

Research on the Development Strategy of Liquor Culture Industry in China

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Abstract: *Based on the development needs of China liquor industry, this paper comprehensively analyzes the necessity and strategic significance of developing Chinese liquor culture industry. Focusing on industrial integration and cultural communication, this paper proposes an integrated development path from multiple interaction dimensions of the liquor culture with urban brand, regional and traditional culture and global consumption structure. This research result has practical significance to enhance the traditional Chinese liquor industry development level and promote the integrated development of primary, secondary and tertiary industries.*

Keywords: *liquor culture, Chinese liquor industry, integrated development, development path*

1. Research Background

The thousands of years of human inheritance for Chinese liquor brewing technology has not only enriched and promoted the history of human civilization and progress, but also produced hundreds of billions of Chinese liquor industry. According to the relevant report of China Liquor Association, the overall consumption market of Chinese liquor has been relatively stable in the decade. In 2021, the sales revenue of Chinese liquor again entered 600 billion RMB yuan, and the total profit of the large-scale liquor enterprises was nearly 170 billion RMB yuan. However, as the liquor industry has attracted by much attention from capital investment in recent years, the contradiction between the liquor production capacity and the market value has been further aggravated in China. According to relevant data from China's National Bureau of Statistics, China's liquor sales show a downward trend year by year, and China's liquor production has been declining for six consecutive years. In 2021, China's liquor was only 7156.3 million liters, which is decreased by 47.3% compared with 2016.

The liquor culture is the most essential characteristic for Chinese liquor, and contains rich cultural connotation, heritage and development potential. However, the development of Chinese liquor culture industry has been limited in both depth and breadth for a long time [1]:

(1) The exploitation of Chinese liquor culture is not enough. The Comprehension for the connotation of Chinese liquor culture is confined to brewing tools, utensils and technologies in the production process, and lacking of the comprehensive understanding and combination with relative elements such as specific dynasties, historical event and retrospective items and celebrities;

(2) The expression means of Chinese liquor culture is insufficient, so that consumers can not feel and comprehend the full range beauties of Chinese liquor culture;

(3) The cognition for Chinese liquor culture insufficiency. Many wine enterprises have not acquaint with the great significance and profitability of Chinese liquor culture, and the development of Chinese liquor culture tourism projects is less, so that the carrier to inherit Chinese liquor culture is insufficient.

In order to promote the prosperousness of Chinese liquor culture, It is not only necessary to develop comprehensive cultural platforms such as wine culture museum and wine culture tourism town as well as wine consumption products, but also to develop more and more cultural and creative products to meet the increasing consumption demands for Chinese liquor culture.

2. Development Thoughts upon Chinese Liquor Culture

The Liquor culture is an important internal driving force for Chinese liquor industry. Any liquor brand in China has a long history and profound cultural heritage.

Liquor culture is the integration of local culture and liquor brand culture, which drives liquor consumption and brand development.

Therefore, comprehensively enhancing the influence of Chinese liquor culture can not only provide new driving force for the development of China liquor industry, but also provide new resources for the development of rural revitalization, all-region tourism, and cultural and creative industry, and further create a new breakthrough point for the promotion and dissemination of Chinese history and culture around the world.

2.1. Improving Strategic Positioning for Chinese Liquor Culture

Energetically developing Chinese liquor culture is a strategic need to comprehensively enhance the development level of China liquor industry, and also further makes Chinese liquor culture industry becoming bigger, stronger and more real through comprehensively developing Chinese liquor cultural resources.

2.1.1. Highlighting the Cultural Attributes of Chinese Liquor

Since ancient times, wine has been an inevitable product for human spiritual and cultural life. Wine is not only an important carrier of people's social activities, but also an important content for cultural creation and consumption such as song, music, dance and poetry, and even can be called the twin sisters of literary and artistic works in some extent.

The essence of wine culture is cultural consumption. The long brewing technology and consumption history of Chinese liquor just are the portrayal of human social development and progress, and is also the reflection of the development level of human material life. Therefore, Chinese liquor is an important part of Chinese history and culture.

The cultural attribute of wine culture has its own characteristic. Compared with consumption commodities, wine culture products need to exhibit the available experience and perceptibility of products. So that it is necessary to further intensively excavate the rich content and profound connotation of Chinese liquor culture [2].

2.1.2. Scientifically Planning and Systematically Building Chinese Liquor Culture Brand.

There are many liquor brands in China, such as Wuliangye, Jiannanchun, Luzhou Laojiao, Quanxing Daqu, Lang Liquor and Tuopai Liquor, which are known as the "Six Golden Flowers of Chinese Liquor" in China. Both Luzhou City Yibin City in the southwest of China are praised as "Liquor City" and "Liquor Capital" based on their globally well-known liquor brands, respectively [3].

Compared with the wine culture in Europe and America with a long history, Chinese liquor culture is lack of globally well-known brands and Chinese liquor therefore needs to build its own characteristic liquor culture brand [4]. Building liquor culture brand needs to systematically develop liquor creative cultural products, liquor cultural projects and liquor cultural brand creation. Moreover, liquor culture brands also should be combined with the city brand, famous liquor and their rich regional history and culture, and are committed to developing the overall liquor industry chain.

2.2. Strengthening the International Communication of Chinese Liquor Culture

As today's world is full of various cultures and the culture transmission is accelerated, how to spread the rich Chinese liquor culture to the world? Because Chinese liquor culture is rooted in the 5,000 years of Chinese civilization, disseminating Chinese liquor culture is to promote the traditional Chinese culture and national culture, and is another window to appreciate the splendid Chinese 5,000 years of civilization epic for the world.

In the meantime disseminating Chinese liquor culture will promote the potential liquor consumption market. Although Chinese liquor has a long history, but compared with the influence of foreign wine markets, Chinese liquor consumer markets are still dominated by the domestic market, while the awareness for foreign markets and consumers is insufficient which needs to be improved. Therefore, we need to further reform and open up for Chinese liquor culture and promote Chinese liquor culture to the

world [2].

The first is to explore the rich cultural deposits of Chinese liquor. China is one of the world's ancient civilizations there are plentiful liquor cultures. In Sanxingdui Ruin Site, Sichuan Province, most of unearthed cultural relics are relative to liquor culture such as liquor utensils and utensils. These cultural relics display a wealth of ancient sacrifices, living customs and so on, which have become an important basis for excavations of human civilization [5].

Second, based on the unique rules of cultural transmission, we need to develop various liquor cultural and creative products corresponding the cultural demands of consumer groups with different regions and cultural backgrounds, and further establish and improve the effective global publicity and communication channels for Chinese liquor culture.

Third, we should further strengthen the integration between Chinese liquor culture and modern information technology to promote the dissemination and absorption of Chinese liquor culture. In order to develop Chinese liquor culture with the "Internet Plus", vigorously applying big data, artificial intelligence, virtual reality technology and other modern technological means, let Chinese liquor culture become alive and moving, and further enhance the experience of consumers.

Fourth, constantly innovating the value of Chinese liquor culture and integrating Chinese excellent culture only can carry forward and explore the real connotation of Chinese liquor culture.

A healthy and progressive Chinese liquor culture atmosphere should be advocated by keeping away from the vulgar and backward Chinese liquor culture, preventing the abuse of Chinese liquor culture, and opposing the extravagance, waste and hypocrisy. Only in this way can build a civilized and noble Chinese liquor culture that reflects the new spirit fashion of the socialism with Chinese characteristics.

2.3. Enhancing the Value Chain of Chinese Liquor Culture

Developing Chinese liquor culture is an important and effective means to drive liquor industry, extend liquor industry chain and improve the global competitiveness of Chinese liquor brands.

First, Chinese liquor culture itself has the structure of industrial chains and leads relevant industries developing together. Chinese liquor culture will expand the heritage and demonstration of brewing technique, traditional culture education, and science popularization education and others. Chinese liquor culture is the combination of spreading traditional liquor culture and industrial civilization and give liquor culture more rich connotation.

Second, a new industry chain of Chinese liquor culture should be established and improved covering the content mining, cultural and creative product development, cultural communication and brand building, keeping continuous development and running a sizable business, and are devoted to creating a new pattern of parallel development of both liquor culture industry chain and traditional liquor industry chain, so as to recreate a scale industry of liquor culture.

Third, to continuously explore and innovate the cultural value of Chinese liquor. The essential attribute of liquor is Chinese culture, therefore the development of liquor culture industry aims to the realization of the pattern of mutual promotion, interaction and synergistic development between liquor traditional industry and liquor culture industry. Chinese liquor culture industry will also promote the integrated development of liquor industry, tourism, agriculture and popular science education and so on.

3. The Development Path of Chinese Liquor Culture

3.1. Integration of Chinese Liquor Culture and City Brand

Chinese civilization has a long history. Cities are not only an important carrier of human settlement, but also reflect the accumulation of human civilization. Chinese liquor culture in various regions has rich and distinctive cultural deposits and resource endowment, therefore Chinese liquor culture has laid a good foundation for the promotion of urban culture and integrated with the city brand.

For example, the well-known TuoPai Liquor is made in TuoPai Town, Suining City of Sichuan Province, located in the middle reaches of Fujiang River, the largest tributary of Jialing River of China, where is the hometown of the famous poet Chen Zi'ang in Tang Dynasty.

Meishan City, Sichuan Province, there is a scenic spots called Three-su Temple which is the former

residence of Su Dongpo, an eminent writer of the Song Dynasty. Today, there is still brewed Three-su Liquor, one of the famous Chinese liquors.

Luzhou City, Sichuan Province, is praised as "Chinese Liquor City" which was derived from Zhu De's poem, the first commander in chief of the Chinese People's Liberation Army, written in 1926 while Zhu De led the northern expedition stationed in Luzhou.

3.2. Integration of Chinese Liquor Culture and National and Regional Culture

Chinese liquor culture is an important carrier of Chinese splendid civilization and an important part of national and regional cultural communication. Chinese liquor culture has provided a steady stream and fertile soil for the breeding of Chinese civilization and the creation of brilliant culture. In China, from ancient times to the present there are many great literary masters have written the spectacular and beautiful chapters about Chinese liquor culture and these literary achievement has been lasting till now.

For example, Su Xun, Su Shi and Su Zhe, who were the great writers in the Northern Song Dynasty, not only wrote beautiful poems and articles, but also most of these literary creation involved in liquor. Moreover, Su Shi alias Dongpo, who is not only a famous poet but also a scholar, specially wrote the book "Dongpo Liquor Classic" by the succinctly, incisiveness and lifelike words to describe the complex brewing technique on the paper. This book is known as the classic works for Chinese liquor in the history, and contains rich content including the progress and technology of tasting liquor, praise liquor, and brewing liquor.

3.3. Integration of Chinese Liquor Culture and Liquor Industry Development

Sichuan Province, located in the western China areas, is not only the important source of the Yangtze River basin, but also is the production base for Chinese liquor based on the unique advantages such as climate, geography, and regional characteristic. The liquor production and sales in Sichuan Province is more than 40% of the national liquor output, and always ranks nationwide first and occupies the pivotal position in China liquor industry.

The liquor industry is an important and pillar industry planned in the "5+1" modern industrial system developed of Sichuan Province. In 2020, the government of Sichuan Province specially issued the "Promotion Plan for the Revitalization of Sichuan Liquor Industry", and definitely put forward the development goal of the liquor industry to reach 380 billion yuan by 2022.

Therefore, there is great strategical significance to develop liquor industry to promote the sustainable, stable and healthy development of modern industrial systems in Sichuan Province.

Sichuan Province not only has rich in liquor industry resources, with multiple liquor products such as Wuliangye, Luzhou Laojiao and so on, which are world-famous liquor brands, but also has distinctive cultural and natural scenery, including Sichuan Opera Face-changing, Sichuan Figured Satin, Zigong lantern, etc., which also are all world-famous cultural brands [3]. These liquor brands cultural resource will be foundation to develop Chinese liquor culture.

3.4. Integration of Chinese Liquor Culture and Market Consumption Structure Adjustment

On the one hand, more and more cultural consumption demands keep sustainable growth with the continuous improvement of living standards in China, and these emerging consumption demands may include customized liquor, liquor cultural and creative products and so on. Therefore there is a huge potential consumption market and a broad market development prospect for Chinese liquor culture.

On the other hand, the growth of liquor sales will face the development bottleneck because of the change of the consumption structure in the global alcohol market, especially the young generations under the globalization of consumption influence. Therefore it is urgent to further stimulate consumers' recognition of liquor products by deeply excavating the cultural elements of China liquors and its rich culture connotation.

4. Conclusions

All in all, the development of Chinese liquor culture not only becomes an important support to enhance the market competitiveness of liquor industry and expand the scale of liquor industry, but also

is an important channel to promote the development of cultural industries and tourist industry, and further promotes the integration of primary, secondary and tertiary industries. Therefore there is a great significance to promote the development of liquor industry and national and regional economy.

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