

The Idea of Constructing the Ecological Circle of Modern Tea Industry under the Strategy of Rural Revitalization

Jing Han

Jingdezhen Ceramic Institute, Jingdezhen, Jiangxi province, People's Republic of China

hjmail1982@sina.com

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Abstract: The tea industry is a characteristic agricultural industry in China, an important civilian production industry, an industry with great competitive advantages, and an important carrier of national culture. Based on the theory of industrial ecosystem, this paper proposes the idea of constructing a modern tea industry ecosystem, with a view to providing new ideas for the future development of the tea industry.

1. Introduction

The report of the 19th National Congress of the Communist Party of China pointed out that the issue of agriculture and rural peasants is a fundamental issue concerning the national economy and the people's livelihood. It is necessary to always solve the problem of "agriculture, rural areas and farmers" as the top priority of the work of the whole party and implement the strategy of rural revitalization. The general requirement for rural revitalization is "industrial prosperity, ecological livability, rural civilization, effective governance, and prosperous life". Among them, "industrial prosperity" is the core of the rural revitalization strategy. As the birthplace of tea, China has a history of millennium tea production. The tea production area is widely distributed and has a large number of employees. It is one of the major tea producers and exporters in the world. The tea industry is a characteristic agricultural industry in China, an important civilian production industry, an industry with great competitive advantages, and an important carrier of national culture. However, there are many problems in the development of the tea industry, such as the modernization and scale of tea production at this stage is not high, the quality of products is low; the profit margin is narrow, there is no effective and reasonable resource allocation between the upstream and downstream of the industry chain, the mainstream products are plagued by foreign brands, as also as many other problems. Therefore, to create a new tea industry chain that keeps pace with the times and builds a modern tea industry ecosystem with symbiosis and win-win is an effective way to crack the upgrade of the tea industry and an effective way to implement the rural revitalization strategy.

2. The Concept of the Modern Tea Industry Ecosystem

The modern tea industry ecological circle refers to the scientific allocation of talents, technology, capital, information, logistics and supporting enterprises in accordance with the existing tea industry chain in a certain region. Through the effective aggregation of resources, the industrial chain itself is supported and produced. Sex service support, non-productive service support and infrastructure support, realize the multi-dimensional network system of tea industry based on diversified business entities, coordinated development of various elements, symbiosis and win-win, and regional core competitive advantages. Different from the ordinary industrial chain, the modern tea industry ecological circle integrates the tea industry chain, supply chain, value chain and innovation chain effectively, paying attention to the linkage, win-win and overall development of each link. On the whole, we will comprehensively and systematically promote the structural reform of the supply side of the tea industry, and realize the transformation of the tea industry into multi-dimensional needs

such as economic functions, ecological functions, and service functions, and enhance the sustainable development of the tea industry. Constructing a modern tea industry ecological circle can promote the integration of the first, second and third industries, form a tea industry chain, optimize the tea industry system, improve the efficiency of resource allocation, and thus achieve a good situation of agricultural efficiency, farmers' income and rural prosperity. , accelerate the promotion of rural revitalization.

3. The Advantages of Building a Modern Tea Industry Ecosystem

3.1. The Tea Area is Vastly Distributed.

China's existing tea garden covers an area of 1.1 million hectares, spanning 967 towns and cities in 21 provinces (autonomous regions and municipalities). From the perspective of regional distribution, it can be divided into four major tea areas, namely, Southwest Tea Area, South China Tea Area, Jiangnan Tea Area and Jiangbei Tea Area. Among them, the southwest tea area produces black tea, green tea, scented tea, pressed tea and Pu'er tea; the South China tea area produces black tea, oolong tea, flower tea, white tea and Liubao tea; the main green tea, black tea and black tea produced in Jiangnan tea area, Flower tea and special tea of different quality; Jiangbei tea area mainly produces green tea.

3.2. Tea Culture is Very Distinctive.

Tea is a drink, it is sent to Shennong, and it is heard in Lu Zhougong, started in the Tang Dynasty, developed in the Song Dynasty, and declined in the Ming and Qing Dynasties. After nearly 5,000 years of development, a tea culture with distinctive characteristics has gradually formed during the tea drinking activities. The Chinese tea culture combines the ideas of Confucianism, Buddhism and Taoism, and is unique. In different regions and different ethnic groups, there are still diverse tea drinking habits and customs, forming a tea culture with local characteristics. The rich and varied tea culture promotes the transformation and upgrading of the tea industry.

3.3. The industrialization process is accelerating.

Various family-style sightseeing tea belts and tea bases formed by villages can be seen everywhere. A number of “leading enterprises + bases + farmers”, “industry associations + professional cooperation + farmers”, “professional market + dealers + farmers” have emerged. As well as new tea production and management organizations such as “Science and Technology Enterprise + Base + Farmers”, tea planting mode, business model and sales model are continuously expanding and innovating. The tea industry chain is continuously extended and perfected, tea products, tea sets and tea drinks related to tea. Health care products, tea tourism and other industries are booming.

4. The Disadvantages of Building a Modern Tea Industry Ecosystem

4.1. Brand Awareness is Weak.

The overall development of tea brands is slow, and there is still a lack of product brands with industrial effects and industrial appeal in China and around the world. Enterprises are not aware of the construction of self-brand culture. Local governments also have deviations from the positioning of the tea industry. They only emphasize the concept of producing land, neglect the brand effect, and do not strengthen the guidance of enterprises to support brand building, which affects the cohesion of the core competitiveness of the tea industry.

4.2. Production Efficiency is Low.

At present, China's tea production still largely follows the traditional scattered production methods of farmers and small tea factories. From the point of view of production, the equipment in the factory is outdated, the standardization production level is not high, and the product quality is

uneven. From the operation point of view, due to the decentralized operation, the low production capacity of individual farmers or small tea factories, and the weak market competitiveness. From the perspective of management innovation, the degree of specialization of the tea factories is not high, the management efficiency and the innovation and research and development capabilities are poor. In addition, the access threshold for entry of tea produce is low, and each farmer or small tea factory competes with each other to suppress prices, vicious competition, which seriously disrupts the tea market order.

4.3. The Ability to Innovation is Insufficient.

As we all know, a good industrial ecosystem is inseparable from the support of innovation. Only innovation is the source of living water for the development of the tea industry. At present, there is only one national tea research institute and 13 provincial tea research institutes, 11 colleges and universities with tea departments and a group of grassroots technicians. The innovators are obviously insufficient compared with the tea practitioners. In addition, the lack of long-term mechanisms and platforms for technology R&D innovation and results transformation and promotion has also hindered the innovation of the tea industry.

4.4. The Ability to Aggregate Elements is Weak.

The industrial ecosystem is a dynamic combination and system integration of talent, technology, capital, professional services and government management. Most of the tea gardens are located in townships and towns. The infrastructure construction of transportation, water, electricity, communication, and standard factory buildings is still not perfect. The industrial chain has its own supporting facilities, production services, non-productive service facilities and infrastructure facilities are not complete, finance and financing. Insufficient professional services such as laws and policies have restricted the construction of the modern tea industry ecosystem to a certain extent.

5. The Countermeasures to Build a Modern Tea Industry Ecological Circle

5.1. Enhance the Core Competitiveness of the Tea Industry.

In an in-depth analysis of the tea industry chain, according to the principle of “compensating the front end, strengthening the middle end, and extending the back end”, strengthen the weak links of the industrial chain, fill in the shortcomings of the finishing and deep processing links, and promote the cross-border integration of tea and other industries and extend the tea industry chain. It is necessary to focus on the trend of the tea market, understand the changes in market demand, develop tea products with local characteristics, and adapt them to the needs of consumption upgrading. We must strive to solve the "difficult problem" of tea standardization, vigorously improve the quality of tea, and build an influential national brand and avoid excessive low-level competition. We should actively cultivate industry leading enterprises, industry leading enterprises and upstream and downstream affiliated enterprises, and attach importance to and strengthen industrial culture construction to enhance the overall competitiveness of the tea industry.

5.2. Inspire the Overall Innovation Ability of the Tea Industry.

In line with the the demand for tea production, we will promote the horizontal cooperation and joint research of leading enterprises and institutions of higher learning, scientific research units and technology promotion departments, vigorously research and develop and promote new tea products, new technologies, new processes and new equipment. We will further optimize the innovative service system and establish We will improve the mechanism and platform for scientific and technological research and development innovation and results transformation. Cultivate an institutional culture conducive to stimulating innovative activities, and consider giving tea companies and related institutions a certain amount of financial subsidies and tax policy incentives for innovative behavior.

5.3. Optimize the Supply of Production Factors in the Tea Industry.

To clarify the resource elements needed for the industrial ecosystem and optimize the supply of various factors. We need to improve the cultivation of talents, strengthen the training and professional skills appraisal of talents in the tea industry, speed up the cultivation of professional managers and new professional farmers, and improve the scientific management level of tea enterprises. We will actively develop intermediary services, improve specialized services such as intellectual property rights, scientific and technological information, personnel services, financial venture capital, and import and export services, and build a three-dimensional industrial service system. We need to advance strategic cooperation with the Bank in an orderly manner, explore new types of cooperation mechanisms and models to meet the needs of banking functions and the development of the tea industry, actively guide the participation of social capital, and promote the development of multiple subjects in the tea industry.

5.4. Develop a Clear Industry Positioning Strategy.

From the experience at home and abroad, the role of the government and the market cannot be ignored in the construction of the industrial ecosystem. If we really want to play the decisive role of market in resource allocation, we need the government to play an important role in urban planning, resource integration and environmental optimization. The government is first and foremost to formulate a clear industrial positioning strategy. Our country tea area is widely distributed, the product is mainly green tea, the industrial orientation of convergence is not only not conducive to the cultivation of industry's own competitive advantage, but also will cause a series of social problems such as overcapacity and increased competition. Therefore, the government needs to formulate a clear industrial positioning strategy when cultivating the tea industry ecosystem, and comprehensively consider the existing market environment, talent reserves, industrial structure, and financing conditions in the region. The tea industry chain is targeted to match the government's medium-and long-term macro planning and regional factor endowment advantages.

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