

A Study on the Realistic Dilemmas and Promotion Paths of the Integrated Development of the Three Industries of Liubao Tea Under the Background of Rural Revitalization

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Abstract

Against the backdrop of China's Rural Revitalization Strategy, the Liubao tea industry plays a significant role in boosting the local economy of Guangxi and increasing farmers' income. However, the integration of its primary, secondary, and tertiary industries currently faces numerous dilemmas, including a short industrial chain dominated by traditional planting and primary processing; the absence of technical standards, leading to inconsistent product quality due to the lack of unified norms in all tea production links; small industrial scale with mostly small workshop production and low industrialization, making it difficult to form economies of scale; and weak brand influence, serious product homogeneity, insufficient market expansion, and the phenomenon of "high prices but low market demand". To address these, this paper proposes promotion paths: extending the industrial chain, developing tea-culture-tourism integration projects and expanding e-commerce channels; establishing unified technical standards to regulate the entire planting and processing process for product quality assurance; cultivating leading enterprises and building industrial parks to promote industrial clustering; integrating brand resources, innovating marketing models, and developing differentiated products to broaden market space, so as to promote the deep integration of Liubao tea industry's three sectors and assist rural revitalization.

Keywords

Rural revitalization; Liubao tea industry; Integration of three industries

1. Introduction

The integration of primary, secondary, and tertiary industries in rural areas is a new agricultural development model that relies on agriculture as the basic foundation, extends the industrial chain, expands industrial functions, and cross-border allocates capital, technology, and resource elements for intensive configuration. It organically integrates agricultural production, agricultural product processing and sales, catering, leisure, and other service industries. Its essence lies in achieving agricultural efficiency improvement, farmers' income increase, and rural prosperity through industrial collaboration and factor penetration. Since the No.1 Central Document first interpreted the connotation of rural three-industry integration in 2015, clearly proposing to "promote the integrated development of rural primary, secondary, and tertiary industries, extend the agricultural industrial chain, and enhance the agricultural value chain", the integrated development of rural industries in China has risen to a national strategy. In

2016, the State Council issued the Guiding Opinions on Promoting the Integrated Development of Rural Primary, Secondary, and Tertiary Industries [1], furthering industrial integration from the policy level and proposing to build a modern industrial system where agriculture intersects and integrates with secondary and tertiary industries. In 2023, the Central Committee of the Communist Party of China and the State Council again emphasized in relevant documents the need to deepen rural industrial integration, cultivate new rural industries and business forms, and assist in the implementation of the Rural Revitalization Strategy [2].

Against the background of this policy, it is of great practical significance to promote the integration and development of the three rural industries. It is not only a key measure to optimize the agricultural industrial structure and improve the comprehensive benefits of agriculture, but also a core path to broaden the channels for farmers to increase their income and promote the overall revitalization of rural areas. As a characteristic agricultural product in Wuzhou, Guangxi, Liubao tea industry cluster was selected into the national ideal list of agricultural industry integration and development in 2025, and won 200 million yuan of central financial award and subsidy funds [3]. This is of great significance to the regional economic development and the improvement of local characteristics. The development of the Liubao tea industry not only carries the multiple missions of local economic growth, cultural inheritance, and farmers' employment and income increase. However, the current Liubao tea industry still faces problems such as a short industrial chain, low added value, and insufficient market competitiveness. Therefore, further promoting the integrated development of the three industries of Liubao tea is not only an inevitable requirement for responding to the national rural revitalization strategy, but also an internal demand for breaking through the bottleneck of industrial development and realizing industrial transformation and upgrading.

2. Realistic Dilemmas Faced by the Integrated Development of Liubao Tea's Three Industries

2.1 Short Industrial Chain and Insufficient Integration Depth

At present, the Liubao tea industry is still dominated by traditional tea planting and primary processing, and the primary production accounts for a relatively high proportion. However, some production still relies on manual experience, and the tea garden management in some tea areas is extensive, and the early warning of pests and diseases lags behind, resulting in large fluctuations in quality [4]. The processing of the secondary industry is mostly limited to the basic links, such as raw tea frying and simple fermentation. The development of the tertiary industry is almost blank. The development of the tertiary industry projects, such as tea garden tourism and tea culture experience, lags behind, and has not yet formed a complete industrial chain from planting, processing, cultural tourism, and sales. Each industrial link is relatively independent, lacking effective cohesion and coordination, and it is difficult to exert the superposition effect of the integration of the three industries, resulting in low added value of products and insufficient market competitiveness.

2.2 Absence of Technical Standards and Poor Quality Stability

The production process of Liubao tea lacks unified standardization. From tea picking, fixing, rolling, to fermentation, aging, and other links, the technologies and processes adopted by different enterprises and workshops are significantly different. Taking tea picking as an example, some farmers only rely on experience to judge the maturity of fresh leaves, resulting in uneven tenderness of bud leaves. In the fixing process, small workshops rely more on traditional iron pot manual operation, and it is difficult to accurately control the speed of fire and stir-frying, and there is no uniform standard for the setting of mechanical fixing equipment parameters in some enterprises. In the core fermentation process, there are huge differences in the control of temperature, humidity, and time among enterprises. The temperature fluctuation of pile-fermentation in some enterprises exceeds 10°C, and the fermentation period varies from 15 days to 45 days, which directly leads to the instability of tea color, aroma, and taste. There is a lack of scientific norms in the aging stage, and there is no uniform standard for the temperature and humidity of the storage environment and the density of tea stacking, which makes the quality of the aged products uneven. The lack of such technical standards not only affects the brand image and market reputation of Liubao tea but also hinders industrial upgrading. Due to the lack of unified standards, it is difficult to achieve process sharing and technical coordination among enterprises, and it is difficult to popularize and apply advanced equipment and processes, resulting in unstable product quality and difficulty in meeting the needs of modern consumers for quality consistency. In the high-end market and export trade, Liubao tea has always been difficult to break through the development bottleneck because it does not meet the stringent quality standards at home and abroad, which seriously limits the market competitiveness and economic benefits of the industry.

2.3 Small Industrial Scale and Low Degree of Industrialization

The Liubao tea industry is dominated by small workshop-style production and operation, mostly in the form of farmers or cooperatives, with generally small scales, lacking the leadership of leading enterprises and industrial cluster effects. The processing links have simple equipment and low production efficiency, making it difficult to achieve large-scale production and cost control. The widespread use of facilities such as small tea frying machines and simple fermentation sites is far from the modern and standardized industrial production system, limiting industrial capacity improvement and technological innovation, and making it difficult to form economies of scale and brand advantages.

2.4 Weak Brand Influence and Blocked Market Expansion

Although Liubao tea has profound cultural heritage and geographical indication advantages, its brand construction and promotion are insufficient, with low market awareness and reputation. The homogenization of Liubao tea products in the market is serious, lacking differentiated competitive advantages, the price system is chaotic, and there is a phenomenon of "high prices but no market". Coupled with single marketing channels and insufficient development of emerging markets such as e-commerce and cultural tourism, it is difficult to transform industrial resource advantages into market competitive advantages, restricting the market space and economic benefits of the integrated development of Liubao tea's three industries.

3. Path Choices for Promoting the Integrated Development of Liubao Tea's Three Industries

3.1 Extending and Expanding the Industrial Chain to Strengthen Industrial Collaborative Integration

Guided by market demand, we will build a whole industry chain system with excellent primary production, strong secondary production, and active tertiary production. In the first production link, promote standardized planting and ecological tea garden construction to improve tea quality and yield; in the field of secondary industry, we will increase investment in research and development of deep processing, develop high-value-added products such as tea food, health care products, and cosmetics, and extend the processing chain. It focuses on breaking through the bottleneck of the development of the three industries, deeply excavating the connotation of the Liubao tea culture, creating a cultural and tourism integration project integrating tea garden sightseeing, tea making experience, non-legacy research and tea culture theme homestay, promoting the coordinated development of tea, cultural tourism and e-commerce, and realizing the organic connection and value-added value of each link of the industrial chain. At the same time, the first, second, and third industries can be integrated into the generative artificial intelligence technology to help monitor the planting technology and tea garden management during the first industry. The second industry is to assist in the formulation of standardized processing plans. The third industry can use AI technology to generate cultural and tourism publicity copy, pictures, videos, and other content to increase the cultural and tourism value of ecological tea gardens [5].

3.2 Improving the Technical Standard System to Ensure Stable Product Quality

Led by the government and coordinated by industry associations, formulate standardized production technical specifications for Liubao tea covering the whole process of planting, processing, storage, and transportation. Establish a unified standard system from fresh leaf picking standards, fermentation process parameter control to product quality grading, promote modern processing equipment and intelligent temperature and humidity control technologies, and ensure product quality consistency. Encourage enterprises to participate in standard formulation, improve industry access thresholds through standardization certification, and promote the industry's upgrading towards standardization and quality, remodeling the brand reputation of Liubao tea.

3.3 Cultivating and Expanding Industrial Scale to Improve Industrialization Level

The implementation of the leading enterprise cultivation project, through policy support, resource integration, to create a number of large-scale tea enterprises with core competitiveness, to play its leading role in the demonstration. Up to now, Wuzhou Liubao tea has also tried to introduce leading enterprises, so that leading enterprises can simultaneously carry out technological innovation and technological achievements transformation and application, to achieve the mode of research, application and demonstration [6], and then promote the development of industrial clusters, the construction of Liubao tea processing industrial park, improve infrastructure and public service

platform, attract small and medium-sized enterprises to gather and develop, and form a large-scale production and collaborative innovation effect. Improve the detection, technology, warehousing, logistics, and other public service platforms, guide tea enterprises to enter the park through self-built factories, lease standard factories and other models, promote the agglomeration of Liubao tea production capacity, and strive to build an international Liubao tea production center and China Dark tea export base [7]. In addition, it is also necessary to continuously improve the storage conditions [8]. By increasing the investment in industrial technological transformation, introducing automated production lines and digital management systems, we will promote the transformation of small workshop production to modern and intelligent industrial production, reduce production and storage costs, and improve production efficiency.

3.4 Strengthening Brand Integration and Marketing to Broaden Market Development Space

Strengthen the construction of public brands in the Wuzhou Liubao tea area, integrate decentralized corporate brands, unify brand visual recognition and quality standards, and enhance brand recognition and market influence. Innovative marketing model, with the help of e-commerce live broadcast, social media, cross-border e-commerce and other emerging channels to expand brand communication; combined with the cultural and tourism integration project, we will continue to increase the construction of Liubao tea characteristic towns, continue to build tea boat ancient road leisure projects, continuously enrich the tea culture and tourism industry, expand the tea culture and tourism industry chain, call the tea culture and tourism brand, promote the construction of leisure and health destinations, and enhance the brand cultural experience [9]. Develop differentiated products for different consumer groups, optimize the price system, build a diversified sales network that integrates online and offline, solve the problem of price-sensitive markets, and expand market share at home and abroad.

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