

# **Research on the Innovation Mode of Tea Culture Tourism Industry Cluster Based on the View of "Ecological Civilization"**

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**Abstract:** On the basis of summarizing the meaning and types of tea culture tourism industry clusters, this paper analyzes the requirements of the "ecological civilization" view on the development of tea culture tourism and the growth of its industrial clusters. Suggestions for the development of the future tea culture tourism industry through cooperation and competition system innovation.

## **1. Meaning and Types of Tea Culture Tourism Industry Cluster**

In recent years, the tourism industry has shown a trend of spatial clustering and clustering. The tea culture tourism industry is an important branch of the tourism industry. With the gradual deepening of the construction of a new socialist countryside, tea culture tourism projects have emerged as the times require, and the types have continued to increase. Some varieties that were originally dispersedly managed have been gradually optimized through continuous optimization and combination, and the tea culture and tourism industry cluster has entered a bud period.

## **2. The Meaning of Tea Culture Tourism Industry Cluster**

Many scholars have defined and researched the tourism industry cluster from different perspectives. The author believes that the tea culture tourism industry cluster is based on the tourism attraction of the Chashan region, and develops tea cultivation experience, production and processing experience, tea drinking, Local tea culture and custom experience and other tourism resources, for the purpose of developing the tea culture and tourism industry, the trends and agglomeration of geographically-spaced tea companies and their institutions, government departments, and non-governmental organizations in terms of geographic connection and business competition [1].

## **3. Types of Tea Culture Tourism Industry Clusters**

Classification method based on domestic and foreign industrial clusters-endogenous clusters and exogenous clusters Combined with the tea culture tourism industry development practice, it is divided into two representative tea culture tourism industry clusters.

## **4. The Requirement of "Ecological Civilization" Concept for the Growth of Tea Culture Tourism Industry Cluster**

### **4.1. Rethinking the Development of Tea Culture Tourism from the Perspective of "Ecological Civilization"**

(1) Oriented to the goal of sustainable development, that is, to consider "ecological civilization" as a tourism development model, and to closely integrate the development of tea culture and tourism with the development of villages and towns and environmental protection. Rural tourism is ecological tourism.

(2) Orientation of "greening" of products and tourism projects, that is, marketing "ecological

civilization" as a tourism product, and providing tourists with "green ecotourism projects", while providing no or little disruption and damage Chashan natural and cultural tourism environment. Tea mountain sightseeing tourism, folk customs tourism, tea culture scientific tourism, tea picking experience tourism and so on are all types of ecotourism [2]. This type of tourism activities have less impact on the environment than general tourism activities and Can enhance tourists' environmental awareness.

#### **4.2. "Ecological Civilization" Requirement for the Growth of Tea Culture Tourism Industry Cluster**

Starting from the "ecological civilization" theory, the growth of the tea culture tourism industry cluster must meet the following requirements:

(1) The development of the tea culture tourism industry cluster must meet the carrying capacity of the ecological environment and meet the requirements of tourism ecological resources

The tourism ecological resources indicate the capacity and quality of resources available for tourism development in a region, and have their growth limits, and are the source of nutrition for the growth of the tea culture tourism industry cluster [3]. In the early stage of the development of the tea culture tourism industry cluster, there are generally a large number of tourism resources to be developed And the number of cluster members is less than the carrying capacity of the resources, the growth of the cluster size will basically not be limited by resources;

(2) The development of the tea culture tourism industry cluster must attach importance to the harmony of the internal ecology and strive to create an ecological growth mechanism

The development of the tea culture and tourism industry cluster depends on the specialized division of labor and orderly cooperation and competition among members within the cluster. At the beginning of the development of the cluster, due to the large number of ecological resources to choose and rely on, the growth of the cluster mainly benefited from the members The ability to develop and use resources; however, with the increase in the number of members and the competition for resources, if the development and utilization are improper or vicious competition, the ecological balance on which the tea resources and clusters depend will definitely be destroyed, and the quality of tourism services will be difficult. The development of the tea culture tourism industry will be affected [4].

#### **4.3. The Innovation Model of Tea Culture Tourism Industry Cluster Based on the Concept of "Ecological Civilization"**

The important way for the tea culture tourism industry cluster and its internal affiliates to obtain a competitive advantage is innovation, which is also an important guarantee for the sustainable development of the cluster.

### **5. Advantage Niche Selection Innovation**

The ecological niche of the tourism industry cluster is based on the interaction between the resource support and management status of the tourism industry cluster and the ecological environment conditions, humanistic environment conditions, resource development conditions, location conditions, and tourist source conditions. Condition The development of the tea culture tourism industry cluster has very obvious characteristics of ecological civilization. It requires the development of ecological dislocation development, advantageous development, and personalized development. The unique space for self-development of the cluster.

(1) Selective positioning of dominant niche

In order to avoid the vicious competition and ecological environment deterioration caused by the niche overlap in the development of tea culture tourism in various regions, industrial clusters must adapt to local conditions and choose a characteristic and typical niche development strategy based on resource endowment advantages. To this end, we must do To:

(1) Advantage ecological product positioning

The tea culture tourism industry cluster fist products must be specialized and have distinctive

personality and differences. To this end, it is important to increase the investment in tea culture tourism product development, tap the "characteristic culture" connotation, and enrich the product content. You can make full use of other tea mountain areas Agricultural resources, such as using surrounding farmland, orchards, fish ponds, water ponds, etc. to carry out related farming activities such as rice transplanting, weeding, rice cutting, picking, fishing, boating, etc., to avoid the unity of tea activities; you can also use the lawn to hold small tea parties, poetry and painting Meetings, etc., to improve the participation and experience of tourists; you can also learn from the experience of developing tea culture tourism in Beijing, Shanghai and other cities, and lease the land to urban tea culture enthusiasts to let them cultivate freely. The main purpose is not to produce and manage The purpose is to experience the joy of farming, so as to create a unique, strong and superior product mix, and drive the development of the cluster industrial chain.

#### (2) Expansion and innovation of advantageous niche

The expansion of the niche requires the tea culture tourism industry cluster to have the ability to continuously develop new products and special product series, thereby continuously extending the ecological space of the industrial cluster, broadening the depth and width of the cluster's niche, and achieving sustainable development of the cluster. To this end, tea culture should be changed The spontaneous development of tourism by farmers and the leading role of local governments play an integral role in integrating the development planning of Chashan tourism with industrial layout, population concentration, new rural construction, land use, urbanization, and ecological environmental protection. Build the village's infrastructure, public facilities, leisure places and tourism supporting services.

## 6. Resource Integration and Utilization of Technological Innovation

If the carrying capacity of resources is not considered, the blind development and expansion of the scale of the tea culture tourism industry cluster will cause the same or similar resource demand to be excessively concentrated in a certain space and time range, resulting in a shortage of resources on which the cluster development depends. The resources are composed of basic conditions, capital, human resources and social resources. We are concerned about how these resources can be integrated into a cluster's competitiveness through a certain mechanism, consciously maintain ecological balance, and realize the sustainable development of the tea culture and tourism industry cluster.

#### (1) Basic conditions using technological innovation

The basic conditions include the natural conditions (geographical geomorphology, soil, water resources, vegetation, climate, etc.) on which the cluster development is based, tourism attractions and their development and utilization levels, and transportation conditions. Technical requirements for resource integration and utilization of tea culture tourism industry cluster development process It is necessary to change the one-sided and singular development thinking, comprehensively consider the carrying capacity of the basic conditions, strengthen the theoretical research and practical application of related science and technology, carry out a careful, meticulous and effective environmental impact assessment demonstration, and establish a regional environmental capacity monitoring system to establish Chashan. Resource dynamic database, implement a series of measures such as meteorological monitoring, environmental monitoring, growth and change of biological resources, landform protection, animal and plant protection, safety protection, site selection protection, ecological restoration, and fuel structure adjustment in a timely and scientific manner. Various problems arising in the process of tourism development, improving the efficiency of resource integration and utilization.

#### (2) Innovation in capital utilization technology

In the early stage of the development of the tea culture tourism industry cluster, it is necessary to carry out overall planning for current and future available capital, reasonably arrange the development priorities at different stages of development, solve the property rights relationship and the relationship between various relevant stakeholders, form a development gradient, and control the cluster. The carrying capacity of the ecosystem promotes the sustainable development of the

cluster.

## **7. Innovation of Cooperation and Competition System Within the Cluster**

On the one hand, the competitive advantage of the tea culture tourism industry cluster benefits from the similarity and geographic concentration of related companies and institutions, the degree of cooperation (complementarity and symbiosis between each other), mutual learning and innovation effects, geographic accessibility, etc. On the other hand, the competition among the members of the cluster is very fierce. Therefore, building a harmonious and smooth "ecological industry chain" to enable the companies in the cluster to benefit from coexistence must be guided by the government and relevant management agencies and the efforts of the company itself To implement institutional innovation strategies.

### **(1) Innovation in government management functions**

Governments at all levels must establish the concept of ecological civilization, change the phenomenon of repeated repeated construction, illegal occupation of cultivated land, destruction of tea mountain resources and ecological balance in the development of tea culture and tourism and rural economic development; further promote the transformation of government functions and change the investment and investment invitations and investments that have been arranged to replace enterprises Decision-making behaviors, strengthening the basic role of the market in allocating resources, strengthening market supervision, constructing a social management system, and doing a good job in public services; deepening the rectification and regulation of the competition order of cluster members, formulating relevant laws and regulations, opposing unfair competition, and severely cracking down on knowledge violations Property rights, making and selling fake products, and illegal acts that endanger the ecological environment of the cluster.

### **(2) Management innovation of industry associations**

It is necessary to accelerate the development of the role of the tea industry association, improve the division of labor cooperation network of related companies in the cluster, and expand the space for ecological development of the cluster; promote the awareness of cooperation and mutual assistance among various groups and members, and build a fair and harmonious cluster symbiosis environment; encourage innovation , Protect intellectual property rights, strengthen quality supervision, guide cluster members to develop diversified operations and product innovation, encourage differentiated development, and avoid excessive competition among cluster members due to overlapping ecological niche.

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