



Rationalization of Human Resource in China-NIAHS: A Reflection on Tea Tourism Integration Role

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Tea agro- ecosystems and
tea culture resources



Development of tea tourism
in China

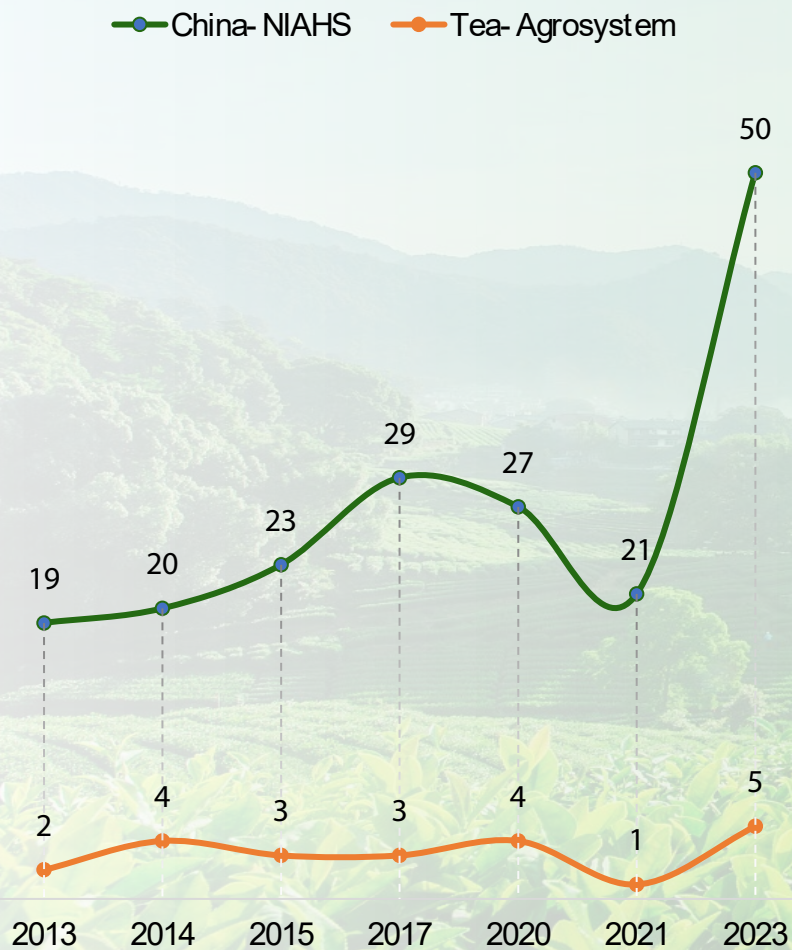


Structure rationalization of human
resources at China- NIAHS

1.1 Tea Agro-ecosystems Resources in GIAHS

Region	Country	GIAHS	Date
Asia & Pacific	China	Pu'er Traditional Tea Agrosystem	2012
	Japan	Traditional Tea-grass Integrated System in Shizuoka	2013
	China	Jasmine and Tea Culture System of Fuzhou City	2014
	Republic Korea	Traditional Hadong Tea Agrosystem in Hwagae-myeon	2017
	China	Anxi Tieguanyin Tea Culture System	2022

1.2 Tea Agro-ecosystems Resources in China-NIAHS



China-NIAHS	Date
Jasmine and Tea Culture System of Fuzhou City, Fujian	2013
Pu'er Traditional Tea Plantations and Tea Culture Systems, Yunnan	2013
West Lake Longjing Tea Culture System, Hangzhou, Zhejiang	2014
Anxi Tieguanyin Tea Culture System, Fujian	2014
Fenghuang Dancong Tea culture system, Chaoan, Guangdong	2014
Yangludong Brick Tea Culture System, Chibi, Hubei	2014
Enshi Yulu Tea Culture System, Hubei	2015
Huaxi Ancient Tea Trees and Tea Culture System, Guizhou	2015
Yunnan Shuangjiang Mengku Ancient Tea Plantation and Tea Culture System, Yunnan	2015
Taiping Houkui Tea Culture System, Huangshan, Anhui	2017
Fuding White Tea Culture System, Fujian	2017
Mengding Tea Culture System, Sichuan	2017
Wuzhong Biluochun Tea- Fruit Composite System, Jiangsu	2020
Anhua Dark Tea Culture System, Hunan	2020
Baojing Ancient Tea Huangjinzhai Plantation and Tea Culture System, Hunan	2020
Yongshun Oil-tea Forest Farming Complex System, Hunan	2020
Fuliang Tea Culture System, Jiangxi	2021
Wuyi Rock Tea Culture System, Fujian	2023
Raoping Dancong Tea Culture System, Guangdong	2023
Cangwu Liubao Dark Tea Culture System, Guangxi	2023
Beichuan Taizi Tea Complex Cultivation System, Sichuan	2023
Jinxian Mountain Tea Culture System, Sichuan	2023

1.2 Tea Agro-ecosystems Resources in China-NIAHS

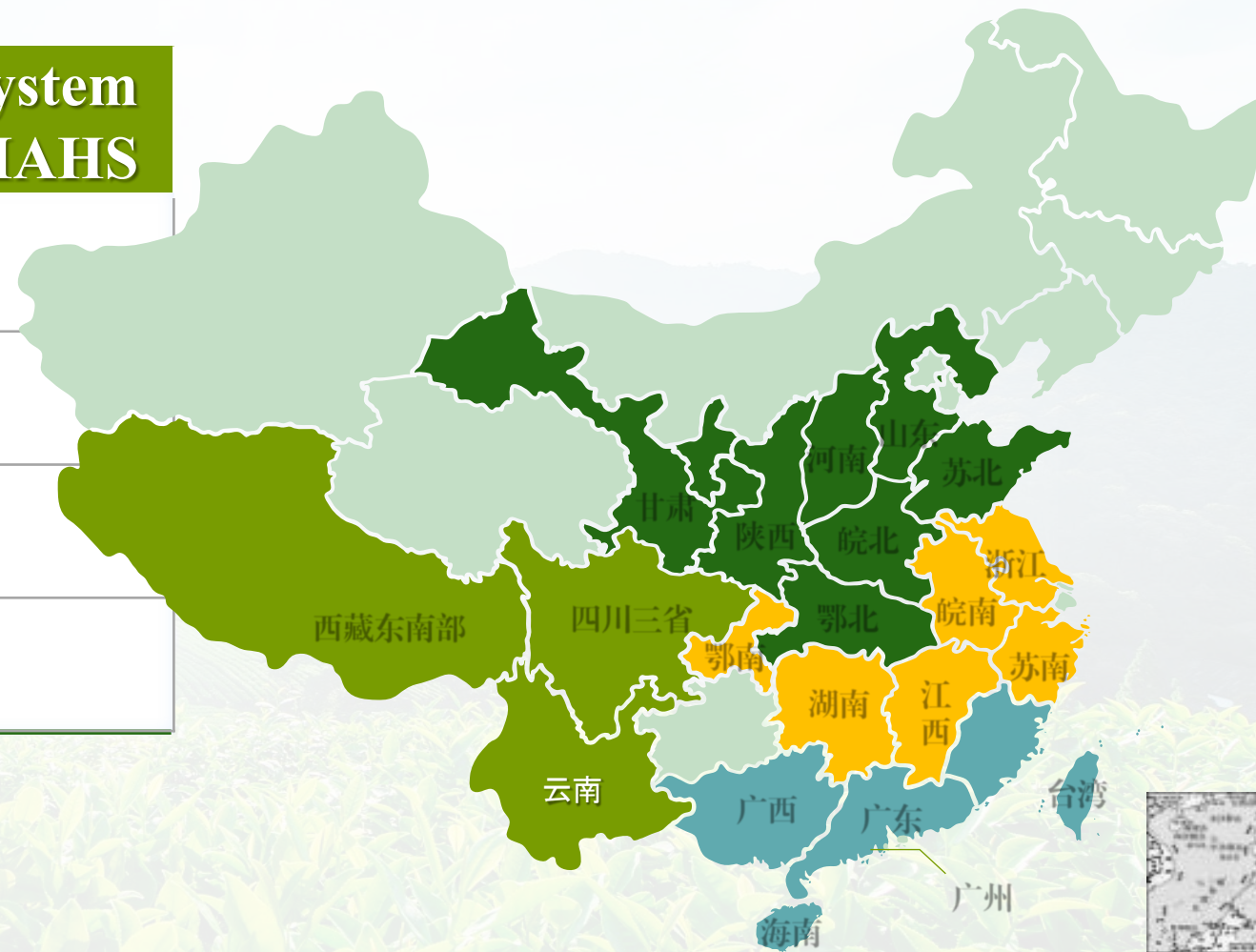
Tea Making Processes



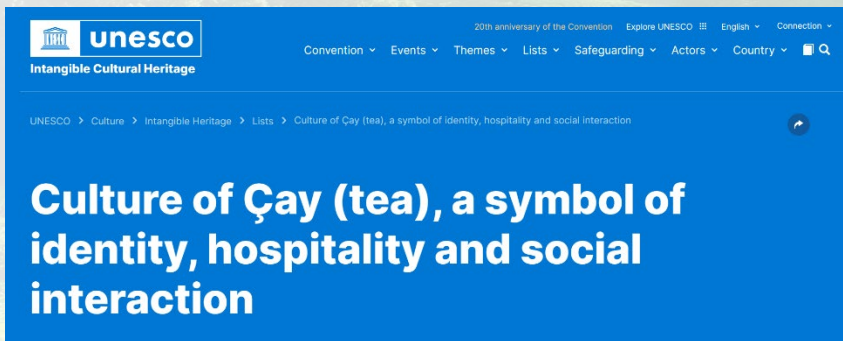
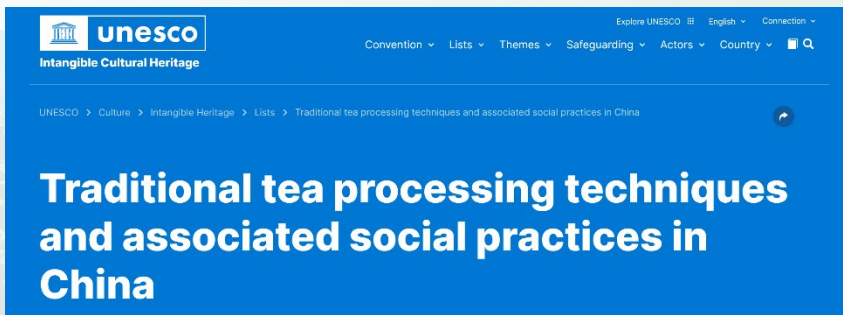
China-NIAHS	Date	Type of Tea
Jasmine and Tea Culture System of Fuzhou City, Fujian	2013	Jasmine Tea
Pu'er Traditional Tea Plantations and Tea Culture Systems, Yunnan	2013	Dark Tea
West Lake Longjing Tea Culture System, Hangzhou, Zhejiang	2014	Green Tea
Anxi Tieguanyin Tea Culture System, Fujian	2014	Oolong Tea
Fenghuang Dancong Tea culture system, Chaoan, Guangdong	2014	Oolong Tea
Yangludong Brick Tea Culture System, Chibi, Hubei	2014	Dark Tea
Enshi Yulu Tea Culture System, Hubei	2015	Green Tea
Huaxi Ancient Tea Trees and Tea Culture System, Guizhou	2015	Ancient Tea Trees
Yunnan Shuangjiang Mengku Ancient Tea Plantation and Tea Culture System, Yunnan	2015	Ancient Tea Plantation
Taiping Houkui Tea Culture System, Huangshan, Anhui	2017	Green Tea
Fuding White Tea Culture System, Fujian	2017	White Tea
Mengding Tea Culture System, Sichuan	2017	Tea Plantation
Wuzhong Biluochun Tea- Fruit Composite System, Jiangsu	2020	Green Tea
Anhua Dark Tea Culture System, Hunan	2020	Dark Tea
Baojing Ancient Tea Huangjinzhai Plantation and Tea Culture System, Hunan	2020	Ancient Tea Plantation
Yongshun Oil-tea Forest Farming Complex System, Hunan	2020	Oil-tea
Fuliang Tea Culture System, Jiangxi	2021	Black Tea
Wuyi Rock Tea Culture System, Fujian	2023	Oolong Tea
Raoping Dancong Tea Culture System, Guangdong	2023	Oolong Tea
Cangwu Liubao Dark Tea Culture System, Guangxi	2023	Dark Tea
Beichuan Taizi Tea Complex Cultivation System, Sichuan	2023	Green Tea
Jinxian Mountain Tea Culture System, Sichuan	2023	Black Tea

1.2 Tea Agro-ecosystems Resources in China-NIAHS

Tea-producing Area in China	Tea-Agrosystem as China-NIAHS
Southwest Tea Region	6
Jiangnan Tea Region	9
Jiangbei Tea Region	-
South Tea Region	7



1.3 Tea Culture Resources as Intangible Cultural Heritage of Humanity



UNESCO ICH classification	China-ICH	
	Domestic classification	Tea Cases
<ul style="list-style-type: none"> oral traditions and expressions, including language as a vehicle of intangible cultural heritage 	<ul style="list-style-type: none"> folk literature 	-
<ul style="list-style-type: none"> performing arts 	<ul style="list-style-type: none"> Chinses traditional music Chinses traditional dance Chinese traditional drama Chinese quyi 	2 1 7 -
<ul style="list-style-type: none"> social practices, rituals and festive events 	<ul style="list-style-type: none"> traditional sports, amusement and acrobatics traditional fine arts folklore and custom 	- - 6
<ul style="list-style-type: none"> knowledge and practices concerning nature and the universe 	<ul style="list-style-type: none"> traditional medicine 	4
<ul style="list-style-type: none"> traditional craftsmanship 	<ul style="list-style-type: none"> traditional craftsmanship 	42

2. Development of Tea Tourism in China

茶

CHA = Çay / Tea



艸

T'SAO=GRASS



人

T'ING=MAN

STANDING AT THIS PLACE ON EARTH

木

MU=TREE

2. Development of Tea Tourism in China

Tea attractions have been developed that focus on tea, which includes



Natural attractions, such as tea gardens and estates.

Man-made attractions, such as interpretation centers and museums.

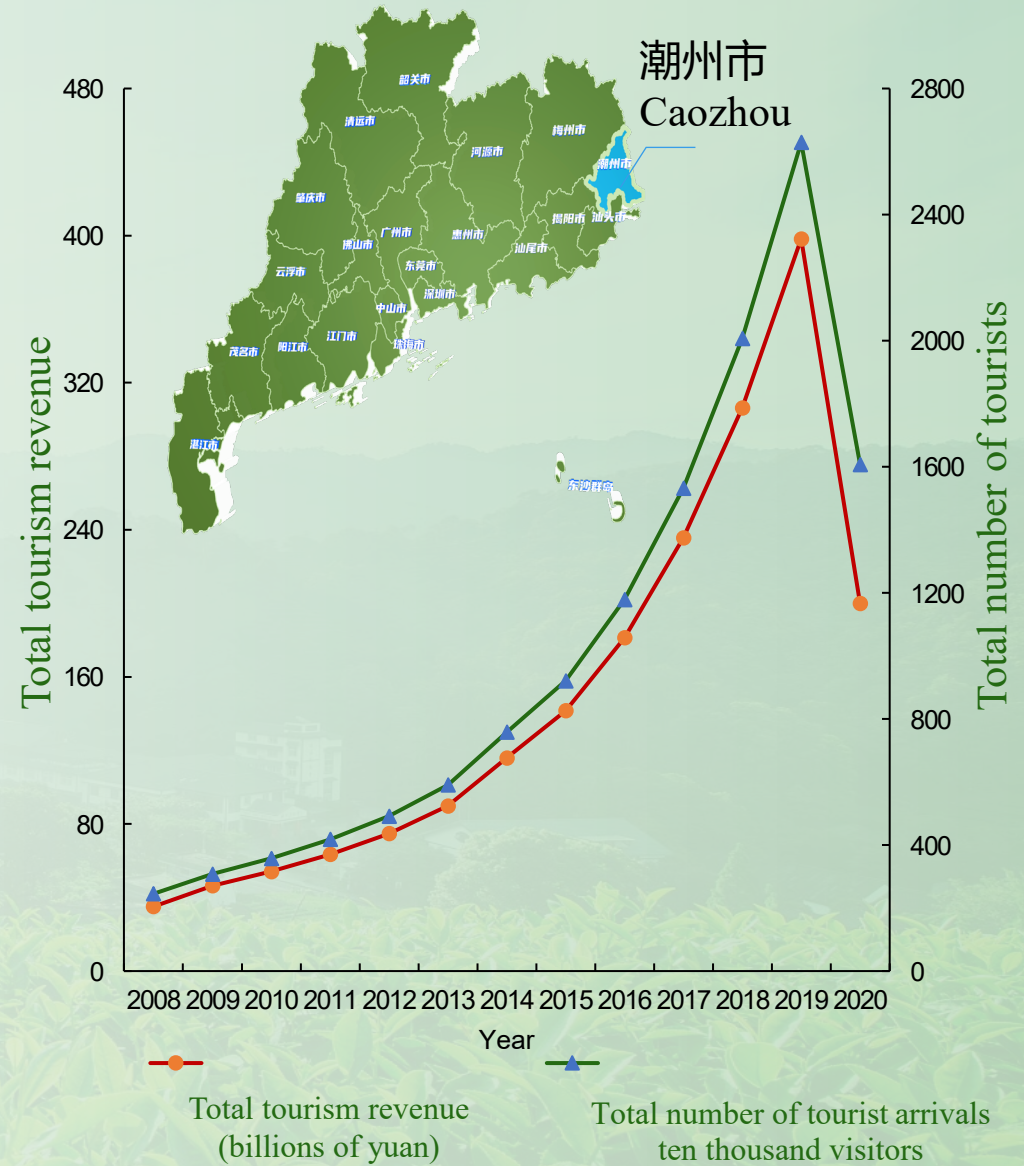
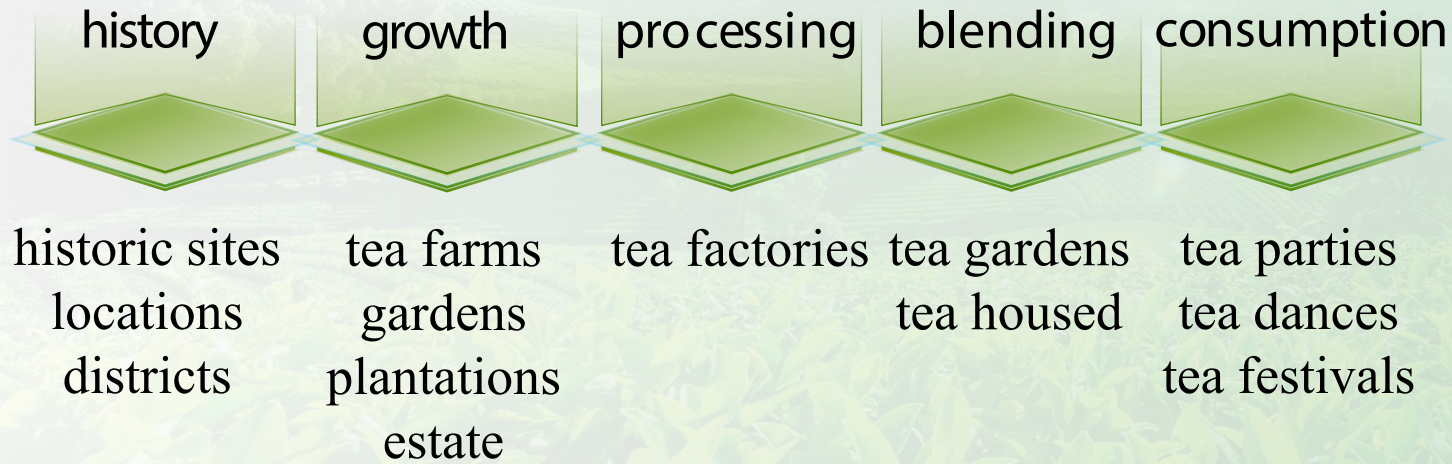
Special events focusing on tea or with a tea component, such as tea parties, tea tastings and tea interpretations.

Touring circuit attractions, such as designated tea trails and routes.



Tea Tourism
 tourism that is motivated by an
 interest in the history, traditions and
 consumption of tea

Experiencing different aspects of tea



Trends of Publications in Tea Tourism Research, 2003-2021

Initial stage (2005-2010)

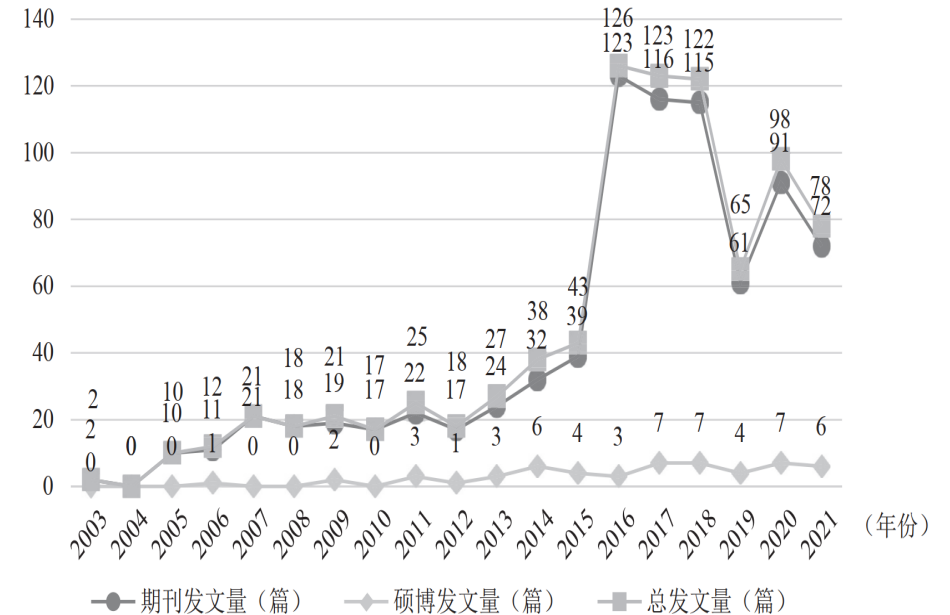
research focusing on the basic concepts of tea culture, tourism and tourism development.

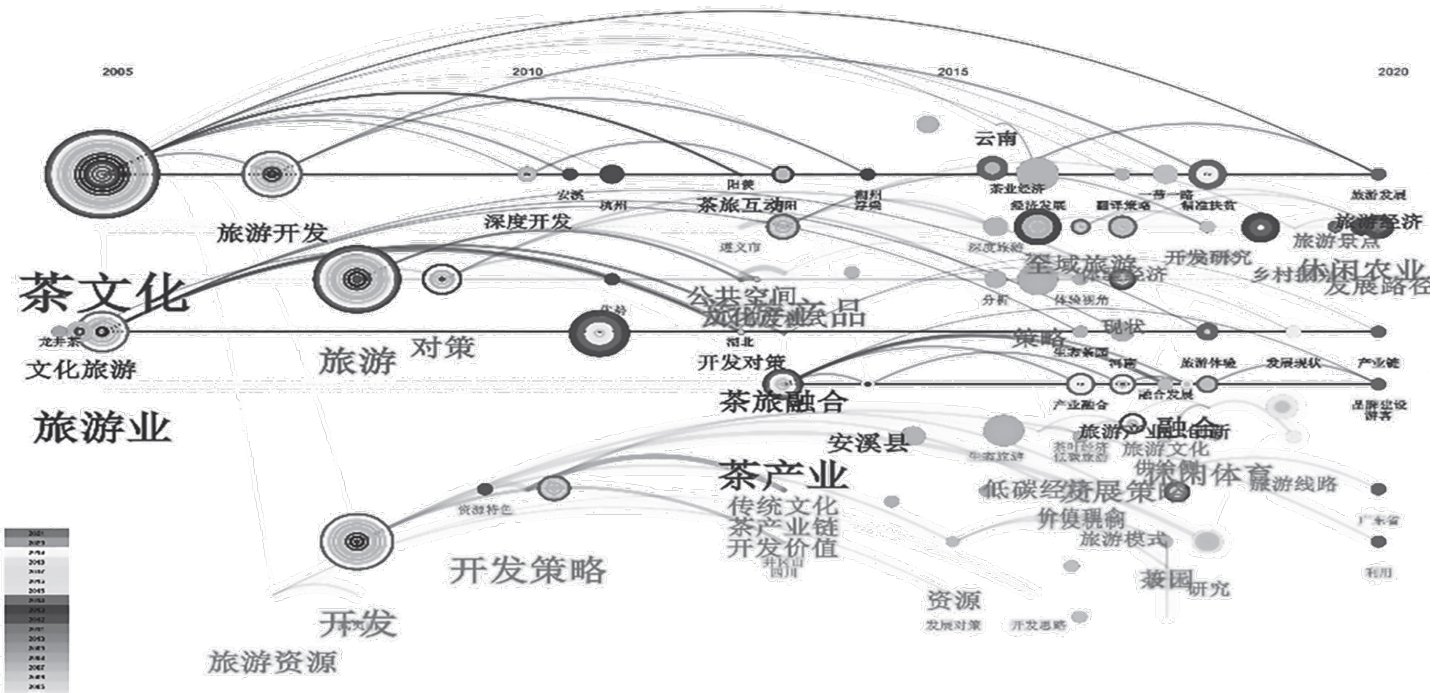
Slow development stage (2010-2015)

research focusing on tourism products, tea-tourism integration and tea-tourism interaction.

Booming development stage (2015-2020)

research is further expanded, focusing on new concepts such as regional tourism, leisure agriculture, and rural revitalization.





Research Interests

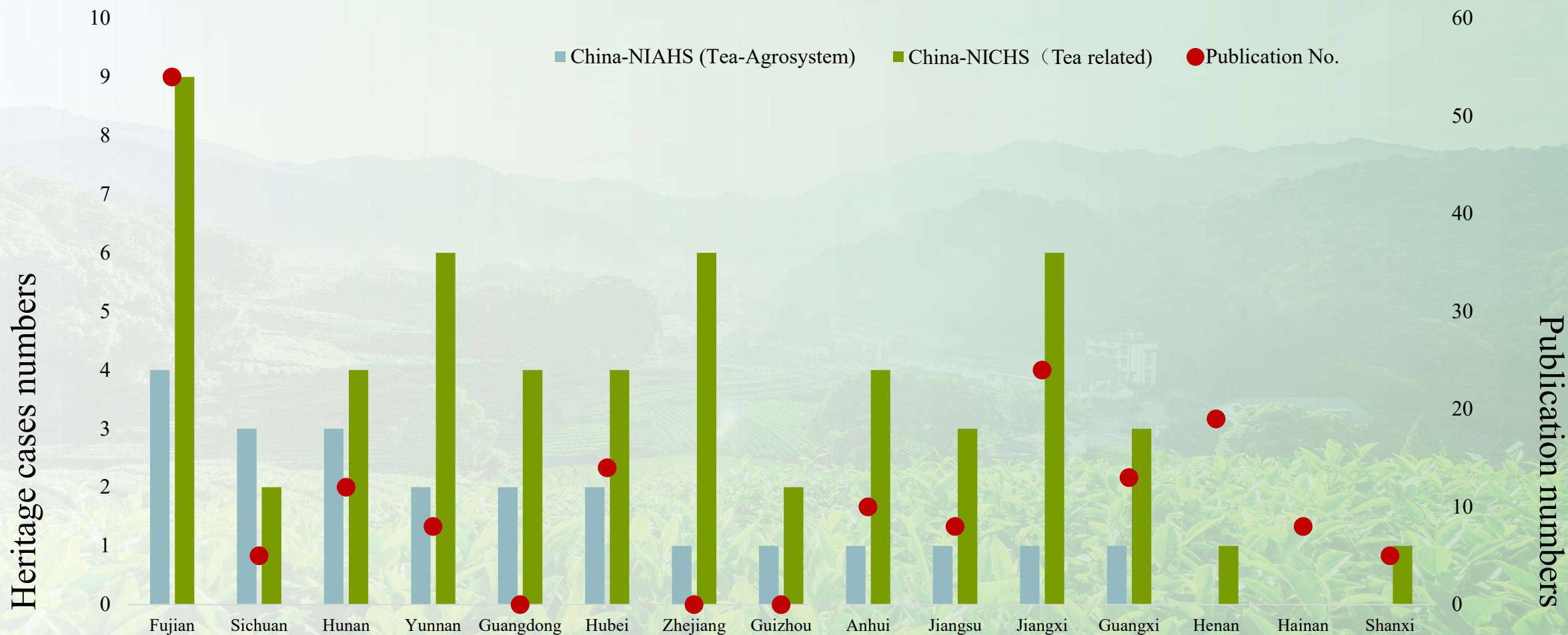
- Development Strategy
- Tourism Products
- Tourism Resources
- Rural Revitalisation
- Recreational Sports



Theme Analysis

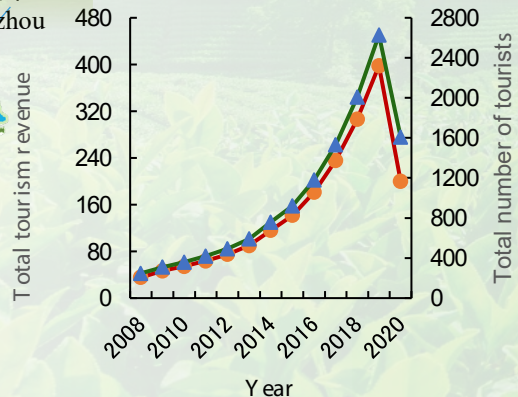
- Increasing Interests: Tourism development
- Decreasing Interests: Tourism products
- New Interests: rural revitalization and innovation

3. Structure rationalization of human resources at China-NIAHS



China-NIAHS Case Study: Fenghuang Dancong Tea culture system, Chaozhou, Guangdong

migrant workers
back
hometown



The life satisfaction of local farmers and *Fenghuang Dancong Tea* are closely related to each other in a symbiotic and co-prosperous relationship.

Driving factors for migrant workers return include economic interests, job changes, family events, hometown tea events, and personal emotions;

Returning migrant workers mainly and easily have tea-centered agricultural employment at their hometown;

Returning migrant workers usually face difficulties in terms of land, capital, equipment, labor, and management;

Returning migrant workers are highly satisfied with the decision to return and their current living conditions.

China-NIAHS Case Study:

Fenghuang Dancong Tea culture system,
Chaozhou, Guangdong

migrant
workers
back
hometown



tea-
picking
season

Tea
touris
m
season

N: Natural assets

- Landscapes
- Agricultural products

E: Economic Assets

- Deposits
- Loans

S: Socio-cultural assets

- Tea Culture
- Habits



P: Physical assets

- surplus accommodation does not meet tourism requirements

H: Human assets

- tea farmers cannot work with tea and tourism at the same time.
- Tea farmers have insufficient knowledge and skills in tourism services.

Rationalization of human resources

one

To ensure the important agricultural heritage system at each region is alive.



three

To ensure that every strategies or programs have proper people to fulfill



two

To ensure that researches are carried out in a systematic and sustained way. In particular, to encourage that local universities and research institutes to take part in research and share information while making policy decision.



Thank you Welcome to visit & collaborate on research

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