

Research on the development path of Xianning characteristic tea industry under the background of rural revitalization

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Abstract: Xianning is the hometown of tea and a national garden city. Vigorously developing the characteristic tea industry in various counties and cities is in line with the green development strategy of Xianning, and will also be an important way for Xianning to promote rural revitalization with industrial development. Based on the investigation of the tea industry in Xianning City, and the investigation and analysis of the successful development mode of the characteristic industry under the background of the existing rural revitalization, combined with the characteristics of the tea industry in Xianning City, this paper puts forward some countermeasures for reference, such as "selecting characteristic resources, creating "one county, one product" ", " optimizing organizational model, standardizing business entities ", " shaping characteristic brands, expanding market volume ", " strengthening industrial integration, improving scientific and technological content ", " expanding industrial channels, ensuring ecological development ", " building support systems, and improving policy services ".

Keywords: Rural revitalization; characteristic industries; tea industry; Xianning

1. Introduction

The report of the 20th National Congress of the Communist Party of China has made a new deployment to comprehensively promote rural revitalization. It is required to adhere to the priority development of agriculture and rural areas. Based on the further improvement and deepening of the new rural construction, it is necessary to carry out organic coordination and integrated development from the aspects of local planning, industrial guidance, personnel training and three-industry linkage, so as to promote rural revitalization. In 2016, the General Office of the State Council issued the " Guiding Opinions on Promoting the Integration of Primary, Secondary and Tertiary Industries in Rural Areas " and the " No.1 Central Document " of the state in recent years has repeatedly stressed the need to integrate modern agricultural organization methods, characteristic industrial innovation, deep processing technology implementation and R & D into the development of rural industries. At the same time, it is necessary to strengthen industrial integration, vigorously promote the deep integration of culture, agriculture, tourism and other industries, build the countryside into a characteristic town model, comprehensively improve the level of rural characteristic industries, improve the quality of life of farmers, and achieve common prosperity.

Xianning has a superior geographical location, rich products, a long history of tea production and profound tea culture. Tea industry has become an important part of Xianning 's characteristic agriculture. The city is rich in natural resources and a wide variety of hot springs, forest parks, water systems, etc., and the air quality is among the best in the country. Tourism has gradually become an important pillar industry in Xianning. Under the background of rural revitalization, this paper intends to explore the development path of integrating the characteristic resources of the green industrial belt of Xianning Mufu Mountain into the tea industry, make full use of the characteristic medical health resources of Xianning rural areas, and combine the health resources such as hot springs, climate, folklore, traditional Chinese medicine with the development of the tea industry, so as to form the characteristic agricultural industrial belt of Xianning and promote the rural area, so as to drive the villagers in the mountainous areas of Xianning tea area to get rid of poverty and become rich, realize the rural revitalization of Xianning, and provide reference for making Xianning characteristic agriculture bigger and stronger.

2. Research Progress

Under the background of rural revitalization, combining local characteristic resources, developing characteristic industries such as tourism, agriculture and service industry, and guiding farmers to get rid of poverty and become rich, many scholars have conducted in-depth research. Ding Kewen ^[1] comprehensively expounded the path selection of rural revitalization and the efficient development of industry, ecology, culture, governance and people's livelihood, which provided ideas for this study. Chen Peng ^[2], Li Jianjie ^[3] and Liu Xuejiao ^[4] discussed the planning and design of "beautiful countryside" from the aspects of rural reconstruction mechanism, industrial orientation and characteristic industry. Pang Yan ^[5] and Zeng Yuan ^[6] focused on the rural revitalization strategy from the perspective of poverty alleviation. He Linbo ^[7] analyzed the development of characteristic tea industry in X city of Hunan Province from the perspective of rural industry risk aversion, which provided a new idea for this study.

In the development of tea industry characteristics and product innovation, universities and research institutions have conducted in-depth research, and there are many successful cases of industry-university-research cooperation with enterprises. For example, Zhejiang University and Zhejiang Tea Group Co., Ltd. have cooperated with schools and enterprises to develop tea deep processing products. There are mature products such as tea food and tea daily necessities, and they are promoted online and offline, with remarkable benefits. Chen Linlin of Guizhou University ^[8] used summer and autumn tea as raw material to produce tea vinegar by yeast fermentation. Huang Mengjiao ^[9] of Shaanxi University of Science and Technology developed a tea residue dietary fiber chewable tablets, which has great market potential. In the field of dark tea, academician Liu Zhonghua's team has improved the cleaning, mechanization and continuity of production equipment, and has conducted in-depth research on the equipment and process innovation of Fuzhuan brick tea ^[10]. There are also many mature cases in industrial integration. The tea industry in Wuyishan City is closely integrated with the rural tourism industry and the cultural industry. It makes full use of the good reputation of tea culture, folk culture, Zhuzi culture and Wuyi rock tea to hold various tea fighting competitions, tea culture festivals and snack festivals to create a tourism atmosphere, promote the development of rural tourism industry and enhance the added value of tea industry. Hao Xin ^[11] started from the connotation of traditional tea culture, deeply developed cultural and creative products, and put forward specific ideas and strategies. Enshi, Hubei Province, combines the tea industry with the characteristic agriculture of alpine vegetables, integrates the tea industry, tourism, cultural industry and agriculture, and creates a characteristic cultural tourism town. At the same time, it creates regional brands with special products such as alpine vegetables and alpine tea, and drives local villagers to get rid of poverty and become rich.

To promote rural revitalization by upgrading Xianning tea industry, the current research is not deep enough. At present, the product innovation and deep processing product development of Xianning tea is still in its infancy. Product innovation mainly focuses on pressing shape, packaging design, cultural and creative products. For example, Zhao Liqiao Tea Factory has launched a series of packaging for the domestic market in recent years, and also launched chocolate-shaped brick tea products that are convenient for drinking. By analyzing the cultural background of brick tea, Lei Xing ^[12] designed the ecological packaging of brick tea with Chibi characteristics from the perspective of packaging vision. In order to restore the ancient brick tea town of Yangloudong, Zhuoerwen brigade designed a series of products of "Chibi Gift", including brick tea culture T-shirts, brick tea cartoon dolls, pendants and other cultural and creative products. The development of deep-processed products is still in the incubation stage. The current research focuses on the extraction and exploration of brick tea functions. For example, Du Xiaolin ^[13] explored the antioxidant and emulsion stability of green brick tea polysaccharides. Through experiments, it has been proved that green brick tea produced in Xianning has a significant inhibitory effect on the weight gain of obese mice induced by high-fat diet ^[14]. Ma Rong ^[15], Cheng Qian ^[16], Zhao Shuqing ^[17] also studied the extraction and efficacy of the active components of Xianning Qing brick tea, but they all stayed in basic research. There was no clinical trial of mature Xianning brick tea deep processing products, let alone market. In terms of industrial integration, Zhuoer Group was introduced to develop tourism boutique projects such as Yangloudong Tea Tourism Town and Tetris Town in Russia. With the "Tea + XX" model, the advantages of superior location, profound cultural heritage and beautiful natural scenery were used to promote the transformation of the tea industry from the primary industry to the secondary and tertiary industries to achieve industrial optimization and upgrading.

3. Analysis of the experience model of promoting rural revitalization with the development of characteristic industries

The development of rural characteristic industries should be based on the current situation of resources in the region, seize the key points and highlights, create characteristic villages, do a good job in marketing and development, use the rapid development of high-tech innovation, and pursue economic, social and ecological benefits. Maximize and ultimately form a competitive and conducive to local sustainable development with regional characteristics, moderate scale, and good efficiency of the industrial system model^[18].

3.1. Hengyang ecological agriculture model

Hengyang City is represented by the model of "one county, one specialty and one brand", focusing on creating characteristic product brands in the jurisdiction, such as day lily, tea, Xianghuang chicken and other "three yellow two tea", and actively promoting the ecological cycle of rural industries, creating a characteristic modern ecological agriculture system^[19], and building a beautiful village with ecological livability, as shown in Table 1.

Table 1: The layout of characteristic agricultural products in Hengyang City

Counties and cities	Principal agricultural products	Representative enterprise	Main Products	Key items
Hengnan	Tea, Chinese herbal medicine, fruit	Hunan Dasanxiang Camellia Technology Co., Ltd.	tea oil	Organic camellia base (500,000 mu), deep processing production line (camellia)
Hengyang	Livestock and poultry, fruit, wood bamboo	Hunan Jiaoshan Rice Co., Ltd.	rice	modern demonstration garden of agricultural science and technology
Hengshan	Xianghuang chicken, forest, mat grass	Hengshan County Fengyuan Grass Art Development Co., Ltd.	Mat grass	Agricultural products drying production line
Hengdong	Yellow pepper, tea, vegetables	Hunan Hengdong County Hengjin High Quality Agricultural Products Co., Ltd.	salty yolk	Egg products processing workshop and cold storage construction
Qidong	Cauliflower, fruit, candy	Hunan Xinfu Food Co., Ltd.	Yellow cauliflower, fans	Ecological agriculture park, marketing network construction
Changning	Ginger, Chinese herbal medicine, fruit	Changning Futa Agricultural Science and Technology Development Co., Ltd.	Tea	Gaoshan organic tea garden and industrial park
Leiyang	Sweet potato, tea, Chinese herbal medicine, oilseeds	Hunan Green Sea Grain and Oil Co., Ltd.	Rice, sweet potato peel	Food Science and Technology Demonstration Park

Hengyang City deeply excavates local characteristic resources, creates six characteristic agricultural products such as grain, oil, vegetables, bamboo and wood, livestock and poultry, and has constructed and improved four major ecological agricultural development models^[19], as shown in Table 2.

Based on this, a number of measures have been taken in Hengyang City to actively promote the construction of ecological agriculture with rural characteristics to promote rural revitalization and development, and the economic benefits of agriculture have been significantly improved. There are more than 10 national agricultural products geographical indications, such as Xianglian in Hengdong County, Qidong daylily in Qidong County, Xidu Lake wine in Hengyang County, Qidong crisp jujube, Changning tea oil in Changning City, and 274 effective certifications of "three products and one standard". The development model of "one village, one product" characteristic industry with "three yellow and two tea" as its characteristic products has been basically recognized. It has led 60,300 households in the city to successfully lift 207,700 poor people out of poverty, and Qidong County, a provincial-level poverty-stricken county, has successfully removed its hat. At the same time, 214 provincial-level poverty-stricken villages have been listed, with outstanding results. The agricultural ecological environment has been

significantly improved, and efforts have been made to promote the organic model of green cultivation, pollution-free prevention and control, and ecological recycling agriculture, and use high-tech technologies such as drones, automatic irrigation, and agricultural waste treatment to complete green transformation.

Table 2: Typical model of characteristic ecological agriculture in Hengyang City

pattern	feature	form
Suburban multifunctional urban ecological agriculture model	Relying on modern agricultural production technology, and connecting urban and rural areas through real-time logistics, combined with picking experience, tasting activities and other interactive projects, increase efficiency and promote the integration of urban and rural development.	"planting + sightseeing + picking + catering and entertainment "
Large-scale multifunctional modern ecological agriculture model	Make full use of resource advantages and ecological advantages to create large-scale, standardized and branded products to achieve cluster development.	The mode of " Hengyang Lifeng Ecological Agriculture Park " and " company + scientific research unit + peasant household " integrating eating, drinking and entertainment
Comprehensive benefit ecological agriculture development model	"One county, one product and one specialty" integrates cultural tourism and ecological agriculture to comprehensively improve the comprehensive benefits of rural industries.	Pastoral complex, Limin village lotus base, efficient water-saving ecological agriculture model
Modern ecological agriculture demonstration park model	It is a modern agricultural demonstration base with high technology content and standardized construction system.	Hunan Dasanxiang Camellia Ecological Agriculture Park, Hengyang Biyuan Ecological Agriculture Park

3.2. Tea culture tourism mode in famous mountainous area of Ya "an City

Relying on the superior ecological resources, tourism resources and geographical advantages in the region, the famous mountainous areas of Ya "an City have created " world tea source · Chinese tea capital ", and comprehensively promoted the integration of tea industry and rural tourism represented by Mengding Mountain, the core producing area of Mengding Tea, which has been built into " national characteristic tea tourism resource area ", " China "s most beautiful tea township " and so on ^[20].

Famous mountain tourism resources are very rich, with obvious characteristics, mainly represented by tea gardens, landscapes, houses, etc., especially the tea culture tourism resources with Mengding Mountain Scenic Area as the core, as shown in Table 3. Natural geography, cultural customs, agricultural culture, red culture and other resources are very rich, forming a common combination mode of " natural resources + tea culture + folk culture ", such as " Mengding Mountain natural scenery + tea culture + village ".

Table 3: The types and typicalities of tourism resources in the famous mountain areas

type	typical
geological landscape	Mengding Mountain, Laoe Mountain, Shicheng Mountain, Zonggang Mountain, Shuanglong Gorge
rivers and lakes	Mingshan River, Baizhang Lake, Qingyi Lake, Yueertan, Yanzhen River, Linxi River
living resources	Panda, Qizhuxian Ancient Tea Tree
climatic landscape	Alpine clouds, Mengding Mountain Huaxi rain screen
historical relics	Tea Horse Division, Tea Horse Ancient Road, Shuiyue Temple, Ganlu Temple, Liuhe Ancient Bridge, Ancient Southern Silk Road
building utility	Xihe Resort, Mengshan Tea History Museum, Tea Horse Ancient City, Red Army Memorial Hall, Qilongchang Sightseeing Tea Garden, Jianyang New Village, Wu Zhiying Memorial Hall, Mao Chengqiao
Around Tourism	Mengding Tea, South Road Tea, Whole Tea Banquet, Mengcha Roasted Whole Sheep, Four Seasons Goose
human activity	Traditional production techniques of Mengshan tea and south roadside tea, dragon lantern, lion lantern, Lao "eshan pilgrimage and Maohe township temple fair

Famous mountainous areas build global tourism around the integration of tea and tourism, build seven tea village geometry with leisure rural, tea village and other tourism supporting points, and form a "1 + 7 + N" mode layout of an ecological tea industry cultural tourism economic corridor. It has built 4A-level scenic Mengding Mountain National Forest Park, deeply excavated Mengding Mountain tea culture, built Wu Lizhen Square, tea horse ancient city and other basic measures, and built five major tea tourism distribution points such as "riding tea village" and "popular science tea village". It can accept more than 20,000 people a day and drive more than 10,000 jobs. In 2019, the region received a total of 6.736 million tourists, an increase of 29.5 %, and achieved a comprehensive tourism income of 6.01 billion yuan, as shown in Table 4.

Table 4: Typical model of rural cultural tourism development in Mingshan District

pattern	feature	form
"Tea + XX" resource integration model	Make full use of the characteristics of various resources in the jurisdiction, take the tea industry as the core, and strengthen industrial integration. Such as "tea + health care", "tea + leisure agriculture", "tea + homestay", "tea + culture", etc.	Buddhist tea village, riding tea village, popular science tea village
production-learning-research-mode	The mode of scientific research units + enterprises + farmers in colleges and universities closely cooperates with the whole industry chain from cultivation and breeding, production and processing to product development, and provides technical support and management optimization countermeasures.	In cooperation with Sichuan Academy of Agricultural Sciences, Sichuan Agricultural University and other research institutes, it is the national green food raw material (tea) standardized production base, the first batch of pollution-free agricultural products (tea) production demonstration base county, the national tea high yield, high quality and high efficiency standardized demonstration area, the national "three green project" demonstration county.
Characteristic town model	Build a sustainable development town that integrates ecological agriculture, leisure tourism and cultural creativity.	Baizhang Linxi Characteristic Town, Mengdingshan International Health Town
comprehensive tourism pattern	Starting from the three aspects of "point, line and surface", we will strengthen the optimization of scenic spot construction, connect scenic spots through line optimization, and form a rural tourism area with characteristics and mutual help.	The "1 + 7 + N" pattern
High-tech industrial park model	The introduction of various advanced technologies or other industries to enhance the competitiveness of the tourism industry, promote the integration and penetration of the tourism industry, the construction of high-tech industrial parks, optimize and supplement the development of rural tourism industry.	Ya'an Mingshan Industrial Park, "Tourism + Internet"

3.3. Experience summary

Although the development models of rural characteristic industries in different regions have their own characteristics, there are also common points worth learning from:

- 1) Good top-level design, global planning

Led by the government, enterprises participate in the overall planning of the industry and industry. First, the optimization and maintenance of the rural service system provides rapid information, technology, finance and other services for industrial development, and provides accurate, timely and

strong support and guarantee for the development of rural characteristic industries. Second, in-depth research, do a good job in attracting investment and infrastructure, paving the way for rural characteristic industries. Third, do a good job in market guidance, assist product promotion and publicity, and build public regional brands.

2) Give full play to their own advantages, make full characteristics

Strengthen the survey and research of resources, and clarify the distribution of resources in each area. It is necessary to identify the highlights of local traditional products and resource advantages and regional advantages, so that comparative advantages can become favorable conditions for the formation and development of regional characteristic industries. While avoiding product homogeneity, it is also necessary to strengthen multi-industry interaction in each area, form an industrial development chain, and play a cluster effect.

3) Insist on innovation and development, expand business model

We should strengthen industrial integration and diversified development. Many of the rural characteristic industrial products are integrated with agriculture, tourism, culture and other factors, and have multiple market effects. They should be comprehensively utilized in the development process to develop comprehensive industries and products. At the same time, we should actively introduce new technologies and new models, carry out institutional innovation and product innovation, not only make traditional regional characteristics, but also keep pace with the times and make new ideas, so as to achieve sustainable development under the premise of maintaining characteristics.

4. Analysis of Xianning rural characteristic tea industry

4.1. Development of Xianning tea industry

Xianning is located in the middle and lower reaches of the Yangtze River. The climate is mild and the rainfall is abundant. It is very suitable for the cultivation and production of tea trees. The tea area of Mufu Mountain is high in altitude and the soil is fertile and acidic. It is one of the four major tea areas in Hubei.

Focusing on the national " Belt and Road " strategy, in 2013, the Xianning municipal government issued " opinions on accelerating the development of the tea industry ", and proposed the goal of building a billion tea industry cluster; in the " 13th Five-Year Plan " of scientific and technological innovation in Xianning City, the bottleneck problem of modern agricultural development in our city was also put forward. Xianning tea industry has established a sound security system from "planting-production-transportation-sales ". The equipment and equipment of tea leading enterprises are constantly updated and improved, and the scale production capacity is growing, gradually forming standardized and mechanized production and processing. As of 2019, the Xianning tea industry has further developed, adding 6,000 acres of tea gardens, with a total area of 496,000 acres ; tea garden mining area reached about 350,000 mu, an increase of 30,000 mu ; tea production of 57,000 tons, the comprehensive output value of 8.2 billion yuan. It has basically completed the five major tea production areas of Chibi (green (rice) brick tea), Xian "an (famous green tea), Tongcheng (export refined tea), Chongyang (special green tea), Tongshan (mountain black tea, Oolong tea), forming a characteristic industrial layout of " one county, one specialty " .

The tea brand continues to strengthen. At present, there are more than 70 registered trademarks of tea in the city, including 1 Chinese time-honored brand, 5 Chinese well-known trademarks, 19 famous trademarks in Hubei Province, 22 famous trademarks in Xianning, and 12 organic tea certification enterprises. Tea enterprises also actively participated in brand promotion activities such as tea fairs and tea promotions. In 2016 alone, more than 30 enterprises went out to participate in the exhibition. The existing Chinese time-honored brand-Zhaoliqiao Tea Factory " Chuan " in Hubei Province, China "s well-known trademark-Yangludong Co., Ltd. " Yangludong " and Xianning Baizhuang Tea Industry Co., Ltd. " Shengshenchuan and Tu ", as well as " Yaqixiang ", " Dongzhuang " and other well-known brands. In addition, Chibiqing brick tea, Chibimi brick tea and Xian" an brick tea have been successfully applied for national geographical indication protection products.

The cultivation of tea industry professionals has been paid attention to, and "Tea College Class ", "Green (Rice) Brick Tea Industry Technology Innovation Strategic Alliance", "Green Brick Tea Industry Expert Sharing Plan " have been implemented. Tea processing cluster, now built Chibi Zhao Liqiao brick tea industrial park as the representative of the five major industrial processing park, tea town model has begun to take shape, such as Tongcheng Jiujiangfeng tea culture ecological park, according to the " one

garden six areas " design, plan to combine the tea base near the egret sightseeing garden, build the province "s leading, domestic first-class 4A ecological tea tourist attractions, into the big health industry.

Three-dimensional marketing, large-scale tea industry conferences and various exhibitions. Such as the fourth China organic agricultural products exhibition and China green (rice) brick tea trade fair, the national tea industry technology system high quality brick tea research results exhibition (2016) ; " Tea Culture Exchange and Tea Industry Promotion Conference " (2017) ; the Belt and Road International Tea Industry Development Forum and the Fifth China Tea Industry Conference (2019) ; "Belt and Road One Tea " Chibi Green Brick Tea Industry Development Conference (2020) ; "The Belt and Road " Chibi Qingzhuan Tea Industry Development Conference Media Meeting and Chibi Qingzhuan Tea Innovative Products Press Conference (2021). In addition, regular national tea drinking activities are held every year.

4.2. Analysis of outstanding problems

The comprehensive output value of tea industry in Xianning City is close to 10 billion, and the overall development momentum is good, but there are also many contradictions and problems, mainly in the following aspects.

1) Production technology is backward and needs innovation.

First, due to the small number of tea enterprises with capital and strength investment, most of them still maintain the original workshop production mode, which is not conducive to the improvement of the quality and quality of Xianning tea. At the same time, there are major safety and health risks such as old equipment, narrow workshops and irregular technology. Second, the lack of a model of enterprise management model, for the development and growth of enterprises seriously hampered the majority of skilled workers did not receive formal tea professional and technical training, process innovation and promotion difficulties. The introduction of advanced automation equipment cannot give full play to practical, and even many become furnishings. Market tightening has led to insufficient enthusiasm for production innovation and limited capital investment.

2) Marketing lag, need strength

The market share expansion is slow, the marketing method is not innovative enough, and the intensity is not enough. The main promotion of "Chibiqing (rice) brick tea" has long relied on order-based export, and the development of domestic market is late and general. In recent years, innovative products that cater to market changes have problems such as chaotic product series and disjointed product culture inheritance.

Leading enterprises are small in scale and cannot play a leading role. Without the formation of a tea distribution market, tea enterprises are fighting each other. Because there is no good tea industry organization or alliance to work together, it is easy to be squeezed by the alliance of other tea areas with strong strength when expanding the market. The lack of standardized supervision and management in the tea market has led to chaotic market prices and uneven quality. The opacity of the market has discouraged many consumers.

3) Tea culture atmosphere is weak, need to pay attention to.

Xianning tea culture is rich in resources, especially brick tea culture, including tea merchant culture, tea custom culture, intangible cultural heritage and so on. In recent years, although the development momentum of tea culture tourism is fierce, there are some problems worth thinking and solving. One is the tea article

5. Analysis of Xianning rural characteristic tea industry

Through literature analysis, research analysis and expert consultation, the author provides the following reference suggestions for the development of Xianning characteristic tea industry under the background of rural revitalization:

5.1. Macro development ideas

The tea industry in Xianning has a good foundation. The tea resources in various counties and cities are rich in categories and have their own characteristics. The policy is environmentally friendly and the

market potential is huge. The development orientation should be determined according to the tea industry resource conditions of Xianning counties and cities, including cultural connotation, consumption structure, functional layout, etc., to avoid homogenization. It is necessary to focus on improving the industrial model, making the pillar industries bigger and stronger, optimizing the industrial layout, building a modern tea industry service system and support system, networking the form of industrial organization, and accelerating the construction of product brands and the extension of the industrial chain to form high-quality and high-profile products with county characteristics. It is necessary to comprehensively promote the deep integration of tea industry, tourism industry and cultural industry, create a new format of comprehensive whole industry chain, and do a good job in the construction of modern Internet infrastructure and Internet of Things, realize information networking and product networking, and truly create online and offline, upstream and downstream integration, new rural areas with high integration of multiple industries. Finally, we should establish a sound management mechanism and risk prevention mechanism to ensure the sustainable ecological development of the industry.

5.2. Path and Countermeasures

5.2.1. Selecting characteristic resources and creating "one county, one product".

It should focus on the current positioning and layout of tea industry in various counties and cities, and continue to optimize. Chibi City should take the brick tea culture with the most profound historical background in southern Hubei as the core competitiveness, make every effort to build a public brand of Chibi (green(rice) brick tea), and encourage and support rural residents to restore tea planting and brick tea production, from the pursuit of production scale to the pursuit of product quality and innovation ; xian "an District should continue to focus on famous tea. There are already well-known brands such as "Huasheng Snow Green ", "Luozhen Tea", "Chuanyu Tea", "Yaohong" and "Shengshen Chuanzhuan". The "Huangjingtang Village Tea Garden Complex Model " can be actively promoted to other villages in Xian "an District, but to maintain the characteristics of each village, each village should focus on a famous tea and create " one village, one product ". Tongcheng is one of the three major tea-producing counties in Hubei Province, and it is also the base for the breeding of tea clones and the production base of early spring famous tea in southern Hubei. The products of Jiujingfeng, Jinfeng, green tea, jasmine tea, black tea, health tea and other products produced by enterprises with standardized and refined tea production capacity, represented by Hubei Furen Jiujingfeng Tea Co., Ltd.and Hubei Shuangshi Tea Co., Ltd., are exported to domestic and foreign countries. Standardized automatic production and refined export are the advantages and characteristics of the development of tea industry in Tongcheng County. Building a high-tech industrial park of tea and developing deep processing products are its development direction. Chongyang County is mainly based on green tea, and in recent years, it has also vigorously developed white tea, yellow tea, etc. Chongyang has rich rural tourism resources. The developed Eurya honey town model is mature and has significant benefits. Special green tea, white tea, yellow tea and other core products, combined with tea culture tourism, increase the introduction of cultural and creative industries, and create a rural town model; Tongshan is known as " eight mountains, one water and one field ". The terrain is dominated by mountains. Jiugong Mountain, a national forest park of Taoist holy land, is located here. The climate is mild, the rainfall is sufficient, and the clouds are dazzling. It is suitable for the development of alpine tea. Yang Fanglin 's "Yunwu Tea " and Yaoshan black tea used to be tribute tea. It should continue to restore and promote traditional historical famous tea as key brands to create high-quality alpine famous tea.

5.2.2. Optimize the organizational model, standardize business entities

Actively enrich and improve the management system, establish a risk system, and achieve inter-departmental cooperation and supervision. Establish an excellent corporate culture, adhere to the concept of people-oriented and cultural victory, abandon the misunderstanding of Xianning tea culture, establish employee cultural identity, increase innovation incentives, improve employee innovation enthusiasm, give full play to human resources advantages, and lead employees with corporate vision Values and sense of mission.

To optimize the structure of property rights, we should not only attract capital investment, but also ensure the freedom of core technology. We should not blindly pursue capital and change the operation trajectory of enterprises. Optimize the organizational system and leadership system, increase the voice of technical departments and marketing departments, create high-quality tea products, invest in marketing costs, and broaden the market. Change the family business model, separate ownership and management rights, clarify the relationship between power and responsibility, establish a sound performance appraisal system and reasonable performance indicators, actively absorb new ideas, and

establish a modern enterprise management system. Develop a clear development strategy, focus on enterprise strength for product development and marketing, streamline management mechanisms, provide execution efficiency, maintain the competitiveness of enterprise services and products, and flexibly adapt to market changes.

The government can take the lead in establishing a special Xianning tea industry government-industry-university-research management institution, give full play to the role of think tanks such as universities and scientific research institutes, improve the construction of enterprise system, establish an industrial investment and financing system, and support preferential fiscal, financial and management costs. Policies, promote the establishment of a "government + enterprise + cooperative + tea farmer" fate symbiosis, and promote the development of rural characteristic industries with government guidance, enterprise-driven, farmer participation, and scientific and technological assistance.

5.2.3. Shaping characteristic brands and expanding market volume

Dig deep cultural advantages, and work together to create "Chibi Qingzhuang Tea", "Chongyang White Tea", "Yangfanglin Yaohong", and other county and city public brand logos. The government can encourage enterprises to participate in the construction of public brand by policy and market promotion, and give financial support, promote product quality standards and pricing mechanism, support and encourage tea enterprises to set up image stores in Hubei and even the whole country with public brand, so as to create and maintain public brand.

Grasp the market trend, carry out product innovation, and enrich marketing means. Superior conditions attract stores to display and recommend products. Online promotion is carried out by common emerging media such as short video, live broadcast, and communication software push. Do a good job in marketing maintenance, collect feedback information for improvement. Increase the proportion of experiential marketing, and promote Xianning tea culture and products with tea tourism leisure activities such as handmade tea, re-walking ancient tea houses, and national tea drinking.

To strengthen regional interaction and industrial integration, Xianning can focus on the axis of green development, build regional clusters of tea, hot springs, medicinal materials, bamboo and other resources, establish industrial parks, give full play to the ecological advantages of national garden cities, build a central city of health and wellness in Central China, enhance the influence of cities and major industries, and then drive the development of Xianning "s ten billion tea industry.

5.2.4. Strengthen industrial integration, enhance the technological content

To promote the integration and development of the primary, secondary and tertiary industries, especially the use of Xianning "s unique resources to the secondary and tertiary industries with higher value chains, we can build an industrial complex with multiple functions such as planting, processing, eating and living, health preservation, tourism, shopping and entertainment according to the combination of rural tea industry in Xianning counties and cities with folk culture, tourism resources and natural resources in the jurisdiction, so as to obtain more benefits. That is, the characteristic town model, such as Chibi Brick Tea Town, Tongshan Jiugong Mountain Road Tea Town, Xianning Hot Spring Tea Tourism Town, Chongyang White Tea Town and so on.

Using high and new technologies such as the Internet of Things, big data, cloud computing, and AI, the entire industrial chain of the tea industry is upgraded to create a cloud platform for the distribution of rural specialty products to achieve refined control and cloud promotion. At the same time, strengthen infrastructure construction, introduce advanced production technology and equipment, hire top tea science and technology talents, and develop high value-added tea products. Deepen the integration of production and education, and strive to transform the disciplines, knowledge, talents, technological advantages and innovation capabilities of Xianning universities into practical productivity to serve the development of tea industry.

Build an industry information sharing platform to facilitate industry mutual assistance. Universities and research institutes can provide technical guidance and personnel training needs. The government needs to formulate a series of attractive preferential policies for talent introduction, encourage and guide enterprises to build talent training carriers, establish a stable talent investment mechanism, and retain talents with platforms, career prospects, and preferential policies. At the same time, it is necessary to strengthen the procedural supervision of the horizontal flow of talents between enterprises and industries, and establish a talent file including credit rating, flow management, welfare subsidies and other information to ensure the benign flow of talents.

5.2.5. Expand industrial channels to ensure ecological development

Combining the development of tea industry with the development plan of Xianning City, focusing on the green development strategy of Xianning City, and making overall planning at the four levels of "city-county-town-village", the characteristic industry, as the most dynamic industry, has become an important supplement to the leading industry and advantageous industry of Xianning City. Combined with Xianning urban development and urban development, we will accelerate the urban construction and urban-rural integration of Xianning City, enhance the competitiveness of Xianning City, increase "a cup of tea" on the basis of "one city", "a bottle of water", "a car", "a road" and "an airport" five projects, and create "Hubei Tea Township-Xianning". Strengthen the integration of urban and rural development, make the county become a service area to support the development of rural tea industry, link rural and urban areas, form a good urban and rural circulation system, integrate the development of tea industry into the development of Xianning global tourism, and form a new way of multi-dimensional and multi-industry integration.

Integrate ecological concepts and ecological standards into the whole process of tea industry development in Xianning City, enhance industrial competitiveness, adhere to green development, strengthen the output of ecological, safe and characteristic products, support leading enterprises, farmers' professional cooperatives and other production organizations to actively produce and declare organic, green and pollution-free series of agricultural products. We should adhere to the strategy of sustainable development, establish an industrial ecological circulation system, and strictly formulate ecological mechanisms and standards from planting production to packaging sales, from rural areas to cities, from primary production to secondary and tertiary production, and strictly supervise and implement them.

5.2.6. Build a support system, improve policy services

Build a full range of support system to serve the whole industrial chain of Xianning characteristic tea industry, and give full support from policy support, market development, education and technology. First, financial policy support. In the early stage of rural industrial development, a large amount of capital investment is needed to stimulate rural vitality. It is necessary for the government to give certain financial policy support to benefit the people. At the same time, it is necessary to vigorously attract investment, introduce high-quality enterprises to participate in construction, invest in high-quality enterprises, connect cooperatives to operate, drive villagers to grow and produce tea, and supervise by the government. The second is to improve the basic service facilities, actively promote the construction of beautiful countryside, build a public platform for the whole industry chain of tea industry, build a comprehensive service system of government, upstream and downstream industries, markets, social services, etc., to solve the worries of farmers' production. The third is to promote poverty alleviation through science and technology, organize science and technology to the countryside, organize farmers' quality improvement and skill training courses, improve the basic quality and professional quality of tea industry practitioners, and provide guarantee for tea production and integration of primary, secondary and tertiary industries.

6. Conclusions

The tea industry in Xianning has a good foundation. The tea resources in various counties and cities are rich in categories and have their own characteristics. The policy is environmentally friendly and the market potential is huge. It has the superior conditions to build the tea industry to help the rural revitalization of Xianning rural characteristic industries. However, there are still some problems, such as backward production technology, outdated equipment, insufficient investment in marketing, shortage of tea professionals, lack of tea culture atmosphere, solidification of industrial thinking and so on. Through investigation and analysis, this paper puts forward some countermeasures for reference, such as "selecting characteristic resources, creating "one county, one product", "optimizing organizational model, standardizing business entities", "shaping characteristic brands, expanding market volume", "strengthening industrial integration, improving scientific and technological content", "expanding industrial channels, ensuring ecological development", "building support systems, and improving policy services".

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