

## Exploratory analysis of coupling development strategy of tea culture and psychological traveling -- Taking Wuzhou Liupao Tea as an example

Feng Yi

*School of Economics and Management, Wuzhou University, Wuzhou, Guangxi, China*

**ABSTRACT:** Psychological travel is a new-type travel mode with wide applicability. From aspect of cultural connotation, tea culture is naturally related to psychological travel. The coupling of these two has generated “tea-culture” psychological travel product which can fit current social trend. Based on reference from literatures and materials, this thesis conducted field investigation and interviews for study. It illustrates the preconditions for the coupling of tea culture and psychological travel; and also analyzes the development strategy to couple tea culture and psychological travel. In this thesis, Wuzhou Liupao Tea is taken as the example to explore detailed application of this strategy.

**Keywords:** tea culture; psychological travel; coupling; Wuzhou Liupao Tea

### 1 PRECONDITION FOR THE COUPLING OF TEA CULTURE AND PSYCHOLOGICAL TRAVEL

#### 1.1 *Connotation of psychological travel and product features*

Psychological travel is a new idea proposed in domestic psychology. Although there are various ways to explain its conception, psychological travel is regarded as an emerging travel approach with high level and high technical content<sup>[1][2]</sup>. In this thesis, the connotation of “psychological travel” involves the following parts: it is a travel activity conducted by travel agencies to provide psychological consulting service or psychological treatment for tourists by organizing and implementing psychological guidance or social training. It aims at helping tourists relieve their pressure at work and in life, prevent and treat psychological problems. It is an emerging travel approach with high level and high technical content. Compared with traditional travel product, psychological travel product contains its own features and requirements as shown in Table 1.

Psychological travel product can meet the requirements of harmonious social development and improving people’s living quality. It has broad market prospect. At present, our psychological travel is in preliminary development phase.

#### 1.2 *Tea culture and psychological travel manifest strong coupling*

##### 1.2.1 *Correlation: there’re natural relations between tea culture and psychological travel*

Firstly, tea culture and tea-culture travel have natural psychological treatment function. In ancient time, people had already started making friends by drinking tea to improve interpersonal communication and release their emotion. During traveling, tourists can use tea to cultivate their mind and body based on the natural character, medicine character and society character of tea, so as to relieve or even cure psychological sub-health. Secondly, as Buddhist culture is the carrier and root of tea culture, there’s close relation between these two. “Integration of Tea and Buddhism” can boost the mutual combination of tea-culture travel product and Buddhist-culture travel product<sup>[3]</sup>. Moreover, as Buddhist-culture contains special effect in belief and mind-cultivation, it can help develop the psychological function of tea-culture travel product.

##### 1.2.2 *Market influence: helpful for extracting functions of tea-culture travel and improving resource grade*

Tea-culture psychological travel product belongs to non-fundamental travel product. It contains both demand elasticity and function elasticity which can help

Table 1. Comparison between psychological travel product and traditional travel product

Comparison project	Traditional travel product	Psychological travel product
Operating mode	Mainly rely on travel agency	Jointly rely on travel agency and psychological consulting agency
Elements of travel activities	Six main elements of dining, accommodation, traffic, travelling, and shopping	Add psychological service element besides the six main elements
Objects of travelling service	For all the public with travelling ability	For social groups in need of psychological healthcare and part patents with psychological problems
Detailed expression forms	Various relaxation activities and travelling activities of different themes	Combination of individual or group psychological consultancy, psychological treatment, and travelling activities with corresponding theme activities to develop: Interpersonal communication training
Goal and significance of travelling activities	Look for fun in life and relax through leisure entertainment	Enhance interpersonal communication with specific themes; Able to solve psychological problems during travel; Able to relieve psychological pressure; Contains development potential; With education significance and treatment function

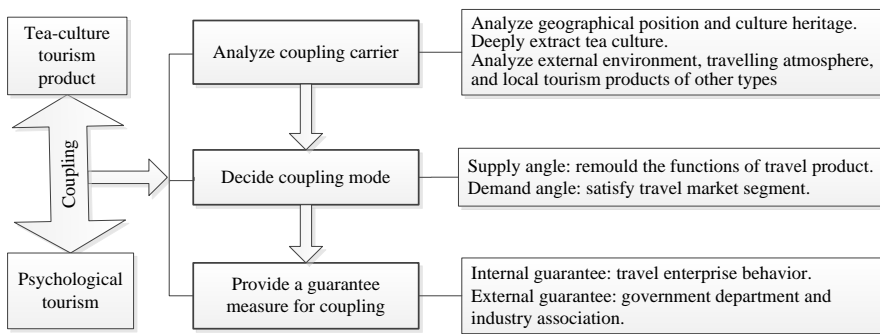


Figure 1. Steps of developing coupling of tea culture and psychological travel

operators to provide customized service to satisfy different tourist's demands. Therefore, the development of tea-culture psychological travel product is not simple mixture of tea culture and psychological travel. Instead, it means deep extraction of tea-culture travel functions. Meanwhile, psychological guidance project shall be embedded into various tea-culture travel activities. To reach this goal, the spiritual enjoy of tea culture must be magnified. Pay attention to the culture attribute and social function of tea culture. Maintain the high resource level of tea culture.

### 1.2.3 Market environment: helpful for creating benign competitive environment and local tea-culture travel brand

The addition of psychological travel elements can help develop the product of tea-culture travel. This development can be both product line extension and product type extension. Due to the social demand development trend of psychological travel, the development must be upward which is helpful to make local tea-culture travel product stand out from the increasingly intense cultural travel market. In the meantime, develop this new tea-culture travel product can also help broadcast local culture of the origin place and improve its social reputation, so as to form an unique local tea-culture travel brand.

## 2 DEVELOPMENT STRATEGY FOR COUPLING OF TEA CULTURE AND PSYCHOLOGICAL TRAVEL

Coupling is originally a concept in physics. In recent years, it has been introduced in economics and management, and thus has become a concept frequently mentioned by scholars to emphasize the benign interaction and coordinated win-win of two parties<sup>[4]-[5]</sup>. Tea-culture travel and psychological travel are two travel forms with different shaping time, development conditions, and social functions. To accomplish coupling development of these two, feasibility, specific product functions and forms, and related supporting conditions must be fully considered. Based on the above, the coupling development strategy can be divided into the following steps (as shown in Figure 1).

Firstly, analyze the carriers of coupling. There's broad applicability and strong market demand of psychological travel. As mentioned above, there exists strong coupling relation between psychological travel and tea-culture travel. Thus, while analyzing the carriers of coupling, conduct analysis on local tea culture, tea-culture travel, and related travelling resources. By analyzing geographical position and cultural heritage, deeply extract local tea culture and take psychological travel tourist's high requirements in psychological

experience into consideration at the same time. Moreover, consideration shall also be taken on external environment, travelling atmosphere, and travel products of other types of tea-culture travel site.

Secondly, decide coupling mode. The coupling of tea-culture travel and psychological travel shall be manifested by detailed travel product. Therefore, the aim of coupling can be both remoulding travel function from perspective of supply and satisfying different demands of travel market segment from perspective of demand. Design detailed product functions and forms.

Lastly, analyze the guarantee measures for coupling. The measure shall be divided into two parts: internal and external. Travel enterprises themselves shall create development conditions for coupling product while government and industrial associations shall provide certain supporting conditions.

### 3 CASE ANALYSIS: DEVELOPMENT DESIGN OF WUZHOU LIUPAO TEA CULTURE TRAVEL PRODUCT AND PSYCHOLOGICAL TRAVEL

#### 3.1 *Coupling carrier analysis*

##### 3.1.1 *Development conditions of Wuzhou Liupao Tea culture travel*

Liupao Tea is a famous traditional tea in Guangxi Province protected as geographical iconic product. In recent years, people have built deeper understanding of the healthcare functions of dark tea. Currently, the tea garden of Liupao Tea in Wuzhou has exceeded 55 thousand mu with total investment of 440 million yuan. Cangwu County is the main production area of Liupao Tea. Many tea gardens for ecological travel have appeared in this county. However, most of the tea gardens are still in spontaneous construction level and the travelling projects are lack of creativeness. Based on this reason, Wuzhou has compiled "The Development Plan of Liupao Tea Industry from 2009 to 2015" in which tea culture and traveling planning has been laid out. In the "Key Travelling Project Gallery of Wuzhou (2013-2017)", Liupao ecological traveling zone is listed as one of the key projects. At present, the government is actively planning to construct Liupao Tea travel industry. It will provide powerful foundation for Liupao tea-culture travel product. In the meantime, the newly-emerged local tea-culture travel industry chain will contain higher plasticity and become more applicable for introduction and coupling of psychological travel.

##### 3.1.2 *Supporting functions of Liupao Tea culture in psychological travel*

According to legend among the people, the seeds and making process of Liupao Tea were given by

Wangmu Niangniang who sympathized on Wuzhou people. In the book "Story and Legend of Liupao Tea" written by Luqi ZHOU, many legends related to Wangmu Niangniang are recorded. The Liupao Tea legend of Wangmu Niangniang and the Longmu culture in Wuzhou are connected with each other. They are all reflection of worship to the motherhood in Lingnan region. As one of the core values in Lingnan culture, the value orientation of motherhood worship is to give, take care of life, and save those in hardship. This humanity warm is the basic element of psychological travel product. Furthermore, during its thousand-year history, Liupao Tea has accumulated deep local tea culture. It emphasizes on "virtue, respect, and calm" and encourages people to cultivate their body and mind while respecting others. The cultural connotation is beneficial to keep psychological balance and spiritual calm, forming a good psychological hint.

#### 3.1.3 *External environment*

All these cultural elements can provide good areas for psychological travel and their carriers can also be introduced into psychological travel product. Firstly, Wuzhou is an important part in the tourism and relaxation planning for Guangxi people. Tourism in Wuzhou has already been planned in the "Twelfth-Five-Year Plan" and the "Thirteenth-Five-Year Plan" of Wuzhou tourism. All these two plans have considered relaxation as the name card of the city image. Besides, Wuzhou relaxation culture is closely related to tea culture. The mil of human kindness can be fully reflected in Wuzhou people's morning tea or night tea, providing a good foundation for the development of Liupao tea-culture psychological travel product. Furthermore, Wuzhou is the origin place for the eastward propaganda of Buddhism. The first Buddhist theory book "Li Huo Lun" in China was completed in Wuzhou. Si'en Temple and Xizhu Garden which are influential famous Buddhist places of interest also locate in Wuzhou. The deep Buddhist atmosphere can provide a great opportunity to develop psychological travel of "Tea-Buddhism Integration" there. The Longmu culture and Liupao Tea Wangmu legend widely spread in Wuzhou are all reflection of worship to the motherhood in Lingnan area. Wuzhou also contains subtropical style and unique features of Lingnan water culture. It is national-level forest city. The ecological and livable advantage can satisfy tourist's requirement for tourism with beautiful environment.

#### 3.2 *Coupling mode*

##### 3.2.1 *Design Liupao Tea culture psychological travel product according to travel functions*

Psychological travel emphasizes on providing the "non-treatment" functions for the public to boost their spiritual development prevent potential psychological problems. The function positioning of psychological

Table 2. Design of Liupao Tea culture psychological travel product types

Product function	Service object	Product design philosophy
Pressure relief & healthcare	Suitable for travelers at all ages	Aim to release pressure at home and in life; seek for life pleasure; and prevent psychological problems
Psychological adaption	Mainly for adolescents and white-collar workers	Aim to adapt sub-health state and accomplish healthy development physically and psychologically
Interpersonal communication development	Mainly serve for school social circles and interpersonal communication	Aim to enhance communication interaction between each other; strengthen trust; and re-identify one's own social role
Group cohesion improvement	Mainly serve for families, classes, and enterprises	Aim to enhance sense of collective honor and sense of belonging; explore collective harmonious development path

travel is the “development” function for tourists in normal psychological state [6]. This thesis takes four travel functions to design the Liupao tea-culture psychological travel product as shown in Table 2.

For pressure relief and healthcare: emphasize on relaxation of the project. Conduct funny and lively activities to release pressure. For example, cooperate with Wuzhou Shibiao Mount, Dashuang River, and Wuzhou China Craft Studio to develop a fun trip in combination of Liupao Tea making and tea set investigation. Besides, activities such as experience trip of handicraft in tea farm, spring trip in tea garden, and creative trip of enjoying tea, calligraphy and painting can also be conducted. During the activities, encourage tourist's interest in the themes and use simple methods containing psychological principles to help tourists relax. “Desensitization treatment” is one of the examples.

For psychological adaption: in order to realize the function, psychological consulting agencies and healthcare institutes must be well introduced. Travel enterprise can cooperate with them to jointly design travel products which can change bad living styles and adapt psychological state. For example, products such as “tea treatment” and “tea-spa trip” to relieve young people or white collar worker's sub-health state can help tourists adjust their work-and-rest habit and catering, and discard negative living state. Group consultancy can also be organized under psychological consultant's guidance to provide psychological training, such as ladder, trusted back fall, and passing the single-plank bridge. After tourists get tired physically, organize health lecture related to “Healthcare Principle of Dark Tea” and cultural lectures such as “Lingnan Motherhood Culture” and “Historical Origin of Liupao Tea” for tourists to clear up their mind.

For interpersonal communication development: host entertaining activities of china tea set DIY design, colorful painting and tea meal cooking. Participants can exchange each other's' ideas, cooperate to complete tasks, and enhance interaction. Competition of knowledge about tea history, tea poems, and tea culture, or experience activities of tea art, can also be organized in groups. Each group shall go on the stage and give performance, so as to enhance the enjoyment of activity, and improve the interpersonal relationship.

For group cohesion improvement: design various challenging teamwork activities. Organize spring trip

for schools and conduct tea picking, tea making, and tea selling activities by classes. Related tasks and incentive mechanism shall be well planned, in order to enhance the mutual assistance spirit in student union. For enterprises, besides enhancing employee's competitive awareness, expand Liupao Tea culture to help create enterprise culture and enhance employee's sense of belonging. For families, pay great attention to internal communication within the family, and improve interpersonal communication. For example, a simple competition among all the parents and participants shall be hosted to enhance the care and communication among families.

### 3.2.2 Design Liupao Tea culture psychological travel product according to market segment

Liupao tea-culture psychological travel product belongs to high-level spiritual consumption. Therefore, according product design must be accomplished based on market segmentation. See Figure 2 for the example of taking age as the segment standard.

Besides age, there are many other standards to segment the market. For example, the market can be divided according to social groups, such as family, school, and enterprise [7]; can be divided according to vocations, such as special vocation and high-pressure vocation; and can be divided according to surface features of common psychological problems, such as network addiction, bulimia, and anxiety disorder.

### 3.3 Guarantee measures for coupling

#### 3.3.1 Internal guarantee: travel enterprise behavior

At first, Liupao Tea tourism scenic area needs scientific planning for tourism facility construction which shall contain psychological service. Reasonable planning for the layout and style of sightseeing tea garden is required in outdoor environment. Attention shall be paid to tea tree style and building design. Traditional farming activities can be upgraded to artistic appreciation entertaining activities, aiming at improving tourist's psychological satisfaction level. For indoor environment, technical means such as psychological intervention and visual illusion can be used in indoor decoration, aiming at improving psychological service quality. To control the overall atmosphere, pay great attention to details of controllable elements such as

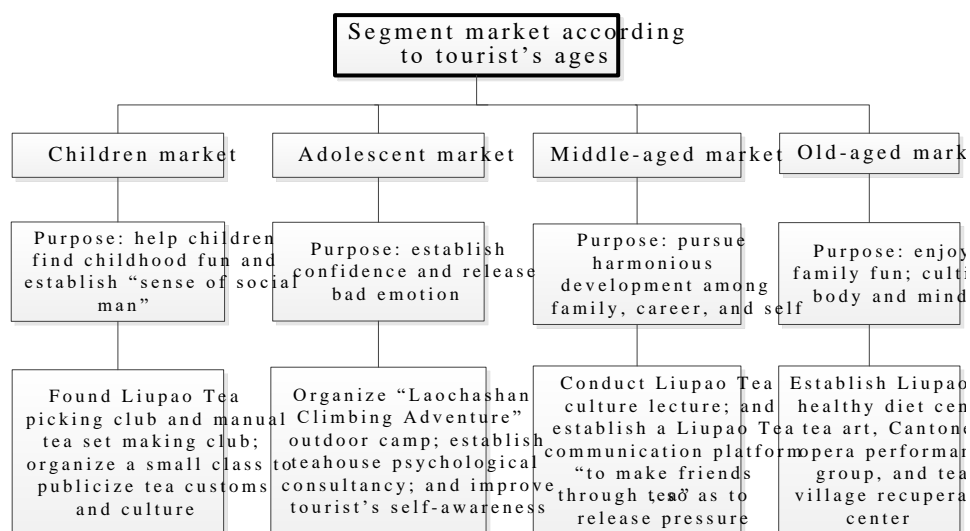


Figure 2. Design Liupao Tea culture psychological travel product according to tourist's age breakdown

color of wall, music played in scenic area, and indoor smell, in order to create an atmosphere with deep tea culture connotation and applicable to release pressure.

Secondly, strictly design the products and provide after-sale tracking service. Design of Liupao Tea psychological travel product shall be jointly decided by tourism practitioners, local tea culture experts, and psychological consultants. The product shall contain some fixed programs. It shall be able to provide simple psychological questionnaires for tourists before they start their journey. Travel schemes shall be planned according to tourist's special requirements and suggestions. During traveling, establish group atmosphere full of trust, security and comprehensiveness. Organize travel experience exchange and group training daily and record tourist's trend. After tourism is completed, assist tourists to conclude their experience and well cope with emotional issues. Assess the psychological consultancy effect of the whole group. Track and interview those tourists with serious problems. Moreover, customer database shall also be established. Keep files related to customer's psychological problems and special requirements. All of the above measures shall be in accordance with the main specifications and theoretical methods of psychological consulting [8].

Lastly, carry out horizontally and vertically united strategy to create an industry chain of psychological travel. For horizontal union, introduce travel resources such as Buddhist culture, relaxation culture, and ecological culture in psychological travel product and unit them with Liupao Tea psychological travel product, in order to create a special psychological travel line. For example, unite Liupao Tea scenic area, Wuzhou Si'en Temple, and Xizhu Garden together; design "Tea and Buddhist Culture Psychological Experience Tourism"; create "Care Tourism for Maternity" combining

Longmu Temple; or create "Green Mood Tourism" in combination of Baiyun Mount and Zhongshan Park. For vertical union, enhance the union of Liupao Tea scenic area, travel agencies, hotels, healthcare and recuperation enterprises, and psychological consulting service industry to create one-stop travel products. For example, develop "Teahouse Relaxation Tourism" by cooperating with catering industry and hotels; or combine culture museums, tea art performance, and tea folk-custom activities to organize psychological travel line, in order to realize resource integration.

### 3.3.2 External guarantee: government and industry association behavior

At first, the government shall integrate various media information and enhance the awareness of market. As an emerging travel segment, psychological travel needs public recognition and acceptance of its development. Wuzhou government can broadcast through Liupao Tea Expo, Spring Tea Festival, Tea City Painting and Calligraphy Festival and other festival activities. It can also extract the elements beneficial for psychological health from Liupao Tea culture and root these elements in people's mind through daily entertainment, literary training, hobbies and interests. Integral package combining Liupao Tea leaves, tea set, tea house operation, tea specialist, and psychological travel can be used. During propaganda for psychological service, the local culture of Liupao Tea, folk-custom tea drinking art, local amorous feelings of Tea Village, and tea culture integrated with Buddhism can be taken as the entry points with frequent news report and proper network "hype", so as to enhance market acknowledgement and brand recognition.

Secondly, related associations related to local tourism industry, tea industry, and psychological consul-

tancy in Wuzhou shall actively communicate with each other, in order to enhance the guidance and standardization for the integration of these three parties. For example, it is encouraged to have travel agencies, Liupao Tea industry, and psychological service organizations jointly establish customer database, in order to enhance the communication among industrial associations, academic societies, and practitioners and help them conduct marketing activities, such as research forum of “Liupao Tea Culture Psychological Service” and exchange discussions on “Design of Tea-Culture Psychological Travel Products”. It is also applicable to build a psychological consulting service station in scenic area.

In addition, the government and industrial association can also play a more important role in talent introduction and training, practitioner’s qualification accreditation, and market behavior normalization.

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