

# Research on the Revitalization of Local Resources and the Integration of Agriculture, Culture, and Tourism: A Case Study Based on the Tea Industry - Tourism Integration Project in the Area of Source of Yaojiang River Region in Siming Mountain

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## Abstract

Using the Source of Yaojiang River Tea-Tourism Integration Project in Siming Mountain as a case study, this paper explores effective approaches for revitalizing local resources and integrating agriculture, culture, and tourism. It analyzes challenges encountered during project implementation and proposes corresponding strategies. Through case analysis, the study provides a detailed examination of the region's practices in resource revitalization and integrated development. Findings indicate that resource revitalization can be achieved by enhancing tea industry quality, leveraging cultural assets, and utilizing natural landscapes; whereas integrated development manifests as a multifaceted convergence of the tea industry with tourism and cultural elements. The study aims to offer theoretical insights and practical guidance for the sustainable development of the Source of Yaojiang River region in Siming Mountain and similar rural areas.

## Keywords

Revitalization of local resources; Integration of agriculture, culture, and tourism; Integration of tea and tourism; Rural revitalization; Siming Mountain, Yaojiang River region

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## 1. Introduction

### 1.1. Research Background

Against the backdrop of the comprehensive advancement of China's 'Rural Revitalization Strategy', the Revitalization of local resources and the integrated development of agriculture, culture, and tourism have become crucial pathways for

driving the transformation and upgrading of the rural economy and achieving sustainable development. As an important link connecting urban and rural areas and preserving cultural heritage, the cultural and tourism industry plays an increasingly prominent role in promoting rural economic growth and cultural preservation. For example, Changzhou City has injected new momentum into regional economic development by leveraging its distinctive rural cultural characteristics and fostering the organic integration of cultural and tourism industries[5]. Additionally, Yuyao City, with the goal of 'common prosperity', has steadily advanced industrial development by capitalizing on local resource advantages, further highlighting the central role of local resource revitalization in rural revitalization. In this context, the Revitalization of local resources, which is one of the core components of agricultural-cultural-tourism integration, has gained growing significance. Local resources not only serve as the foundation for rural economic development but also act as vital carriers of cultural heritage. Through their value reconfiguration and creative transformation, these resources can effectively stimulate endogenous rural vitality and contribute to achieving rural revitalization objectives. Therefore, exploring development pathways for local resource revitalization and agricultural-cultural-tourism integration within the framework of the rural revitalization strategy holds significant theoretical and practical value.

## **1.2. Problem Statement**

Although integrated agricultural-culture-tourism development has made progress in both policy support and practical implementation, numerous challenges remain in revitalizing local resources and advancing this integration. On the one hand, the utilization of local resources in some regions remains insufficient, failing to fully leverage their economic and cultural value; on the other hand, the depth and breadth of integration need improvement, particularly in resource consolidation, industrial synergy, and cultural exploration. For instance, many tea-tourism projects remain confined to traditional sightseeing models, lacking in-depth exploration and innovative expression of tea culture, resulting in limited appeal and poor sustainability [7]. Based on this, this study focuses on the Source of Yaojiang River Tea-Tourism Integration Project in Siming Mountain, aiming to identify effective pathways for revitalizing local resources and enhancing agricultural-culture-tourism integration through case analysis, thereby providing actionable insights for other regions.

## **1.3. Research Objectives and Significance**

This study takes the Source of Yaojiang River Tea-Tourism Integration Project in Siming Mountain as a case study to systematically explore specific models for revitalizing local resources and integrating agriculture, culture, and tourism, as well

as their impact on rural development. Through case analysis, the research examines the project's practical approaches to revitalizing tea industry resources, cultural assets, and natural landscapes, while summarizing its key models and achievements in agricultural-cultural-tourism integration. Theoretically, this study enriches the theoretical framework for revitalizing local resources and integrating agriculture, culture, and tourism, offering new perspectives and methodologies for future research. Practically, its findings provide guidance for rural economic development and cultural preservation in the Source of Yaojiang River region in Siming Mountain, while serving as a valuable reference for industrial upgrading and sustainable development in similar rural areas. Additionally, the study addresses policy objectives under the current rural revitalization strategy to promote high-quality rural industrial development and cultural preservation, offering significant decision-making insights.

## **2. Literature Review**

### **2.1. Theories Related to the Revitalization of Local Resources**

As a vital component of rural society, rural resources encompass multiple dimensions, including natural, cultural, and economic assets. In academic research, these resources are defined as the collective body of tangible and intangible heritage embodying local characteristics and historical memory, comprising traditional village landscapes, folk cultures, and agricultural industries[2]. They serve not only as the foundation for rural economic development but also as crucial vehicles for cultural preservation and identity formation. Scholars generally classify rural resources into three categories: natural, cultural, and economic types. Natural resources primarily refer to mountain-water landscapes and ecosystems; cultural resources include folk customs, festivals, and traditional crafts; while economic resources center around agricultural sectors[5]. From the perspective of revitalization theory, redefining resource value is considered a key approach to revitalizing rural resources. This theory emphasizes revitalizing resources through renewed understanding and interpretation to endow them with new functions and significance, thereby driving the modernization and development of rural societies [2]. Additionally, some scholars emphasize that revitalization efforts should balance resource protection with sustainable utilization, avoiding excessive commercialization that could undermine the authenticity of rural culture .

### **2.2. Research Progress on the Integration of Agriculture, Culture, and Tourism**

In recent years, the integration of agriculture, culture, and tourism, as a key component of the rural revitalization strategy, has become a focal point of academic research both domestically and internationally. Studies indicate that this integrated approach refers to a development model grounded in agriculture, enhanced by

cultural empowerment and driven by tourism, aiming to achieve industrial transformation and upgrading [3]. Existing research primarily categorizes such integration models into three types: first, the industrial synergy model, which fosters synergistic effects through extended and interconnected value chains spanning agriculture, culture, and tourism; second, the resource integration model, emphasizing comprehensive development and utilization of rural natural and cultural resources; and third, the experiential innovation model, focusing on enhancing visitor engagement through innovative tourism products and interactive activities[6]. Key factors influencing agricultural-cultural-tourism integration include policy support, resource endowment, market demand, and technological innovation. For instance, policy support provides institutional safeguards for integrated development, while resource endowment determines its potential and direction[7]. Although significant progress has been made in theoretical frameworks and case studies globally, in-depth regional research remains insufficient, particularly regarding how to achieve sustainable integration by leveraging local characteristics[3].

### **2.3. Research on the Integration of Tea and Tourism**

As a distinctive form of agricultural-cultural-tourism integration, tea-tourism convergence has garnered significant attention due to its unique cultural significance and economic value. Its key characteristics include: First, the tea industry possesses strong cultural attributes, enabling it to attract tourists through cultural activities; Second, tea garden landscapes offer high aesthetic value, providing an excellent natural resource base for tourism development; Finally, by combining agricultural production with tourism experiences, this integration effectively enhances the added value of the tea industry[1]. However, current tea-tourism development faces multiple challenges. For instance, some regional projects suffer from severe homogenization, insufficient cultural exploration, and short industrial chains, resulting in suboptimal integration outcomes [8]. Additionally, certain areas overlook the importance of ecological conservation and community participation during the integration process, further hindering sustainable development [1]. Therefore, achieving high-quality tea-tourism integration while preserving local cultural heritage has become a critical research focus.

### **2.4. Research Gaps**

A systematic review of existing literature reveals that although significant achievements have been made in the revitalization of local resources and the integration of agriculture, culture, and tourism, substantial research gaps remain. Firstly, current studies predominantly focus on macro-level theoretical discussions or superficial analyses of individual cases, lacking systematic investigations tailored

to specific regional contexts. Secondly, while preliminary studies have explored development models and challenges in tea-tourism integration, refined research addressing the unique resource endowments and cultural characteristics of particular regions remains scarce [7]. Taking the Source of Yaojiang River Tea-Tourism Integration Project in Siming Mountain as an example, no existing research has comprehensively analyzed implementation strategies for integrating primary, secondary, and tertiary sectors from both the dimensions of local resource revitalization and agricultural-culture-tourism convergence. This research gap not only hinders the refinement of theoretical frameworks but also provides a crucial entry point for this study, aiming to bridge the theoretical and practical deficiencies in this field through case-based analysis.

### **3. Background of the Siming Mountain Source of Yaojiang River Tea-Tourism Integration Project**

#### **3.1. Overview of the Source of Yaojiang River Area in the Siming Mountains**

The Yaojingyuan area in the Siming Mountains is located in the southwestern part of Yuyao, Zhejiang Province, and serves as one of the main sources of the Yaojiang River. Bordering Ningbo to the east, Shaoxing to the south, Hangzhou to the west, and Hangzhou Bay to the north, the region boasts significant geographical advantages. Its natural environment consists primarily of mountainous and hilly terrain with a mild, humid subtropical monsoon climate, ideal for tea cultivation and biodiversity conservation. With a population of approximately 200,000, the area has a high proportion of agricultural residents who primarily rely on tea farming, forestry, fruit cultivation, and handicrafts for their livelihood. In recent years, under the rural revitalization strategy, the structure of the socio-economic has been optimized, and tourism has become a key driver of regional economic development.

#### **3.2. Characteristics of Local Resources**

Artificially cultivated tea tree roots were discovered at the Tianluoshan site in Yuyao. This represents the world's earliest known evidence of cultivated tea trees, pushing back the history of human tea cultivation by thousands of years. It demonstrates that ancient inhabitants in the Yao River basin not only settled and cultivated rice but also began domesticating and growing tea trees. This site serves not only as the origin of Yuyao's tea culture but also as a pivotal milestone in global tea cultural history. Lu Yu (Tea Sage)'s 'The Classic of Tea' from the Tang Dynasty explicitly records that tea from the Siming Mountains was recognized by top tea masters as premium-grade tea, reflecting over a millennium of development. Currently, the region primarily cultivates high-quality green teas such as Longjing 43 and Wuniuzao, with an annual production stabilizing at around 500 tons. The tea's exceptional quality, shaped by its unique growing conditions, has earned

widespread market acclaim. As a vital component of local culture, tea traditions are extensively preserved and promoted locally. For instance, the annual "Siming Mountain Tea Culture Festival" attracts numerous visitors, showcasing the charm of tea culture. In terms of folk customs, the Yao River source area preserves traditional festivals like the Lantern Festival dragon dances and Dragon Boat Festival races, enriching residents' spiritual lives while providing rich cultural substance for tourism development. Naturally, the region boasts stunning landscapes with verdant peaks and babbling streams, particularly the Siming Mountain National Forest Park and Yaoyuan Scenic Area, which offer ideal venues for eco-tourism and leisure vacations [2][8].

### 3.3. The Foundation and Advantages for Developing Tea-Tourism Integration

The Yaojingyuan area in Siming Mountain boasts multiple advantages for integrating tea and tourism development. Firstly, its resources are exceptionally endowed, with the seamless integration of the tea industry and natural-cultural assets laying a solid foundation for such convergence. Tea plantations harmonize perfectly with the mountainous landscapes, creating a distinctive "tea within scenery, scenery enriched by tea" ambiance that facilitates the development of tourism products like tea garden tours and tea-picking experiences. Secondly, transportation infrastructure has significantly improved; the completion of the Yongjin Expressway and Hangzhou-Shaoxing-Taizhou Railway has drastically reduced travel times to surrounding cities, greatly enhancing accessibility. Additionally, the dense road network ensures convenient connectivity between townships, enabling immersive tourist experiences [6]. Lastly, policy support has been steadily strengthened, with governments at all levels introducing numerous measures to promote tea-tourism integration. The "Implementation Opinions of the Zhejiang Provincial People's Government Office on Accelerating High-Quality Development of the Tea Industry" emphasizes coordinated advancement of tea culture, production, and technology, while reinforcing Zhejiang's reputation as the "World Tea Homeland." These policies provide crucial guidance for implementing the the Source of Yaojiang River Tea-Tourism Integration Project in Siming Mountain [4].

**Table 1.** Policy Support

Measure	primary coverage
Optimize the regional distribution of tea cultivation areas	Special tea-producing regions should refine and enhance their "one county, one product" initiative. Support advantageous production areas in establishing a number of agricultural (tea) service centers.
Promote the mechanization-friendly development of tea plantations	Tea plantations should undergo mechanization upgrades, soil improvement, and canopy renewal; support the widespread application of drones, track-mounted machines, and self-propelled integrated cultivation and fertilization equipment.
Accelerate the upgrading of high-quality green tea products	Support premium green tea production areas in upgrading equipment, optimizing production processes, and enhancing quality; promote the establishment of automated, continuous, and digital production lines; and improve cold-chain storage facilities and equipment.

Promote the industrialization of advanced processing technologies	Support the development of tea beverages, tea foods, and tea-derived products tailored to emerging business models and new consumer groups; establish tea research and development centers; and expand production bases for specialty teas such as Longjing tea and matcha.
Building a Zhejiang tea brand matrix	Establish a "1+N" Zhejiang green tea brand matrix featuring "Longjing tea + regional public brands".
Deepen the integration of tea and tourism development	Support the development of tea-themed towns and premium tourism routes featuring comprehensive facilities and immersive experiences, while creating distinctive tea-tourism itineraries such as "tea gardens + creative processing," "tea gardens + themed homestays," and "tea gardens + scenic attractions."
Accelerate the digital transformation of the entire industrial chain	The iterative "Tea Industry Brain + Future Farm" initiative integrates and promotes advanced technologies and equipment—including IoT-based temperature and humidity sensing, automated pest and disease monitoring, intelligent fertilizer and water management, and closed-loop quality traceability—to accelerate the digital transformation and upgrading of the entire tea production chain, encompassing cultivation bases, processing facilities, market sales, and quality supervision.

## 4. Analysis of Approaches to Activating Local Resources

### 4.1. Development and Upgrading of the Primary Sector—'Smart Tea Plantation' Construction

As one of the core local resources in the Yaojingyuan region of the Siming Mountains, the revitalization of the tea industry serves as a crucial foundation for integrating agriculture, culture, and tourism. By enhancing tea quality, innovating processing technologies, and expanding sales channels, the utilization efficiency and market competitiveness of tea resources can be significantly improved. Firstly, in improving tea quality, emphasis should be placed on the cultivation stage by implementing smart tea garden practices that combine aesthetics with technological advancements, along with integrated intelligent management and pesticide residue control systems utilizing IoT and AI technologies to establish a comprehensive quality assurance framework spanning "cultivation-processing-cultural tourism." Innovations in tea processing techniques are vital for increasing product value-added. Combining traditional methods with modern technologies, such as employing intelligent equipment to control critical processes like fixation and rolling, which not only ensures consistent tea quality but also enables the development of new varieties tailored to market demands[4]. The construction of 'Smart Tea Plantation' incorporates digital agriculture platforms, whose core value lies in an intelligent backend system that integrates multi-source heterogeneous spatiotemporal data (satellite/drone geographic/meteorological information), production prediction models, tea garden identification algorithms, and tea harvesting models. This enables full-cycle visual monitoring of tea growth, disaster early warning, and decision-support at the front-end, forming a closed-loop system of "data-driven analysis-platform empowerment."

**Table 2.** Smart Tea Plantation Construction: A Digital Agriculture Platform

Smart Tea Plantation Construction: A Digital Agriculture Platform						
[Functional Architecture]						
application layer	Smart Tea Plantation Management Backend		Smart Agriculture Mini-Program		Visual Decision Dashboard	
	GIS-enabled digital farmland	Planting Plan and Process	Farm Data Overview	Smart Production Management	A single map of the digital tea plantation	Environmental Monitoring Visualization
	Harvest Management	Environment/Insect Monitoring	Message Center and Early Warning	Standard Database Query	Insect Population Monitoring and Display	Integrated Water and Fertilizer Monitoring System
	Work Order and Task Management	Permission and Resource Management	personal center		Production Trend Analysis	
Middle Platform Layer	Business Middle Platform		Data Middle Platform		AI middleground	
	Unified User authentication	authority management	data warehouse	Data Visualization Engine	image recognition	Growth Model Prediction
	Work Order Engine	Message Push Service	Data Analysis and Reporting		Intelligent Early Warning Rule Engine	
Support Layer	Internet of Things Platform		Data Collection and Transmission		Remote Control and Command Issuance	
	Device Management (Gateway, Sensors, Cameras)					
Perception Layer	Meteorological Monitoring	Soil Moisture Sensing	Insect Disease Monitoring and Management	Disease Identification and Monitoring	Tea Plantation Inspection and Security Measures	



Figure 1. Data visualization dashboard



Figure 2. Growth monitoring



Figure 3. Yield prediction



Figure 4. Maintenance progress

Secondly, tea plantations should initiate landscape beautification projects by optimizing tea plant row spacing and introducing color-rich species such as alpine rhododendrons, persimmons, and ginkgos in specific areas to enhance visual depth. Through color-enhancing designs and creative renovations, smart hardware systems in tea gardens can boost their appeal as tourist attractions and popular photo spots.



**Figure 5.** Renderings of the beautiful tea plantations landscape project

Finally, the 'Smart tea plantations' management mini-program enables interaction with end-users. Users can view the distribution of tea plots via a map interface, access real-time high-definition surveillance footage and tea plant growth data (including light/humidity levels and organic fertilizer application records) for specific areas, as well as watch videos documenting the tea harvesting and processing stages. This delivers a fully integrated visual service encompassing "cloud-based tea plantations management – transparent production – immersive consumption."

#### 4.2. Second Industrial Upgrade – Tea Brand Building and Product Enhancement

It is recommended to upgrade and establish a regional public brand tailored to the characteristics of tea products in the Yaojingyuan area of the Siming Mountains. As illustrated in the product strategy pyramid diagram below, this approach clearly demonstrates how the Cloud and Mist Tea brand achieves comprehensive coverage, from brand image building and cash flow generation to market expansion and future exploration, through a four-tier product portfolio. This layered strategy not only defines the positioning and role of each product line but also creates a complete business ecosystem through differentiated keyword strategies.



**Figure 6.** Strategic Role Positioning of Tea Products

##### 4.2.1. Top Tier: Premium Version (10%) – The cornerstone of brand value

At the pinnacle of the pyramid sits the "high-end category," accounting for 10% of the total portfolio, with its core keywords being "flagship product, rarity drives value, and brand symbol." Products at this tier are not designed for mass sales but rather function as the "Limited Master Collection Series," whose primary mission is to establish the premium positioning and scarcity perception for the cloud mist tea category. By cultivating the premium image of "high-altitude cloud mist tea," it establishes a value anchor for the entire brand, enabling consumers to recognize it as representing high quality and scarcity, thereby providing a solid foundation for

pricing the lower-tier products.

#### **4.2.2. Middle and Upper Tier: Profit Sharing (35%) – The Core Source of Corporate Self-Sustaining Revenue**

The "profit segment," accounting for 35% of the total, serves as the cornerstone of the company's survival, with its core focus on "standardization, volume sales, and profitability." This tier encompasses standardized raw leaf teas such as green tea and black tea, designed to meet routine consumer demand. Through standardized mass production and multi-channel distribution (gifts, supermarkets, e-commerce), it plays a vital role in generating stable cash flow and core revenue for the company. The existence of this tier ensures that the brand maintains its premium image while possessing robust financial self-sustaining capabilities.

#### **4.2.3. Middle and lower tiers: High-volume products (45%) – Pioneers in market penetration**

The widest layer at the pyramid's base comprises the "mass-market products," accounting for 45% of the total. Their key characteristics are "low entry barrier, suitability for young consumers, and effective customer acquisition." In response to market trends favoring youth appeal and mass consumption, this tier significantly lowers the trial threshold for consumers through formats such as bagged tea, herbal teas, ready-to-drink teas, and tea snacks. Its primary focus is not high profitability but rather fulfilling the market education mission of enabling consumers to experience Cloud and Mist Tea for the first time. Through affordable pricing and convenient packaging, it effectively attracts new customer segments, expands the brand's market share, and provides potential high-value customers for the premium product line.

#### **4.2.4. Bottom-Level Extension: Exploration Variant (10%)—A Testing Ground for Cross-Border Innovation**

The bottom 10% comprises the "Exploration Category," characterized by keywords such as "cross-border innovation, trending products, and public discourse topics." This tier includes non-traditional tea products like cloud-mist tea mooncakes, tea-based cosmetics, and IP merchandise. Serving as the brand's "innovation laboratory," its primary mission is to adapt to emerging consumption trends, generate buzz through cross-industry collaborations, and gauge market responses in new business domains. Although currently accounting for a small share, this category provides brands with opportunities for breakthrough marketing, helps maintain brand vitality and a youthful image, and represents a crucial foundation for future growth potential.

In summary, the pyramid model establishes a mature and robust product portfolio strategy for Source of Yaojiang River in Siming Mountain Cloud and Mist Tea: leveraging premium products as the flagship, profit-driven offerings as the

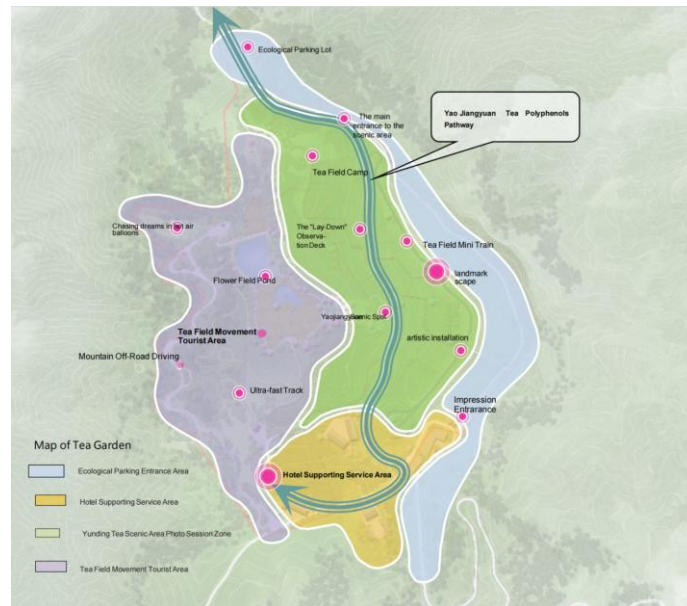
foundation, mass-market products to capture market share, and experimental products to shape the future. These four elements complement each other, enabling the Cloud and Mist Tea brand to achieve modern commercial expansion while preserving its traditional character.

Furthermore, expanding tea sales channels represents a crucial approach to revitalizing the tea industry's resources. By leveraging e-commerce platforms and innovative marketing models such as live-streaming sales, geographical barriers can be effectively overcome, enabling local specialty teas to reach national and even global markets. Concurrently, implementing brand-oriented strategies—through standardized packaging designs and compelling storytelling about tea—enhances consumers' cultural affinity and further strengthens market share [1].

### **4.3. Development of the Source of Yaojiang River Tea-Tourism Integration Destination**

Given the geographical location of Siming Mountain, it is recommended to develop a themed scenic park centered on the natural landscapes and ecological tea gardens of the Yaojingyuan area. The park should feature an interactive "script-based tourism experience," organically integrating elements of the tea industry and cultural tourism to establish a closed-loop integration of the three industries: "script-guided tourism attraction – scenario-based consumption – industrial monetization." This initiative aims to create China's first outdoor immersive themed script-based tourism park that offers "visiting, playing, and shopping opportunities," serving as a benchmark case for industrial upgrading and tertiary-industry integration in Zhejiang. The project deeply explores the cultural heritage and ecological resources of Yaojingyuan in Siming Mountain, offering immersive narrative routes such as "Tracing the Tea Heritage of Yaojiang Source" and "The Cloudy Tea Master Training Program." Visitors can assume roles as tea farmers, traders, or intangible cultural heritage inheritors, participating in hands-on activities like tea harvesting, tea processing, and tea art performances to experience the full value chain of the tea industry. The scenario-based consumption segment diversifies offerings around the "tea" theme: tea-themed restaurants within the garden serve cloud tea banquets and tea snack packages; tea-themed lodging clusters allow guests to stay overnight and enjoy starlit tea conversations; and cultural innovation workshops produce handmade tea-related products. The industrial monetization phase employs a combined model of "script-based admission tickets + scenario-based consumption + tea product sales," converting visitor traffic into brand sales while engaging local farmers in script performances and culinary services to boost their incomes. As Zhejiang's first benchmark case for industrial upgrading and tertiary industry integration, The project will establish a collaborative mechanism featuring "government guidance + corporate operation + farmer participation," integrating policy, financial, and human resources to promote the replication and dissemination

of the tea-tourism integration model, thereby providing a replicable practical example for revitalizing local resources nationwide.



**Figure 7.** Design diagram of an immersive themed script-based amusement park featuring tea fields



**Figure 8.** Rendered image of the immersive themed script-based amusement park in the tea field

## 5. Analysis of the Effectiveness of Local Resource Activation

### 5.1. Economic Benefits

The implementation of the Source of Yaojiang River Tea-Tourism Integration Project in Siming Mountain has significantly boosted local economic growth, particularly in terms of increased tourism revenue and enhanced value-added benefits for the tea industry. By offering distinctive tourism offerings such as tea garden tours and tea-picking experiences, the project has attracted a large number of visitors, directly

driving the rapid development of the local tourism sector.

Taking 2026 as an example, the projected annual revenue is RMB 12.212 million, with a gross profit of RMB 1.826 million. This is primarily achieved by commercially converting the annual visitor flow of RMB 3 million through scenic area script-based tours, secondary catering sales, and wine-scenic package tickets, with high-value per-customer group customized activities serving as a key revenue supplement. Overall, the tea industry provides stable cash flow and a mature product supply chain, while cultural tourism projects enable deep monetization of visitor traffic through immersive experiences and high-value-added services. The two sectors exhibit significant synergies in visitor flow sharing and product integration, collectively forming a diversified profit structure.

**Table 3.** Financial Estimation Table for Tourism Destinations (2026 example, unit: RMB)

project	passenger flow	per customer transaction	Annual Revenue	gross profit rate	Gross Profit
Scenic Area Script-based Tour Package (Daily)	164	99	5940000	10%	594000
Second-tier sales of catering and other business formats (daily)	148	80	4320000	22%	950400
Cultural and creative products, etc. (Japan)	59	25	540000	20%	108000
Wine and Scenic Package Sales (Monthly)	150	399	718200	10%	71820
Travel Photography Products (Monthly)	45	99	53460	20%	10692
Custom Team Event (Monthly)	15	3000	540000	15%	81000
Brand event venue rental (annual)	10	10000	100000	10%	10000
Total Revenue			12.212 million yuan		1.826 million yuan

The tourist flow calculation for the scenic area is based on the annual visitor count of 3 million at Siming Mountain, calculated using a 2% conversion rate and divided by 365 days to determine the average daily converted visitor flow. In regional operations, visitors entering the scenic area are guided through signage systems, advertising campaigns, and integrated dining-and-accommodation packages, achieving the following conversion rates: dining conversion rate of 90%, accommodation conversion rate of 3%, travel photography conversion rate of 1%, and shopping conversion rate of 24%. Additionally, customized events and brand event venue rentals effectively boost regional popularity. Meanwhile, services such as customized event hosting generate revenue during regular operating periods.

## 5.2. Social Benefits

Beyond economic benefits, the Source of Yaojiang River Tea-Tourism Integration Project in Siming Mountain has achieved remarkable social outcomes, particularly in enhancing farmer employment, improving rural infrastructure, and enriching the local cultural landscape. Firstly, regarding employment, the project has created diverse job opportunities for local residents. Tourism activities such as tea garden tours and tea-making experiences require substantial labor, directly absorbing surplus rural workforce; meanwhile, related service sectors like catering and accommodation have flourished, further diversifying farmers' income sources. Secondly, in terms of rural infrastructure development, the local government has

increased investments in transportation, water conservancy, and communication facilities to meet the demands of integrated tea-tourism development, significantly improving living and production conditions in rural areas. For instance, newly constructed tourist roads not only facilitate visitor travel but also streamline the transportation of agricultural products from mountainous regions. Lastly, in terms of cultural development, the project has strengthened community cohesion and cultural identity. Through events like the Tea Culture Festival, local residents have become more engaged in preserving and promoting their indigenous culture, fostering a vibrant social and cultural environment.

### **5.3. Cultural Benefits**

In terms of cultural benefits, the Source of Yaojiang River Tea-Tourism Integration Project in Siming Mountain has achieved remarkable results in preserving and promoting local indigenous culture, particularly through the revival of traditional tea customs. By establishing a tea culture museum and organizing various tea-related events, the project has successfully rekindled public memory and interest in traditional tea culture. For instance, the annual Tea Culture Festival not only serves as a vital platform for showcasing local heritage but also attracts young people to relearn and inherit intangible cultural traditions such as tea-making techniques and tea ceremony etiquette. Additionally, the project focuses on documenting and integrating oral literary resources like folk tales and folk songs related to tea into tourism experiences, ensuring the continuity and development of these endangered cultural elements. Furthermore, the initiative effectively combines indigenous culture with modern tourism demands, revitalizing traditional practices through innovative presentations. For example, integrating traditional tea art performances with contemporary performance arts preserves cultural essence while enhancing visual appeal, better meeting the aesthetic expectations of modern tourists [9]. These measures not only strengthen local cultural identity but also chart a new path for the sustainable development of China's indigenous culture.

## **6. Difficulties and Challenges in Project Implementation**

### **6.1. Insufficient funding**

Insufficient funding remains the primary bottleneck for the development of the Source of Yaojiang River Tea-Tourism Integration Project in Siming Mountain. Infrastructure projects such as road upgrades and visitor center construction require substantial capital, yet the weak rural economy and limited government investment have slowed progress. Resource development initiatives, including the establishment of a tea culture exhibition hall, also face funding shortages. The project relies heavily on government funds with minimal social capital participation and limited financing channels; financial institutions and investors remain cautious due to the project's long investment return cycle and high risks. The underdeveloped rural financial

system, coupled with complex loan approval processes and stringent guarantee requirements, further exacerbates financing difficulties. Therefore, expanding funding channels and optimizing the financing structure are crucial. Currently, Zhejiang YOLION Information Co., Ltd. has reached a cooperation agreement with Hemudu Cultural Tourism Group to advance the project's commencement and construction.

## **6.2. Shortage of Professional Talent**

The shortage of professional talent hinders project operation management, creative planning, and service quality. Effective operation management requires specialized personnel to establish scientific systems and coordinate tasks; however, current management staff generally possess limited expertise, lack adequate training, and demonstrate low operational efficiency. Creative planning demands designs that incorporate local characteristics, yet there is an insufficient pool of local talent. Tourism service staff receive inadequate systematic training, and their service standards require improvement. Talent recruitment faces challenges due to low rural economic levels and limited career prospects, making it difficult to attract external professionals; meanwhile, the outflow of local young talent exacerbates the talent shortage. Therefore, enhancing talent cultivation and recruitment through policy support and institutional innovation constitutes a critical priority.

## **6.3. High difficulty in resource integration**

The integration of resources faces significant challenges, with the core issues being difficulties in interdepartmental coordination and uneven distribution of benefits. The tea industry, cultural heritage, and tourism resources fall under different administrative departments, lacking effective communication and collaboration mechanisms. This results in overlapping responsibilities and buck-passing; for instance, interdepartmental coordination is slow when developing tea-themed cultural tourism routes. The distribution of benefits is also uneven, with substantial disparities in returns among tea farmers, cultural heritage bearers, and tourism enterprises. This leads to low motivation or even resistance from certain groups—for example, tea farmers worry about land use affecting their incomes, while cultural heritage bearers prioritize cultural value preservation and compensation. Furthermore, resource integration involves complex factors such as land ownership and policy implications. In the context of comprehensive regional land consolidation, efficient resource allocation requires further exploration. Therefore, establishing an effective interdepartmental coordination mechanism and improving the benefit distribution system are crucial.

# **7. Conclusion**

## **7.1. Summary of Research Findings**

This study takes the Source of Yaojiang River Tea-Tourism Integration Project in Siming Mountain as a case study, proposing strategies to enhance tea quality, explore the cultural significance of tea, and activate local resources such as natural landscapes. It reveals an integrated model combining the tea industry with tourism and culture, including tea garden tours, tea-themed homestays, and cultural experience travel routes. The study also identifies challenges faced by the project, such as insufficient funding, a shortage of specialized talent, and difficulties in resource integration, and proposes countermeasures, such as diversifying funding channels, strengthening talent development and recruitment, and optimizing resource integration mechanisms. These recommendations enrich the theoretical framework and provide concrete guidance for implementing the rural revitalization strategy. Overall, this research not only advances the theoretical understanding of local resource revitalization and agritourism integration but also offers practical insights for developing regions like Siming Mountain Source of Yaojiang River and similar rural areas.

## 7.2. Research Limitations and Prospects

**Research Limitations and Prospects:** The study has certain limitations, as its scope is confined to the Yaojingyuan area of Siming Mountain, potentially limiting the generalizability of its conclusions; some analyses rely on qualitative descriptions and lack precise quantitative support; there is insufficient tracking and analysis of the project's long-term dynamic development. Future research could expand the case study scope, enhance data collection and analysis, establish a long-term tracking mechanism, further explore the integration points between policy support and market mechanisms, and provide more comprehensive and in-depth theoretical and practical support for rural revitalization.

Future research can be conducted in the following directions: First, expand the range of study cases by incorporating rural areas with diverse geographical conditions and resource endowments into the analytical framework to validate and refine existing theoretical models; Second, enhance data collection and analysis by conducting field surveys and long-term monitoring to obtain more comprehensive data, thereby providing a stronger basis for decision-making; Third, establish a long-term tracking mechanism to closely monitor emerging issues and trends during project implementation and promptly adjust strategies accordingly; Fourth, further explore synergies between policy support and market mechanisms to promote the sustainable revitalization of local resources and the integration of agriculture, culture, and tourism. These efforts are expected to provide more comprehensive and in-depth theoretical and practical support for rural revitalization.

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