

# The Value of Tea Culture from the Perspective of Integration of Tea and Tourism Industry: A case study of Jingmai Mountain, Yunnan

Rui Li<sup>1, a</sup>

<sup>1</sup>School of Cultural Tourism and International Exchange, Yunnan Open University, Kunming Yunnan 650000, China

<sup>a</sup>Author Email: 782032878@qq.com

---

**Abstract:** Under the influence of large modern machinery industry, pesticides which invented artificially are commonly used in modern tea production in order to increase labor productivity greatly. The most important thing is to increase product output in exchange for profits. While modern industry has brought fast development to the tea industry, it has also brought many new problems, such as the excessive application of artificial products such as fertilizers and pesticides, which have polluted the soil and near-body waters. In fact, it has also affected the natural reproduction of tea plants. Jingmai Mountain, located in Yunnan province, the ancient tea garden is a sacred mountain in the heart of local people. If the local tea farmers used the famous strategy of "prisoner's dilemma" for their personal benefit, the ancient tea forest would have long disappeared in history. Here, one can see that ancient tea trees and towering trees are intertwined. Mountains and villages, ancient tea houses, forests and tea farmers are integrated into a harmonious and unified world. People of all ethnic groups here grow tea trees, and every family goes hand in hand to protect natural environment. The ancient tea growing in the jungle of Jingmai Mountain grows on natural fertility, without any pollution, and has excellent quality, which has become a model of sustainable development for human and the society.

**Keywords:** Tea industry, Tourism, Prisoner's dilemma, Integration, Sustainable development.

---

## 1. Introduction

Ancient Jingmai Tea Mountain is located in Jingmai Village, Lancang County, Yunnan Province, 72 kilometers from the nearby county, with a total area of 28,000 mu (China Measurement Unit). According to the records of the "Book of Bulang People" and related historical materials, the domestication and cultivation of the ancient tea forest can be traced back to 180 AD as far as 1832. As early as 1139 AD, there was a tea trading market in a village called Dapingzhang, Jingping county— local pronunciation is "Ga Bang". [1] Since the Ming Dynasty, the tea here has been regarded as the best and was the tribute to the Emperor. Tea from the local mountain was exported to the countries in Southeast Asia and South Asia through prominent "Tea-horse Road". In August 2003, experts from the Chinese Academy of Sciences pointed out that the Ancient Jingmai Tea Garden is the oldest, best-preserved, and largest artificially cultivated ancient tea garden in the world. It is the root and source of world tea culture.

Tea is a green treasure given to human beings by nature. Yunnan possess the largest number of wild tea tree communities on the planet, the oldest tea tree artificially cultivated in the world, and the largest tea forest in the world. It is the origin of world's tea tree, of its domestication site and large-scale planting birthplace. The history of tea in Yunnan has a long history, profound tea culture and long-standing reputation for tea quality. People of all ethnic groups living on this land have created tea, tea customs, Tea ceremony and other tea cultures with strong national characteristics. The Jingmai Tea trees cultural landscape of Pu'er is carefully protected by Bulang and Dai and other ethnic minorities who have been living here for thousands of years, and jointly cultivates the forest ecosystem. Its unique tea forest

cultivation method, ancient tea-making technology, traditional residential building style, primitive tea ancestral beliefs, and unique yet rich tea culture are the concrete practice of harmonious coexistence between man and nature, and a vivid reflection of "clear waters and green mountains are golden and silver mountains". Adhere to the concept of development under protection, promoting the complementation and deep integration of tea culture inheritance and the development of the tea industry, thus realize the goal of sustainable development of the tea forest cultural landscape.

## 2. Jingmai Mountain, Yunnan: The First Compound Ecological Tea Garden in the World, Extending the Biological Chain of the Tea Industry

The ancient tea forest of Jingmai Mountain is a compound ecological tea garden advocated in the modern sense, that is, using the characteristics of shade resistance and diffused light of tea trees, through the implementation of three-dimensional compound cultivation, with tea plantation as the main body, and through the three-dimensional cultivation of "forests-tea trees-pasture", etc. It is creating a good ecological environment artificially in which multiple species coexist, in order to make full use of light, soil, nutrients, water, energy and different types of organisms to achieve the efficient use of material energy in the tea garden, so that tea trees can grow in the ecological system. It is harmonious and unified environment to realize the sustainable development of the tea industry. The construction of a compound ecological tea garden can produce obvious ecological, economic and social benefits, specifically as follows: a. Protect the ecological environment, avoid soil and water loss, and improve the

utilization of light energy, water, soil, fertilizer and biomass. [2] b. Make a virtuous cycle of the internal ecology of the tea plantation, that is, fewer pests, rich vegetation, more birds, and better biodiversity. Tea trees grow in a beautiful gardening environment, less pollution, and improve overall ecological benefits. c. Highly intensive, less input, more output, tea-based, reasonable inter-cropping, effectively reducing natural and market risks. d. The tea garden can be developed in the direction of sightseeing, leisure and agricultural demonstration, which is conducive to increase the income of tea farmers, improving efficiency and sustainable and coordinated development. e. It is the basis for the development of green and organic tea, and has a positive role in promoting tea quality and increasing the added value of tea production. The construction mode of the ancient tea forest of Jingmai Mountain has extended the biological chain of the tea industry, promoted the recycling and efficient use of material energy in the tea garden, and realized a tea production model of "low-carbon economy" characterized by "low energy consumption, low pollution, and high efficiency".

Jingmai Tea trees cultural landscape is carefully protected by Bulang and Dai ethnic minorities who have been here for thousands of years, jointly cultivated the forest ecosystem with the tea forest. Its unique tea forest cultivation method and ancient tea production technology, traditional residential building style, primitive worship belief for tea ancestor, unique and rich tea culture, is a concrete practice of harmonious coexistence between man and nature.

### **3. Protection of Ancient Tea Forests: Harmonious Development between Man and Nature**

For the protection of ancient tea forests, it is imperative to establish a logical framework for the value of tea cultural landscapes. Studying and understanding tea cultural heritage from the perspective of cultural landscape, highlighting the potential value of tea cultural landscape heritage from the universal perspective, research on agricultural heritage as living pattern, protection and sustainable development in China, especially in Pu'er, which has a colorful appearance. The ancient tea forest of Jingmai Mountain is known as "the miracle in the history of human tea culture", the "Museum of Tea Culture and History in the World", "the wonders of human farming civilization", [3] Jingmai Mountain tea forest cultural landscape has been passed down to the people, having idea of the simple concept of harmony with nature, people and tea, reflects the religious belief of "all things have spirit", and the essence of tea culture with "harmony" as the core, highlights the excellent ecological ethics and richness of conforming to nature, respecting nature, and protecting nature. Wisdom is a cultural living body integrating production, life, and ecology with the "three lives", and has high values in historical, humanistic, ecological, scientific aspect, and its brand.

Because the tea cultural landscape is not the direct visual impact of other types of cultural landscapes, it needs a very professional interpretation and elaboration to let people understand the value of the characteristics and forms of the tea cultural landscape. Such a value statement is conducive to the publicity and education of the public, and can also trigger the local community's recognition of the value of the tea culture landscape, and realize the cherishment and protection of its own national cultural traditions.

In recent years, Pu'er has always regarded the protection of

the ancient tea forest cultural landscape of Jingmai Mountain as a systematic project and a major task of actively serving and integrating into the "Belt and Road" construction. It has established a special protection management institution, increased investment in protection funds, and formulated relevant protection laws and regulations, made in-depth research on the universal value, authenticity, and completeness of ancient tea forest cultural landscapes, and do a good job of planning, protection, monitoring, publicity, environmental improvement and other tasks. The local government organized experts and local residents and the society participates effectively in the protection of ancient tea forests, and the protection people advocated has achieved remarkable results. It has gained supreme experiences and practices of cultural landscape protection at home and abroad, gathered wisdom, promoted consensus, and pushed forward the research and sustainable development of the protection of the ancient tea forest tea landscape in Jingmai Mountain.

As the hometown of tea, Chinese tea culture has a long history with its aromas last forever. Tea gardens widely distributed throughout China, while inheriting and developing traditional planting and processing techniques, have also evolved to form unique tea cultural landscapes. In a specific space, various types of tea-related cultural resources have been gathered from various tea resources. It shows the wisdom and spiritual pursuit of different regions and groups in the process of engaging in tea-related social activities from various angles vividly and systematically. As "the source of tea in the world", Pu'er has realistic tea culture research value, and will certainly play an important role in promoting the tea culture inheritance and protection of tea culture landscape in Pu'er, Yunnan, China, and even Asia.

### **4. Conclusion**

Tea tree is an important economic source for growers. To realize the sustainable development of tea culture landscape, it is necessary to handle the relationship between protection and development, achieving to develop in protection, protect in its development. The policy makers can promote the inheritance of tea culture and the development of the tea industry, achieving sustainable development of deep integration on the tea culture landscape. As we know that "Prisoner's Dilemma" is the most classic theory in game theory. [4] When the people in all the rounds choose the strategy that is best for them, the result may not be good for the whole, reflecting that the best choice for the individual is not the best choice for the team. To educate local villagers to build tea forest villages without sacrificing the environment at the expense of achieving a balance between the economic value of tea trees and the value of tea culture, is our responsibility. In other words, if the Jingmai Mountain tea farmers privately develop the forest for short or immediate benefit, and use pesticides to promote the growth of tea trees, causing disorderly picking of local tea and disrupting the production process, the ancient tea forest of Jingmai Mountain has long disappeared. This also inspired our policy makers to try to avoid the emergence of the prisoner's dilemma. As a rational person, when falling into this dilemma of the prisoner's dilemma, take appropriate strategies to minimize the possible losses. In this way, each person in the bureau is consciously working for the whole. On the basis of definite village regulations and people's agreement, the smooth unification of development and protection will be achieved.

Traveling through the dense primitive forest of Jingmai Mountain, the traditional villages of ethnic minorities are integrated with the natural environment. Forests, villages, and seas of clouds, everywhere, making people feel the harmonious symbiosis of man and nature. A “low-carbon” economic model based on low energy consumption, less pollution, and zero emissions was realized. Together with international counterparts, Yunnan Pu'er has carried out the protection of cultural resources, extensively promoted the exchange and mutual learning of civilizations of various countries, established a community of shared destiny of political mutual trust, economic integration and cultural tolerance, and contributed to promoting human progress and maintaining world peace.

## References

- [1] Li Minrong, Yang Jiangfan. Blue Book of Tea Industry Report on China's Tea Industry Development (2011) [M], Social Science Literature Publishing House, 2011.
- [2] Yang Jiangfan, Guan Xi. Tea Economic Management [M]. Beijing: China Agricultural Press, 2004.
- [3] Zhang Ping, Fu Xianzhi. Study on the Dual Brand Competition Strategy of China's Tea International Trade [J]. Anhui Agricultural Sciences, 2007, 35 (19): 5925-5926.
- [4] Liu Xiancheng, Han Shuyuan. How Agricultural Machinery Enterprises Use Exhibitions to Obtain Maximum Benefits [J]. Shandong Agricultural Mechanization, 2007.8.