers*, *tea knowledge and skill learners* are highly motivated by 'Learn tea knowledge and tea culture/history' (4.02>3.38), 'Experiential tea activities' (3.85>3.34), 'Learn tea picking and making' (3.59>2.87) and even 'For tea tasting and buy tea' (3.28>2.67). Yet *leisure enjoyers* are

more motivated to spend leisure time ($4.26 > 3.49$) with their friends and families ($4.26 > 3.61$), learn and experience tea are least perceived by them.

Table 5-2-39 ANOVA test of cluster groups' motivations (in elements)

Final Cluster Centers					
	Cluster			F	Sig.
	tea knowledge and skill learners (N=123)	leisure enjoyers (N=126)	enthusiastic experiencers (N=147)		
Environment quality and nature	4.06±0.84	4.45±0.60	4.49±0.72	15.203	.000
Attractive landscapes	4.05±0.80	4.43±0.57	4.49±0.66	15.933	.000
Relaxation and rest	3.73±0.72	4.44±0.66	4.25±0.54	40.652	.000
To relieve stress in daily life	3.48±0.82	4.21±0.76	4.38±0.76	48.454	.000
Having a good time in holiday	3.49±0.71	4.26±0.58	4.56±0.58	103.639	.000
Leisure/entertainment activities	3.20±0.79	3.90±0.76	4.35±0.67	81.690	.000
Being with friends/ family	3.61±0.85	4.26±0.66	4.52±0.69	54.197	.000
Experiential tea activities	3.85±0.69	3.34±0.67	4.31±0.68	69.192	.000
Learn tea knowledge and tea culture/history	4.02±0.71	3.38±0.78	4.39±0.61	70.924	.000
Learn tea picking and making	3.59±0.81	2.87±0.76	4.07±0.86	74.572	.000
For tea tasting and buy tea	3.28±0.85	2.67±0.87	3.74±0.82	54.490	.000
Experience different (rural/healthy) lifestyle	3.28±0.74	3.13±0.74	4.3±0.60	117.449	.000
Rural gastronomy and lodging	2.91±0.78	2.88±0.80	4.20±0.69	138.359	.000

The following tables 5-2-40 and 5-2-41 show the profile of three groups in terms of demographic information and their travel behaviors. Cluster 1 (*tea knowledge and skill learners*) includes 31% of the investigated tourists, the gender ratio is similar with sample average, nearly 60% of them are under 30 years old, to be seen with their education level, 59.3% of them have university degree, the young may be knowledge seeking in tea activities, then the percentage of middle-aged adults (11.4%) is higher than other groups, as they are more possibly frequent tea drinkers. 45.5% of them are from other provinces, especially the provinces in north (not tea regions), all the in-depth tea experiences could be a novelty for them. For their travel behaviors, 72.4% of them were the first time to visit the tea village, 18.7% of them came alone, 58.5% of them arrived the tea village by commune transport, 51.2% of them have known this destination from internet, these percentages are higher than in other two groups, further explained the characteristics of *tea knowledge and skill learners*. Before visiting the tea

village, their origin that from long-distance provinces indicated a respectively lower-level understanding of tea, they have a lower interpersonal and relaxation needs, yet they travel to the tea villages with a real intention to learn about tea and participate in tea activities.

Table 5-2-40 Cross-tabulation of cluster groups' demographic information

	N	%	1	2	3	χ^2	Sig.
Gender							
male	144	36.4%	39.8%	40.5%	29.9%	n.s.	n.s.
female	252	63.6%	60.2%	59.5%	70.1%		
Age range							
<18	31	7.8%	9.8%	7.1%	6.8%	n.s.	n.s.
18~29	172	43.4%	48.8%	46.0%	36.7%		
30~45	159	40.2%	30.1%	40.5%	48.3%		
45~59	33	8.3%	11.4%	6.3%	7.5%		
>60	1	.3%	.0%	.0%	.7%		
Education level							
primary school or under	4	1.0%	.8%	1.6%	.7%	n.s.	n.s.
secondary school	62	15.7%	15.4%	11.1%	19.7%		
Undergraduate	224	56.6%	59.3%	54.8%	55.8%		
Graduate	88	22.2%	18.7%	29.4%	19.0%		
Doctorate	18	4.5%	5.7%	3.2%	4.8%		
From where							
within this City	109	27.5%	20.3%	31.7%	29.9%	14.863	.062
rest of Zhejiang province	70	17.7%	17.1%	18.3%	17.7%		
Shanghai+ Jiangsu	72	18.2%	17.1%	20.7%	17%		
Other	145	36.6%	45.5%	29.4%	35.4%		

Cluster 2 (*leisure enjoyers*) includes 32% of the respondents, in this group there's more people in age range 30-45, that interpersonal needs and relaxation needs are prominent for them. The average educational level of this group is higher, with 29.4% of them are graduates, then decompression becomes evident motive in their trip. In this group a higher percentage of respondents are from nearby geographic space, 31.7% within the city, 39% from the same province and nearby province/city, that can explain

why they focus more on interpersonal and relaxation affairs than on tea itself. It can be further confirmed in their travel behaviors, 11.1% of them have visited more than 4 times, 19.8% of them have known this place by the means of previous experience, higher than the other two groups. Then 36.5% of them come by their own cars, and as high as 72.2% of them expected to spend less than one day on tea tourism as they probably drive home in the evening, none of them chose to stay more than one week. The *leisure enjoyers* mostly from nearby cities, they're more accustomed to tea resources, the tea landscape and tea village become essential leisure space for them, to spend such as a weekend or holiday time with their families and friends.

Table 5-2-41 Cross-tabulation of cluster groups' travel behaviors

	N	%	1	2	3	χ^2	Sig.
Times visited							
once	271	68.4%	72.4%	66.7%	66.7%	n.s.	n.s.
2-3 times	90	22.7%	21.1%	22.2%	24.5%		
>4 times	35	8.8%	6.5%	11.1%	8.8%		
Expected spend time							
less than one day	253	63.9%	66.7%	72.2%	54.4%	12.008	.062
1-2	112	28.3%	25.2%	23.0%	35.4%		
3-6days	24	6.1%	5.7%	4.8%	7.5%		
one week or more	7	1.8%	2.4%	.0%	2.7%		
Come with whom							
alone	46	11.6%	18.7%	7.9%	8.8%	16.984	.075
in couple	43	10.9%	6.5%	11.9%	13.6%		
with families	170	42.9%	41.5%	43.7%	43.5%		
with friends	113	28.5%	30.1%	31.0%	25.2%		
with colleagues	21	5.3%	2.4%	5.6%	7.5%		
in organized group	3	.8%	.8%	.0%	1.4%		
Means of transport							
private car	122	30.8%	17.1%	36.5%	37.4%	29.909	.000
taxi/rental car	66	16.7%	21.1%	16.7%	12.9%		
coach of organized tour	23	5.8%	3.3%	2.4%	10.9%		
commune transport	185	46.7%	58.5%	44.4%	38.8%		

	N	%	1	2	3	χ^2	Sig.
Information channel							
word of mouth	111	28.0%	27.6%	25.4%	30.6%	n.s.	n.s.
travel publicity	36	9.1%	8.1%	6.3%	12.2%		
internet	184	46.5%	51.2%	48.4%	40.8%		
previous experience	65	16.4%	13.0%	19.8%	16.3%		

Cluster 3 (*enthusiastic experiencers*) includes 37% of respondents. 70.1% of them are female, thus tend to have stronger emotional experience than other groups. 19.7% of them have secondary school level education, also tend to score higher. It has a balanced percentage for respondents within the city (29.9%) and from other provinces (35.4%), also balanced results in means of transport, 37.4% of them come by own car meanwhile 10.9% of them come by coach of organized tour. The group is a combination of travel lovers whether from nearby or other provinces, they're enthusiast to be tourists, for the expected spend time on tea tourism, this group has higher intention on longer duration, 35.4% of them wanted to spend 1-2 days, 7.5% of them for 3-6 days, and 2.7% for one week and more, all exceeding the average level and other two groups. Tourism and to be travelling are important for them. More of them have noted the information of the tea destination from word of mouth (30.6%), and travel publicity (12.2%), their main intention is to have a memorable tourism experience, whether for tea tourism or for other types of tourism.

The three segmentations of tourists have statistically difference regarding their tourist maturity ($P=0.002$) and tea preference ($p<0.001$) through the results of variance analysis. The *enthusiastic experiencers* rank first both in tourist maturity and tea preference among three groups, they agree more on 'I travel very often' (mean=4.05), 'I have a good knowledge on travel' (mean=4.48), than *tea knowledge and skill learners*, and *leisure enjoyers*, which corresponds to the previous analysis of their travel behavior. They also have a high preference on tea, that motived them to join in tea tourism. The *tea knowledge and skill learners* have higher level tea preference than *leisure enjoyers*, for tea drinking (mean=3.74), or consuming (mean=3.45). It should also be noted that for all the three groups of tourists, on average they 're between 'neither disagree nor agree' and 'agree' for tea drinking and consuming behavior, participating in tea tourism would provide them with an opportunity to learn and improve the relevant tea

knowledges.

Table 5-2-42 ANOVA test of cluster groups' travel features and tea related features

	Cluster			F	Sig.
	1 (N=123)	2(N=126)	3(N=147)		
tourist maturity	3.61±0.75	3.50±0.85	3.83±0.75	6.507	.002
tea preference	3.23±0.74	3.09±0.75	3.46±0.73	8.746	.000

Table 5-2-43 ANOVA test of cluster groups' tourist maturity (in questions)

	Cluster			F	Sig.
	1 (N=123)	2(N=126)	3(N=147)		
I travel very often	3.70±0.85	3.66±0.92	4.05±0.77	9.236	.000
I have a good knowledge on travel.	3.42±0.83	4.34±0.57	4.48±0.52	5.489	.004
I have traveled to many places.	3.71±0.94	3.53±1.05	3.80±0.97	2.60	.076

Table 5-2-44 ANOVA test of cluster groups' tea preference (in questions)

	Cluster			F	Sig.
	1 (N=123)	2(N=126)	3(N=147)		
I drink tea very often in my daily life.	3.74±1.00	3.56±1.04	3.96±0.94	5.666	.004
I have a good knowledge on Chinese tea varieties and regions.	2.89±0.87	2.79±0.95	3.12±0.87	5.138	.006
I have a good knowledge in tea tasting (distinguish quality of tea).	2.86±0.85	2.71±0.93	3.12±0.87	7.938	.000
I am willing to spend on consuming tea.	3.45±0.89	3.32±0.82	3.64±0.85	4.951	.008

when it comes to the comparison of perceived importance of destination attributes, firstly all the three groups hold considerably high importance on environment related factors, especially the *enthusiastic experiencers* and *leisure enjoyers*. Secondly, concerning the tea-related factors, Table 5-2-45 showed the Cluster 1 *tea knowledge and skill learners*, and Cluster 3 *enthusiastic experiencers*, attach more importance on tea-related factors than Cluster 2 *leisure enjoyers* ($3.48 > 3.38$, $3.92 > 3.38$), as well as on the deleted items 'Reputation/quality of tea' and 'Tea cultural connotations' (Table 5-2-46). *Tea knowledge and skill learners*, and *enthusiastic experiencers* have lower perceived performance/satisfaction on tea-related factors ($3.45 < 3.48$, $3.86 < 3.92$). Nevertheless, for *leisure enjoyers*, they perceived a higher satisfaction on tea-related factors than its importance ($3.54 > 3.38$).

The results imply that for the *tea knowledge and skill learners*, and *enthusiastic*

experiencers who have much expectation on tea-related factors, it would be less easy for them to get satisfied on it. On the contrary, for *leisure enjoyers* who think highly of the leisure space, facilities, or interpersonal communication, it's easier for them to get satisfied on tea-related factors.

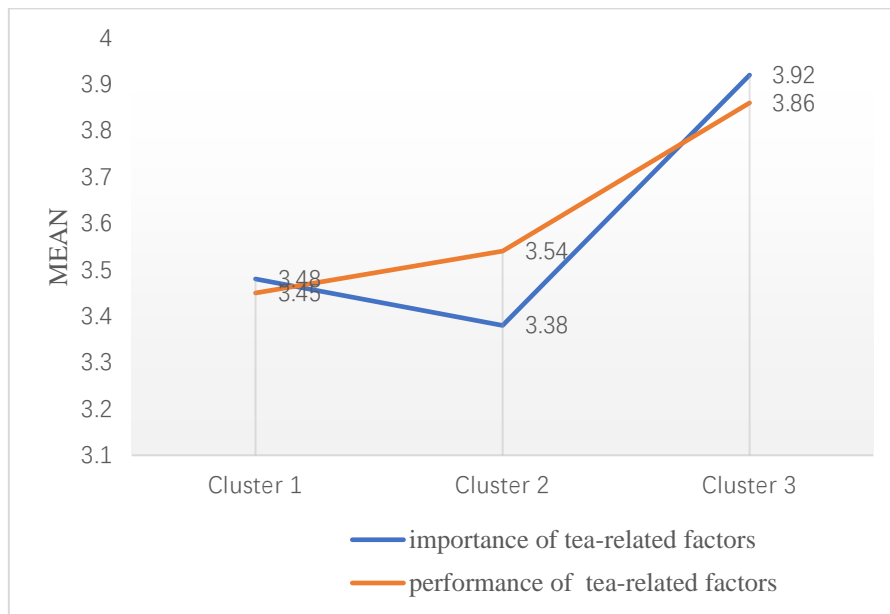
Table 5-2-45 ANOVA test of cluster groups' perceived importance of destination attributes (in aspects)

	Cluster			F	Sig.
	1 (N=123)	2(N=126)	3(N=147)		
importance-tea related factors	3.48±0.54	3.38±0.67	3.92±0.60	31.677	.000
importance-environment related factors	4.08±0.78	4.34±0.57	4.48±0.52	14.518	.000
importance- interpersonal interaction	3.40±0.63	3.49±0.69	3.90±0.71	20.561	.000
importance- basic conditions	3.67±0.55	3.85±0.60	4.12±0.60	20.343	.000
performance-tea related factors	3.45±0.55	3.54±0.57	3.86±0.66	17.826	.000

Table 5-2-46 ANOVA test of cluster groups' perceived importance of deleted destination attributes (in aspects)

	Cluster			F	Sig.
	1 (N=123)	2(N=126)	3(N=147)		
importance-Reputation/quality of tea	3.99±0.78	3.92±0.76	4.23±0.67	6.720	.000
importance-Tea cultural connotations	4.05±0.75	3.89±0.72	4.31±0.62	11.872	.000

Graphic 5-2-5 Group differences of importance/performance of tea-related factors



Eventually, the general satisfaction and loyalty of the three groups on this tea tourism trip is satisfying, the *enthusiastic experiencers* perceived a higher satisfaction and loyalty level than other groups on all the questions ($P=0.002$, $P<0.001$). All the three groups are willing to speak highly and recommend the tea village to others.

Table 5-2-47 ANOVA test of cluster groups' overall satisfaction and loyalty

	Cluster			F	Sig.
	1 (N=123)	2(N=126)	3(N=147)		
satisfaction	3.92±0.53	3.95±0.48	4.22±0.49	14.366	.002
loyalty	3.86±0.62	3.81±0.60	4.19±0.55	16.713	.000

Table 5-2-48 ANOVA test of cluster groups' satisfaction (in questions)

	Cluster			F	Sig.
	1 (N=123)	2(N=126)	3(N=147)		
I have good experience in the tea tourism trip in general	3.85±0.66	3.95±0.55	4.18±0.61	10.638	.000
I really like this trip to the tea village.	3.93±0.69	3.95±0.59	4.26±0.60	11.755	.000
It's worthwhile to visit and stay in the tea village.	3.94±0.64	3.98±0.55	4.22±0.60	8.410	.000
I will remember many positive things about this tour	3.96±0.66	3.93±0.68	4.20±0.57	7.812	.000

It should be noted that, the groups, in particular, the *tea knowledge and skill learners*, has a much higher intention on 'visit other tea tourism destination in the future', than 'revisit this tea tourism destination' ($3.98>3.67$), meaning they have higher loyalty on 'tea tourism' than 'tea tourism of this village', as *tea knowledge and skill learners* are motivated for discovering tea destinations.

Table 5-2-49 ANOVA test of cluster groups' loyalty (in questions)

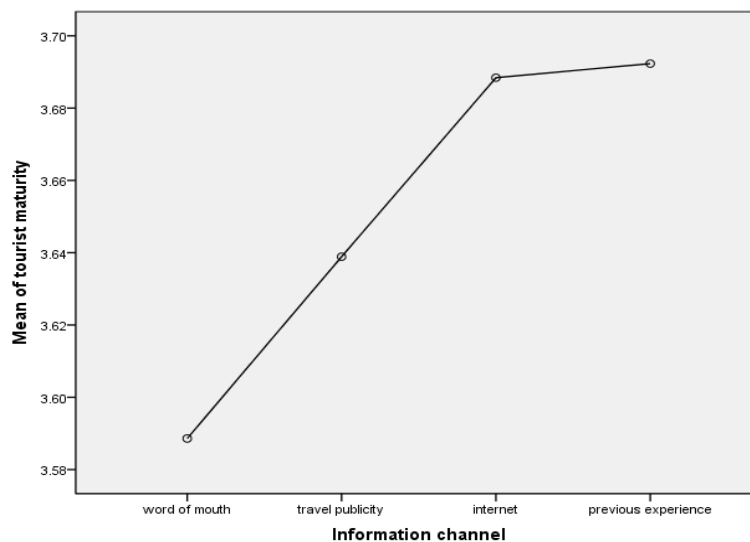
	Cluster			F	Sig.
	1 (N=123)	2(N=126)	3(N=147)		
I'd like to revisit this tea tourism destination in the future.	3.67 ±0.75	3.67±0.76	4.13±0.72	17.724	.000
I'd like to recommend this tea tourism destination to others.	3.89±0.77	3.85±0.71	4.20±0.68	10.250	.000
I will speak highly of this tea tourism destination to others.	3.92±0.67	3.90±0.69	4.20±0.57	9.607	.000
I'd like to visit other tea tourism destination in the future.	3.98 ±0.72	3.79±0.79	4.20±0.64	11.170	.000

1.5 Differential Relationships analysis

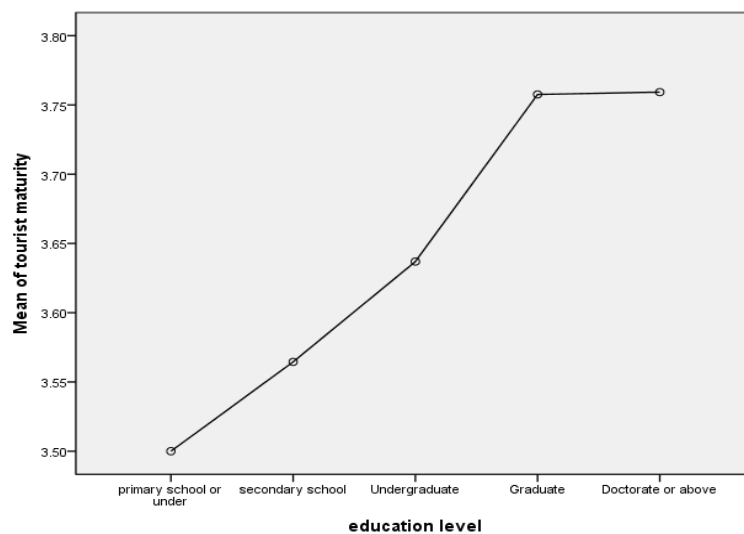
In addition to the differences between the three groups of segmented tourists, in this part we continue to explore whether there's difference when crossing the demographic information, their travel behavior, with their preference of travel and tea, as well experienced satisfaction.

For the factors influencing tourist maturity, although there wasn't statistically significant difference between different information channels ($F=0.417, P=0.741$), we can see a tendency that who use internet and previous experience as information channels, are more likely to be mature tourists than those who get information from word of mouth and travel publicity.

Graphic 5-2-6 Group differences of tourism maturity by information channels

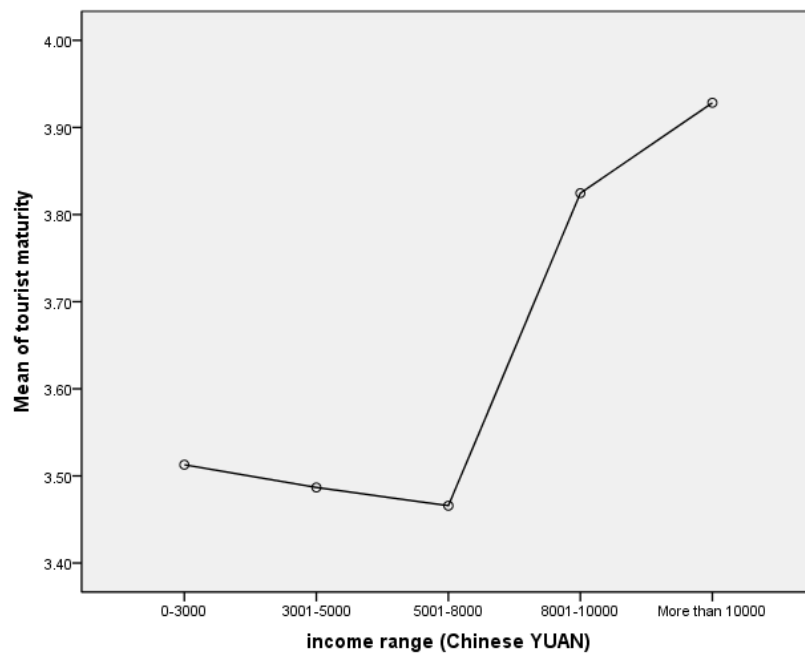


Graphic 5-2-7 Group differences of tourism maturity by education level



Still not significantly different ($F=0.709$, $P=0.586$), it seems that respondents with higher educational levels, such as graduates and doctorate, have more maturity as tourists than who're less educated. Then it's statistically proved ($F=6.719$, $P<0.001$) that respondents in higher income range, with monthly salary of 8001-10000 CNY, and more than 10000 CNY, are more mature tourists than respondents in the three lower groups of 0-3000, 3001-5000 and 5001-8000 CNY.

Graphic 5-2-8 Group differences of tourism maturity by income range



Another interesting finding is, not statistically significant, yet the respondents who arrive the tea village by coach of organized tour, tend to be less mature tourists than by means of any other transport ($F=1.467$, $P=0.223$). Moreover, the tourists of organized group also tend to have lower preference on tea than other groups ($F=0.820$, $P=0.483$). Compared with independent tourists who arrive by their own cars, or taxi and commune transport, the group tourists are more passive participants following the organized trip.

Other factors influencing their tea preference includes the age range, if we separate the samples in two groups, under 30 years old and beyond 30 years old, the elder group has a higher preference on tea than the younger group ($t=-5.140$, $P<0.001$), in China nowadays tea is to some extent perceived to be drink of aged people, while the young enjoy soft drinks etc. If more young people could join in tea tourism, it's possible that they would be attracted by tea culture and relevant values of lifestyle.

Table 5-2-50 Independent Samples Test of tea preference by age groups

	age2group	N	Mean	Std. Deviation	Std. Error Mean
Tea preference	<30	203	3.0887	.74430	.05224
	>30	193	3.4676	.72163	.05194

It's partially verified that, the more times the respondents have visited the tea village, or the more duration they expect to stay in tea destination, also tend to have higher preference on tea. Those who wish to stay 1-2 days ($P=0.007$) or 3-6 days ($P=0.004$) have more knowledge or interests on tea, than those who expect to stay less than one day, besides there weren't enough samples for the group who want to stay more than one week. Except for the insufficient samples in 4-5 visited times, the more they repeat visit, the more knowledge they have on tea, and hold willingness to consume on tea ($F= 4.813$, $P= 0.003$).

Table 5-2-51 ANOVA test of tea preference by expected visit duration

Tea preference		N	Mean	Std. Deviation	Std. Error	P
less than one day (N=253, Mean=3.1789)	1-2	112	3.4107	.69170	.06536	.007
	3-6 days	24	3.6354	.74447	.15196	.004
	Total	396	3.2734	.75657	.03802	

Table 5-2-52 ANOVA test of tea preference by visited time in tea destination

	N	Mean	Std. Deviation	Std. Error
once	271	3.1771	.73282	.04452
2-3 times	90	3.4667	.78451	.08269
more than 5	27	3.5278	.67344	.12960
Total	396	3.2734	.75657	.03802

There wasn't statistically significant difference found in different groups of demographic information and travel behavior, referring to their general satisfaction on the tea tourism. One thing might be interesting is, the higher educational level the tourists have, the lower satisfaction they tend to have towards the trip, possibly because well-educated people tend to be more mature tourists, and holding a stricter standard when evaluating a tea destination.

To sum up, it is statistically significant that tourists of higher income range are more mature tourists, tourist with higher education levels also tend to be mature tourists, internet and previous experience are more possible information channels for mature

tourists, while tourists by coach of organized tour are less mature with limited preference on tea activities. In general, tourists beyond 30 years old, who are repeat visitors, or expected longer duration, have better knowledge of tea, and higher intention on tea activities. The result is in line with previous research on food and wine tourism, which indicated that repeat visitors and higher income visitors showed higher involvement in food and wine.

1.6 Influence relationship by regression

This part aims to further identify the factors that significantly effect tea tourism participants' satisfaction and loyalty. Four factors referring to destination attributes were discovered and renamed as 'tea related factors', 'environment related factors', 'interpersonal interaction', and 'basic conditions' in the principal component factor analysis. Then there's two factors referring to the personal factors, their 'tourist maturity' and 'tea preference'.

Table 5-2-53 Result of Pearson Correlation (destination attributes with satisfaction)

Correlations						
		basic conditions	tea related factors	environment related factors	interpersonal interaction	tourist satisfaction
basic conditions	Pearson Correlation	1	.430**	.490**	.572**	.546**
	Sig.		.000	.000	.000	.000
tea related factors	Pearson Correlation	.430**	1	.309**	.566**	.458**
	Sig.	.000		.000	.000	.000
environment related factors	Pearson Correlation	.490**	.309**	1	.241**	.453**
	Sig.	.000	.000		.000	.000
interpersonal interaction	Pearson Correlation	.572**	.566**	.241**	1	.414**
	Sig.	.000	.000	.000		.000
tourist satisfaction	Pearson Correlation	.546**	.458**	.453**	.414**	1
	Sig.	.000	.000	.000	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

In the first step, the Person correlation analysis Table 5-2-53 shows that all the four dimensions of perceived performance of destination attributes are correlated with

‘tourist satisfaction’. Then in the regression result of Table 5-2-54, three variances ‘basic conditions’ (Beta =0.310, $t=5.786$, $p<0.001$), ‘tea related factors’ (Beta=0.226, $t=4.61$, $p<0.001$) and ‘environment related factors’ (Beta=0.218, $t=4.764$, $p<0.001$) were identified to have significant positive effects on their general satisfaction. The R Square indicates that 39.5% variance of tourist satisfaction was explained by the three independent variances. In this survey, the basic conditions have slightly greater influence on satisfaction than tea related factors and environment related factors. The factor ‘interpersonal interaction’ was not evident, may associated with the limited interpersonal interaction allowed during pandemic period.

Table 5-2-54 Result of regression model (X= destination attributes, Y= tourist satisfaction)

Model Summary ^b								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson			
1	.628 ^a	.395	.389	.40344	2.011			
a. Predictors: (Constant), interpersonal interaction, environment related factors, tea related factors, basic conditions								
b. Dependent Variable: tourist satisfaction								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.439	.167		8.594	.000		
	basic conditions	.261	.045	.310	5.786	.000	.539	1.855
	tea related factors	.186	.040	.226	4.610	.000	.645	1.551
	environment related factors	.179	.038	.218	4.764	.000	.737	1.356
	interpersonal interaction	.041	.039	.056	1.049	.295	.540	1.853
a. Dependent Variable: tourist satisfaction								

Similarly, the Person correlation analysis Table 5-2-55 shows that tourist maturity and tea preference are also significantly correlated with ‘tourist satisfaction’, yet with smaller correlation coefficient. Then in the regression result of Table 5-2-56, ‘tea preference’ (Beta =0.172, $t=3.228$, $p=0.001$), was identified to have significant positive effects on their satisfaction. The R Square indicates that 8.5 variance of tourist satisfaction was explained by the independent variance ‘tea preference’.

Table 5-2-55 Result of Pearson Correlation (personal features and satisfaction)

Correlations				
		satisfaction	tourist maturity	Tea preference
satisfaction	Pearson Correlation	1	.144**	.202**
	Sig. (2-tailed)		.004	.000
	N	396	396	396
tourist maturity	Pearson Correlation	.144**	1	.381**
	Sig. (2-tailed)	.004		.000
	N	396	396	396
tea preference	Pearson Correlation	.202**	.381**	1
	Sig. (2-tailed)	.000	.000	
	N	396	396	396

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5-2-56 Result of regression model (X=personal features, Y= satisfaction)

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.472	.139		24.971	.000		
	tea preference	.117	.036	.172	3.228	.001	.855	1.170
	tourist maturity	.051	.035	.078	1.463	.144	.855	1.170

a. Dependent Variable: tourist satisfaction

Then the tourist satisfaction was verified to have an evident positive effect on tourist loyalty, as mentioned in many previous literatures, revisit intention (Beta =0.744, t=22.103, p<0.001), indicating a strong impact from satisfaction to revisit intention.

Table 5-2-57 Result of Pearson Correlation (satisfaction and loyalty)

Correlations			
		tourist satisfaction	tourist loyalty
tourist satisfaction	Pearson Correlation	1	.744**
	Sig. (2-tailed)		.000
tourist loyalty	Pearson Correlation	.744**	1
	Sig. (2-tailed)	.000	
	N	396	396

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5-2-58 Result of regression model (X= satisfaction, Y=loyalty)

Model Summary ^b								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson			
1	.744 ^a	.554	.552	.40952	2.003			
a. Predictors: (Constant), tourist satisfaction								
b. Dependent Variable: tourist loyalty								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.398	.163		2.444	.015		
	tourist satisfaction	.883	.040	.744	22.103	.000	1.000	1.000
a. Dependent Variable: tourist loyalty								

The VIF of items are all smaller than 2 (recommended value <5), and D-W is between value 1.8-2.2, thus the results are acceptable.

And finally, the effect that tourist satisfaction as mediator variable from independent variables to tourist's loyalty was further examined, after all the related variable were standardized. The results showed in model 2 of Table 5-2-59, after 'tourist satisfaction' was added as mediator variable, the coefficients of 'tea related factors' and 'tea preference' were still significant ($P=0.019$, $P<0.001$), while the coefficients of 'environment related factors' and 'basic conditions' weren't significant anymore ($P=0.368$, $P=0.100$).

Therefore, tourist satisfaction has full mediation effect between 'environment related factors' and 'tourist royalty', 'basic conditions' and 'tourist royalty', while tourist satisfaction plays a partial mediation role between 'tea related factors' and 'tourist royalty', 'tea preference' and 'tourist royalty'. In other words, the factors 'environment related factors' and 'basic conditions' have significant positive effect on tourist satisfaction, the better 'environment related factors' and 'basic conditions' tourists perceived in destination, the more satisfied they will be, then the satisfaction produces corresponding tourist loyalty, the elements 'environment related factors' and 'tourist royalty' themselves don't influence on tourist loyalty directly. For elements of 'tea related factors' and 'tea preference', they also have positive effect on tourist loyalty through tourist satisfaction as 'environment related factors' and 'basic conditions',

while from the two factors tourists can generate tourist loyalty directly, for tourists who perceived better quality of 'tea related factors' in destination, or who has more knowledge on tea, more preference on drinking and consuming tea, they tend to have higher revisit intention to tea village destinations.

Table 5-2-59 Result of regression model (X=destination attributes and personal features, Y=loyalty, satisfaction as mediator)

	R	R Square	Adjusted R Square	Change Statistics					Durbin-Watson
				R Square Change	F Change	df1	df2	Sig. F Change	
1	.591 ^a	.349	.343	.349	52.502	4	391	.000	
2	.766 ^b	.588	.582	.238	225.114	1	390	.000	2.004
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta				Tolerance	VIF	
1	(Constant)	4.650E-16	.041		.000	1.000			
	Zscore: basic conditions	.249	.050	.249	5.020	.000	.674	1.484	
	Zscore: tea related factors	.238	.047	.238	5.053	.000	.753	1.328	
	Zscore: environment related factors	.194	.047	.194	4.101	.000	.744	1.345	
	Zscore: tea preference	.158	.043	.158	3.703	.000	.912	1.096	
2	(Constant)	-5.235E-15	.032		.000	1.000			
	Zscore: basic conditions	.038	.042	.038	.901	.368	.598	1.672	
	Zscore: tea related factors	.092	.039	.092	2.363	.019	.706	1.417	
	Zscore: environment related factors	.064	.039	.064	1.646	.100	.706	1.416	
	Zscore: tea preference	.121	.034	.121	3.545	.000	.908	1.102	
	Zscore: tourist satisfaction	.628	.042	.628	15.00	.000	.604	1.657	

a. Dependent Variable: Zscore: tourist loyalty

Discussion and conclusion

Findings of this study can greatly enrich the literature of tea tourism, since it was the first empirical research to discover on-site tea tourism participants' motivation, perceived experience, satisfaction and revisit intention in China, which has been fully exploited in previous researches of rural tourism, gastronomic tourism and wine tourism. In China, tea tourism is a characteristic special interest form of rural tourism, to offer various activities in historic settings and picturesque landscapes, the findings can be important references for decision makers in tea village destinations.

The results show a general profile of tea tourism participants, mostly young (18-45 years old) independent tourists who travel with their families (parents and/or children, 42.9%) and friends (28.5%), with considerably high education level and certain income level. The result is in line with many previous wine tourism literatures that indicating a similar socio-demographic profile of high education and income, as well as employment in managerial positions. In our case, very few primary industries worker, (secondary) industrial worker, and services industry workers were found in investigated samples. It is statistically proved that tourists of higher income range are more mature tourists, mature tourists tend to have higher education levels, using internet and previous experience as main information channels for tourism destination. Only a small portion of tourists by coach of organized tour were found to be less mature tourists with limited preference on tea activities. In general, internet becomes a critical information source for the tea tourism participants, corresponding to tea tourism practitioners' efforts on improving their internet skills in part four, then word of mouth is also crucial, as most of them travel with families and friends.

All these features indicates that the tourists of tea tourism are to some extent mature tourists, they have certain knowledge on travel, on the background of rapid social-economic development of China, the emerging middle-class and younger generation are taking tourism as part of lifestyle. Compared with the early research of tea tourism in China, from the tourist profile and travel behavior, we can see the evolution of Chinese tourists' behavior and upgrading needs to be satisfied by the niche product such as tea tourism. The on-site tea tourists in our case not only differ from previous tea tourists from time dimension, also differ from the mass tourists of previously leading rural tourism form in China, the 'Nong-jia-le'.

Regarding to their overall perception, relaxation in good natural environment is

a predominant motivation for Chinese tourists in a high working-pace society, then social motives, tea learning and experiencing motives are also evident to form a comprehensive motivation. The mostly frequent chosen motives for tea tourism are ‘Environment quality and nature’, ‘Attractive landscapes (tea fields)’, ‘Relaxation and rest’, ‘Being with friends/ family)’, ‘Having a good time in holiday’ and ‘To relieve stress in daily life’. In line with some wine tourism studies, although it’s for tea tourism, tea isn’t always core element in tourist motivation and staging experience. The investigated on-site tourists attached more importance on tea destination attributes such as ‘environment cleanness/fresh air’, ‘natural landscapes’, ‘authenticity of experience’, ‘tea cultural connotations’, ‘distance/accessibility’, ‘reputation/quality of tea’ and ‘sense of security’, some environmental elements are more evident than tea resources, similar with the findings in wine tourism, Pikkemaat et al. (2009) found that experts considered landscape and information guide as important element, and tourists noted ‘locals and hospitality’, ‘nature, landscape and food’ more than ‘wine and wine culture’; Bruwer, Gross and Lee (2016) found that for investigated tourists, the dimension of natural-related environment outweighed all other elements like wines product, atmosphere, winery and vineyards. In order to better clarify the endogenous relationships, our research has gone further to a segmentation of tea tourists.

Based on different perception of four dimensions of motivation, which are tea-related motives, leisure-social motives, rural-life motives and relaxation motives, the tourists were segmented into three groups through a K-means cluster analysis. According to their characteristics, the three groups are named as Cluster 1 *tea knowledge and skill learners*, Cluster 2 *leisure enjoyers* and Cluster 3 *enthusiastic experiencers*, their differences on profile, behavior, perception were all identified and described in details in the text, further proved neither their motivation nor the experience were homogeneous, the segmentation is of great significance to understand tea tourists in our case. On the basis of the general founding that all the groups of tourists perceive importance of natural-related environment that relaxation motives are predominant for them, the three clusters have their own characteristics. An important source of Cluster 1 *tea knowledge and skill learners* are first-time visitor from distant provinces, for example the northern part of China which aren’t tea regions, they have a real intention to learn about tea knowledge and obtain in-depth tea experience in the trip, they have a lower interpersonal and relaxation needs and higher needs on tea-

related motives than cluster 2. The group also attach more importance on tea-related factors of destination attributes yet lower performance than Cluster 2 *leisure enjoyers*, because of their different degrees of concern on tea-related factors. Moreover, the *tea knowledge and skill learners*, have a higher intention on ‘tea tourism’ than ‘tea tourism of this village’, as they were motivated for discovering tea destinations. The group of *tea knowledge and skill learners* are more in accordance with tea tourists in researchers’ presumption, motivated considerably by tea-related elements and affected by tea related destination attributes. For Cluster 2 *leisure enjoyers* they mainly take tea village and tea fields as a leisure space to spend good time with their accompany, as nearly 70% of them are from nearby geographic space, and a certain of them are self-driving repeat visitors, they focus more on interpersonal and relaxation affaires than on tea itself, and basic conditions of destination are perceived more critical for them than Cluster 1. This group accounted for 32% of the respondents, as a result we found the general situation that tea isn’t always core element, as in many wine tourism studies as well, sometimes visitors focused more on social function and entertainment rather than wine knowledges and tasting. The result of tourist segmentation could further provide a reasonable explanation for this general finding. Lastly, in Cluster 3 are more possibly mature tourists with certain tea preference, a majority of them are female that travel frequently, both from nearby cities and distant provinces, they love travel and intend to have memorable tourism experience, tea related element and other elements are equivalently important for them. They have higher intention on longer-duration tea tourism and enjoyed this tea tourism trip.

Tea tourism in our case differs from mass rural tourism, entering the experience economy, destination and products managers should pay particular attention to improve and match offerings with tourists’ needs, the staging of experience must be pursued. Tea tourism has potential to offer memorable tourism experience and foster tourist loyalty. For the investigated domestic on-site tourists, similar with international potential tourists, they’re more pleased to learn about tea and participate in experiential activities, as the mostly chosen expected or participated tea tourism activities are ‘Tea tasting (in tea house)’, ‘Watch or experience tea making (stir-drying tea)’, ‘Tea-leaves picking in fields’, ‘Watch or learn tea ceremony’, ‘Visit tea museum/expo’, and ‘Cycling/hiking in tea fields’.

The respondents’ general satisfaction and loyalty is respectively high, although

domestic tourists' self-evaluated knowledge level of tea is relatively low (compared with professionals), their preference on tea activities is higher, such as tea drinking or consuming, or learn about tea in the tea tourism trips, which is in common with potential international tourists. In the trip, they're quite satisfied with natural environment of the tea villages which they also value much, then they're also pleased with the basic conditions of the destination, such as accessibility, security, Wi-Fi service... since most of samples were collected in West Lake Longjing tea area. Among the tea related items, 'Tea cultural connotations' and 'Reputation/quality of tea' achieved recognition, while elements like 'Complementary offer of tea related activities', 'Participate in tea activities' and 'Tea ceremony and souvenirs' were noted lower performance. The disparity of tourists' perceived experience and their expected experience mainly exist on part of the tea related elements, and then on services and staffs, as the items related with interpersonal interact and staff service didn't meet the expectations of the respondents. Although there might be impacts of the pandemic Covid-19, the tea tourism offerings and service quality are two main aspects to be enhanced lately.

In addition, about one third of the respondents are repeat visitors, a considerable of them (22.7%) visited 2-3 times, then eight tourists visited 4-5 times, 27 tourists visited more than 5 times, which implies that tea tourism, is promising to achieve high-level satisfaction and offer memorable tourism experience like the findings in existing gastronomic tourism and wine tourism. Based on the findings above, we can supplement the conclusion that the second hypothesis H2 is supported from the perspective of domestic on-site tourists.

H2: From the demand side, the participatory and experiential activities of tea tourism have a potential to integrate domestic tourists by satisfying their upgrading needs, as well as attracting international tourists' intention to visit and participate.

For both domestic visitors from close geographical area and distant provinces, their expected duration of tea tourism is for short-term such as less than one day, even shorter than potential international tourists expected. The reasons behind are different, taking into account the paid vacation system in China hasn't been well established, in any case, this is also one point to be improved with more attracting experiential activities, well equipped lodging and catering facilities, in order to extend tourists' stay.

And finally, the factors that significantly influence tea tourists' satisfaction and

loyalty were also identified. Three of the four factors referring to perception of destination attributes are verified to have significant positive effect on tourism satisfaction, namely 'basic conditions', 'tea related factors', and 'environment related factors' in order by their coefficients. One of the two personal factors, 'tea preference' is confirmed to have weak positive impact on tourists' satisfaction. As tourist satisfaction has a strong positive influence on tourist loyalty, a further analysis taking satisfaction as mediator variable revealed, if we improve the factors related to general conditions of tea destinations, 'basic conditions' (e.g. accessibility/transportation, tourist information, infrastructure and facilities), and 'environment related factors' (e.g. environment cleanness/fresh air, natural landscapes), can contribute to their satisfaction and further positively impact on their revisit intention through the satisfaction. Nonetheless, for the tea related factors, whether the tea-related destination attributes (e.g., complementary offer of tea related activities, tea related setting and ambiance), or tourists' knowledge acquisition and preference of tea (e.g., willingness to spend on tea), can contribute directly to their loyalty of tea tourism, besides the intermediary role of satisfaction. To conclude, we have two directions for the purpose to achieve higher satisfaction and loyalty levels of tea tourists, one is to improve the destination construction and management, another is to identify and attract target visitors.

GENERAL CONCLUSION AND SUGGESTIONS

The proposal of this thesis topic was put forward not only based on personal interest, but with several realistic background. On the one hand, after the Reform and Opening-up Policy was conducted in China since 1978, China has stepped into a rapid socio-economic development stage, with accelerated urbanization as its major characteristic. The predominant way of urbanization in the past has greatly contributed to economic evolution, while the pushing of farmer workers to urban area and the disappearance of countryside seem to be unsustainable. Thus, in recent years, Rural Revitalization was established as a national strategy to correct urban and rural imbalance. From practical evidence and relevant literature, rural tourism was considered to rescue Europe's countryside as well as in other parts of the world, it could provide an alternative way of 'urbanization in place', to preserve rural landscape and rural lifestyle, meanwhile prevent the tendency of rural decline from outflow of manpower, service and social capital. On the other hand, the tourism industry has also witnessed great advancements in the post-reform and opening-up period, the demand of domestic tourism, inbound and outbound tourism have been activated, Chinese tourists have become an important source in the world international tourism market. Along with the national social-economic development and tourism experience accumulation, the formation of middle class and cultivation of travel lifestyle, tourists' needs have been upgrading as well. Entering the experience economy, to attract the customers to pay for the experiences, requiring the companies to improve in designing and offering experiences. The concept of experiential tourism differs from traditional mass tourism, it emphasizes personalization and participation to enable mature tourists play more autonomy.

We've seen the success of wine tourism in European countries, as well as in other 'new world' producing areas, as a concept crossover rural tourism and gastronomic tourism, playing contributive role in regional development and tourism upgrading. China isn't traditionally a grape wine culture country, the consume of grape wine is viewed as exotic flavor. Nevertheless, China is the origin of tea plants exploitation and tea culture, proved by the existing ancient tea trees, records in ancient books and antiques. In the past thousands of years, a well-structured discipline of tea knowledge had been formed, such as the typology of tea varieties and tea regions, and integrated into Chinese' spiritual and real life, developed a comprehensive and profound tea culture. Presently 21 provinces (municipalities and autonomous regions) of total 34 are

tea regions in China, began to integrate regional tea resources in tourism activities and offerings. Moreover, although the development of rural tourism has reached an unprecedented strategic height in China, with supporting policies from various departments of different levels of government, it's hardly that the existing low-end homogeneous rural tourism products could meet tourists' needs, hence, based on China's rich tea resources and tea culture, we've tried to find out, if tea tourism as a special-interest rural gastronomic tourism, similar with wine tourism in many aspects, could avoid a mass tourism development pattern, and contribute to rural revitalization and rural tourism updates in China.

In order to realize the research goals from both theoretical and practical perspectives, based on literature review, a mixed method approach of investigation and analysis was adopted, two case areas in main green tea producing region, Zhejiang province were selected, namely the West Lake tea area in capital city Hangzhou with historic fame of royal tea, and Damushan tea garden area in Songyang County of Lishui City with complete tea industry chain. Then the qualitative field work of in-depth interviews and observation towards public sectors and individual practitioners, as well as the quantitative questionnaire surveys towards domestic on-site tourists and international potential tourists were conducted to answer different research questions as aspects of the research topic.

In the literature review, we've discussed the concept of rural tourism, tourism activities that tourists taking part in/ occur in rural areas, providing the opportunity for tourists to learn, involve and enjoy unique cultural, natural attractions and activities provided by local communities, tea has been an important agricultural crop since long time, normally grow in mountainous rural areas in China, the landscape of tea fields, the farming tasks on tea producing, and its derived tea culture and lifestyle, these features fit well in the concept of rural tourism, and provide critical foundation for tea tourism development. Then food tourism defines food tasting and production experience as primary motivating factor of travel, for example, in the major branch, wine tourism, could be characterized by vineyards and winery visiting, grape wine tasting etc., we can find corresponding activities in tea tourism, like tea frying experience, tea tasting and tea ceremony watching and experience. Accordingly, in this research we conceptually define and conclude tea tourism as a special-interest rural gastronomic tourism, theoretically speaking, based on the literature summarizing

regional practices of rural tourism and gastronomic tourism, its functional benefits on promoting regional development and facilitating tourists' memorable experience, we believe the less presented form, tea tourism, also has a great potential to achieve similar objectives. For this reason, this research absorbed from many classical literatures of both rural tourism and gastronomic tourism, showing a convergence of research bias, highlighting the perspective of multiple decisive actor groups, for example the policy makers (mainly all levels of government), and implementer (mainly local communities and other practitioners), which has been put emphasis in rural tourism researches, and the tourist segmentation as a prominent part as in plenty of gastronomic tourism literatures. Based on the tea resources and culture, and theoretical deduction, we assume tea tourism as a promising rural tourism form in China, then we've looked into more evidence from specific practices in the two case areas.

The actual tea tourism practices in case areas are greatly shaped by its environmental factors, which are development conditions including tea resources and infrastructure etc., as well as personal factors of practitioners such as motivation of involvement and operating capability. Generally, the case West Lake Longjing tea area is summarized as a revitalized case, there's similarity with some 'old world' wine regions, while the Damushan tea garden area is considered as a to be revitalized case, resembles some 'new world' wine regions demonstrated in wine tourism literature.

The comparative results showed, West Lake Longjing tea area benefited from its favorable development conditions, it's located alongside the world cultural heritage, as a part of West Lake Scenic Spot, which is one of top scenic spots in China with big tourist flow, then the West Lake Longjing tea is a historically reputed tea, with the fame of royal tea that leading the ten best teas in China, also as a China Protected Geographical Indication Product. Moreover, the infrastructure in tea villages is well equipped, without concerns on accessibility, public transportation, and tourism facilities. It's receiving tourists from national wide to international scope. Damushan tea garden area as an emerging tourism destination, has a complete tea industry chain that tea accounts a great part in local residents' life, yet the tourism infrastructure is still weak, its public transportation, tourism facilities and commercial services in tea villages are all causing problems for tourists, thus at the moment its tourist source is limited in self-driving tourists from nearby big cities. Tea tourism practitioners' personal features also reflect the differences between two cases under different circumstances at different

development stage. The individual tea tourism practitioners in two case areas are driven by common motivations of direct tea sale, diversified livelihood, certain period of lifecycle/ family reunion, and inspired by informed people. In the mature case of West Lake Longjing tea area, practitioners also mentioned ‘lifestyle pursuit and self-interest’ as main motive, while in the emerging case Damushan tea garden area, ‘government incentives and subsidy’ becomes a vital motive, it’s like in Maslow’s Hierarchy of Needs theory, one is mainly chasing for economic benefits while another is pursuing higher level spiritual needs.

In the integration process of tea industry with tourism industry, tea tourism practitioners’ capability is expected to be emerged, their identity and priority of living are also possibly changing. Depending on practitioner’s origin, they can be classified into indigenous inhabitants practitioners and external origin practitioners, the indigenous inhabitants as practitioners tend to be more resources-oriented, as they possess their own tea fields and house in tea villages, while the operators of external origin are tourism skill oriented to provide more professional tourism services. As we all know, there’s certain self-limitations especially for tea farmers to engage in cross-border tourism activities, relevant working experience, education level and internet skills are all identified as factors influencing individual practitioners’ operating capability of tea tourism. To build a qualified rural community human capital, a tendency in some relatively young practitioners is the merge of tea skills and tourism skills to improve a comprehensive capability.

The improvement of human capital in tea destinations will be a long-term work, the inadequate awareness, knowledge and capability of practitioners could also be reflected from their ability for future planning, in general, besides several young and educated practitioners who have a clear planning idea for future tea tourism development, most of investigated practitioners show great dependency either on local policy makers or on tourism destination management organizations. The situation in two case areas still differs from each other, the local practitioners in West Lake Longjing tea area, especially old generation, they always attach great importance on their well-known tea, more stick to their tea culture, certain of them view tourism as an extension to their tea affairs, they put West Lake Longjing tea as prior to tourism, not to mention as a revitalized case, the villagers can already make a not bad living by selling Longjing tea in spring, thus they’re more satisfied with the current situation, than making efforts

on tea tourism planning. While for Damushan tea garden area, a recently local government driven case, currently the degree of tourism participation is much lower than in West Lake Longjing tea area, even the villagers who already involved in tea tourism suppliers, their cognitive level of tea tourism is relatively limited, as they don't understand why tourists from big cities such as Shanghai come to visit their tea fields, since in their mind they're used to tea fields that are all over Songyang County from childhood, what's more, they can't understand the tourists who want to experience for instance tea leaves picking neither, which is perceived as work tasks for them. If the practitioners don't have a basic understanding of tea elements as tourism offerings, consequently, they're still far away from further development planning, although it's the case that urged to be revitalized.

Both public sectors and individual tea tourism practitioners engaged in integrating tea resources in tourism and offering various tea tourism products, for example, in developing tea tourism scenic sites, running tea house, home cook, homestay in tea villages, and offering experiential itinerary that connecting several sessions, for instance, tea garden sightseeing/cycling, tea leaves picking, tea frying and tea ceremony class and so on. The welcoming tea, room with a view of tea fields, tea gastronomy, and other diversified activities could provide tourists with an immersive experience, nevertheless, the individual practitioners mainly use tea elements as adding value products to achieve a better overall revenue from tourists. Individual tea tourism practitioners are mostly economic interests driven, while the public sectors, the National Tea Museum in West Lake Longjing tea area, and the Damushan tea garden scenic spot, would provide more publicly beneficial educative programs.

The tea tourism offerings in two case areas are also in different growing stages, generally, in West Lake Longjing tea area individual practitioners play more autonomy in their offerings with an imperceptible influence of the National Tea Museum, as a part of the entire West Lake scenic spot, it's taken into account to be coordinated with other attractions in this region, the West Lake, Lingyin Temple, Hangzhou Zoo etc., to be joint promoted by the entire West Lake scenic spot, for example, it could access the services of 'West Lake in the Palm', which is an application that officially developed and promoted by West Lake Scenic Spot Management Committee, to facilitate tourists in their stay, offering functions like tourist map and itinerary recommendation, reservation of attractions and ticket purchase, audio explanation of attractions,

restaurants and hotel information, and even intelligent guidance of parking lots and public restrooms. Whereas in Damushan tea garden area, the Songyang culture and Tourism Investment Company have built necessary tourism infrastructure within the scenic spot, yet it's more like an isolated tea tourism site, there's little coordination with other regional attractions, the overall level of development is still in its elementary stage.

In both tea tourism areas, the potential that integrating tea resources into tourism offerings is still to be further explored, practitioners should focus more on tea related elements themselves other than using them as affiliated elements. Although the potential of tea tourism isn't fully discovered, especially for Damushan tea garden area, from development conditions to practitioners' participation, are in the elementary stage, the development of tea tourism is already verified to contribute to rural revitalization. The individual tea tourism practitioners in both areas are trying to balance the original tea affairs with tourism services along with the switch of time, in the spring which is high season of tea harvest and producing, they put emphasis on tea, and after the high season they switch priority on tourists receiving. Developing tea tourism related activities have contributed to rural revitalization mainly on two levels, the rural household revitalization and tea village revitalization, it benefits rural household in increase and diversify family income, provide them with higher or flexible price to sell and build their own repeat tea customer base, as well as adding value to their tea product by extend tea processing, operators especially women realized a sense of achievement, when they can develop an own career in the meantime of taking care of family at home. More importantly, the mentioned benefits to villages could be mainly summarized as improving the life quality and living conditions of rural population, despite the target is to attract tourists and provide them with a pleasant stay, local residents also benefit from the construction of tourism infrastructures, the improvement of village environment and appearance, the enhancement of villagers' qualities and social harmony and so on.

A most evident change is in the Damushan tea garden area, Songyang County has been faced with severe rural decline and outflow of rural residents in the past years, the number of villages decreased rapidly. By integrating the primary and secondary sectors of tea industry with tourism service industry, the outflow of manpower has been turned around into inflow of permanent rural residents. Some young educated residents seized the opportunity of tea tourism development and returned to their hometown from big cities that they've been working in, then these returned operators are becoming main

force in providing qualified tea tourism products, as they're educated young generation and more open-minded than those who never left the villages. The witness changes fit in well with set goals of the national strategy of Rural Revitalization, and in accordance with our research assumption. China has abundant tea regions, besides several famous cases like West Lake Longjing tea area, most of them aren't equipped with so many favorable conditions simultaneously, thus the case of Damushan tea garden area could bring more inspirations to other relatively ordinary cases. Despite the different development conditions, levels of practitioners' capability and so on, in general, the development of tea tourism as a specific rural gastronomic tourism, could promote to rural and agriculture diversification, and further contribute to regional development of rural areas from their original situation.

It's worth noting that, besides the public sector and individual practitioners as tea tourism suppliers, the role of another decisive actor group, local government couldn't be ignored, especially in the developing areas such as Damushan tea garden area. In the elementary stage of an emerging tea tourism destination, local government's policy making and effective implementation have been vital to drive the development, that they mobilize resources to make large-scale investments, provide basic services in tea tourism site and tea villages, attract external investments, engage private sectors participation, and human capital training. For an ordinary case like Damushan tea garden area, it's super important local government's active guidance at the beginning stage, with the villagers' great dependency, especially based on a collective cultural and political background of China. Nevertheless, it doesn't mean that it should always be government-led model, in the process that an emerging destination evolving to a more mature destination, the local government would adjust its role gradually, and at the end, like in West Lake Longjing tea area, the local government merely plays a supportive and supervision role, leaving more space for social participation.

Having recognized the significance of tea tourism development in rural case areas, as a relatively recent tourism offering, tourists' perception, whether this form could satisfy tourists' upgrading needs and offer a memorable tourism experience, is influential to its sustainable development. For the domestic on-site tourists, firstly from their profile and travel behaviors, we can see on the one hand, tea tourists have a higher-level profile, with higher education and income level than generally mass tourists, most of the tourists are independent tourists travelling with families or friends, not following

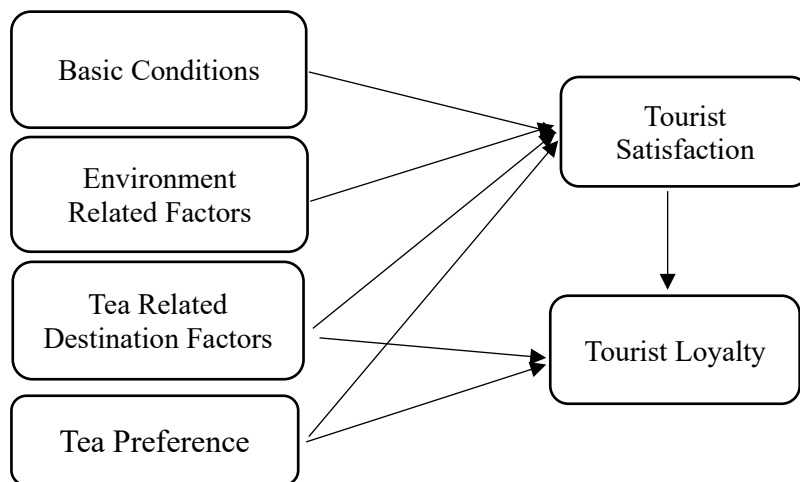
an organized tour, they're interested in various experiential tea related activities, and the revisit level is high, since more than half of the investigated tourists are from other provinces. On the other hand, it also reflects that the Chinese tourists in general, especially the higher social-class, are becoming more mature tourists with upgrading needs. Secondly, the descriptive results of overall satisfaction and loyalty, evaluation of performance of destination attributes, as well as the high revisit rate, implies that tea tourism is becoming an experiential rural tourism form that helps to fulfill tourists' emotional and sensitive needs, and achieve a higher level of satisfaction in staging experience than the low-end mass rural tourism products that failed in China.

What's more, based on previous studies on wine tourism, we've gone further on segmenting tea tourists to verify the influence of tourist typology on their perception and behaviors. As similar finding was discovered in our research, that generally, tea related items are neither the major motivation for tea tourists, nor the core elements of destination attributes that perceived by tourists. With the segmentation of tea tourists, we can better explain the reason behind. Three cluster groups were identified by four categories of travel motivations, and named as *tea knowledge and skill learners*, *leisure enjoyers* and *enthusiastic experiencers*. The group of *tea knowledge and skill learners* are those who have a real intention to learn and experience tea elements with lower interpersonal needs, they also tend to be stricter when evaluating performance of tea related factors. Then *leisure enjoyers* prefer tea destinations as a cozy place to spend leisure time with their families or friends. *Enthusiastic experiencers* are interested on tea, but they're more likely travel enthusiasts that value highly of tea and other elements meanwhile for better tourism experience. In our case, the *leisure enjoyers* and *enthusiastic experiencers* account for about 60% of investigated respondents, that's why tea-related motives and destination attributes weren't considered as core elements in general. The characteristics of each cluster group could help us understand the tea tourists more comprehensively, and give inspirations on satisfying their needs with different focuses.

Lastly, the contributive factors of on-site tourists' overall satisfaction and loyalty were discovered, the influencing path that overall satisfaction as an intermediate variable to loyalty was also identified for the first time in tea tourism research. From the four factors referring to perception of destination attributes, 'basic conditions', 'tea related factors', and 'environment related factors' have a significant positive effect on

their satisfaction. From the two personal factors, ‘tea preference’, has a weak positive impact on their satisfaction. The positive effects of ‘basic conditions’ (e.g., accessibility/transportation, tourist information, infrastructure and facilities), and ‘environment related factors’ (e.g., environment cleanness/fresh air, natural landscapes) on tourist loyalty can be fully explained by the intermediary ‘tourist satisfaction’, when tourists are firstly satisfied with the factors of ‘basic conditions’ and ‘environment related factors’, then they would generate revisit intention for the tea tourism trip. For the tea related destination factors (e.g., complementary offer of tea related activities, tea related setting and ambiance) and personal factors (e.g., willingness to spend on tea), besides the indirect effect, there’s also a direct positive influence on their revisit intention. This new finding is meaningful, as it indicates the importance of target tourists that interested on tea, for instance the group of *tea knowledge and skill learners*.

Figure 2. Statistically verified model of on-site tea tourists’ experience and intention

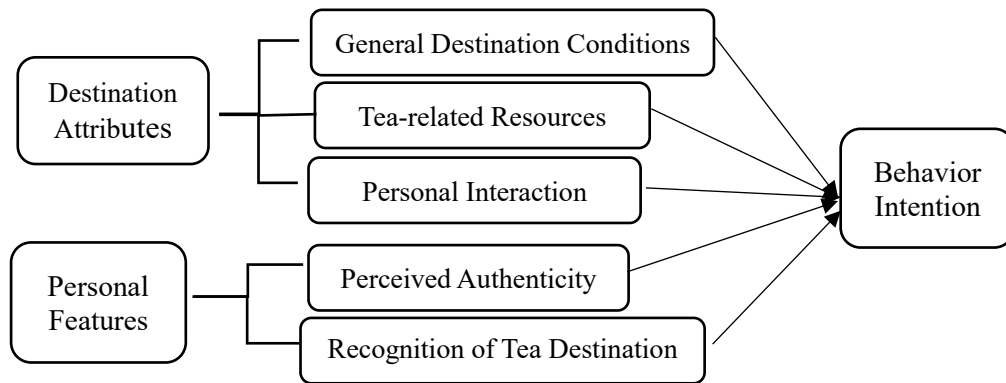


For the explorative investigation towards international potential tourists, it’s firstly confirmed that the overall image of China as international tourism destination is predominant by cultural/historical tourism and natural landscape tourism, rural tourism and gastronomic tourism could be alternative new production for them with a growing trend. Secondly, the general level of international potential tourists’ knowledge of Chinese tea is considerably low, referring to for example tea varieties, tea producing, tea culture. Yet there’s a certain part of them are regular tea drinkers, having a good knowledge of Chinese tea regions and varieties, which is unexpected, as they can write on their own some the names of famous regions, mentioned nearly all the varieties and specific regional brands like Longjing. Despite on the limited knowledge, the general behavior intention of tea activities is higher than average level of ‘Neither agree nor

disagree’, more than half of them ‘agree’ or ‘strongly agree’ to learn about Chinese tea and tea culture, to participate in tea related activities. Nearly half of them intend to a future tea tourism in China. Similar with the results of domestic on-site tourists, experiential tea related activities such as tea leaves picking, watch or experience tea making, tea tasting and so on are their expected tea tourism activities. Moreover, we all know as a long-distance international trip, there’s factors to be taken into account other than interests, then language, distance, visa application and cost were considered as main difficulties before trip. It’s worth noting that, whether the investigated international potential tourists have been in China, has a significant influence on their perception of some important items, for example, the perception of tea destination countries, the perceived difficulties before trip, knowledge of Chinese tea, image of China as tea destination, then if they’ve ever tasted Chinese tea, and their knowledge of Chinese tea would further influence their image of Chinese tea. As a destination with rich tea resources and authentic tea culture, China should pay more attention to communicate the image of tea tourism destination to the international visitors. If ever the potential tourists had the chance to learn and experience, it would increase the possibility of the tea villages to attract international tourists as well.

And finally, the influencing factors of their behavior intentions were also identified, three factors of destination attributes, ‘general destination conditions’, ‘tea-related resources’, ‘personal interaction’, and two factors of personal features, ‘perceived authenticity’ and ‘recognition of tea destination image’ were statistically supported to positively effect on their future behavior intentions. Based on the above findings, we would propose tea tourism products according to the different characteristic of international potential tourists. For those who haven’t visited China, with considerably limited cognition of the destination and tea, to integrate a short-term excursion for a day or two, into their entire itinerary, so that they can experience an exotic flavor to diversify their trip, at the same time of assuring their overall experience by better general conditions in other classic attractions. For those who have already certain understanding of the destination and Chinese tea, may also as frequent tea drinker, tea regions like West Lake Longjing area should keep developing a longer-term tea themed holiday product with profound and authentic experience in the place of origin, with fine designed tourists lodging and tea gastronomy, more systematic experience sessions of tea making and tea ceremony demonstration etc...

Figure 3. Statistically verified model of international potential tourists' behavior intention



The findings could supplement the limited existing literature on tea tourism, a comprehensive case study from a main tea producing country, as well as the origin of tea exploitation and tea culture since long ago, we hope it could inspire some interested researchers, as well as offer enlightenments for regional tea tourism practices. The main limitations of this work include the influence of the pandemic Covid-19 on tourism industry, brought much inconvenience to the investigation in field work, and without doubt impact on tourists' perception in experiencing tea activities and personnel services.

All in all, the research put up with three main hypotheses, a general one indicating the potential of tea tourism as a specific form of rural gastronomic tourism in China, to facilitate rural regional revitalization under the background of national strategy. Then from demand side, its potential on rural tourism updates in China entering experience economy, to integrate, maintain higher profile domestic tourists than mass rural tourism products, meanwhile attract potential international tourists' intention; from supplier side, on the background of different development conditions in tea regions, the important yet different roles of decisive actor groups played in tea destination evolution. All the three hypotheses are demonstrated from theoretical perspectives, as well as supported by empirical results in case studies from the mixed method research design. We believe that tea tourism is a promising product in China, as special-interest rural gastronomic tourism, whether to drive rural revitalization or to fulfill tourists' upgrading needs in the experience economy, while more time is required to coordinate various actor groups and integrate tea resources with other regional resources for further development in most of tea regions. Therefore, we also try to propose several suggestions firstly for future tea tourism development mainly in the two case tea regions, and finally for future researches.

Suggestions for future tea tourism development

We've discovered the value of regional tea resources in tourism activities that help local communities to achieve commercial benefits as well as social values in the region, as an alternative strategy to maintain rural lifestyle and landscape in long-term. In the practice, to achieve intended effects, close collaboration among identified key stakeholders, higher level coordination and joint promotion between other regional attractions are important.

As for the two case areas in our research that stand for famous and non-famous tea regions in China, they should pay attention to different focuses in future development. In West Lake Longjing tea area, tourism infrastructure and commercial services are almost perfect, the most urgent problems are the preservation of tea traditions along with inheritance between generations, and market disorder of Longjing tea. Tourists always perceive more authenticity in hand frying tea than the machine frying tea in the origin of Longjing tea, the younger generation in tea villages have lower willingness to learn the techniques as they consider hand frying tea as a hard work. Key actors, the local government, tea industry association and so on should start from local value education, for example the study tour of local primary school students, the National Tea Museum has begun with similar activities like extracurricular school, it should be continuously promoted to greater scope. Then provide local residents with opportunities of professional training courses of tea techniques, regularly hold tea technique competitions and issue official certifications, the interviewee R7 in our case is officially recognized master of tea frying by Ministry of Human Resources and Hangzhou Municipal Government, then his son is learning from him and achieved a first-level certificate. In this way they found it too valuable to be given up. Secondly, the development of tourism stimulated the disorder of Longjing tea market, as some villagers discovered easier way to get profits from tourists' pocket, taking advantages from unknowledgeable tourists, let them taste and buy tea from other region yet charge the fee of real West Lake Longjing. In our investigation, several interviewees of National Tea Museum as well as villagers even compare this with the era of uniform collection by the state, that they prefer villagers made efforts to provide high quality tea, and not 'dare' to sell tea from other regions to the state. More active measures should be taken to ensure tourists' rights and sustainable development of tea tourism. Actually, as long as the reputation of West Lake Longjing tea could be preserved and

highlighted, the future of the tea region is bright, based on all its favorable conditions and development experience.

In Damushan tea garden area, there is no doubt that firstly more tourism infrastructure should be invested and constructed. When the infrastructure is ready, commercial services will be there as well. Currently the public owned Songyang culture and Tourism Investment Company have completed the construction of Damushan tea garden scenic spot, which is inadequate to prop up a tea destination with one attraction on plain fields. From results of interviews, we've noticed that, to overcome the weak public finance, they've figured out a way to attract external investment in developing new projects. For instance, a study tour product called Damushan Natural School is being developed, by the joint venture of the public owned company with a subsidiary company of Ctrip group (biggest online tour operator in China). Then a comprehensive project of 'Tea Fragrance Town' is also in design with four major functions of tea processing, tea market, tea research and tea tourist accommodations. By the time the author is finishing the thesis, the first high-speed train line also reached Songyang County to facilitate the public transportation, little by little, the basic conditions as a tourism destination are to be refined.

Damushan tea garden area has a good foundation of tea industry, more tea related resources should be integrated as tourism assets, and tea tourism resources should be coordinated with other regional tourism resources and attractions. We already know that compared with West Lake Longjing tea area, the image of tea in Songyang is low-end to the market as well as to tourists. According to the explanation of president LOU of Association of Tea Culture Research in Songyang, besides the huge amount of plain fields tea, there's a semi-wild local tea species in many ancient villages in Songyang. The ancient village is actually another promoting tourism product of Songyang, yet when they promote ancient village, they only promote image of ancient villages, or while they promote tea tourism, they only promote Damushan tea garden scenic spot. The tourism image of tea is not enough integrated into the ancient villages, although they have a hundred years of co-existence. Moreover, the semi-wild local tea species in ecological beautiful tea gardens are pure organic tea, as a reflect of traditional farming culture by local diligent and intelligent farmers. It's a kind of agricultural heritage itself. More effects are need to combine tea with antient villages in Songyang's tourism images, meanwhile to shift the low-end identity of Songyang tea to higher-end, with

the storytelling of agricultural heritage of semi-wild local tea. Another example is Duanwu tea (Dragon Boat festival tea), which is a provincial intangible cultural heritage that mix green tea with herbal medicine as natural healthcare product, the author noticed that in the local homestays sometime operators offer Duanwu tea as water to tourists, since it's widely used in their daily life. It's not difficult to offer Duanwu tea with designed package at least as a tourist souvenir, if local operators realize.

Finally, for the development of tea tourism product in general, according to our research findings, tea tourism isn't a traditionally mass tourism product, and should avoid to become low-end rural tourism product in the development. A higher profile of tea tourists and young educated individual tea tourism practitioners seem to reach a consensus on tea tourism product they expected, and it will become a tendency in offerings. The offering is to connect various tea experience sessions that the tourists should participate in themselves, not only for sightseeing. From tea leaves picking in fields, tea factory or workshop visiting and hand frying experience, tea ceremony class and tea tasting of different varieties, or additional options such as tea poem learning for children, tea gastronomy learning for housewives... to offer a journey of three days and two nights (weekend or three-day holiday break) for small group of tourists less than ten people, it could be several families or among friends mainly from big domestic cities, or international tourists.

Suggestions for future research work

Firstly, for the research subjects, in our research, we've concentrated on two decisive actor groups, which are local government and tea tourism practitioners, under the background of pandemic influence. Although several tea tourism practitioners both in West Lake Longjing tea area and in Damushan tea garden area mentioned their intention and discussion with tour operators from big cities such as Shanghai, however interrupted by the pandemic and haven't carried out formally yet, and we haven't reached proper access to the related travel agencies. Then in the internet era, the new media promotion approach is greatly perceived by tourist market, especially meaningful for the emerging destination like Damushan tea garden area. Therefore, in the future research could engage other important actors and stakeholders, such as tour operators and new media, their collaboration with the mentioned actor groups.

Then for the case study areas, we've chosen two comparative cases in Zhejiang province, which is one of major producing regions of green tea, since China has plenty

of tea varieties and regions, investigation of other tea regions of black tea, oolong tea and so on may offer interesting findings as well. As for the tea tourism related with rural revitalization, Zhejiang province is to some degree more developed than other mountainous provinces such as Guizhou province and Yunnan province, Zhejiang province also transfer its tea techniques to Guizhou province to help revitalize the region, in the future we expect more evidence from other tea regions.

Lastly, in our research we focused on on-site tourists' experience of destination in tea tourism, corresponding to the ideas of the fourth phase of economic progress called experience staging in *experience economy theory* by Pine and Gilmore. Recently researchers introduced a concept of emerging experience economy 3.0, proposed the fifth phase of guide transformations, then the transformative role of experiences in tourism context was also discussed. Tourism experiences, as part of life experience, enable tourists to learn and develop personal skills from the co-created tourism experience. The experiential activities in tea tourism fit well with this concept, many housewives could follow tea ceremony class and obtain skill certificates, as a personal skill also serve to their habitual life after leaving the tea destinations. The parent-child study tour in tea destinations is an approach that they learn and comprehend, whether the tea philosophy or tea skills. Accordingly, in future research could continue exploring the transformative role of tea tourism in tourists' lives.

BIBLIOGRAPHY

- Abulof U. (2017). Introduction: Why We Need Maslow in the Twenty-First Century. *Society*, 54(6), 508–509.
- AKDAĞ G., OYAN S. & KASTENHOLZ E. (2017). Motivations for participating in Wine Tourism Activities- the case of Tourists on the Thrace Wine Route in Turkey. *Revista Turismo & Desenvolvimento (RT&D) / Journal of Tourism & Development*, (27/28), 85–87.
- Almeida A. M. M. (2010). From island mass tourism to rural tourism In Madeira: Is there a place for a re-definition of islands' image? *Tékhnē - Revista de Estudos Politécnicos*, (14), 97.
- Alonso A. D., & O'Neill M. A. (2009). Wine tourism in Spain: The case of three wine regions. *Tourism (13327461)*, 57(4), 405–420.
- Annes A. & Wright W. (2015). 'Creating a room of one's own': French farm women, agritourism and the pursuit of empowerment. *Women's Studies International Forum*, 53, 1–11.
- Aslam M. S. M. & Jolliffe L. (2015). Repurposing colonial tea heritage through historic lodging. *Journal of Heritage Tourism*, 10(2), 111–128.
- Aytuğ H. K. and Mikaeili M. (2017). Evaluation of Hopa's Rural Tourism Potential in the Context of European Union Tourism Policy. *Procedia Environmental Sciences*, 37, 234–245.
- Barbu I. (2013). Approach to the Concept of Rural Tourism. *Agricultural Management / Lucrari Stiintifice Seria I, Management Agricol*, 15(4), 125–128.
- Bel F., Lacroix, A., Lyser S., Rambonilaza T. & Turpin, N. (2015). Domestic demand for tourism in rural areas: Insights from summer stays in three French regions. *Tourism Management*, 46, 562–570.
- Björk P. & Kauppinen-Räsänen H. (2016). Exploring the multi-dimensionality of travellers' culinary-gastronomic experiences. *Current Issues in Tourism*, 19(12), 1260–1280.
- Booth S. (2005). Method, Research, Science, and Methodology: Doing, acting, understanding, and committing. *Scandinavian Journal of Educational Research*, 49(3), 325–328.
- Brandth B., & Haugen M. S. (2011). Farm diversification into tourism – Implications for social identity? *Journal of Rural Studies*, 27(1), 35–44.
- Bruwer J., Gross M. J. & Lee H. C. (2016). Tourism Destination Image (Tdi) Perception within a Regional Winescape Context. *Tourism Analysis*, 21(2/3), 173–187.
- Bruwer J., Prayag G. & Disegna M. (2018). Why wine tourists visit cellar doors: Segmenting motivation and destination image. *International Journal of Tourism Research*, 20(3), 355–366.
- Bryman A. & Bell E. (2007). The nature of qualitative research. In: *Business Research Methods*. New York. Oxford University Press. P. 402–437.
- Bryman A. & Bell E. (2007). The nature of quantitative research. In: *Business Research Methods*. New York. Oxford University Press. P. 154–177.
- Cai M.-Y. (2013). The study on Perception of Economic Impact towards Tea Tourism

Development from Black-tea Industry Owners Via Q-Methodology Analysis. Doctoral dissertation of National Kaohsiung University of Applied Sciences. In Chinese.

Çakar K. & Seyitoğlu F. (2016). Youth Tourism: Understanding the Youth Travellers' Motivations. *Proceedings of the Multidisciplinary Academic Conference*, 248–253.

Cambourne B., Hall C. M., Johnson G., Macionis N., Mitchell R. & Sharples L. (2002). The maturing wine tourism product: an international overview. In C. M. Hall, L. Sharples, B. Cambourne, & N. Macionis, (Eds.). *Wine tourism around the world* (pp. 24– 66). Oxford; Boston: Butterworth-Heinemann, 2002.

Campón-Cerro, A. M., Alves H. M. B. & Hernández-Mogollón J. M. (2015). Attachment as a factor in generating satisfaction with, and loyalty to, rural tourism destinations. *Tourism & Management Studies*, 11(1), 70-76.

Capriello A., Mason P. R., Davis B. & Crotts J. C. (2013). Farm tourism experiences in travel reviews: A cross-comparison of three alternative methods for data analysis. *Journal of Business Research*, 66(6), 778–785.

CARVACHE-FRANCO M., CARVACHE-FRANCO O., CARVACHE-FRANCO W., VILLAGÓMEZ BUELE C. & ARTEAGA PEÑAFIEL M. (2018). The Tourist Demand from the Perspective of the Motivation, Assessment and Satisfaction in a Sun and Beach Destination: The Manta Case, Ecuador. *GeoJournal of Tourism & Geosites*, 22(2), 561–572.

Carvalho M., Kastenholz E. & Carneiro M. J. (2017). Co-creating food tourism experiences. *Revista Turismo & Desenvolvimento (RT&D) / Journal of Tourism & Development*, (27/28), 49–51.

Castro C., & Ferreira F. A. (2019). Entrepreneurs' Self-Perception of Skills in Rural Tourism. *European Journal of Tourism Research*, 21, 50–68.

Chang J.-C. (2011). The role of tourism in sustainable rural development: A multiple case study in rural Taiwan. Doctoral dissertation, University of Birmingham, 2011.

Chang R. C. Y. & Mak A. H. N. (2018). Understanding gastronomic image from tourists' perspective: A repertory grid approach. *TOURISM MANAGEMENT*, 68, 89–100.

Charters S. (2009). New World and Mediterranean wine tourism: A comparative analysis. *Tourism* (13327461), 57(4), 369–379.

Chen C., Gao J. & Chen J. (2019). Behavioral logics of local actors enrolled in the restructuring of rural China: A case study of Haoqiao Village in northern Jiangsu. *Journal of Rural Studies*. <https://doi.org/10.1016/j.jrurstud.2019.01.021>

Chen C. & Lu C.-C. (2011). Identity: A New Perspective in the Study of Tourism Experience. *Tourism Tribune*. 26(3), 37-42. In Chinese.

Cheng S., Hu J., Fox D. & Zhang Y. (2012). Tea tourism development in Xinyang, China: Stakeholders' view. *Tourism Management Perspectives*, 2–3, 28–34.

Chen H.-B. (2017). Unusual Environment and the Experience Thereof: Further Discussion on

- Core Concepts of Tourism. *Tourism Tribune*. 32(2), 22-31. In Chinese.
- Chen X. (2015). Construction of Agricultural Tourism Product Model Based on Experience Economy. *Journal of Landscape Research*, 7(3), 49–53.
- Chen Z. (2018). A pilot study of the co-creation experience in traditional Cantonese teahouses in Hong Kong. *Journal of Heritage Tourism*, 13(6), 506–527.
- China Tourism Academy. China tourism consumer market development report 2016-2017. DOI: <http://www.chinagoabroad.com/zh/article/22673> In Chinese.
- Chin C.-H. & Lo M.-C. (2017). Rural tourism quality of services: fundamental contributive factors from tourists' perceptions. *Asia Pacific Journal of Tourism Research*, 22(4), 465–479.
- Chong K. L. (2017). Thailand wine tourism: a dream or a reality? *Asia Pacific Journal of Tourism Research*, 22(6), 604–614.
- Clark V. L. P. (2019). Meaningful integration within mixed methods studies: Identifying why, what, when, and how. *Contemporary Educational Psychology*, 57, 106-111.
- Coelho D. D. & Jesus P. (2018). The role of women in rural tourism: a study in the Planaltina's Rajadinha circuit - Federal Districts. *Revista Brasileira de Pesquisa Em Turismo*, 12(3), 81–102.
- Coelho M. D. F., Gosling M. D. S. & Almeida A. S. A. D. (2018.). Tourism experiences: Core processes of memorable trips. *Journal of Hospitality and Tourism Management*, 37, 11–22.
- Cohen E. (1979). A phenomenology of Tourist Experiences. *Sociology*. 13,179-201.
- Cohen E. & Ben-Nun L. (2009). The important dimensions of wine tourism experience from potential visitors' perception. *Tourism & Hospitality Research*, 9(1), 20–31.
- Correia Loureiro S. M. (2014). The role of the rural tourism experience economy in place attachment and behavioral intentions. *International Journal Of Hospitality Management*, 40, 1–9.
- Cosma S., Paun D., Bota M. & Fleseriu, C. (2014). Innovation – A Useful Tool in the Rural Tourism in Romania. *Procedia - Social and Behavioral Sciences*, 148, 507–515.
- Costa T., & Galina S. (2015). Networks and social capital: multiple cases in rural tourism in Brazil. *E-Review of Tourism Research*, 12(5/6), 241–262.
- Coughlan L.-M. & Saayman M. (2018). The Relationship between the Culinary Preference and Culinary Satisfaction. *Tourism & Hospitality Management*, 24(2), 235–255.
- Creswell J. W. (2009). Mapping the field of mixed methods research.
- Creswell J. W., Clark V. L. P. *Designing and Conducting Mixed Methods Research*. 2nd ed. Thousand Oaks, CA: Sage; 2011.
- Creswell J. W., Klassen A. C., Clark V. L. P. & Smith K. C. (2011). Best practices for mixed methods research in the health sciences. Bethesda (Maryland): National Institutes of Health, 2013, 541-545.

- Dai L., Wan L., Xu B. & Wu B. (2017). How to improve rural tourism development in Chinese suburban villages? Empirical findings from a quantitative analysis of eight rural tourism destinations in Beijing. *Area*, 49(2), 156–165.
- Dann Graham M. S. (1981). Tourist Motivation: An Appraisal. *Annals of Tourism Research*, 8(2): 187-219.
- Datta C. (2018). Future Prospective of Tea-Tourism along with Existing Forest-Tourism in Duars, West Bengal, India. *Asian Review of Social Sciences*, 7(2), 33-36.
- Daugstad. K. (2008). Negotiating landscape in rural tourism. *Annals of Tourism Research*, 35(2), 402–426.
- Demonja D., Stojanović V. & Penić, M. (2016). An Overview of Rural Tourism in Croatia and Serbia. *Tourismos*, 11(2), 225–239.
- DESPOTOVIĆ A., JOKSIMOVIĆ M., SVRŽNJAK K. & JOVANOVIĆ M. (2017). Rural Areas Sustainability: Agricultural Diversification and Opportunities for Agri-Tourism Development. *Agriculture & Forestry / Poljoprivreda i Sumarstvo*, 63(3), 47–62.
- Devesa M., Laguna M. & Palacios A. (2010). The role of motivation in visitor satisfaction: Empirical evidence in rural tourism. *Tourism Management*, 31(4), 547–552.
- Dewar K. & Li W. M. (2007). Hangzhou: China's Green Tea City. In L. Jolliffe (Ed.), *Tea and Tourism: Tourists, Traditions and Transformations* (pp. 180–205). Clevedon, England: Channel View.
- Diao X. et al. (2019). Employment and livelihoods: Connecting Africa's rural and urban areas for rural revitalization. In 2019 Global food policy report. Chapter 4, Pp. 36-43. Washington, DC: International Food Policy Research Institute (IFPRI).
- Di Domenico M. & Miller G. (2012). Farming and tourism enterprise: Experiential authenticity in the diversification of independent small-scale family farming. *Tourism Management*, 33(2), 285–294.
- Diéguez-Castrillón I., Gueimonde-Canto A. & Sinde-Cantorna A. I. (2009). Rural tourism as diversification strategy: determinants and performance in Galicia. *Cuadernos de Gestión*, 9(2), 31-54.
- DiMaggio, V. (2019). Rediscovering Maslow. *Public Management* (00333611), 101(1), 38–39.
- Dimitrovski D. D., Todorović A. T. & Valjarević A. D. (2012). Rural Tourism and Regional Development: Case Study of Development of Rural Tourism in the Region of Gruža, Serbia. *Procedia Environmental Sciences*, 14, 288–297.
- Doshita M. (2017). Diverse Stakeholders' Participation in Tourism Practices: Rural Revitalization in Japan. 2017-10-03
- Dou Q. (2003). On tourism experience. Master dissertation of Guangxi University. In Chinese.
- Du Cros H. (2007). China's tea and horse trade route and its potential for tourism. In L. Jolliffe (Ed.), *Tea and Tourism: Tourists, Traditions and Transformations* (pp. 167–179). Clevedon,

England: Channel View.

Du H.-L. (2013). An Exploration into the Elegant Tastes of Chinese Tea Culture. *Asian Culture and History*, 5 (2), 44.

Du Rand G. E. & Heath E. (2006). Towards a Framework for Food Tourism as an Element of Destination Marketing. *Current Issues in Tourism*, 9(3), 206–234.

Ellis A., Park E., Kim S. & Yeoman I. (2018). What is food tourism? *TOURISM MANAGEMENT*, 68, 250–263.

Fang R. and Deng X.-H. (2018). The protection and tourism development of Tea and Horse Ancient Road. *Ec0o-environment protection*. 183-184. In Chinese.

Fan Z.-P. (2018). Tourism development of Shanxi ten thousand miles tea road under The Belt and Road. *Journal of Hebei tourism Vocational College*. 23(1), 26-29. In Chinese.

Fayed H. A. K., Wafik G. M. & Gerges N. W. (2016). The Impact of Motivations, Perceptions and Satisfaction on Tourists' Loyalty. *International Journal of Hospitality & Tourism Systems*, 9(2), 14–25.

Feng W.-Y. (2011). On the tea culture tourism resouces, a case study of the area around Taihu Lake. Doctoral dissertation of Nanjing Agricultural University. In Chinese.

Fernando P. I. N., Rajapaksha R. M. P. D. K. & Kumari K. W. S. N. (2017). Tea tourism as a marketing tool: a strategy to develop the image of Sri Lanka as an attractive tourism destination. *Kelaniya Journal of Management*, (2), 64-79.

FERREIRA S. L. & MÜLLER R. (2013). Innovating the wine tourism product: Food-and-wine pairing in Stellenbosch wine routes. *African Journal for Physical, Health Education, Recreation & Dance*, 72–85.

Fetters M. D., Curry L. A. & Creswell J. W. (2013). Achieving integration in mixed methods designs—principles and practices. *Health services research*, 48(6pt2), 2134-2156.

Flanigan S., Blackstock K. & Hunter C. (2014). Agritourism from the perspective of providers and visitors: a typology-based study. *Tourism Management*, 40, 394–405.

Fleischer A. & Tchetchik A. (2005). Does rural tourism benefit from agriculture? *Tourism Management*, 26(4), 493–501.

Fodness, D. (1994). Measuring tourist motivation. *Annals of Tourism Research*, 21(3), 555–581.

Fong S.-F. & Lo M.-C. (2015). Community involvement and sustainable rural tourism development: perspectives from the local communities. *European Journal of Tourism Research*, 11, 125–146.

Frochot I. (2002). Wine tourism in France: a paradox? In C. M. Hall, L. Sharples, B. Cambourne, & N. Macionis, (Eds.). *Wine tourism around the world* (pp. 67– 80). Oxford; Boston: Butterworth-Heinemann, 2002.

- Fuschi M. and Evangelista V. (2017). The Rural Tourism Challenge in Pescara's Hilly Landscape, Italy: Awareness, Integration, Sustainability. *GeoJournal of Tourism & Geosites*, 20(2), 272–281.
- Fusté Forné F. (2016). Food tourism in rural areas: the case of cheese in Vall de Boí, a World Heritage Site. Universitat de Girona, 2016.
- Gadad A. & Kamashetty S. B. (2014). Potentiality of Rural Tourism in India: The Socio-Economic Impact. *Journal of Commerce & Management Thought*, 5(2), 187–200.
- Galletto L. (2016). A comparison between tourists' profiles in two Italian wine routes. *Revista de la Facultad de Ciencias Agrarias*, 50(1), 157-170.
- García-Cortijo M.C. et al. (2019). Innovation in rural Spain. What drives innovation in the rural-peripheral areas of southern Europe? *Journal of Rural Studies*. <https://doi.org/10.1016/j.jrurstud.2019.02.027>
- Garcia-Ramon M. D., Canoves G. & Valdovinos N. (1995). Farm tourism, gender and the environment in Spain. *Annals of Tourism Research*, 22(2), 267–282.
- Getz D. & Carlsen J. (2000). Characteristics and goals of family and owner-operated businesses in the rural tourism and hospitality sectors. *Tourism Management*, 21(6), 547–560.
- Getz D. & McConnell A. (2014). Comparing Trail Runners and Mountain Bikers: Motivation, Involvement, Portfolios, and Event-Tourist Careers. *Journal of Convention & Event Tourism*, 15(1), 69–100.
- Gheorghe G. & Bulin D. (2014). Cuisine, a Regional Tourism Differentiation Tool. *Knowledge Horizons / Orizonturi Ale Cunoasterii*, 6(2), 194–199.
- Giannakis. E. (2014). The Role of Rural Tourism on the Development of Rural Areas: The Case of Cyprus. *Romanian Journal of Regional Science*. 8(1),38-53.
- Gibson H. J. (2004). Moving beyond the “what is and who” of sport tourism to understanding “why.” *Journal of Sport & Tourism*, 9(3), 247–265.
- Gil Arroyo C., Barbieri C. & Rozier Rich S. (2013). Defining agritourism: A comparative study of stakeholders' perceptions in Missouri and North Carolina. *Tourism Management*, 37, 39–47.
- Gómez M., Lopez C. & Molina, A. (2015). A model of tourism destination brand equity: The case of wine tourism destinations in Spain. *Tourism Management*, 51, 210–222.
- Guo G.-R. (2016). Effects of the Development of Tourism in Wuyi Mountain Scenic Spot on Local Tea Industry and Their Correlation. *Carpathian Journal of Food Science & Technology*, 8(1), 31–39.
- Gunasekara R. B. & Momsen J. H. (2007). Amidst the Misty Mountains: The Role of Tea Tourism in Sri Lanka Turbulent Tourist Industry. In L. Jolliffe (Ed.), *Tea and Tourism: Tourists, Traditions and Transformations* (pp. 84–97). Clevedon, England: Channel View.
- Guzman-Parra V. F., Quintana-García C., Benavides-Velasco C. A. & Vila-Oblitas J. R. (2015). Trends and seasonal variation of tourist demand in Spain: The role of rural tourism. *Tourism*

- Management Perspectives, 16, 123–128.
- Gyimóthy S. (2017). The reinvention of terroir in Danish food place promotion. *European Planning Studies*, 25(7), 1200–1216.
- Hall C.M. (1996). Wine tourism in New Zealand. In *Proceedings of Tourism Down Under II: A Tourism Research Conference*. 109-119. University of Otago.
- Hall C. M., Johnson G., Cambourne B., Macionis N., Mitchell R. & Sharples L. (2002a). Wine tourism: an introduction. In C. M. Hall, L. Sharples, B. Cambourne, & N. Macionis, (Eds.). *Wine tourism around the world* (pp. 1– 23). Oxford; Boston: Butterworth-Heinemann, 2002.
- Hall C. M., Johnson G. & Mitchell R. (2002). Wine tourism and regional development. In C. M. Hall, L. Sharples, B. Cambourne, & N. Macionis, (Eds.). *Wine tourism around the world* (pp. 196– 208). Oxford; Boston: Butterworth-Heinemann, 2002.
- Hall C. M., Longo A. M., Mitchell R. & Johnson G., (2002b). Wine tourism in New Zealand. In C. M. Hall, L. Sharples, B. Cambourne, & N. Macionis, (Eds.). *Wine tourism around the world* (pp. 150– 174). Oxford; Boston: Butterworth-Heinemann, 2002.
- Hall C. M., Mitchell R. & Sharples L. (2003). Consuming places: the role of food, wine and tourism in regional development. In C. M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.). *Food tourism around the world* (pp. 25– 59). Amsterdam; Boston: Butterworth-Heinemann.
- Hall C. M. & Sharples L. (2003). The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. In C. M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.). *Food tourism around the world* (pp. 1– 24). Amsterdam; Boston: Butterworth-Heinemann.
- Hall C. M., Sharples L. & Smith. (2003). The experience of consumption or the consumption of experiences? Challenges and issues in food tourism. In C. M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.). *Food tourism around the world* (pp. 314– 335). Amsterdam; Boston: Butterworth-Heinemann.
- Hall D. & Boyne S. (2007). Teapot Trails in the UK: Just a Handle or Something Worth Spouting About? In L. Jolliffe (Ed.), *Tea and Tourism: Tourists, Traditions and Transformations* (pp. 206–23). Clevedon, England: Channel View.
- Han D. and Zhang J.-G. (2018). On perceived image of Hangzhou tea specialised village based on big data. *Zhejiang agricultural Science*. 59(12), 2247-2252. In Chinese.
- Hannam K. (2007). Tea Production and Tourism Development in Assam: A Missed Opportunity? In L. Jolliffe (Ed.), *Tea and Tourism: Tourists, Traditions and Transformations* (pp. 71–83).
- Hanus G. (2016). Searching for the New Culinary Experiences as a New Trend in Nutritional Behaviour of Consumers. *Ad Alta: Journal of Interdisciplinary Research*, 6(2), 31–33.
- Hashimoto A. (2008). Tea and Tourism: Tourists, Traditions, and Transformations. *Annals Of Tourism Research*, 35(4), 1088–1090.

- He A.-L., Yang X.-J., Chen J., Wang Z.-Q. (2014). Impact of rural tourism development on farmer's livelihoods: a case study of rural tourism destinations in Northern Slope of Qinling Mountains. *Economic Geography*. 34(12), 174-181. In Chinese.
- Hebinck P. (2018). De-/re-agrarianisation: Global perspectives. *Journal of Rural Studies*, 61, 227–235.
- Hernández J. M., Suárez-Vega R. & Santana-Jiménez Y. (2016). The inter-relationship between rural and mass tourism: The case of Catalonia, Spain. *Tourism Management*, 54, 43–57.
- He Y.-L. and Gen H.-L. (2012). The role of government in rural tourism industrial organization model. *Commercial Economy Research*. 5, 119-122. In Chinese.
- Hisano S., Akitsu M. & McGreevy S. R. (2018). Revitalising rurality under the neoliberal transformation of agriculture: Experiences of re-agrarianisation in Japan. *Journal of Rural Studies*, 61, 290–301.
- Hjalager A.M. (1996). Agricultural diversification into tourism. Evidence of a European Community development programme. *Tourism Management (United Kingdom)*, 17(2) p. 103-111.
- Horng J.-S. & Tsai C.-T. (Simon). (2012). Exploring Marketing Strategies for Culinary Tourism in Hong Kong and Singapore. *Asia Pacific Journal of Tourism Research*, 17(3), 277–300.
- Huang R & Hall D. (2007). The New Tea Appreciation Festival: marketing and Socio-economic Development in Hunan Province, China. In L. Jolliffe (Ed.), *Tea and Tourism: Tourists, Traditions and Transformations* (pp. 98–114). Clevedon, England: Channel View.
- Huang S.-S. (2010). Measuring Tourist Motivation: Do Scales Matter? *Tourismos*, 5(1), 153–162.
- Huang Y.-R. (2018). Explore tea tourism branding and development path under all-for-one tourism. *Eco-tourism*. 1, 83-84. In Chinese.
- Huang Z.-F., Lu L., Su Q., Zhang J.-H., Sun J.-X., Wan X.-C. & Jin C. (2015). Rural Tourism Development in the Context of New Urbanization: Theoretical Reflection and Predicament Breakthrough. *Geographic Studies*. (08), 1409-1421. In Chinese.
- Hwang J. & Lee S. (2015). The effect of the rural tourism policy on non-farm income in South Korea. *Tourism Management*, 46, 501–513.
- Jensen M. T. (2014). Book Review: *Handbook on the Experience Economy*. *European Planning Studies*, 22(8), 1765–1767.
- Jiménez Beltrán J., López-Guzmán T. & Santa-Cruz F. G. (2016). Gastronomy and Tourism: Profile and Motivation of International Tourism in the City of Córdoba, Spain. *Journal of Culinary Science & Technology*, 14(4), 347–362.
- Jolliffe L. (2003). The lure of tea: History, traditions and attractions. In M, Hall, L. Sharples, R. Mitchell, N. Macionis and B. Cambourne (eds) *Food Tourism Around the World: Development, Management and Markets* (pp. 121–36). London: Butterworth-Heinemann.

- Jolliffe L. (2006). Tea and hospitality: more than a cuppa. *International Journal of Contemporary Hospitality Management*, (2), 164.
- Jolliffe, L. (2007a). Tea and Travel: Transforming the Material Culture of Tea. In L. Jolliffe (Ed.), *Tea and Tourism: Tourists, Traditions and Transformations* (pp. 38–52). Clevedon, England: Channel View.
- Jolliffe L. (2007b). Connecting tea and tourism. In L. Jolliffe (Ed.), *Tea and Tourism: Tourists, Traditions and Transformations* (pp. 3–20). Clevedon, England: Channel View.
- Jolliffe L. (2007c). Tea Tourists and Tea Destinations in Canada: A New Blend? In L. Jolliffe (Ed.), *Tea and Tourism: Tourists, Traditions and Transformations* (pp. 224–43). Clevedon, England: Channel View.
- Jolliffe L. & Aslam M. S. M. (2009). Tea heritage tourism: evidence from Sri Lanka. *Journal of Heritage Tourism*, 4(4), 331–344.
- Jolliffe L., & Zhuang P. (2007). Tourism Development and the Tea Gardens of Fuding, China. In L. Jolliffe (Ed.), *Tea and Tourism: Tourists, Traditions and Transformations* (pp. 133–44). Clevedon, England: Channel View.
- Kasim A., Dzakiria H., Mokhtar M. F., Rashid Radha J. R. R. R., Par, C. & Mohd Nor N. A. (2013). Predictors of travel motivations: the case of domestic tourists to island destinations in northwest of Malaysia. *Anatolia – An International Journal of Tourism and Hospitality Research*. 24(2), 188-205.
- Kazemiyeh F., Sadighi H. & Chizari M. (2016). Investigation of Rural Tourism in East Azarbaijan Province of Iran Utilizing SWOT Model and Delphi Technique. *Journal of Agricultural Science & Technology*, 18(4), 1–13.
- Kilimperov I. (2016). Wine Tourism as Part of the Agritourism Product. *Agricultural Sciences / Agrarni Nauki*, 8(20), 213–217.
- Kim J.-H. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism Management*, 44, 34–45.
- Kirillova K., Lehto X. Y. & Cai L. (2017). Existential Authenticity and Anxiety as Outcomes: The Tourist in the Experience Economy. *International Journal of Tourism Research*, 19(1), 13–26.
- Komppula, R. (2014). The role of individual entrepreneurs in the development of competitiveness for a rural tourism destination – A case study. *Tourism Management*, 40, 361–371.
- Konečný O. (2014). Geographical Perspectives on Agritourism in The Czech Republic. *Moravian Geographical Reports*, 22 (1), 15-23.
- Kosec K. and Resnick D. (2019). Governance: Making Institutions work for rural revitalization. In 2019 Global food policy report. Chapter 8, Pp. 68-77. Washington, DC: International Food Policy Research Institute (IFPRI).

- Koththagoda, K.C. & Dissanayake D.M.R. (2017). Potential of Tea Tourism in Sri Lanka: A Review on Managerial Implications and Research Directions, Equality and Management, University of Szczecin, Poland, 51-68.
- Koutsouris A., Gidakou I., Grava F. & Michailidis A. (2014). The phantom of (agri)tourism and agriculture symbiosis? A Greek case study. *Tourism Management Perspectives*, 12, 94–103.
- Kubein A. (2009). *Latinos, loggers and old hippies: rural revitalization in the Pacific Northwest*. Dissertation (M.A.)-Oregon State University, 2010.
- Lane B. (1994) "What Is Rural Tourism?" *Journal of Sustainable Tourism*, Vol. 2, No. 1-2, 7-21.
- Lee T. (2009). A Structural Model to Examine How Destination Image, Attitude, and Motivation Affect the Future Behavior of Tourists. *Leisure Sciences*, 31(3), 215–236.
- Le Grys G. & Fleet P. V. (2003). Food and tourism in Papua New Guinea. In C. M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.). *Food tourism around the world* (pp.137– 148). Amsterdam; Boston: Butterworth-Heinemann.
- Liao C.R. and Chen M.Q. (2017). The Theoretical Logic, Scientific Connotation and Achieving Methods of Rural Revitalization Strategy. *Journal of Agro – Forestry Economics and Management*. 16(6), 795-802. In Chinese.
- Li M.-H. (2013). Research on rural tourist satisfaction by experience : a case study of Hangzhou's rural tourist. Master dissertation of Hangzhou Dianzi University. In Chinese.
- Leung, P. K. H. (2007). Tea Traditions in Taiwan and Yunnan. In L. Jolliffe (Ed.), *Tea and Tourism: Tourists, Traditions and Transformations* (pp. 53–68). Clevedon, England: Channel View.
- Li J.-Y, Liu H.-Z. and Guan X. (2017). *Acta Tea Sinica*. 58(4),204-209. In Chinese.
- Lin H.-G. (2009). A Study on the Tea farmers' attitudes toward the tea tourism development and their willingness to work on tea production at Lu-Gu Village, Nantou, Taiwan. Master dissertation of Fenjia University. In Chinese.
- Ling R. S. J., Wu B., Park, J., Shu H. & Morrison A. M. (2013). Women's role in sustaining villages and rural tourism in china. *Annals of Tourism Research*, 43, 634–638.
- Lin L.-J. (2018). Poverty alleviation mode of eco-tourism in tea region. *Eco-tourism*. 3, 121. In Chinese.
- Li P., Ryan C. & Cave J. (2016). Chinese rural tourism development: Transition in the case of Qiyunshan, Anhui. – 2008–2015. *Tourism Management*, 55, 240–260.
- Liu J. C. (2011). Between classical and popular: the book of tea and the popularization of tea-drinking culture in the tang China. *The Journal of Popular Culture*, 44(1), 114-133.
- Liu X.-M and Wang Y.-R. (2018). Development of specialised agriculture in less developed area: a case of tea industry in Yellow Moutain Area. *Economic Research Guide*. 19,30-31. In Chinese.

- Liu Y. (2014). To study the role of the County-level government in the development of rural tourism: setting Miluo City as an example. Mater dissertation of Hunan Normal University. In Chinese.
- Li Y. et al. (2016). Bottom-up initiatives and revival in the face of rural decline: Case studies from China and Sweden. *Journal of Rural Studies*, 47(Part B), 506–513.
- Li Y., Fan P., & Liu Y. (2019). What makes better village development in traditional agricultural areas of China? Evidence from long-term observation of typical villages. *Habitat International*, 83, 111–124.
- Li Y.H. (2011). Urban-rural interaction in China: historic scenario and assessment. *China Agric. Econ. Rev.* 3 (3), 335–349.
- Li Y.H., Westlund, H., & Liu, Y. (2019). Why some rural areas decline while some others not: An overview of rural evolution in the world. *Journal of Rural Studies*, 68, 135–143.
- Li Z.-W. and Long H. (2018). Chinese tea culture introducing to foreign tourist market. *Eco-tourism*. 12, 125. In Chinese.
- Long J.-Z. (2005). On the Nature of Tourism and the Framework of Tourism Discipline: An Experience Perspective. *Tourism Tribune*. 20(1), 21-26. In Chinese.
- Long J.-Z. and Lu C.-C. (2009). The Hierarchy Model of Tourism Experience: Based on the Spectrum of Consciousness. *Journal of Beijing Second Institute of Foreign Languages*. (11), 9-19. In Chinese.
- Long O. (2017). Tea tourism development in Guizhou Province under experience economy. *Eco-tourism*. 12,105. In Chinese.
- López-Guzmán T., Torres Naranjo M., Perez-Galvez J. C. & Carvache Franco W. (2018). Gastronomic perception and motivation of a touristic destination: The City of Quito, Ecuador. *GeoJournal of Tourism and Geosites*, 21(1), 61-73.
- Lucian R. (2018). Study on the Influence of Agritourism on the Development of Mountain Areas. *Analele Universitatii Din Oradea, Fascicula Ecotoxicologie, Zootehnie Si Tehnologii În Industria Alimentara*, 17(Part B), 83–89.
- Lunchprasith T. and Macleod D. (2018). Food Tourism and the Use of Authenticity in Thailand. *Tourism Culture & Communication*, 18(2), 101–116.
- Lun L.-M., Pechlaner H. & Volgger M. (2016). Rural Tourism Development in Mountain Regions: Identifying Success Factors, Challenges and Potentials. *Journal of Quality Assurance in Hospitality & Tourism*, 17(4), 389–411.
- Luo B. (2013). Innovative product of rural tourism: introduction of “yangjiale”. *Commercial Economics*. 11, 72-73. In Chinese.
- Lupi C. et al. (2017). Exploring the features of agritourism and its contribution to rural development in Italy. *Land Use Policy*, 64, 383–390.
- Mardare A., Eva M. & Bulai M. (2015). Spatial Accessibilty to Wine Tourism Destinations

inside a Peripheral Touristic Region. A Study Case on Republic of Moldova. *Revista de Turism - Studii Si Cercetari in Turism*, (19), 36–43.

Maria T. (2014). Gastronomic Tourism: Measuring Motivations, Consumer's Satisfaction and Proposing Effective Marketing Strategies. *Tourismos*, 9(2), 207–225.

Marković S., Mitrović S. & Miftarević S. B. (2018). Who Are the Wine and Food Festival Visitors? Case Study of Croatia. *Horizons Series A*, 23, 399–408.

Maslow A. H. (1943). A theory of human motivation. *Psychological Review*, 50(4), 370-396.

Matthews A. (2019). Europe's experience: Investing in rural revitalization. In 2019 Global food policy report. Chapter 9, Pp. 78-85. Washington, DC: International Food Policy Research Institute (IFPRI).

Ma T. & Xie Y.-J. (2015). Social Construction of Tourism Experience: An Analysis of Systematic Theory. *Tourism Tribune*. 30(8), 96-106. In Chinese.

Ma Y. and Zhang C.-X. (2019). Empirical research on quality improvement and effect increase of rural tourist destination under the strategic background of rural revitalization: A case study of Xishan District, Kunming City, Yunnan Province. *Journal of Landscape Research*. 11(1), 90-94.

McGehee N. G., Kim K. & Jennings G. R. (2007). Gender and motivation for agri-tourism entrepreneurship. *Tourism Management*, 28(1), 280–289.

Melichová Katarína & Majstříková Ľubica. (2017). Is Rural Tourism a Perspective Driver of Development of Rural Municipalities? – The Case of Slovak Republic. *Acta Regionalia et Environmentalica*, (1), 1-6.

Millan Vazquez de la Torre G., Amador Hidalgo L. & Arjona Fuentes J. M. (2014). Rural Tourism in the South of Spain: An Opportunity for Rural Development. *Modern Economy*, 5(2), 152–160.

Mitchell R. & Hall C. M. (2003). Consuming tourists: food tourism consumer behavior. In C. M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.). *Food tourism around the world* (pp. 60– 80). Amsterdam; Boston: Butterworth-Heinemann.

Mkono M., Markwell K. & Wilson E. (2013). Applying Quan and Wang's structural model of the tourist experience: A Zimbabwean netnography of food tourism. *Tourism Management Perspectives*, 5, 68–74.

Muhati J., & Jolliffe L. (2007). Tourism and Tea in Kenya: Opportunity for Development. In L. Jolliffe (Ed.), *Tea and Tourism: Tourists, Traditions and Transformations* (pp. 145–63). Clevedon, England: Channel View.

Naidoo P., & Sharpley R. (2016). Local perceptions of the relative contributions of enclave tourism and agritourism to community well-being: The case of Mauritius. *Journal of Destination Marketing & Management*, 5(1), 16–25.

Nair V. et al. (2015). Redefining Rural Tourism in Malaysia: A Conceptual Perspective. *Asia Pacific Journal of Tourism Research*, 20(3), 314–337.

- Nedelcu A., & Brankov T. P. (2014). Wine Tourism Role in the Regional Development - Prahova County Case Study. *Proceedings of the IAE Scientific Meetings*, 72–87.
- Nikjoo A. H. & Ketabi M. (2015). The role of push and pull factors in the way tourists choose their destination. *Anatolia*, 26(4), 588–597.
- Oppermann M. (1996). Rural Tourism in Southern Germany. *Annals of Tourism Research*, Vol. 23, No. 1, pp. 86-102
- Palinkas L. A., Mendon S. J. & Hamilton, A. B. (2019). Innovations in mixed methods evaluations. *Annual review of public health*, 40, 423-442.
- Pansiri J. (2014). Tourist Motives and Destination Competitiveness: A Gap Analysis Perspective. *International Journal of Hospitality & Tourism Administration*, 15(3), 217–247.
- Parrinello G. L. (1993). Motivation and anticipation in post-industrial tourism. *Annals of Tourism Research*, 20(2), 233–249.
- Peng D. (2005). On signs in tourist experience and its interoretations. Master dissertation of Dongbei University of Finance and Economics. In Chinese.
- Peng D. (2013). A New Perspective of Tourist Experience Study: The Research on Social Relationships of Tourist-to-Tourist Interaction. *Tourism Tribune*. 28(10), 89-96. In Chinese.
- Pérez Gálvez J. C., López-Guzmán T., Buiza F. C. & Medina-Viruel M. J. (2017). Gastronomy as an element of attraction in a tourist destination: the case of Lima, Peru. *Journal of Ethnic Foods*, (4), 254.
- Phillip S., Hunter C. & Blackstock K. (2010). A typology for defining agritourism. *Tourism Management*, 31(6), 754–758.
- Pikkemaat B., Peters M., Boksberger P. & Secco M. (2009). The Staging of Experiences in Wine Tourism. *Journal of Hospitality Marketing & Management*, 18(2/3), 237–253.
- Pina I. P. A. & Delfa M. T. D. (2005). Rural tourism demand by type of accommodation. *Tourism Management*, 26(6), 951–959.
- Pine I. B. J. & Gilmore J. H. (1998). Welcome to the Experience Economy. *Harvard Business Review*, 76(4), 97–105.
- Pine I. B. J. & Gilmore J. H. (2013). The experience economy: Past, present and future. In *Handbook on the Experience Economy*. Edward Elgar Publishing Ltd.
- Pollermann K. & Neumeier S. (2014). Rural Tourism as Promoter of Rural Development - Prospects and Limitations: Case Study Findings From A Pilot Projectpromoting Village Tourism. *European Countryside*, 6(4), 270–296.
- Privitera D., Nedelcu A. & Nicula V. (2018). Gastronomic and Food Tourism as an Economic Local Resource: Case Studies from Romania and Italy. *GeoJournal of Tourism & Geosites*, 21(1), 143–157.
- Qi W., Deng Y. & Fu B.J. (2019) Rural attraction: The spatial pattern and driving factors of China's rural immigration. *Journal of Rural Studies*,

<https://doi.org/10.1016/j.jrurstud.2019.03.008>

- Onitsuka K. & Hoshino S. (2018). Inter-community networks of rural leaders and key people: Case study on a rural revitalization program in Kyoto Prefecture, Japan. *Journal of Rural Studies*, 61, 123–136.
- Rachão S., Breda Z., Fernandes C. & Joukes V. (2019). Food tourism and regional development: A systematic literature review. *European Journal of Tourism Research*, 21, 33–49.
- Razzaq A. R. A., Mohamad N. H., A.Kader S. S. S., Mustafad M. Z., Mohd Yusop Ab.Hadi, Hamzah D. A. & Khalifah D. Z. (2013). Developing Human Capital for Rural Community Tourism: Using Experiential Learning Approach. *Procedia - Social and Behavioral Sciences*, 93, 1835–1839.
- Reichel A., Lowengart O. & Milman A. (2000). Rural tourism in Israel: service quality and orientation. *Tourism Management*, 21(5), 451–459.
- Richardson-Ngwenya P., Restrepo M. J., Fernández R. & Kaufmann B. A. (2019). Participatory video proposals: A tool for empowering farmer groups in rural innovation processes? *Journal of Rural Studies*, 69, 173–185.
- Rid W., Ezeuduji I. O. & Pröbstl-Haider U. (2014). Segmentation by motivation for rural tourism activities in The Gambia. *Tourism Management*, 40, 102–116.
- Rusher K. (2003). The Buff Oyster Festival and regional economic development: festivals as culture commodified. In C. M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.). *Food tourism around the world* (pp.192– 205). Amsterdam; Boston: Butterworth-Heinemann.
- Saarinen J. & Lenao M. (2014). Integrating tourism to rural development and planning in the developing world. *Development Southern Africa*, 31(3), 363–372.
- Salvado J. O. (2017). Boticas and the “Wine of the Dead”: reinforcing cultural territorial identity in wine tourism experiences. *Revista Brasileira de Pesquisa Em Turismo*, (2), 294
- San Martín H. & Herrero Á. (2012). Influence of the user’s psychological factors on the online purchase intention in rural tourism: Integrating innovativeness to the UTAUT framework. *Tourism Management*, 33(2), 341–350.
- Saxena G. (2014). Rural Tourism Partnerships and Actor Mobility. *International Journal of Tourism Research*, 16(5), 488–495.
- Saxena G., & Ilbery B. (2010). Developing integrated rural tourism: Actor practices in the English/Welsh border. *Journal of Rural Studies*, 26(3), 260–271.
- Schoonenboom J. & Johnson R. B. (2017). How to construct a mixed methods research design. *KZfSS Kölner Zeitschrift für Soziologie und Sozialpsychologie*, 69(2), 107-131.
- Selwood J. (2003). The lure of food: food as an attraction in destination marketing in Manitoba, Canada. In C. M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.). *Food tourism around the world* (pp. 178– 191). Amsterdam; Boston: Butterworth-Heinemann.

- Sengupta S. S. (2011). Growth in Human Motivation: Beyond Maslow. *Indian Journal of Industrial Relations*, 47(1), 102–116.
- Shao Y.-N. (2015). The effects of “Nongjiale” and “Yangjiale” on rural revitalization. China City Planning annual meeting. In Chinese.
- Sharples L. (2003). Food tourism in the Peak district National Park, England. In C. M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.). *Food tourism around the world* (pp.206– 227). Amsterdam; Boston: Butterworth-Heinemann.
- Sharpley R. & Vass A. (2006). Tourism, farming and diversification: An attitudinal study. *Tourism Management*, 27(5), 1040–1052.
- Sastre R. P. & Phakdee-Auksorn P. (2017). Examining tourists’ push and pull travel motivations and behavioral intentions: The case of British outbound tourists to Phuket, Thailand. *Journal of Quality Assurance in Hospitality & Tourism*, 18(4), 437-464.
- Shor N. & Mansfeld Y. (2009). Between wine consumption and wine tourism: Consumer and spatial behavior of Israeli wine tourists. *Tourism (13327461)*, 57(4), 381–403.
- Slusariuc G. C. (2018). Rural Tourism an Opportunity for Development. *Revista de Turism - Studii Si Cercetari in Turism*, (26), 59–62.
- Sormaz Ü. (2018). Gastronomy Tourism Potential of Turkey. *Revista de Turism - Studii Si Cercetari in Turism*, (24), 8–15.
- SPYCHAŁA A. & GRAJA-ZWOLIŃSKA S. (2017). Rural Tourism in Poland. Yearbook of the “Gheorghe Zane” Institute of Economic Researches - JASSY / Anuarul Institutului de Cercetări Economice “Gheorghe Zane” Iași, 26(1), 85–108.
- Srisomyong N. & Meyer D. (2015). Political economy of agritourism initiatives in Thailand. *Journal of Rural Studies*, 41, 95–108.
- Steiner A. and Fan S. (2019). Rural revitalization: Tapping into new opportunities. In 2019 Global food policy report. Chapter 2, Pp. 16-25. Washington, DC: International Food Policy Research Institute (IFPRI)
- Sthapit E. (2017). Exploring tourists’ memorable food experiences: a study of visitors to Santa’s official hometown. *Anatolia*, 28(3), 404–421.
- Streifeneder T. (2016). Agriculture first: Assessing European policies and scientific typologies to define authentic agritourism and differentiate it from countryside tourism. *Tourism Management Perspectives*, 20, 251–264.
- Su B. (2011). Rural tourism in China. *Tourism Management*, 32(6), 1438–1441.
- Suhartanto D., Dean D., Sosianika A. & Suhaeni T. (2018). Food souvenirs and their influence on tourist satisfaction and behavioural intentions. *European Journal of Tourism Research*, 18, 133–145.
- Tew C., & Barbieri C. (2012). The perceived benefits of agritourism: The provider’s perspective. *Tourism Management*, 33(1), 215–224.

- Thach L. & Cogan-Marie L. (2018). Wine Tourism in Burgundy, France: An Analysis of Marketing Practices. *Tourism Review International*, 22(1), 81–95.
- Thailiath A. & Kumar D. N. S. (2015). Analyzing the Correlation Aspect Linking Consumption of Wine against Understanding Wine Tourism at the Silicon Valley of India: Uncorking Wine Tourism in Bangalore. *Scholedge International Journal of Multidisciplinary & Allied Studies*, 2(8), 23–42.
- Thompson C. S. (2004). Host produced rural tourism: Towa's Tokyo Antenna Shop. *Annals of Tourism Research*, 31(3), 580–600.
- Tong J. and Zhang L.-H. (2010). Analysis of the Hierarchical Feature and the Influencing Factors of Tourist Experience. *Journal of Liaoning Normal University*. 33(1),41-43. In Chinese.
- Tsai C. (2016). Memorable Tourist Experiences and Place Attachment When Consuming Local Food. *International Journal of Tourism Research*, 18(6), 536–548.
- Tsai C.-T. & Wang Y.-C. (2017). Experiential value in branding food tourism. *JOURNAL OF DESTINATION MARKETING & MANAGEMENT*, 6(1), 56–65.
- Tse T. S. M. (2014). Does Tourism Change Our Lives? *Asia Pacific Journal of Tourism Research*, 19(9), 989–1008.
- Tung V. W. S. & Ritchie J. R. B. (2011). Exploring the Essence of Memorable Tourism Experiences. *Annals of Tourism Research*, 38(4), 1367–1386.
- Valdivia C. & Barbieri C. (2014). Agritourism as a sustainable adaptation strategy to climate change in the Andean Altiplano. *Tourism Management Perspectives*, 11, 18–25.
- Vujko A., Petrović M. D., Dragosavac M., Čurčić N. & Gajić T. (2017). The Linkage between Traditional Food and Loyalty of Tourists to the Rural Destinations. *TEME: Casopis Za Društvene Nauke*, 41(2), 475–487.
- Vuković P. & Nikolić S. R. (2018). Tourism in Function of Development Rural Areas in the Republic of Serbia. *Proceedings of the IAE Scientific Meetings*, 471–494.
- Wahba M. A. & Bridwell L. G. (1973). Maslow Reconsidered: A Review of Research on the Need Hierarchy Theory. *Academy of Management Proceedings (00650668)*, 514–520.
- Wang C.-G. (2018). Influence and inspirations of collective rural tourism development mode on rural revitalization strategy. *Shangdong Social Sciences*. 5,34-42. In Chinese.
- Wang De-gang. Tourism is the industrial base of rural revitalization. *China Tourism News*. 2017-11-20. In Chinese.
- Wang J. (2019). Problems Facing the Implementation of the Rural Revitalization Strategy: A Case Study of Luocun Town of Shandong Province. *Journal of Landscape Research*, 11(1), 49–52.
- Wang Jie-ping. Rural tourism is able to achieve great in rural revitalization. *China Tourism News*. 2017-11-08. In Chinese.

- Wang L.-L. (2018). On rural tourism development model under the Experience Economy : take Shanlichen village of Zhaoyuan city as an example. *Journal of Hebei Tourism Vocational College*. 23(2), 36-39. In Chinese.
- Wang L. & Yotsumoto Y. (2019). Conflict in tourism development in rural China. *Tourism Management*, 70, 188–200.
- Wang M.-A. and Taunay B. (2015). Yang Jiele: Practice for the innovative development of rural tourism. *Journal of Zhejiang International studies University*. 4, 100-106. In Chinese.
- Wang N. (2018). Implications and Recommendations for Rural Revitalization Strategy Based on Domestic and Foreign Experience. *Asian Agricultural Research*, 10(12), 10–12.
- Wang Q.-S. and Zhang X.-F. (2018). Realistic difficulties and routes of rural tourism development under the background of rural revitalization. *Journal of Bohai University*. (5), 77-82. In Chinese.
- Wang Y.-C. (2015). A study on the influence of electronic word of mouth and the image of gastronomy tourism on the intentions of tourists visiting Macau. *Tourism* (13327461), 63(1), 67–80.
- Wang Y. & Shi C.-Y. (2014). Research on tourism Preference and behavior of rural tourists in Suzhou City. *Tourism Forum*. 7(5), 26-33. In Chinese.
- Wei X. & Pan Y.-T. (2010). Summary of the Research on Touring Experience in China (2000-2009). *Tourism forum*, 3(6), 645-651. In Chinese.
- World Tourism Organization and Global Tourism Economy Research Centre (2018), UNWTO/GTERC Asia Tourism Trends – 2018 Edition, Executive Summary, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284420056>.
- Wu H.-C., Cheng C.-C. & Ai C.-H. (2017). A Study of Experiential Quality, Equity, Happiness, Rural Image, Experiential Satisfaction, and Behavioral Intentions for the Rural Tourism Industry in China. *International Journal of Hospitality & Tourism Administration*, 18(4), 393–428.
- Wu W.-Z. and Zhuang Z.-M. (2003). The Layout and Innovation of Tourism Products in Experience Economy Era :A Case Study on Experience-Exploitation of Ancient Village Tourism Product. *Tourism Tribune*. 18(6), 66-70. In Chinese.
- Xiang F.-H. (2018). Rural tourism development: a strategic choice under urbanization and rural revitalization. *Tourism Tribune*. 33(7), 16-17. In Chinese.
- Xiao H. (2007). Tea Culture and Tourism in Fujian Province, China: Towards a Partnership for Sustainable Development. In L. Jolliffe (Ed.), *Tea and Tourism: Tourists, Traditions and Transformations* (pp. 115–32). Clevedon, England: Channel View.
- Xiao Y., Luo D.-Q., and Yin K.(2018). Change of Farmers' Household Livelihood Strategies Based on the Coastal Rural Tourism Background. *Journal of Coastal Research*. Special issue 83(1), 225-228.

- Xia Y. (2017). Studies on the development mode of experience tourism in Longjing tea, Hangzhou. Master dissertation of Zhejiang University. In Chinese.
- Xie Y.-J. (2005). Tourist Experience-Hard Core of Tourist World. *Journal of Guilin Institute of Tourism*, 16(6), 5-9. In Chinese.
- Xie Y.-J. (2006). A two-pole emotion model of tourism experience: misery-pleasure. *Research on Financial and Economic Issues*, 5, 88-92. In Chinese.
- Xie Y.-J. Promote deep intergration of tourism and cultural industries:guided by experience paradigm. *China cultural news*. 2018-12-01. In Chinese.
- Xue L., & Kerstetter D. (2019). Rural Tourism and Livelihood Change: An Emic Perspective. *Journal of Hospitality & Tourism Research*, 43(3), 416–437.
- Xue L., Kerstetter D. & Hunt C. (2017). Tourism development and changing rural identity in China. *Annals of Tourism Research*, 66, 170–182.
- Yadav L. P. & O’Neill S. (2013). Is there agreement between beneficiaries on who should bear the costs of conserving farm landscapes? *Tourism Management*, 39, 62–70.
- Yang Z.-D. (2007). Tea Culture and Sino-American Tea Connections. *Chinese American Forum*, 23(2), 8-14.
- Yang Z.-H. (2011). A study on the ancient village tourism development under the background of the Experience Economy. Master dissertation of Hunan Normal University. In Chinese.
- Yasuo O., Shinichi K. & Shinpei S. (2010). Evaluating Linkage between Operators’ Satisfaction and Potential of Local Resources for Rural Tourism: Evidence from Matsuura in Japan. The 113th EAAE Seminar.
- Yi S., Day J. & Cai L. A. (2011). Rural Tourism Demand: Duration Modeling for Drive Tourists?’ Length of Stay in Rural Areas of the United States. *Journal of Tourism Challenges & Trends*, 4(1), 147–167.
- Yousaf A., Amin I. & Santos J. A. C. (2018). Tourists’ Motivations to Travel: A Theoretical Perspective on the Existing Literature. *Tourism & Hospitality Management*, 24(1), 197–211.
- Zatori A., Smith M. K. & Puczko L. (2018). Experience-involvement, memorability and authenticity: The service provider’s effect on tourist experience. *Tourism Management*, 67, 111–126.
- Shor P., Levitt J.A., Dipietro R.B.& Fang M. (2019). An Analysis of Food Tourists’ Behavior among Unobserved Heterogeneous Groups. *Tourism Analysis*, 24(2), 177–192.
- Zhang L.-H. (2010). On exploitation of rural touris resources in Zhenjiang. *Journal of Anhui Agriculture*. 38(13), 6987-6989. In Chinese.
- Zhang L.-Y. and Tan J. (2011). An Empirical Research into the Relation between Outbound Tourism Expenditure and GDP Per-capita of USA. *Journal of Beijing Second Institute of Foreign Languages*. (5), 8-13. In Chinese.

Zhao H.-M. (2007). Concerns on Tourist Experience and Researches Related. Guangxi national research. 4,171-178. In Chinese.

Zhao Y., Zhang F. & Li R. Q. (2018). The Path of Rural Revitalization in Rapidly Urbanizing Areas: Taking Southern Jiangsu as an Example. *China City Planning Review*, 27(4), 24–33.

Zhou Y.-G., Xu L.-Q., and Xu Z. (2008). Conception Discriminating of Experiential Tourism and Initial Probe into its Exploiting. *Geography and Geo-information Science*.24(1),109-112. In Chinese.

Zou H.-X. (2005). On rural tourism resources exploiting in Hunan province. *Journal of Hunan Agricultural University*. 6(6), 30-33. In Chinese.

Zou T.-Q. and Wu L.-Y. (2003). The nature and categories of tourism experieces and developing principles. *Tourism Science*. 4,7-10. In Chinese.

LIST OF FIGURES

Figure 1. Official website of renamed National Rural Revitalization Bureau.....	1
Figure 1-2-1 Maslow's hierarchy of needs.....	38
Figure 1-2-2 Four-stage economic progress.....	43
Figure 1-2-3 Four realms of an experience.....	44
Figure 1-2-4 Conceptual framework of tourism experience.....	49
Figure 1-3-1 Concepts of food related tourism categories.....	52
Figure 2-2-1 Adapted embedded design of mixed methods approach.....	77
Figure 3-2-1 Tea producing areas of ancient China.....	90
Figure 3-2-2 Crumby-cake tea exhibited in National Tea Museum.....	91
Figure 3-2-3 Scattered tea of six categories exhibited in National Tea Museum.....	91
Figure 3-2-4 Tea growing districts of China.....	92
Figure 3-2-5 Top 10 famous Chinese tea.....	94
Figure 3-2-6 Ancient books recorded early use of tea in ancient China.....	96
Figure 3-2-7 Ancient celadon urn with Chinese character “茶” (tea).....	96
Figure 3-2-8 Painting of cultural tea party of Song dynasty.....	97
Figure 3-2-9 Exhibiting model of tea house in the past.....	97
Figure 3-3-1 World's biggest tea garden in Guizhou province.....	100
Figure 3-3-2 Tea activity platform in national tea museum.....	101
Figure 3-3-3 Pictures of tea-related tourism activities.....	102
Figure 3-3-4 Tea ceremony/arts of green tea and Kungfu tea.....	102
Figure 4-1-1 West Lake Scenic area.....	105
Figure 4-1-2 Core producing area of West Lake Longjing tea.....	106
Figure 4-1-3 Location of Case area (West Lake Longjing tea area).....	107
Figure 4-1-4 Case villages of field work (West Lake Longjing tea area).....	107
Figure 4-1-5 Fresh tea leaves market in Songyang.....	110
Figure 4-1-6 Location of Case area (Damushan tea garden area).....	110
Figure 4-1-7 Case villages of field work (Damushan tea garden area).....	111
Figure 4-2-1 Natural environment of tea attractions.....	118
Figure 4-2-2 Historic tea attractions in West Lake Longjing tea area.....	120
Figure 4-2-3 Different sections of tea industry chain in Songyang.....	123
Figure 4-2-4 Tourism facilities in Longjing Village.....	124
Figure 4-2-5 Comparison of public transportation.....	124
Figure 4-2-6 Tea tasting in West Lake Longjing tea area.....	127
Figure 4-2-7 Common tea tourism offerings in West Lake Longjing tea area.....	128
Figure 4-2-8 B&B/homestays in Damushan tea garden area.....	129
Figure 4-2-9 Integrating tea resources in B&B/homestay rooms (West Lake Longjing tea area)	131
Figure 4-2-10 Tea table as activity area for guests (R4 and R16).....	131
Figure 4-2-11 Tea gastronomy creation in case areas.....	132
Figure 4-2-12 Other form of tea resources integrating in West Lake Longjing tea area.....	133
Figure 4-2-13 Other form of tea resources integrating in Damushan tea garden area.....	134
Figure 4-2-14 Tea tourism offerings by public sector (exhibition in national museum).....	134
Figure 4-2-15 Tea tourism offerings by public sector (tea-related activities in national museum)	

.....	136
Figure 4-2-16 Tea tourism offerings by public sector (Damushan tea garden)	136
Figure 4-2-17 Village revitalization in West Lake Longjing tea area.....	154
Figure 4-2-18 Village revitalization in Damushan tea garden area	159
Figure 5-2-1 QR code distribution of questionnaire.....	209
Figure 2. Statistically verified model of on-site tea tourists' experience and intention.....	262
Figure 3. Statistically verified model of international potential tourists' behavior intention ..	264

LIST OF TABLES

Table 1-2-1 Evolution of tourism sector in China with its social-economic development.....	35
Table 1-3-1 Professional organizations promoting wine tourism.....	61
Table 1-3-2 Diversified wine tourism offerings in France	61
Table 1-3-3 Case study regions in existing tea tourism literature in English	66
Table 2-1-1 Comparison of two major research paradigms.....	73
Table 2-1-2 Four paradigms of worldviews	74
Table 2-1-3 Alternative strategies of inquiry	75
Table 3-1-1 Summary of rural tourism policies (part).....	85
Table 3-3-1 Tea-related tourism activities	101
Table 3-3-2 ‘tea tourism towns’ under construction	103
Table 3-3-3 Tea-related certified scenic spots in Zhejiang province	104
Table 4-1-1 Key notes in historic development of study areas.....	111
Table 4-1-2 Interviewees in West Lake Longjing tea core production area, Hangzhou	113
Table 4-1-3 Interviewees in Damushan Tea Garden area, Songyang County, Lishui City.....	114
Table 4-1-4 Profile of tea tourism practitioners investigated in Hangzhou.....	115
Table 4-1-5 Profile of tea tourism practitioners investigated in Songyang, Lishui	116
Table 4-2-1 Comparison of conditions in two case areas	117
Table 4-2-2 Advantage: natural environment	118
Table 4-2-3 Condition(advantage/disadvantage): perceived reputation of tea	119
Table 4-2-4 Disadvantage: tourist exploitation of high-end tea	121
Table 4-2-5 Advantage: complete tea industry chain	122
Table 4-2-6 Advantage: geographical location.....	123
Table 4-2-7 Condition(advantage/disadvantage): infrastructure and services.....	125
Table 4-2-8 Condition(advantage/disadvantage): public transportation.....	126
Table 4-2-9 Summary of tea tourism offerings in case areas	128
Table 4-2-10 Individual practitioners provide offerings on tourists’ request	129
Table 4-2-11 Tea related services as adding value products.....	130
Table 4-2-12 Tea gastronomy creation	132
Table 4-2-13 Summary of Motivation of tourism involvement in case areas	138
Table 4-2-14 Common motivation of practitioners (Direct tea sale).....	139
Table 4-2-15 Common motivation of practitioners (Diversified livelihood)	140
Table 4-2-16 Common motivation of practitioners (Family reunion)	140
Table 4-2-17 Common motivation of practitioners (Inspired by informed people)	141
Table 4-2-18 Particular motivation of practitioners (West Lake Longjing tea area)	142
Table 4-2-19 Particular motivation of practitioners (Damushan tea garden area).....	143
Table 4-2-20 Summary of features and capabilities of operators/practitioners	145
Table 4-2-21 Origin and capability of operators/practitioners	146
Table 4-2-22 Common influencing factor of capability (relevant working experience)	147
Table 4-2-23 Common influencing factor of capability (education level and internet skills)	147
Table 4-2-24 Intergenerational inheritance problem in West Lake Longjing tea region	149
Table 4-2-25 Tendency of merging capability	150
Table 4-2-26 Summary of impacts of tea tourism development.....	151
Table 4-2-27 Impacts on household in West Lake Longjing tea area.....	152

Table 4-2-28 Impacts on village in West Lake Longjing tea are	153
Table 4-2-29 Negative impact in West Lake Longjing tea area (Challenge on tea traditions)	155
Table 4-2-30 Impacts on household in Damushan tea garden area	157
Table 4-2-31 Impacts on village in Damushan tea garden area.....	158
Table 4-2-32 Switch of priority based on season	160
Table 4-2-33 Self-identity of tea priority in West Lake Longjing area.....	161
Table 4-2-34 Self-identity of tourism priority (example of original tea villager)	161
Table 4-2-35 Conceptual problem of further development in Damushan tea garden area	163
Table 4-2-36 Further development ideas of young educated operators.....	164
Table 5-1-1 Socio-demographic profile.....	171
Table 5-1-2 Frequency of occupation classification (international potential tourists)	172
Table 5-1-3 Frequency of place of origin (international potential tourists).....	172
Table 5-1-4 Frequency of ever visited China	173
Table 5-1-5 Frequency of international travels	173
Table 5-1-6 Frequency of destination image of China (multiple-answers)	174
Table 5-1-7 Classification of supplemented images of China (open-ended question)	174
Table 5-1-8 Frequency of expected type of tourism in China (multiple-answers)	175
Table 5-1-9 Frequency of perceived tea tourism destination (multiple-answers)	176
Table 5-1-10 Frequency of tea drinking habit	177
Table 5-1-11 Frequency of perception of China tea origin and culture	177
Table 5-1-12 Frequency of knowledge of Chinese tea variety or region.....	178
Table 5-1-13 Classification of mentioned Chinese tea variety or region	178
Table 5-1-14 Frequency of tea knowledge (multiple-answers)	179
Table 5-1-15 Frequency of scale questions on tea knowledge of China	180
Table 5-1-16 Frequency of perceived authenticity of tea tourism in China	181
Table 5-1-17 Frequency of scale questions on intention of tea activities.....	183
Table 5-1-18 Frequency of expected tea-related activities (multiple-answers).....	184
Table 5-1-19 Frequency of expected duration for tea-related tourism activities in China	185
Table 5-1-20 Frequency of perceived difficulties for trip in China (multiple-answers).....	185
Table 5-1-21 Ranking of importance of destination attributes	186
Table 5-1-22 Reliability of scale questions (tea knowledge of China).....	187
Table 5-1-23 Adjusted reliability of scale questions (tea knowledge of China)	188
Table 5-1-24 Reliability of scale questions (intention of tea activities in China).....	188
Table 5-1-25 Adjusted reliability of scale questions (intention of tea activities in China).....	189
Table 5-1-26 Reliability of scale questions (destination attributes)	189
Table 5-1-27 Result of KMO and Bartlett's Test (tea knowledge of China and activity intention)	190
Table 5-1-28 Exploratory factor analysis (tea knowledge of China and activity intention)...	190
Table 5-1-29 Rotated Component Matrix (tea knowledge of China and activity intention) ..	190
Table 5-1-30 Result of KMO and Bartlett's Test (destination attributes)	191
Table 5-1-31 Result of exploratory factor analysis (destination attributes).....	192
Table 5-1-32 Result of Rotated Component Matrix (destination attributes)	192
Table 5-1-33 Cross-tabulation of perceive tea tourism destination by ever visited China	193

Table 5-1-34 Chi-Square Tests (Y= perceive tea tourism destination, X= ever visited China)	194
Table 5-1-35 Cross-tabulation of perceived difficulties by ever visited China	194
Table 5-1-36 Chi-Square Tests (Y= perceived difficulties, X= ever visited China)	195
Table 5-1-37 Independent Samples Test (Y= tea knowledge of China, ever visited China)	196
Table 5-1-38 Test of Homogeneity of Variances for ANOVA (Y= China's tea destination image)	196
Table 5-1-39 ANOVA test (Y= China's tea destination image, X= knowledge of tea origin and culture of China)	197
Table 5-1-40 Test of Homogeneity of Variances for ANOVA (Y=image of Chinese tea)	198
Table 5-1-41 ANOVA test (Y=image of Chinese tea, X=ever tasted Chinese tea)	198
Table 5-1-42 Independent Samples Test (Y= image of Chinese tea, X= knowledge of Chinese tea variety or region)	199
Table 5-1-43 Test of Homogeneity of Variances for ANOVA (Y= tea tourism intention)	200
Table 5-1-44 ANOVA test of tea tourism intention by tea drinking habit	200
Table 5-1-45 Result of Pearson Correlation (destination attributes and intention)	201
Table 5-1-46 Result of regression model (Y= intention, X= destination attributes)	202
Table 5-1-47 Result of Pearson Correlation (personal features and intention)	203
Table 5-1-48 Result of Stepwise Regression (Y=intention, X=personal features)	204
Table 5-1-49 Result of Enter Regression (Y=intention, X=personal features)	204
Table 5-2-1 Socio-demographic profile (domestic on-site tourists)	211
Table 5-2-2 Frequency of job classification (domestic on-site tourists)	213
Table 5-2-3 Frequency of origin of investigated on-site tourists	213
Table 5-2-4 Frequency of adopted means of transport (domestic on-site tourists)	214
Table 5-2-5 Frequency of expected spend time of tea tourism (domestic on-site tourists)	215
Table 5-2-6 Frequency of travel companions (domestic on-site tourists)	216
Table 5-2-7 Frequency of visited times in the tea tourism destination (domestic on-site tourists)	216
Table 5-2-8 Frequency of adopted information channels (domestic on-site tourists)	217
Table 5-2-9 Frequency of expected or participated tea tourism activities (multiple answers)	217
Table 5-2-10 Descriptive statistics of tea tourism motivations	218
Table 5-2-11 Descriptive statistics of travel features	219
Table 5-2-12 Descriptive statistics of tea related features	220
Table 5-2-13 Ranking of importance and performance of destination attributes	221
Table 5-2-14 Comparison of importance and performance of destination attributes	222
Table 5-2-15 Descriptive statistics of overall satisfaction	223
Table 5-2-16 Descriptive statistics of loyalty	223
Table 5-2-17 Result of KMO and Bartlett's Test (motivations of tea tourism)	224
Table 5-2-18 Result of exploratory factor analysis (motivations of tea tourism)	224
Table 5-2-19 Result of Rotated Component Matrix (motivations of tea tourism)	225
Table 5-2-20 Reliability of scale questions (motivations of tea tourism)	225
Table 5-2-21 Reliability of scale questions (personal travel and tea related features)	226
Table 5-2-22 Adjusted reliability of scale questions (personal travel and tea related features)	

.....	226
Table 5-2-23 Result of KMO and Bartlett's Test (personal travel and tea related features) ...	227
Table 5-2-24 Result of exploratory factor analysis (personal travel and tea related features)	227
Table 5-2-25 Result of Rotated Component Matrix (personal travel and tea related features)	227
.....	227
Table 5-2-26 Result of KMO and Bartlett's Test (satisfaction and loyalty).....	228
Table 5-2-27 Result of exploratory factor analysis (satisfaction and loyalty).....	228
Table 5-2-28 Result of Rotated Component Matrix (satisfaction and loyalty).....	228
Table 5-2-29 Reliability of scale questions (satisfaction and loyalty).....	229
Table 5-2-30 Result of KMO and Bartlett's Test (importance of destination attributes)	230
Table 5-2-31 Result of exploratory factor analysis (importance of destination attributes)	230
Table 5-2-32 Result of Rotated Component Matrix(importance of destination attributes)	230
Table 5-2-33 Result of KMO and Bartlett's Test (performance of destination attributes).....	231
Table 5-2-34 Result of exploratory factor analysis(performance of destination attributes) ...	231
Table 5-2-35 Result of Rotated Component Matrix (performance of destination attributes).	231
Table 5-2-36 Reliability of scale questions (importance/performance of destination attributes)	232
.....	232
Table 5-2-37 Results of cluster analysis (by tourists' motivations).....	233
Table 5-2-38 ANOVA test of cluster groups' motivation (in dimensions).....	233
Table 5-2-39 ANOVA test of cluster groups' motivations (in elements).....	234
Table 5-2-40 Cross-tabulation of cluster groups' demographic information.....	235
Table 5-2-41 Cross-tabulation of cluster groups' travel behaviors.....	236
Table 5-2-42 ANOVA test of cluster groups' travel features and tea related features	238
Table 5-2-43 ANOVA test of cluster groups' tourist maturity (in questions)	238
Table 5-2-44 ANOVA test of cluster groups' tea preference (in questions)	238
Table 5-2-45 ANOVA test of cluster groups' perceived importance of destination attributes (in aspects)	239
Table 5-2-46 ANOVA test of cluster groups' perceived importance of deleted destination attributes (in aspects).....	239
Table 5-2-47 ANOVA test of cluster groups' overall satisfaction and loyalty.....	240
Table 5-2-48 ANOVA test of cluster groups' satisfaction (in questions).....	240
Table 5-2-49 ANOVA test of cluster groups' loyalty (in questions).....	240
Table 5-2-50 Independent Samples Test of tea preference by age groups.....	243
Table 5-2-51 ANOVA test of tea preference by expected visit duration	243
Table 5-2-52 ANOVA test of tea preference by visited time in tea destination.....	243
Table 5-2-53 Result of Pearson Correlation (destination attributes with satisfaction).....	244
Table 5-2-54 Result of regression model (X= destination attributes, Y= tourist satisfaction)	245
.....	245
Table 5-2-55 Result of Pearson Correlation (personal features and satisfaction).....	246
Table 5-2-56 Result of regression model (X=personal features, Y= satisfaction).....	246
Table 5-2-57 Result of Pearson Correlation (satisfaction and loyalty).....	246
Table 5-2-58 Result of regression model (X= satisfaction, Y=loyalty).....	247
Table 5-2-59 Result of regression model (X=destination attributes and personal features, Y=loyalty, satisfaction as mediator).....	248

LIST OF GRAPHICS

Graphic 1. Evolution of urbanization rate of PRC	2
Graphic 1-1-1 Quantity of Literature on Rural Tourism in China.....	30
Graphic 1-2-1 Evolution of per capita GDP of China (USD).....	35
Graphic 1-2-2 Augmentation of tourist trips and per capita GDP in China.....	36
Graphic 3-1-1 Tourist arrival of leisure agriculture and rural tourism in China.....	87
Graphic 3-1-2 Tourism revenue of leisure agriculture and rural tourism in China	88
Graphic 3-1-3 Tourism revenue comparison	88
Graphic 3-2-1 Proportion of tea output in China.....	93
Graphic 3-3-1 Six main tea growing and producing provinces of China	100
Graphic 4-1-1 Comparison of Gross Domestic Product (GDP) (billion CNY)	108
Graphic 4-1-2 Comparison of disposable personal income (DPI) 2018 (CNY)	108
Graphic 4-1-3 Comparison of tourism receipts in Lishui (billion CNY)	109
Graphic 5-1-1 Pie chart of ever tasted Chinese tea	177
Graphic 5-1-2 Histogram of perceived authenticity of tea tourism in China	182
Graphic 5-1-3 Group differences of perception of China's tea destination image	197
Graphic 5-1-4 Group differences of image of Chinese tea by ever tasted Chinese tea	198
Graphic 5-1-5 Group differences of tea tourism intention in China by tea drinking habit.....	200
Graphic 5-2-1 Histogram of education level distribution.....	212
Graphic 5-2-2 Pie chart of adopted means of transport.....	214
Graphic 5-2-3 Histogram of expected spend time of tea tourism.....	215
Graphic 5-2-4 Quadrant chart of Importance-Performance Analysis.....	222
Graphic 5-2-5 Group differences of importance/performance of tea-related factors	240
Graphic 5-2-6 Group differences of tourism maturity by information channels	241
Graphic 5-2-7 Group differences of tourism maturity by education level	241
Graphic 5-2-8 Group differences of tourism maturity by income range	242

APPENDIXES

Appendix 1. Tourist survey (Domestic on-site tourists)-English version

This survey is part of a doctoral thesis on topic of Tea tourism development potential in China. Please help us and keep in mind that this information will be treated anonymously and will be kept strictly confidential.

Part 1 Trip characteristics**1. Where are you from?**

within this City rest of Zhejiang province Shanghai Jiangsu province Other _____

2. In which mode of transport you arrived?

private car taxi/rental car coach of organized tour commune transport

3. The expected time you spend on tea-related activities in your trip?

less than one day 1-2 days 3-6 days one week or more

4. You come with?

alone in couple with families with friends

with colleagues in organized group

5. How many times you have been in the tea destination?

once 2-3 times 4-5 times more than 5 times

6. How do you know this destination?

word of mouth travel publicity internet previous experience

7. Please indicate the activities you participated or preferred to participate in tea-region.

Tea-leaves picking in fields	Visit tea museum/expo	Watch tea-themed show
Watch or experience tea making	Cycling/hiking in tea fields	Tea festivals and events
Tea tasting (in tea house)	Visit tea heritage attraction	Tea farming experience
Watch or learn tea ceremony	Buy tea souvenirs	Experience tea farming work

Part 2 Travel motivations**1. Please rate the importance of motivation elements in your tea tourism trip.**

(From 1 to 5 where 5 is the most important)

	Motivations	1	2	3	4	5
1	Environment quality and nature					
2	Attractive landscapes (tea fields)					
3	Relaxation and rest					
4	To relieve stress in daily life					
5	Having a good time in holiday					

6	Leisure/entertainment activities					
7	Being with friends/ family					
8	Knowing new friends					
9	Knowing new places					
10	Experiential tea activities					
11	Learn tea knowledge and tea culture/history					
12	Learn tea picking and making					
13	For tea tasting and buy tea					
14	Visit historic attractions					
15	Culture and tradition experience					
16	Experience different (rural/healthy) lifestyle					
17	Rural gastronomy and lodging					
18	Self-satisfaction and self-fulfilling					

Part 3 Personal factors of experience

Please evaluate the statements, make ✓ on your choice, the same below.

1. I travel very often.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

2. I have a good knowledge on travel.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

3. I prefer independent travel than organized tour.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

4. I have traveled to places(domestic/international).

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

5. I drink tea very often in my daily life.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

6. I have a good knowledge on Chinese tea varieties and regions.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

7. I have a good knowledge in tea tasting (distinguish quality of tea).

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

8. I am willing to spend on consuming tea.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Part 4 Destination factors of experience

Please rate the importance of destination attributes, and extent to which your experience of attributes matches your expectations in the tea tourism trip. (From 1 to 5 where 5 is the most important)

	Destination Attributes	Importance					Match expectations				
		1	2	3	4	5	1	2	3	4	5
1	Total cost/ value for money										
2	Reputation/quality of tea										
3	Participate in tea activities										
4	Complementary offer of tea related activities										
5	Tea ceremony and souvenirs										
6	Tea related setting and ambiance										
7	Tea cultural connotations										
8	Uniqueness of destination										
9	Environment cleanness/fresh air										
10	Natural landscapes										
11	Historical displays										
12	Events and other attractions										
13	Interaction with host/staffs										
14	Guided tour with explanation										
15	Hospitality of hosts										
16	Knowledge and skills of staffs										
17	Sense of security										
18	Distance/accessibility/transportation										
19	Availability of restaurants/lodging										
20	Tourist information (map, Wi-Fi...)										
21	Infrastructure and facilities (parking, signs...)										
21	Authenticity of experience										

Part 5 Experience satisfaction and loyalty

1. I have good experience in the tea tourism trip in general.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

2. I really like this trip to the tea village.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

3. It's worthwhile to visit and stay in the tea village.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

4. I will remember many positive things about this tour.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

5. I'd like to revisit this tea tourism destination in the future.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

6. I'd like to recommend this tea tourism destination to others.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

7. I will speak highly of this tea tourism destination to others.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

8. I'd like to visit other tea tourism destination in the future.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
-------------------	----------	----------------------------	-------	----------------

Part 6 Demographic characteristics

1. You are: Miss/Mrs. Mr.

2. In which age range are you?

Less than 18 years old	19 - 29	30 - 44	45 - 59	More than 60 years old
------------------------	---------	---------	---------	------------------------

3. Which is the highest education level you have achieved?

Primary school or under	Secondary school	Undergraduate	Graduate	Doctorate or above
-------------------------	------------------	---------------	----------	--------------------

4. What is your occupation?

Leaders of public/private sector Entrepreneur Employee (general affairs)

Freelancer Professional and technical staff (Secondary) industrial worker

Services industry worker Student Primary industries worker

Own house-keeping Unemployed Retired Other _____

5. In which income range would you put your monthly income after tax? (CNY)

0-3000 3001-5000 5001-8000 8001-10000 More than 10000

6. What do you think that tea tourism differs from other forms of rural tourism?

--

Thank you for your cooperation!

Appendix 2. Tourist survey (Domestic on-site tourists)-Chinese version

“茶旅融合”游客调查问卷

您好：恳请您用几分钟时间帮忙填答这份问卷。本问卷实行匿名制，所有数据只用于毕业论文分析，请您放心填写。题目选项无对错之分，请您按自己的实际情况填写。感谢您的帮助！

一、旅行特征（方框里打勾√）

1. 您来自哪里？

本市 浙江省其他市 上海 江苏省 其他_____

2. 您来此的交通方式是？

私家车 出租车/租车 旅游大巴 公共交通

3. 在旅程中您期望用于茶旅游相关活动的时间是？

一天内 1-2天 3-6天 一周及以上

4. 跟您一起的旅伴是？

单独 情侣 和家人 和朋友 和同事 和旅行团

5. 这是您第几次到这个茶旅游目的地？

1次 2-3次 4-5次 多于5次

6. 您如何知道这个旅游地？

亲友推荐 旅游广告 网络 之前的体验

7. 请选出您在这个茶旅游地参加过或期望参加的活动（可多选）

<input type="checkbox"/> 茶叶采摘	<input type="checkbox"/> 参观茶博物馆/展览	<input type="checkbox"/> 欣赏茶主题大型演出
<input type="checkbox"/> 观看或体验炒茶/制茶	<input type="checkbox"/> 茶田骑车/徒步/其他运动	<input type="checkbox"/> 参加茶主题节庆活动
<input type="checkbox"/> 品茶（茶室）	<input type="checkbox"/> 参观茶类遗迹	<input type="checkbox"/> 茶乡农舍农事（农家乐）
<input type="checkbox"/> 观看或学习茶艺/茶道	<input type="checkbox"/> 购买茶类纪念品	<input type="checkbox"/> 茶+其他旅游景观

二、旅游动机

1. 您为什么选择来此参加茶旅游？请根据您的情况选择下列元素对您的重要性

	动机元素	1	2	3	4	5
1	环境质量与自然氛围	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
2	优美的风景地形（茶田）	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
3	休息放松	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
4	为日常工作生活减压	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要

5	度过美好假期	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
6	休闲娱乐活动	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
7	与家人/朋友在一起度过	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
8	结交新朋友	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
9	认识新地方	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
10	体验茶相关的活动	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
11	学习茶有关的历史文化知识	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
12	学习采茶和炒茶/制茶	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
13	品茶、购茶	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
14	参观历史景观/点	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
15	体验传统文化	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
16	体验乡村健康生活方式	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
17	体验乡村美食民宿	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要
18	自我满足与实现	<input type="checkbox"/> 非常不重要	<input type="checkbox"/> 不重要	<input type="checkbox"/> 一般	<input type="checkbox"/> 重要	<input type="checkbox"/> 非常重要

三、 个人影响因素(请评估下面表述, 打勾✓选择最符合自己的情况)

1.我经常旅游	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
2.我有丰富的旅行知识	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
3.与跟团游相比我更愿意自由行	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
4.我旅行过很多国家和地区	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
5.我日常生活中经常喝茶	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
6.我对国内的茶叶产区种类很了解	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
7.我对茶叶质量、品茶很了解	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
8.我很愿意消费在茶上	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意

四、目的地影响因素

您觉得以下因素对您旅游体验的重要程度如何？在茶旅游过程中它们满足您期望的程度如何？（从 1 - 5 分别是由低到高的重要程度和满足您期望的程度）

	目的地属性特征	重要程度					符合期望程度				
		1	2	3	4	5	1	2	3	4	5
1	花费/性价比	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
2	茶的声誉/质量	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
3	参与茶类活动	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
4	茶类活动的丰富性	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
5	茶艺和纪念品	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
6	茶相关情境和氛围	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
7	茶文化底蕴	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
8	旅游地的独特性	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
9	环境整洁空气清新	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
10	自然景观	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
11	历史陈设	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
12	节事和其他景观	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
13	与主人/服务人员的互动	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
14	导游讲解	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
15	主人/服务人员的好客	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
16	主人/服务人员知识技能	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
17	安全感	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
18	距离/可进入性/交通	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
19	食宿提供条件	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
20	旅游信息 (地图, Wi-Fi...)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
21	基础设施设备 (停车场, 指示牌...)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
22	体验的真实性	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

五、满意度、忠诚度（请评估下面表述，打勾✓选择最符合自己的情况）

1.整体上我本次茶旅游体验很好	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
2.我很喜欢这个茶村旅游地	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
3.很值得来这茶村参观停留	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
4.我会记得行程中很多正面事情	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
5.我希望未来再来这个茶村旅游地	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
6.我想跟别人推荐这个茶村旅游地	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
7.我会对别人积极评价这里	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意
8.我想未来再去其他茶村旅游地	<input type="checkbox"/> 非常不同意	<input type="checkbox"/> 不同意	<input type="checkbox"/> 不确定	<input type="checkbox"/> 同意	<input type="checkbox"/> 非常同意

六、个人特征

1. 您是：女士 男士

2. 您的年龄在那个范围？

18岁以下 18-29岁 30-44岁 45-59岁 60岁及以上

3. 您目前得到的最高受教育水平是？

小学 初中 高中 大学本/专科 硕士研究生 博士研究生

4. 您的职业是？

机关企事业单位领导 私营企业主（个体） 职员（一般事务） 自由职业者

专业技术人员（教师、医生等） 产业工人 服务业人员 学生

农林牧副渔劳动者 家庭主妇 未工作 离退休 其他_____

5. 您的月收入（税后）在哪个范围？(元)

0-3000 3001-5000 5001-8000 8001-10000 10000以上

6. 您认为茶旅游和其他乡村旅游形式最大的区别是？

感谢您的帮助！

Appendix 3. Tourist survey (International potential tourists)- English version

Tea tourism potential in China for international tourists

This survey is part of a doctoral thesis on topic of Tea tourism development potential in China. Please help us and keep in mind that this information will be treated anonymously and will be kept strictly confidential.

Part 1 Destination image

1. **Where** are you from (nationality)?

Spain United Kingdom Germany France Other _____

2. **How many times** your travel abroad in **five years** on average?

Less than 3 3-5 6-9 More than 10

3. Have you ever been in China? Yes No

4. What **images or attractions** come to mind when you think of China as a travel destination?

(Multiple-answers)

Great Wall Terra Cotta Warriors Panda Food other _____

5. What **type of tourism** you'd like to do or you did in China? **(Multiple-answers)**

Cultural/historical tourism Scenery/landscape tourism Business tourism

Recreational tourism Gastronomic tourism other type _____

6. Which are **tea tourism destinations** in your mind? **(Multiple-answers)**

India Sri Lanka Japan China

United Kingdom Canada Other _____

Part 2 Knowledge of tea

7. In daily life, how many times do you drink tea **in one week**?

Less than 3 3-5 6-9 More than 10

8. Have you ever tasted Chinese tea? Yes No Not sure

9. Do you know China is the **origin** of tea and tea culture? Yes No Not sure







10. Can you name a famous Chinese tea variety or region?

Yes _____ No

11. Your **general image** about Chinese tea is

<input type="checkbox"/> Very good	<input type="checkbox"/> Good	<input type="checkbox"/> Normal	<input type="checkbox"/> Bad	<input type="checkbox"/> Very bad
------------------------------------	-------------------------------	---------------------------------	------------------------------	-----------------------------------

12. You are more familiar with? (Multiple-answers)

<input type="checkbox"/> Tea variety/type 	<input type="checkbox"/> Tea making/producing 	<input type="checkbox"/> Tea Brew 
<input type="checkbox"/> Tea set 	<input type="checkbox"/> Tea ceremony/art performance 	<input type="checkbox"/> Tea culture (painting/ poem) 

Please evaluate the statements, and make your choice.

13. I have a good knowledge about varieties/types of tea in China.

<input type="checkbox"/> Strongly disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neither agree nor disagree	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly agree
--	-----------------------------------	---	--------------------------------	---

14. I have a good knowledge of tea making/producing in China.

<input type="checkbox"/> Strongly disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neither agree nor disagree	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly agree
--	-----------------------------------	---	--------------------------------	---

15. I have a good knowledge about tea regions in China.

<input type="checkbox"/> Strongly disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neither agree nor disagree	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly agree
--	-----------------------------------	---	--------------------------------	---

16. I have a good knowledge of tea ceremony/tea art performance in China.

<input type="checkbox"/> Strongly disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neither agree nor disagree	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly agree
--	-----------------------------------	---	--------------------------------	---

17. Tea tourism in China is of greater authenticity.

<input type="checkbox"/> Strongly disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neither agree nor disagree	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly agree
--	-----------------------------------	---	--------------------------------	---

Part 3 Intention

18. I am interested in learning about Chinese tea and tea culture.

<input type="checkbox"/> Strongly disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neither agree nor disagree	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly agree
--	-----------------------------------	---	--------------------------------	---

19. I am interested in tea-related activities (taste Chinese tea, watch tea ceremony etc.).

<input type="checkbox"/> Strongly disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neither agree nor disagree	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly agree
--	-----------------------------------	---	--------------------------------	---

20. I am interested in a tea tourism in China in the future.

<input type="checkbox"/> Strongly disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neither agree nor disagree	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly agree
--	-----------------------------------	---	--------------------------------	---

21. I consider Chinese tea as a part of destination image of China.

<input type="checkbox"/> Strongly disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neither agree nor disagree	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly agree
--	-----------------------------------	---	--------------------------------	---

22. The tea-related activities that you're interested in are? (Multiple-answers)

<input type="checkbox"/> Tea-leaves picking in fields	<input type="checkbox"/> Visit tea museum/ Expo	<input type="checkbox"/> Watch tea-themed spectacle
<input type="checkbox"/> Watch or experience tea making	<input type="checkbox"/> Cycling/sports in tea fields	<input type="checkbox"/> Tea festivals and events
<input type="checkbox"/> Tea tasting in tea house	<input type="checkbox"/> Visit tea heritage attractions	<input type="checkbox"/> Tea village board/ lodging
<input type="checkbox"/> Watch or learn tea ceremony	<input type="checkbox"/> Buy tea souvenirs	<input type="checkbox"/> Tea+ other attractions

23. Your expected duration for tea-related tourism activities in China will be?

1 day or less 2 to 3 days 4-7 days More than a week

24. Rate the importance of attributes you anticipated in a tea tourism trip in China.

(From 1 to 5 where 5 is the most important)

Attributes/elements	1	2	3	4	5
1.Total cost					
2.Reputation of tea/tea region					
3.Variety of tea related activities					
4.Rich tea cultural heritage					
5.Events and attractions					
6.Natural landscapes (e.g., tea fields)					
7.Historical displays (e.g., tea house)					
8.Distance/accessibility					

Attributes/elements	1	2	3	4	5
9. Infrastructure and facilities					
10. Sense of security					
11. Guided tour (explanation)					
12. Hospitality of hosts					
13. Knowledge and skills of staffs					
14. Tourism information (e.g. map, wifi)					

25. The **difficulties** you consider before travel to China? (**Multiple-answers**)

- Language Long distance Visa application Cost Safety
 Environment Infrastructure Transportation Other _____

Part 4 Demographic information

26. You are: Miss/Mrs. Mr.

27. In which **age** range are you?

<input type="checkbox"/> Less than 18 years old	<input type="checkbox"/> 18 - 30	<input type="checkbox"/> 31 - 45	<input type="checkbox"/> 46 – 65	<input type="checkbox"/> More than 65 years old
---	----------------------------------	----------------------------------	----------------------------------	---

28. Which is the highest **education level** you have achieved?

<input type="checkbox"/> Primary	<input type="checkbox"/> Secondary	<input type="checkbox"/> Occupational certificate	<input type="checkbox"/> Undergraduate	<input type="checkbox"/> Postgraduate
----------------------------------	------------------------------------	---	--	---------------------------------------

29. What is your occupation?

- Full-time employee Part-time employee Entrepreneur
 Freelancer Own house-keeping Unemployed
 Retired Non –working (student)

30. In which income range, would you put your **monthly after –tax household income**?

- 0-1000 € 1001-3000 € 3001-5000 € More than 5000 €

Thank you so much for your cooperation!

Appendix 4. Tourist survey (International potential tourists)- Spanish version

Potencial del turismo del té en China para turistas internacionales

Esta encuesta es parte de una tesis doctoral sobre el potencial que tiene el desarrollo del turismo del té en China. Por favor, ayúdenos respondiendo a las siguientes preguntas. Esta información será tratada de forma anónima y confidencial.

Parte 1. Imagen del informante.

1. ¿De dónde es usted?

España Reino Unido Alemania Francia Otros _____

2. ¿Cuántas veces ha viajado al extranjero estos últimos cinco años?

Menos de 3 3-5 6-9 Más de 10

3. ¿Ha estado alguna vez en China? Sí No

4. ¿Qué imágenes o atracciones le vienen a la mente cuando piensa en China como destino turístico? (puede elegir más de una opción)

Gran Muralla Guerreros de Terra Cotta Oso panda Comida china Otros _____

5. ¿Qué tipo de turismo le gustaría hacer o hizo en China? (puede elegir más de una opción)

Turismo cultural e histórico Turismo de paisajes Turismo de negocios
 Turismo recreativo Turismo gastronómico Otra índole _____

6. ¿Qué destinos turísticos del té conoce? (puede elegir más de una opción)

India Sri Lanka Japón China Reino Unido Canadá Otros _____

Parte 2. Conocimiento del té.

7. ¿Cuántas veces toma té en una semana?

Menos de 3 3-5 6-9 Más de 10

8. ¿Ha probado alguna vez el té chino?

Sí No No lo recuerdo.

9. ¿Sabe que el origen del té y de la cultura del té es China?

Sí No No estoy seguro/a

10. ¿Puede nombrar un tipo de té chino famoso o una región?

Sí _____ No

11. Su imagen general sobre el té chino es

Muy buena <input type="checkbox"/>	Buena <input type="checkbox"/>	Normal <input type="checkbox"/>	Mala <input type="checkbox"/>	Muy mala <input type="checkbox"/>
------------------------------------	--------------------------------	---------------------------------	-------------------------------	-----------------------------------

12. ¿Con qué está más familiarizado? (puede elegir más de una opción)

<input type="checkbox"/> Variedad / tipo de té 	<input type="checkbox"/> Elaboración / producción de té 	<input type="checkbox"/> Preparación de té 
<input type="checkbox"/> Juego de té 	<input type="checkbox"/> Ceremonia del té / espectáculo 	<input type="checkbox"/> Cultura del té (pintura / poema) 

Evalúe las siguientes declaraciones.

(1= Totalmente en desacuerdo, 2= Desacuerdo, 3= Ni de acuerdo ni en desacuerdo, 4= De acuerdo, 5= Totalmente de acuerdo)

13. Tengo un buen conocimiento sobre las variedades / tipos de té en China.

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

14. Tengo un buen conocimiento de la producción de té en China.

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

15. Tengo un buen conocimiento de las regiones donde se cultiva té en China.

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

16. Tengo un buen conocimiento de la ceremonia del té y del arte del té en China.

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

17. El turismo del té en China es de mayor autenticidad.

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

Parte 3. Intención.

Evalúe las siguientes declaraciones. (1= Totalmente en desacuerdo, 2= Desacuerdo,3= Ni de acuerdo ni en desacuerdo, 4= De acuerdo,5= Totalmente de acuerdo)

18. Estoy interesado en aprender sobre el té chino y la cultura del té.

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

19. Me interesan las actividades relacionadas con el té (probar el té chino, ver la ceremonia del té, etc.).

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

20. Estoy interesado en un turismo del té en China en el futuro.

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

21. Considero el té chino como parte de la imagen de destino de China.

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

22. Las actividades relacionadas con el té que le interesan son... (puede elegir más de una opción)

<input type="checkbox"/> Recolección de hojas de té en el campo	<input type="checkbox"/> Visita al museo del té
<input type="checkbox"/> Ver / experimentar cómo se prepara el té	<input type="checkbox"/> Ciclismo en los campos de té
<input type="checkbox"/> Degustación de té en una casa de té	<input type="checkbox"/> Atracción patrimonial del té
<input type="checkbox"/> Ver /aprender la ceremonia del té	<input type="checkbox"/> Comprar recuerdos de té
<input type="checkbox"/> Ver un espectáculo sobre el té	<input type="checkbox"/> Alojamiento en una aldea del té
<input type="checkbox"/> Festivales y eventos de té	<input type="checkbox"/> Té + otras atracciones

23. Si viaja a China, ¿cuál es la duración prevista para las actividades de turismo del té?

- 1 día o menos 2-3 días 4-7 días Más de una semana

24. Evalúe la importancia que le daría a los siguientes atributos antes de hacer un viaje de turismo de té en China. (De 1 a 5 donde 1 es nada de importancia y 5 es lo más importante)

Atributos	1	2	3	4	5
1. Coste total					
2. Reputación del té					
3. Variedad de actividades relacionadas con el té					
4. Rico patrimonio cultural del té					
5. Eventos y atracciones					

Atributos	1	2	3	4	5
6. Paisajes naturales					
7. Visualizaciones históricas					
8. Distancia/accesibilidad					
9. Infraestructura e instalaciones					
10. Sensación de seguridad					
11. Visita guiada					
12. Hospitalidad de los anfitriones					
13. Conocimientos y habilidades del personal					
14. Información turística (por ejemplo: mapa, wifi)					

25. ¿Qué dificultades consideraría antes de viajar a China? (más de una opción)

Idioma Larga distancia Solicitud de visado Coste Seguridad

Medio ambiente Infraestructura Transporte Otros _____

Parte 4. Información demográfica.

26. Sexo masculino femenino

27. ¿En qué rango de edad se encuentra?

<input type="checkbox"/> Menos de 18 años	<input type="checkbox"/> 18 - 30	<input type="checkbox"/> 31 - 45	<input type="checkbox"/> 46 – 65	<input type="checkbox"/> Más de 65 años
---	----------------------------------	----------------------------------	----------------------------------	---

28. ¿Cuál es el nivel de educación más alto que ha alcanzado?

<input type="checkbox"/> Escuela menos	<input type="checkbox"/> Escuela secundaria	<input type="checkbox"/> Certificado ocupacional	<input type="checkbox"/> Pregrado	<input type="checkbox"/> Graduado/ Doctorado
--	---	--	-----------------------------------	--

29. ¿A qué se dedica?

Empleado a tiempo completo Empleado a tiempo parcial Emprendedor
 Trabajador autónomo Limpieza propia Desempleado
 Jubilado Falta de trabajo (estudiante)

30. ¿En cuál de los siguientes rangos se encuentra su ingreso familiar mensual después de descontar los impuestos?

0-1000 € 1001-3000 € 3001-5000 € More than 5000 €

¡Muchas gracias por su cooperación!

Appendix 5. Interview Outline- Representatives of public sector

1. What do you think to integrate tea with tourism?

您对“茶旅融合”有什么样的看法？（积极、消极）

2. Could you please introduce the development conditions of the village on tea tourism? Advantages and disadvantages?

How about the exploitation of tea resources into tourism?

您能介绍下咱们这个村子发展茶旅游的基本条件吗？有什么样的优劣势？对于茶相关的资源，如何去运用到旅游发展中？

3. What kind of regulations, policies and measures do you have for encouraging the actors to participate? Who are they aiming for? How's the performance feedback?

为了鼓励本地茶旅游的发展，采取了哪些措施，出台了哪些政策，是针对什么样的群体？它们的效果如何？

4. What's your opinion of tea tourism with Rural revitalization? Its meaning and influence on rural revitalization, for the aspects of thriving business、pleasant living environment、social etiquette and civility.

And, as a village with tea resources, does integrating tourism have an effect on correcting regional imbalances and rural employment?

您如何看待发展茶旅游与乡村振兴战略之间的关系？有什么样的意义和影响，对于产业兴旺、生态宜居、乡风文明、治理有效、生活富裕等各方面。以及，对于有茶资源的乡村，茶旅融合对于地区发展，农民就业等有什么作用吗？

5. Some researches of wine study showed the main body of the similar tourism form is small-scale, do we have any ideas or measures on network of small-scale tea farmers\restaurants?

我在研究国外类似的葡萄酒旅游时发现，很多时候它的发展主体是小体量的酒庄农户等等，我们有没有相应的一些想法和举措，能进行有效地

管理并联合他们的力量，如协会、内部合作网络？

6. What attitude you hold towards future for tea tourism.

What role do you think it plays in regional tourism development and image building?

Compared with other tourism forms in this region, is tea tourism a supplementary product or? How about linking it to other tourism products?

您看好本地茶旅游的发展吗？您认为它在当地旅游发展和形象建设中起到怎样的作用？相对于地区内的其他旅游产品，它是属于一个锦上添花还是？如何与其他旅游产品互动？

Appendix 6. Interview Outline- Tea tourism practitioners

Profile: age education gender

1. What's your motivation to participate from tea to tourism?

(e.g. direct sale, additional income, build brand/market expansion, educate customer, live in rural setting).

您最初从茶业加入到旅游主要是因为什么？（如想直销茶业，获得额外收入，建设茶业品牌扩大市场知名度，教育客户群体，能够待在乡村环境生活等）

2. What kind of tea tourism offerings do you have?

Do you have a cooperation with guest house\ restaurants or do you run yourself?
(e.g., tea cuisine)

你们向游客提供哪些茶旅游产品和服务？与民宿、餐饮等有合作吗或自己涉及？（如茶美食）

3. What is the main profile of tourists you have here, do you have any repeat visitors?

What kind of activities they usually do to join tea tourism?

How about your interaction with tourists?

来这边接待的游客一般是什么特征，有回头客吗？游客一般参与哪些茶相关的活动？与游客的互动感觉如何？

4. What do you think about the benefits/impacts of tourism development on your life (e.g., income/ livelihood/ lifestyle/heritage preservation)?

What's your opinion of tea tourism with Rural revitalization?

您认为参与到茶旅游对您的生活带来哪些影响（收入、生计、生活方式、遗产保护等）？茶旅游发展和乡村振兴有什么联系？

5. Who do you think are the main actors who played important role in local tea tourism development?

What kind of roles it played? Who else contributed? (government?)

您认为在发展过程中，谁是最主要的贡献者/参与者，他们做出了哪些重要工作？还有什么群体做出了什么贡献？（政府？）

6. Do you perceive any difficulties in integrating tourism?

(e.g., education, online skills, small-scale, infrastructure, absence of brand, insufficient product)

您在茶旅游的工作过程中遇到哪些困难（如教育水平，互联网技能，小规模，基础设施，品牌缺失，产品多样性不足）？

7. Do you consider yourself more as a farmer or service provider?

Your intention is to mainly grow produce tea or expand on tourism?

In the future, how would improve your offerings for tourists' experience, or any other plan like international market?

您现在更倾向于自己是农业还是旅游业的工作者？您的发展倾向是以茶叶种植生产等为主，还是以旅游服务拓展？您对未来发展有什么计划，如如何针对游客体验提升产品，开发国际市场等？