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Part I Introduction



Situated in eastern Asia, and on the western shore of the Pacific Ocean, the People's Republic of China covers a land area of 9.6 million square kilometers, with an inland and coastal water area of more than 4.7 million square kilometers and an eastern and southern continental coastline extending for about 18,000 kilometers. Its vast maritime territory is studded with 7,600 islands. With such vast territory and abundant resources, China's tourism industry is developing quickly. According to statistics, the number of foreign visitors is 6.14 millions in January-March 2013.

Hangzhou, the capital of Zhejiang Province, is the provincial center in economy, culture, science and education. It's only a two-hour bus ride

from Hangzhou to Shanghai. Hangzhou is a famous city in history and culture and also an important national tourist city with the beautiful scenery. Located at the southern wing of the Yangtze River Delta, the west end of Hangzhou Bay, the lower reaches of Qiantang River and the southern end of the Grand Canal (Beijing-Hangzhou), it is one of the most important central cities in the southern wing of the Yangtze River Delta and a hub of transportation in southeast China. The geographic position of the city proper is latitude 30° 16' north and longitude 120°12' east. The world's longest canal known as the Great Canal winds through the city as well as the Qiantang river which is noted for the magnificent view of tidal rush. Hangzhou has a subtropical monsoon climate with four distinct seasons. It is warm and humid with sufficient sunshine and plentiful rainfall.



With China's rapid economic development, tourism has become

one of the fastest growing industries in the national economy. Hangzhou is one of the most important tourist cities in China, famous for its natural beauty and historical and cultural heritages. West Lake is the most desirable place to tourists in Hangzhou. The view of the West Lake is simply enchanting, which offers many attractions for tourists at home and abroad.



On June 24, 2011, at the 35th session of the World Heritage Committee (WHC) held in Paris, the West Lake Cultural Landscape of Hangzhou, comprising West Lake and the surrounding hills was inscribed on UNESCO's World Heritage List. In this way, West Lake scenic spots will be able to get better protection. Moreover, West Lake and its scenic spots are free to the public, which has attracted thousands of tourists to West Lake to spend their leisure time.

As one of the major sources of income in Hangzhou, tourism accounts for 16% of the total GDP. It plays a significant role in promoting

the economic development of Hangzhou. According to the statistics from China National Tourism Administration, Hangzhou's tourism revenue reached 139.225 billion yuan in 2012, an increase of 16.9% over the previous year. The number of domestic tourists reached 82.3688 million, an increase of 14.7% over the previous year, and the domestic tourism revenue reached 125.317 billion yuan, an increase of 17.8% over the previous year. Hangzhou ranks the third in 15 sub-provincial cities in terms of the number of foreign tourists received, the first two cities being Shenzhen and Guangzhou. International visitors come to Shenzhen and Guangzhou mainly for business purpose while the majority of international visitors come to Hangzhou for sightseeing, which proves that Hangzhou is one of the favorite tourist destinations for international tourists.

In recent years, food tourism has become a driving force behind the development of the tourism industry and has drawn the attention of people involved in the industry. The topic for this year's research competition is a good case in point: Culinary tourism: Traveling for experience.

China has a long history of cuisine and culinary arts and her dishes enjoy worldwide popularity. Many tourists visiting China make special request to dine in the local restaurants purely for the enjoyment of specialty dishes. There are eight distinctive Chinese cuisines, such as Sichuan cuisine, Cantonese cuisine and Zhejiang cuisine. Made up of

Hangzhou, Ningbo and Shaoxing cuisines, Zhejiang cuisine is enjoyed for its freshness, tenderness, and mellow fragrance. Hangzhou cuisine is the most well known among Zhejiang cuisine. Some burgeoning Hangzhou local restaurants blossom over the whole country.

Culinary tourism is one of the major sources of tourism revenue in Hangzhou. In recent years, dining has emerged as a major travel activity and many tourist destinations have begun to view their local food and cuisine as an important market niche as well as a pull factor in the promotion of a tourist destination. Agritainment in Hangzhou tea plantation is one of them. Tourists came to the tea plantation for drinking and purchasing the best green tea in China.

As we saw the topic for this year's GTTP research competition, local food and tea culture came to us, which are representative of Hangzhou. Agritainment in Hangzhou tea plantation as a newly emerged form of tourism caught our eyes. So we decided our topic for the research competition: Tea-eating—experiencing local food in Hangzhou tea plantations.

We use the expression “tea-eating” because Hangzhounese say “eating tea” instead of “drinking tea”, which means drinking tea and eating traditional local dishes cooked by tea farmers. On weekends, they will invite friends and relatives to eat tea in tea plantation, breath the fresh air in the green environment, and spend time doing leisure activities such as picking and making tea, playing mahjong or poker,

hiking in the tea mountain and even having a nice chat or daydream in the peaceful environment. That's what we call Hangzhou teahouse culture.

Tea—eating was originally a local phenomenon, enjoyed mainly by local residents. However, in recent years, tourists came to Hangzhou tea plantations to taste local delicacies, buying the best green tea and tea products in China. This offers a brand-new traveling experience—tracking the traditional local dishes and feels the old pulse of Hangzhou.

Part II Literature Review

2.1 Culinary Tourism

According to Wikipedia, culinary tourism or food tourism is experiencing the food of the country, region or area, and is now considered a vital component of the tourism experience. Dining out is common among tourists and food is believed to rank alongside climate, accommodation, and scenery in importance to tourists. Culinary or food tourism is defined by the World Food Travel Association (WFTA) as the pursuit of unique and memorable eating and drinking experiences. Culinary tourism differs from agritourism in that culinary tourism is considered a subset of cultural tourism (cuisine is a manifestation of culture) whereas agritourism is considered a subset of rural tourism, but

culinary tourism and agritourism are inextricably linked, as the seeds of cuisine can be found in agriculture. Culinary/food tourism is not limited to gourmet food; the WFTA reports that "gourmet" comprises 8.1% of culinary travelers.

Although culinary tourism differs from agritourism, they are inextricably linked. Our attempt in doing this case study is to combine the elements of food (local food in Hangzhou tea plantation) and culture (tea culture and local food culture); the element of agritourism and local cuisine. So we choose the topic "Tea-eating: experiencing local food in Hangzhou tea plantation".



The tourism industry has many facets such as ecotourism, ethnic tourism, cultural tourism, sports tourism, and others. Different types of tourism produce different kinds of experiences. One of the central functions of the tourism industry is to provide food experiences. Recent

research has shown that tourists spend almost 40% of their budget on food when traveling. The 2004 Restaurant & Foodservice Market Research Handbook stated that 50% of restaurants' revenue was generated by travelers. It shows that there is a symbiotic relationship between food and the tourism industry. More importantly, food has been recognized as an effective promotional and positioning tool of a destination. For example, the strength of people's desire to visit Italy is largely due to its cuisine. Italian cuisine and wine has boosted the Italian tourism industry. Likewise, the image of France has always been associated with its food and wine. (S. Ab Karim & C. G.-Q. Chi, 2010)

Hong Kong tourist arrivals were increasing because of the growing number of restaurants that offer many varieties of cuisines. Hu and Ritchie stressed that food was one of the most important reasons for people to visit a destination along with weather, accommodations, and scenery. Ryan and Smith proved that food had an impact on the travelers' level of satisfaction

with the trip. In general, it seemed that food plays a significant role in tourists' traveling experience. (S. Ab Karim & C. G.-Q. Chi, 2010)



And these examples are easy for us to understand the meaning or the definition of the culinary tourism. Culinary tourism is related to food

and eating experiences that occur when people travel. During a trip or vacation, some travelers might look for types of food similar to those that they eat at home. In contrast, there will be travelers who might be passionate to try foods of other cultures or those who are curious about different foods. The term culinary tourism was developed by Lucy Long in 1998. Long defined culinary tourism as experiencing and participating in the food ways of other people which include but are not limited to consumption, preparation, and presentation of food items. Culinary tourism is not only associated with eating and drinking, but also events ranging from food festivals to farm visits. In our case, agritainment is a kind of culinary tourism. (S.Ab Karim & C. G.-Q.Chi, 2010)

2.2 Agritainment

What is agritainment? According to Wikipedia, agri-entertainment has been referred to as “agritainment” and people who entertain at these agriculture based functions have been referred to as “agritainers” since 2008 with the founding of the Texas Crossroads Cowboy Gathering. And it includes not only farm and ranch tours, but also events such as cowboy music and poetry gatherings. The genres of cowboy music, cowboy poetry, and cowboy storytelling have their roots and material based upon the agrarian lifestyle of ranching.



In Oxford dictionary, agritainment means farm-based entertainment including activities such as hayrides, pony rides, wine tasting, cornfield-maze contests, and harvest festivals. The agri-tourism derives from rural tourism. When most people have never set foot on a farm and assume that food originates from a grocery store, many farmers are incorporating "agritainment" (agricultural entertainment) into their operations as a means to educate the public and generate additional farm income.

In China, rural tourism began at 1980s under the policy of tourism poverty relief. The meaning of agritainment is living in the farm house, eating farm food, doing farm work and enjoying the life of country.



There is no specific term for agritainment in tea plantation, but it really fits the definition of agritainment. In the tea plantation, tourists can breathe fresh air and enjoy the pleasure of living far from the madding crowd. They can go fishing, pick tea leaves and dig bamboo shoots in the spring time, just like farmers. They can eat farm food, taste tea and enjoy tea ceremony. All these are activities which visitors can experience in the tea plantation. These activities are the elements of agritainment. So agritainment in tea plantation can be regarded as a new form of agritainment.



After researching on the literature, asking some experts and talking with foreign friends, we come to our own understanding of agritainment. It is a new form of leisure travel, the farmers provide the tourists from metropolis with an opportunity to return to nature, obtaining relaxation, mental and physical pleasure.

Our topic takes Hangzhou tea plantation as an example. Tourists in Hangzhou tea plantation can relax themselves, enjoy ecological environment, experience mental and physical pleasure and do some farm activities. This type of agritainment is unique, tourists can only experience it in tea plantations in Hangzhou.

2.3 Tea Cuisine

Tea is one of China's major contributions to mankind and world civilization. China is the origin of the tea tree and the first country to discover and use tea. Tea culture has been steadily enriched and developed as part of the age-old national culture and a gem of traditional oriental culture. There is a special farm food--tea cuisine. Cooking with tea is as old as the history of tea itself. In China, eating tea leaves is one of the three ways people consume tea products. Tea is considered one of the spices for cooking and medicinal cooking.

One of the well-known benefits of Chinese tea is that it offers the tea drinker caffeine free alternatives. Many of them are considered to be very soothing and comforting. So people who eat tea dishes will be healthier and live longer. In Western countries, tea has been introduced to cuisine as well, for example, wafer thin crustless sandwiches, shrimp or fish pates, toasted breads with jams, and regional British pastries such as scones (Scottish) and crumpets (English).



2.4 The Development of Culinary Tourism in Hangzhou

2.4.1 Television Programs on Food

Television programs on TV play an important role in promoting local food. Hangzhou is also famous for local dishes like West Lake Fish in Sweet Sour Sauce, which are introduced in “A Bite of China”, a very popular 2012 Chinese documentary television series on the history of food, eating, and cooking in China. This program featuring traditional regional specialty dishes, films the creation of gourmet delights. It has sparked a growing food craze among gourmets, but also aroused people's interest in Chinese culture and cuisine. Having started filming in March 2011, this seven-episode documentary series introduces the history and story behind foods of various kinds in more than 60 locations all around China. It has been actively encouraged as a means of

introducing Chinese food culture to those unfamiliar with local cuisine.

Nowadays, culinary tourism becomes a hot topic and its popularity



owes much to this program which is loved by thousands of netizens. Statistics show that after the appearance of the documentary, the special hotels in Hangzhou become increasingly popular. A large number of tourists come to Hangzhou because of the famous and delicious local dishes introduced in the documentary.

The manager of Yellow Dragon Hotel in Hangzhou said that because of the hot program, the rate of ordering the dish West Lake Fish in Sweet Sour Sauce got twenty percent higher. Visitors spend more money on food, especially the special local food in tourist city.

“A Bite of China” and many other local and national food programs help to introduce the local cuisine to domestic and international tourists, thus promoting the development of culinary tourism.

2.4.2 Food Festivals

Food festivals also play a vital role in promoting the economy and

tourism in Hangzhou. From 2000 to 2012, Hangzhou China Gourmet Food Festival was held 13 times by the local Hangzhou government. It is held during October and November each year with a lot of activities, such as exhibitions of new cuisines and famous Chinese dishes and snacks, competitions of chefs' culinary arts and sampling the delicious local food. Chefs come to the festival from all over the country. There are also delicacies from Taiwan, Europe and Southeast Asia on exhibition.

Each year the food festivals attract many visitors home and abroad, which helps to boost the local economy. In addition, food festivals are windows helping visitors know more about the food and culture in Hangzhou, leaving a good impression on the visitors.

2.4.3 Tea Banquet Appraisal Conference

Tea Banquet Appraisal Conference helps to popularize tea cuisine. Hangzhou is the origin of Longjing Green Tea. There are many tea dishes cooked with green tea. Tea cuisines are related to many historical figures and classical allusions. The International Tea Banquet Appraisal Conference is held in Hangzhou regularly. According to statistics, it has a great influence on the culinary tourism in Hangzhou. During this activity, the turnover of Hefang Historical Street is 5000,000 RMB and Wushan Square Exhibition Area is 1200,000 RMB. Both of them get 10% of turnover more than the previous year. They attract tourists at home and abroad to come to Hangzhou to enjoy the special cuisine and learn the tea culture. At present there is an increasing number of local tour routes

designed since Hangzhou is an ideal destination for culinary tours for food lovers.

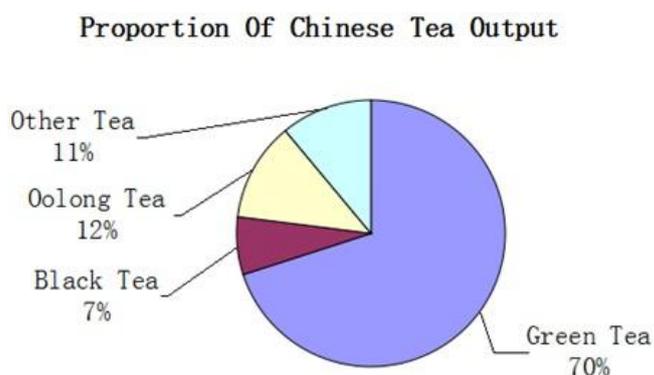


Part III Tea-eating in Hangzhou Tea Plantation

3.1 Tea Culture

As we all known, coco, coffee, tea are the three major drinks in the world. But why does tea become one of the world's three drinks? Its long history and unique value contributes to its fame.

The following pie chart shows the proportion of Chinese tea output. Green tea accounts for 70 percent of the total tea output.



Tea is one of China's major contributions to mankind and world civilization. Over thousands of years, tea culture has been steadily enriched and developed as a part of the age-old national culture and a

gem of traditional oriental culture. Today, as a worldwide beverage, tea serves as a tie of deep affection between the Chinese and people in other parts of the world.

In China, tea is a national drink and Hangzhou is the tea capital.



Hangzhou has a long history of tea planting, a great number of tea types are grown locally in Hangzhou. Green tea is known as China's "national drink". Every resident in Hangzhou knows Longjing Green Tea. It's the most famous green tea in Hangzhou. It grows in the mountains alongside the West Lake in Hangzhou.



Over the years, Hangzhou is known worldwide not only for its beautiful West Lake, but also for the Longjing Green Tea, or to be exact, West Lake Longjing Green Tea, which is the name of one of the best

green teas in China. Only those grow in the West Lake area can be named as West Lake Longjing Green Tea, while the other two Longjing Green Tea producing areas are called the Qiantang area and the Yuezhou area respectively. Longjing Green tea falls into different grades and the best comes from the first picking of the year. The first picking of tea occurs in late March or early April. Tea picked after summer makes average tea, and its quality is not as good as the early pickings. However, most green tea in China is both refreshing and flavorsome.

Drinking Longjing Green Tea is good for your health in many ways. It is beneficial for the eyes and will promote digestion and remove excess fat. So if you want to start a weight loss program, you may be advised to drink green tea. To preserve its flavor and quality, tea should be kept dry.

There is a China National Tea Museum in Hangzhou to help people know more about tea culture. It is the only national museum specialized in tea and tea culture in China. The museum was officially opened in April 1991. It is a modern museum for cultural shows, popular science promotion, talent training, research, academic exchange, tea drinking, catering, conference, recreation and other services.

Hangzhou has an ancient history of tea planting and drinking. Both the common people and royal family have the tea-drinking custom. In the traditional Chinese marriage ceremony, both the bride and groom kneel in front of their parents and serve them tea. That is the most devout way to express their gratitude. The married couple will say, "Thank you for

bringing us up. Now we are getting married. We owe it all to you." The parents will usually drink a small portion of the tea and then give them a red envelope, which symbolizes good luck.

Chinese tea ceremony is a Chinese cultural activity involving the ceremonial preparation and presentation of tea leaf. The art of its performance is shown in the tea ceremony. The elements of the Chinese tea ceremony are the harmony of nature and enjoying tea in an informal and formal setting. Tea ceremonies are now being revived in China's new fast-paced culture.

3.2 Highlights of Gourmet Experience

3.2.1 Tea Dishes

Tea cuisine is a very important part of tea culture in China. The practice of cooking with tea is handed down from one generation to another. Now, there are a large number of cooking recipes and tea dishes in China.

Shelled Shrimp with Longjing Green Tea

Shelled Shrimps with Longjing Green Tea is a much sought-after specialty in Hangzhou which, as its name implies, uses a unique recipe to combine shelled shrimps and freshly-picked Longjing Green Tea together.



According to the legend, one

day around the Qingming Festival, Emperor Qianlong traveled incognito in Hangzhou. He was caught by a shower on his way to Longjing, and he took shelter in a cottage. The hostess treated him with a cup of longjing tea. It was so fragrant that the emperor enjoyed it very much. Qianlong grasped a handful of tea into his pocket without the hostess' notice. When the rain was over, he left and continued his travel. Then he came into a wine shop at sunset. He ordered some dishes, one is fried shelled shrimps. After that, he suddenly remembered the tea leaves took from the cottage and asked the waiter to make them for him. The waiter saw the imperial robe when Qianlong searched his pocket and was frightened.



He rushed to the kitchen to tell the chef who is also the shop owner. The shop owner was frying the shelled shrimps. When hearing the news, the chef was so intimidated and made a serious mistake. He put the longjing tea leaves into the pot instead of the Chinese onion. But miracle happened, when the dish was served at the table, Qianlong was overwhelmed by the fragrance and the color of the dish, the tea was green as emerald and shrimps were pure and tender. The dish was delightful to his eyes and delicious as well, and gave Qianlong a deep

impression. The dish was a mistake out of haste, but famous since then. During hundreds of years, with cooking masters' improvement generation after generation, the dish was officially named as "Longjing Shrimp".

Tea-flavored Chicken

Tea-flavored chicken is also a very famous tea cuisine in Hangzhou. Many visitors come to Hangzhou because of this dish. Brewed tea can be used as a braising liquid, as in this recipe, or as a seasoning for marinades. The addition of tea helps this dish gain depth of flavor.

3.2.2 Local Dishes

Local dishes are typical of Hangzhou food. West Lake Fish in Sweet and Sour Sauce, Dongpo pork and Beggar's chicken are typical local dishes.

West Lake Fish in Sweet and Sour Sauce

West Lake fish in Sweet and Sour Sauce is a must if you want to taste traditional Hangzhou dish.



There is a legend about this dish. Once there were two Song brothers who made a living by fishing by the West Lake. The elder brother had a beautiful wife who was called Sister Song. A local villain met Sister Song and took a fancy to her, and in order to get her the villain murdered the elder brother. The younger brother and Sister Song planned to leave their hometown and during the farewell dinner, Sister Song cooked the younger brother a special fish which was both sweet and sour. Years later the younger brother came back as a high-ranking official and he avenged his brother and found Sister Song. Since then, West Lake fish in sweet and sour sauce has been handed down from generation to generation.

Dongpo Pork

Every dish has its unique value of existence. Each has its own story. This dish was named after Su Dongpo who was a governor of Hangzhou, a great poet, prose writer and calligrapher in ancient China.

During his term he started a thorough dredging of West Lake, a project



involving thousands of workers. This project benefited Hangzhou local people a lot. It's no secret that Su Dongpo liked eating pork, and in order to express their gratitude, the local people presented Su Dongpo with a lot of pork and Shaoxing Wine (a cooking wine of Chinese cuisine) in the Spring Festival (Chinese New Year). In order to thank these friendly local people, he told his families to stew the pork and Shaoxi Wine together and distributed the dish to them. It turned out that the pork was extremely tasty and because of Su Donpo's kindness, Dongpo Pork was widely favored by all and rapidly gained popularity.

Beggar's Chicken

Beggar's Chicken is also called Hangzhou Weiji (Weiji means roasted chicken in Chinese). It's one of 36 Hangzhou Famous Dishes authorized by Zhejiang Province in 1956. The origin of this dish is unknown, but according to folklore it's attributed to a beggar. In ancient time, a beggar driven by cold and hunger stole a chicken, but he had neither the tools nor the means to cook the chicken. He was quite upset when an idea occurred to him. Without plucking the chicken the beggar wrapped it with mud and straw, and then roasted it in a campfire. When the chicken was ready, it tasted extremely delicious and its extraordinary aroma traveled for miles.



3.2.3 Local Snack

Local snack is also an important part of local food, which is delicious and inexpensive. It enjoys high popularity among students. The famous local snacks include Wushan Hill Crisp, Dingsheng cake, tea eggs, green tea cake and so on.

Ding Sheng Cake

Dingsheng Cake originated from the Southern Song Dynasty (960–1127), and has been a beloved dessert of Hangzhou local people for hundreds of years. Dingsheng literally means “victory” in English. It’s said that Dingsheng Cake was first made to encourage soldiers of the Yue army, led by General Yue Fei who was renowned for defending the Southern Song against invaders from northern China. Its reddish color symbolizes triumph. Later it was developed into a gift for students who took the imperial examinations.



Tea Eggs

Tea eggs are very popular with people, because it's simple to make and easy to carry. Visitors can buy them in the bus stations and on the streets.



Green Tea Cake

Green tea cake tastes crispy and delicious. It brings people fresh green tea flavor. The recipe is simple and easy to learn. The main ingredients of green tea cake are flour, butter, eggs and sugar. When you go to a restaurant, before the lunch, sometimes the waiter will offer you

a plate of green tea cakes. Local people often buy them to entertain friends and relatives.



3.3 Agritainment Experience

3.3.1 Eat Real Local Food

Besides planting tea trees, farmers in tea plantation also grow their own vegetables and raise their own poultry. So the ingredients of food are obtained locally without pollution.



Examples of such dishes are sauce

steamed bamboo shoots, fried eggplant and so on.

For city dwellers that are used to feeding themselves with rich meals or fast food, such local food brings them a new experience. For those young people who have just started their career in Hangzhou far away from home, the rural flavor makes them feel nostalgic about their hometown and brings them a feeling of home.



Apart from the food experience itself, spending time in tea plantation is also good relaxation. For the modern people who are always busy with work, this is a good opportunity to sit down and have a cup of tea, enjoying a peaceful rural life.

3.3.2 DIY Local Dishes

Tourists who are fans of cooking can go to the local people's kitchen to observe how the delicious local dishes are made or even learn to cook the dish themselves. This new recipe can be useful for tourists when they go home, which may bring their family a new food experience.

After lunch, the tourists can experience country life with tea farmers by planting vegetables. And it adds to the fun when you know you can come back again in the near future to see how the vegetables are doing and pick them for your family. This is really a good case of agritainment.

3.3.3 Enjoy Ecological Environment



Hangzhou is endowed with natural resources, including rivers, lakes and hills. With mountains around, the tea plantations have fresh air and beautiful environment free from pollution. The green tea planted in such environment is organic and pollution-free.

These tea plantations are away from the busy urban areas of Hangzhou. It is a good place for entertaining tea drinkers. Many city dwellers like to come here for relaxing and having tea. And some people come here for dining after climbing. All these activities provide city dwellers with good opportunities to escape from the fast-paced city life and relax themselves. It's beneficial to their physical and mental health.

There are many tea plantations in Hangzhou, where tourists can experience Hangzhou cuisine and tea-related farm activities, for example, Meijiawu, Dingjiashan, Santaishan, Longwu, etc.

Among the tea plantations in Hangzhou, Meijiawu tea plantation is the most famous. They have their long history of tea cultivation which can be

traced back to the Ming dynasty.

With its unique environment, Meijiawu tea village had received the heads of state and government of the Soviet Union, the United States, Vietnam, Romania, Kampuchea and so on. Premier Zhou Enlai went to Meijiawu five times to guide the development of tea production.

Part IV Case study: Hangzhou Meijiawu Tea Plantation

Chinese food enjoys worldwide popularity. There are eight distinctive Chinese cuisines, such as Sichuan cuisine, Cantonese cuisine, Huaiyang cuisine, etc. Zhejiang cuisine occupies one position among them. Made up of Hangzhou, Ningbo and Shaoxing cuisines, Zhejiang cuisine is enjoyed for its freshness, tenderness, and mellow fragrance. Hangzhou dishes have increasingly drawn more attention. However, if you want to eat real local food, a farmer's house in Hangzhou tea plantation is a good choice.

Local food in Hangzhou tea plantation is popular among residents from the urban areas. However, how do tourists, both home and abroad, think of the food in the plantation? Do they know the tea cuisine and local food in the tea plantation? Do they know the famous food and snacks in Hangzhou? What's their view on food and culinary tourism? How can we promote local food and the development of food tourism in Hangzhou? With these questions in mind, we chose the most famous tea

plantation in Hangzhou, Meijiawu tea plantation, as our case and started our field research.

4.1 An introduction to Meijiawu Tea Plantation

Meijiawu tea plantation is nestled in the hinterland of West Lake District. It is renowned as one of the most important tea production bases. It is an ancient village with a history of 600 years. Inhabited by more than 500 households, Meijiawu tea plantation is surrounded by mountains and waters; it's a leisure tourist spot featured with tea culture in farm style.



Meijiawu tea plantation in particular is reputed for its history of serving exquisite tea. Here elaborate tea making ceremonies are held, and you will be able to understand why partaking in tea ceremonies is of such importance for Chinese. This picturesque village will enable you to experience the pleasure of a perfect cup of tea and the traditional

Chinese tea ceremony. Chinese tea can be of different varieties, and you might need some advice or help in selecting a particular type or brand for your own taste. You will get the professional help for selecting the best green tea in Meijiawu tea plantation.



It's not surprising that the tea houses, in the attempt to provide an escape from the anxious life of the metropolis have chosen the mountains surrounding the city as their home. This phenomenon has often been called the tea tourism. The tea farmers built tea houses of their own and place tables out on the hills. The mountainside seats offer a striking view of the city light at night. Today, Meijiawu attracts a diverse set of customers: young students and office workers on weekends, and elderly residents during daytime.

During our field trip to Meijiawu, the daughter of the owner of the teahouse served us fragrant longjing green tea grown on those very mountains. She first poured water into the small clay tea pot, then poured the brewed tea into a second pot, and finally poured the evenly brewed tea into each of our short clay cups. She did this over and over,

pot after pot, leisurely and comfortably for hours. We could not help but feel that people had been practicing and enjoying this refined tradition on these mountains for hundreds of years.

The tea house owners told us that people who live in the city find it hard even to have a half-day's relaxation. Every day what they worry about is advancing their careers or family trivialities. It would be an amazing experience if they could invite a few friends over to drink a cup of tea and chat as they like, putting aside a few worldly anxieties.

During our field trip, the daughter of one teahouse showed us around the tea village. The village now has over 160 tea houses run by local families. Some of them are equipped with professional reception halls providing multi-language explanations in the history of Meijiawu tea, picking and stir-frying of tea leaves, and the functions of tea. In addition, there are tea art shows. In spring, visitors can even join the locals to pick fresh tea leaves. Then, they can go back to tea houses to observe the whole process of making tea. If you are interested, you can personally experience the process under the guidance of the tea farmers.

4.2 Research Questions

After searching and reading the literature on food tourism, collecting data about Hangzhou cuisine from the Internet, books, and some TV shows, and discussing with team members and our instructors, we finally came up with the following research questions:

1. Do the tourists, domestic and international, know about the tea dishes, the famous Hangzhou food, and agritainment in Hangzhou tea plantation?
2. Are the tourists, domestic and international, fond of local dishes in Hangzhou tea plantation?
3. What's the current situation of the agritainment in tea plantation?
4. What will it be like to enjoy a tour in Hangzhou Meijiawu tea plantation as a tourist?
5. Can we attract more tourists both overseas and at home to stay in Meijiawu by local food, tea culture and ecological environment?
6. How can we develop regional tourism and boost the regional economy with the authentic local food and agritainment in tea plantation which is the brand-new and burgeoning form of tourism in China?

4.3 Research Methods



Based on the above questions, we designed three different questionnaires for domestic and international tourists and the owners of teahouses under the guidance of our teachers. The questionnaires are about food appeal in Hangzhou for international and domestic tourists and the development of agritainment in Hangzhou tea plantation.

To do the survey, we were divided into several groups, and each group was assigned to do a specific task. Group one went to Hangzhou Lily Hotel because international tourists will have meals there after touring, and we would have the chance to hand out our questionnaires while they are resting; group two visited some international students in Zhejiang University and interviewed some of them; group three went to the West Lake area and Hefang Street to do the questionnaire survey, and group four went to Hangzhou Cuisine Museum and China National

Tea Museum to take pictures and collect brochures. The survey lasted for a week.

After the questionnaire survey, our entire group, our two instructors and three international friends took a one-day trip to Meijiawu tea plantation to experience agritainment. We tasted green tea, enjoyed local food, experienced picking and making green tea and had a unique experience as tourists.

During our trip to Meijiawu, we also interviewed the owners of the teahouse, gathering information about the most popular dish in each teahouse, the ingredients, the number of domestic and international tourists who have dinner at their tea houses every day, the duration of their stay, etc.

During the survey and field trip, we took pictures, made videos and took notes. All the data collected help us have a deeper understanding of our research.



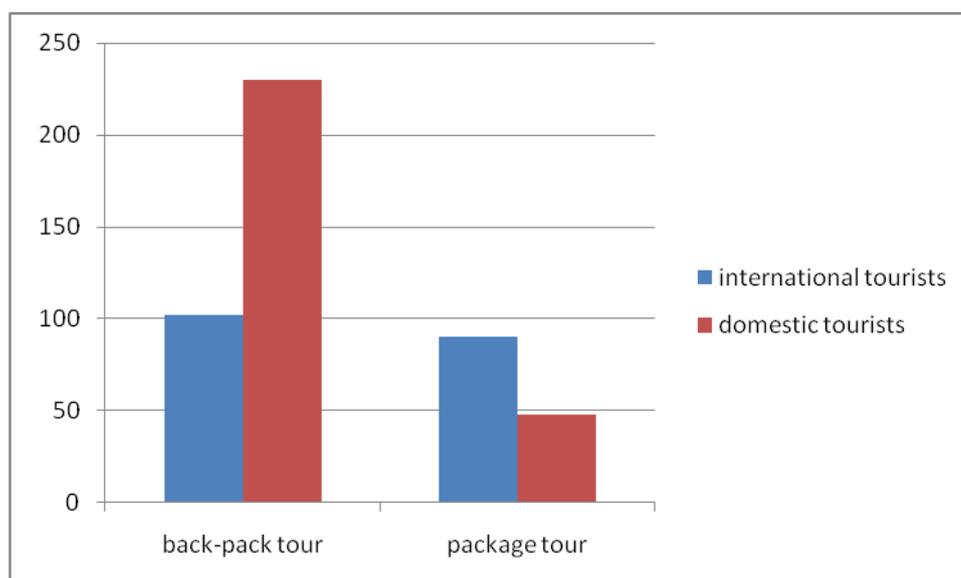
4.4 Research Findings

4.4.1 Questionnaire Survey on Tourists

We designed three questionnaires and handed them to three different groups, the domestic tourists, the international tourists and the owners of the tea houses. We collected 278 Chinese questionnaires, 192 English questionnaires and 16 questionnaires from tea house owners. The valid questionnaires amount to 95%. We used the software SPSS to help us with data input and analysis.

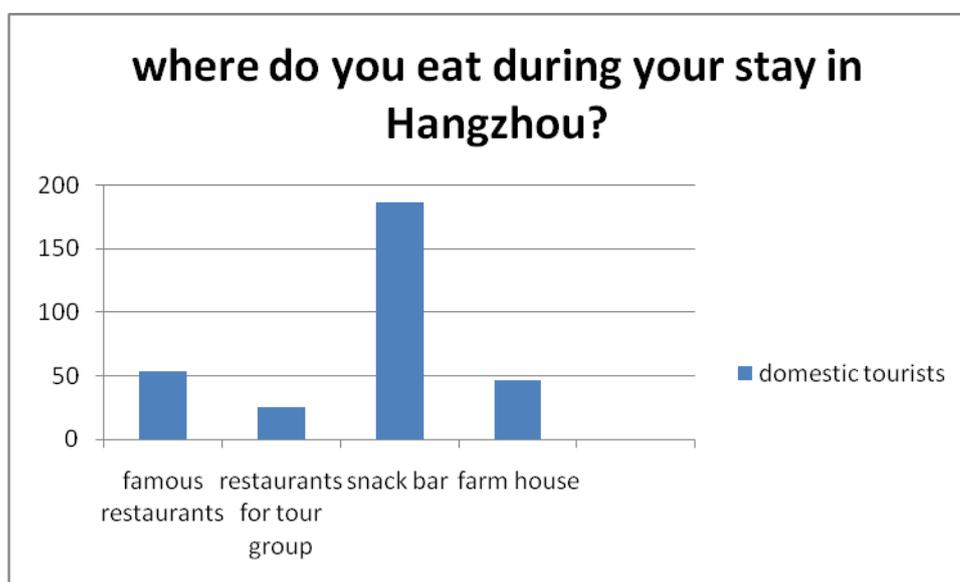
Before the survey, we wanted to find out how the Chinese and international tourists feel about agritainment in Hangzhou tea plantation, how much they know about it, the problems they discovered and their expectation for future improvement. The following are what we discovered about from the questionnaires.

Tourists' Way of Traveling

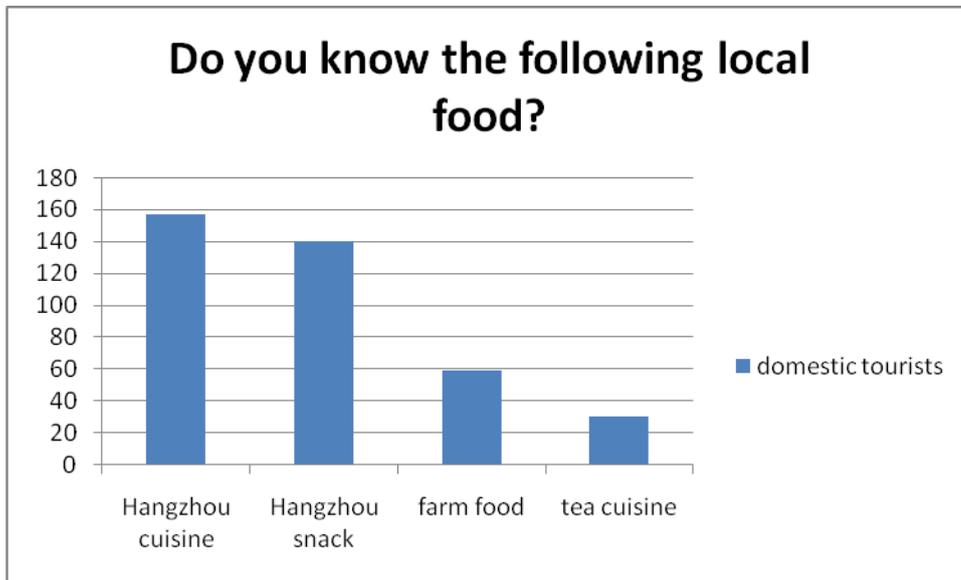


Since we went to Hangzhou Lily hotel where the international package tours will have dinner and Zhejiang University where a lot of international students study for questionnaire survey, there isn't much difference in the number of tourists who choose back-pack tour and package tour. For domestic tourists, we didn't approach many package tours, so most of our interviewees are back-pack tourists.

Where to Eat in Hangzhou?

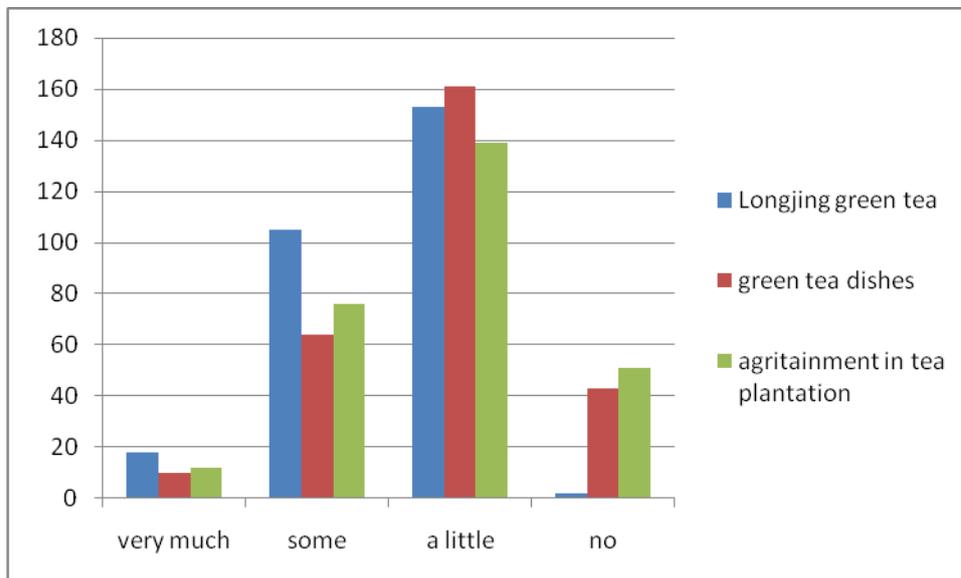


Since most of the domestic tourists interviewed are back-pack tourists, most of them would like to choose to eat at snack bars for some traditional local snacks. Only 16% people choose to eat at farm house in Hangzhou tea plantation.



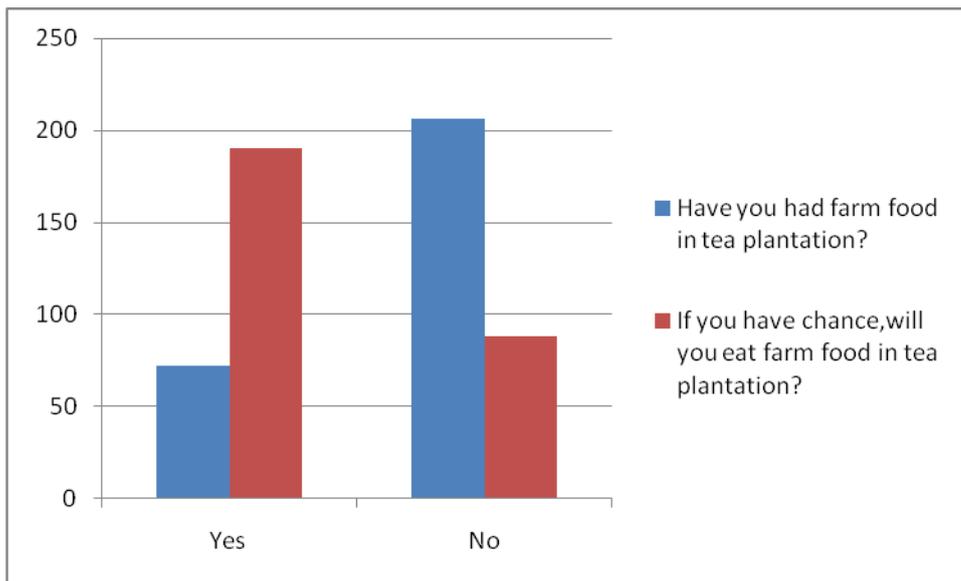
For domestic tourists, more than a half tourists interviewed know about Hangzhou cuisine and Hangzhou snack, but only 21% interviewees know about farm food in tea plantation, even less for tea cuisine, only 10%.

Do you (domestic tourists) know the following?

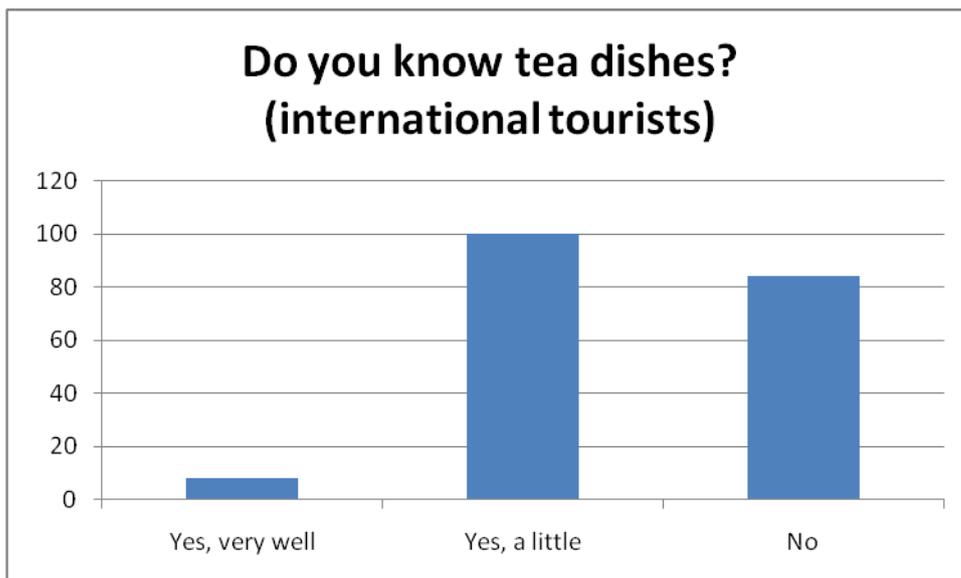


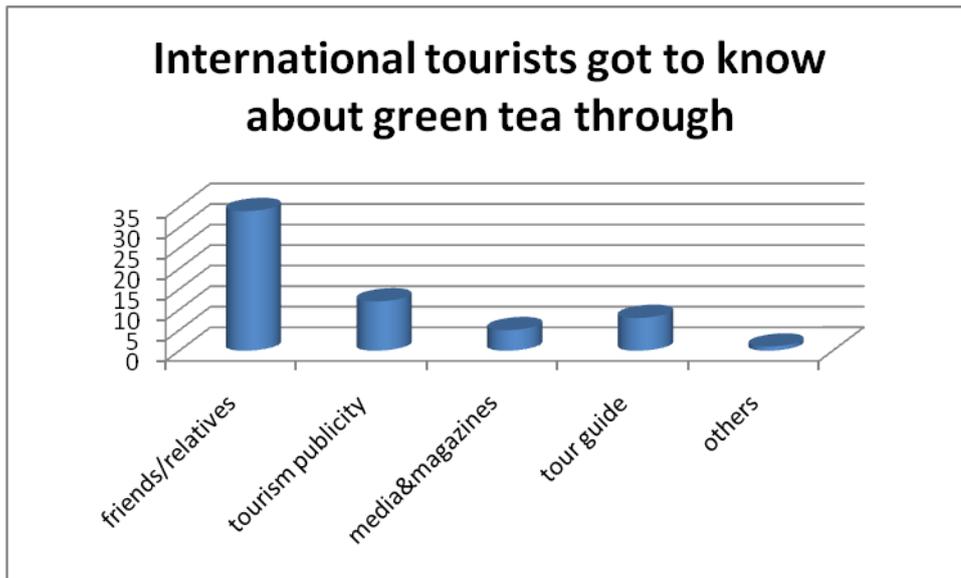
For domestic tourists, almost every tourist interviewed knows about Longjing green tea, while fewer people knows about green tea dishes and agritainment in tea plantation, about 40 people, 15% interviewees knows nothing about them.

For domestic tourists:

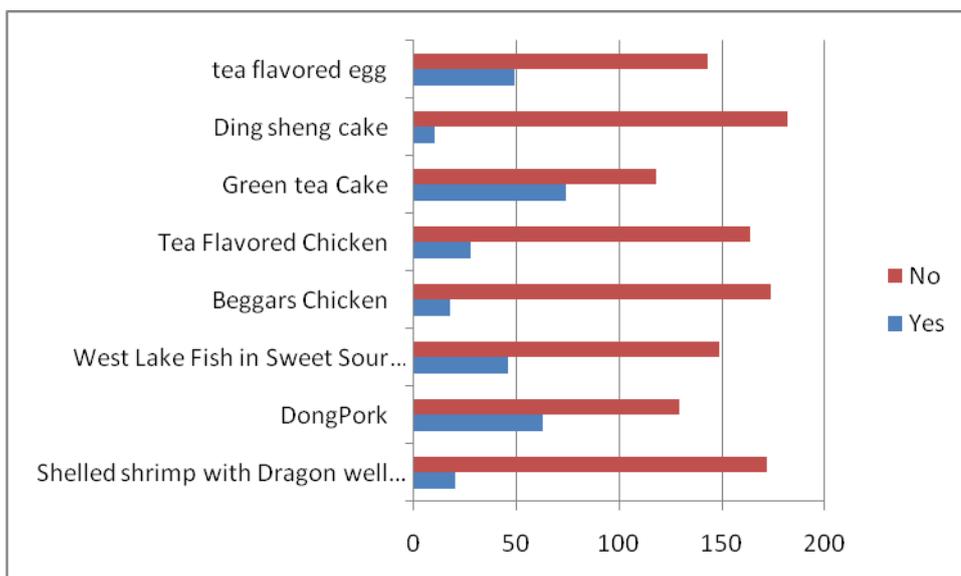


For domestic tourists, although only 25.9% interviewees have had eaten farm food in tea plantation, to our surprise, 91.8% interviewees say they would like to eat farm food in tea plantation if they have such chances.

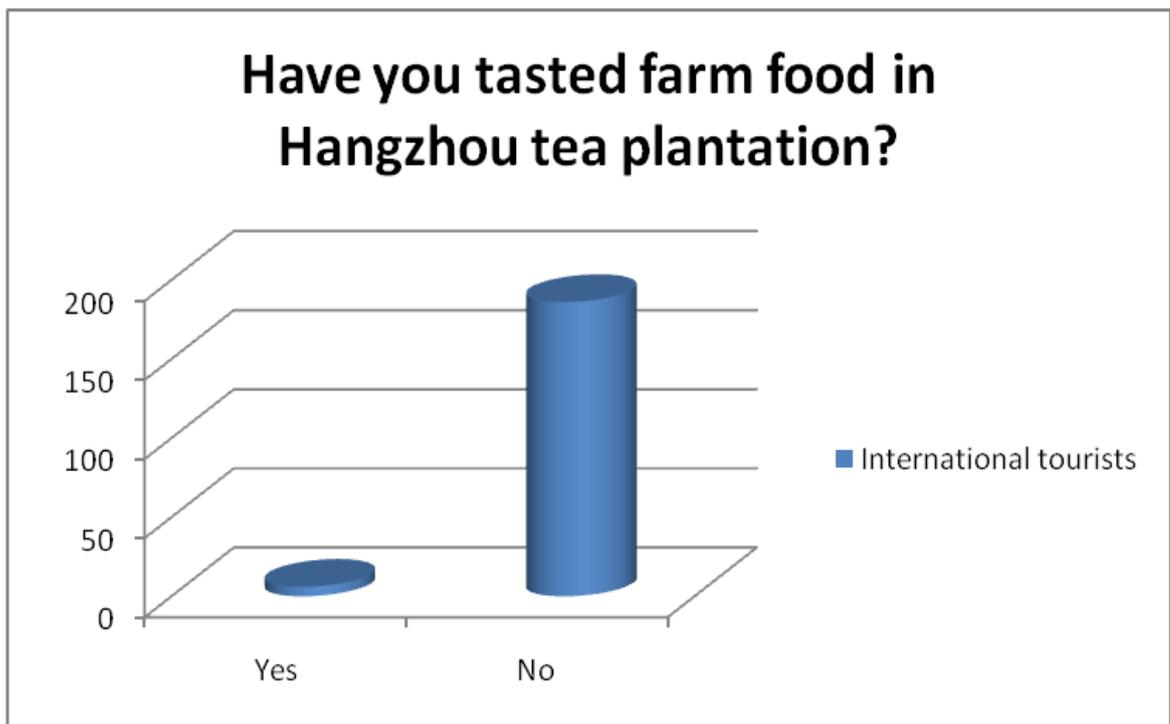
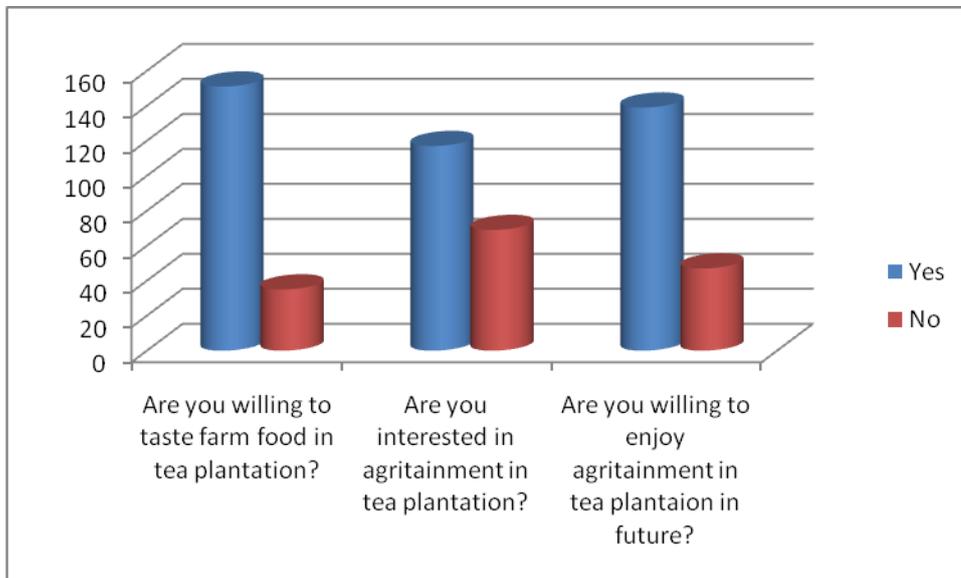




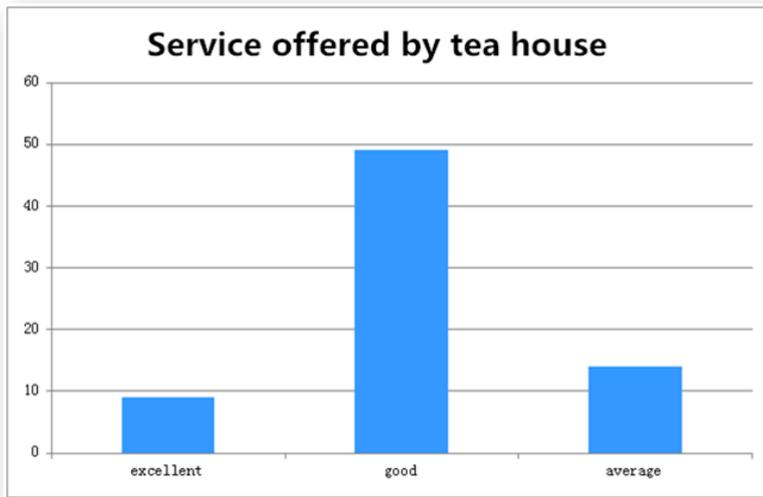
Have you (international tourists) tasted the following dishes in Hangzhou?



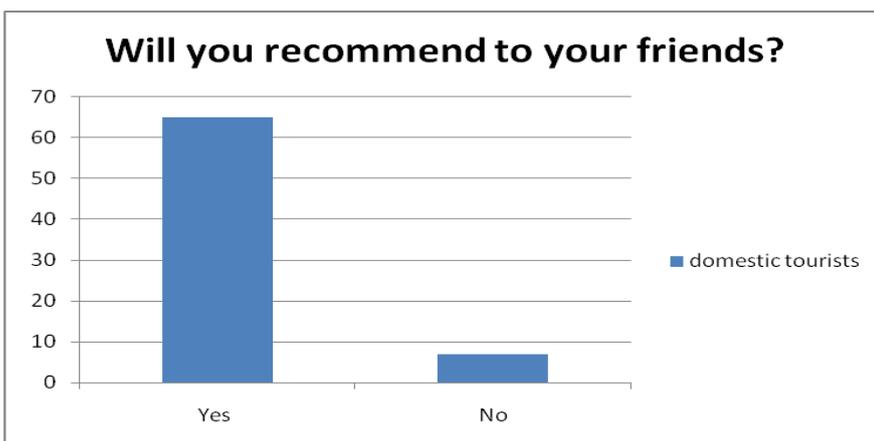
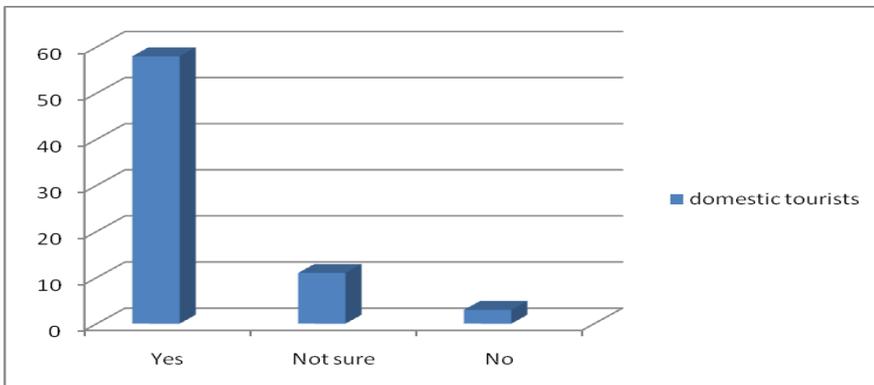
International tourists' interest in agritainment in tea plantation



For domestic tourists who have been to tea plantation for entertainment:



Will you come back again if you have chance?



Chinese tourists know Longjing Green Tea very well because they are familiar with the Chinese history and culture. Most of them have heard about the agritainment in tea plantation and are willing to choose it as one of the tourist destinations when they travel by themselves.

It is not surprising that most of international tourists are not familiar with Longjing Green Tea. However, there are more than 50% of them who have heard about tea cuisine. This is related to the history of foreign cuisine which also uses tea leaves to make dishes, for example, green tea cake, green tea ice-cream, black tea spaghetti and so on. Tea cuisine gained the popularity among domestic and foreign tourists, so it's possible for us to promote the farm food by publicizing tea cuisine of Hangzhou tea plantation.

Only 3% of international tourists have experienced agritainment tour in Hangzhou tea plantations. The majority of tourists haven't experienced agritainment in Meijiawu. However, most of them showed a keen interest in such tours. So it is important for the tea house owners to start promotion campaigns.

For international tourists, many of them have no idea of Longjing green tea. Because a large number of them are from package tours. The meals they have are arranged by their tour guide, so they can hardly taste a wide variety of local food. However, after our introduction of agritainment, almost all of them are willing to try. As to domestic tourists, some of them have more knowledge about the tea dishes and agritainment.

According to our survey, domestic and foreign tourists are willing to have meals in the local restaurants. One third of the international tourists have deep impression of Hangzhou cuisine restaurant,

Grandmother's kitchen. One tenth of the international students have great passion with tea plantation. Our interview with the domestic tourists who have experienced tea plantation agritainment indicated that they were satisfied with its delicious foods, dining environment, the entertainment activities and reasonable price, and they would like to come back again and recommend to their friends.

Because only a small number of foreign tourists have experienced tea plantation, so we choose Chinese tourists to do further research on tourist's satisfaction of agritainment. On the whole, tourists are satisfied with the service offered in Meijiawu tea plantation. However, for those who are not satisfied with the service, a number of problems were mentioned, for example, dish taste, service awareness and hygiene. During the interview, both domestic and foreign tourists in Meijiawu mentioned these similar problems. They suggested that the tea house owners should try to be diversified in terms of decoration and be innovative in their recipe. Besides, they should improve the quality of service and pay more attention to hygiene.

Through the above analysis, we can see that agritainment in Hangzhou Meijiawu plantation has great appeal for domestic tourists, especially the city dwellers who are always busy with their life and work. Although only a few number of international tourists have been to the tea plantations to enjoy agritainment activities, the majority of them show interest in experiencing such activities and eating local food. So

with improvement in service and publicity, we believe agritainment in tea plantation as new form of tourism will have a promising future.

4.4.2 Interview with the Owners of Tea Houses

After questionnaire survey, our group went to Meijiawu tea plantation. The owner of the tea house we contacted welcomed us with open arms. She served us with green tea and then we get down to business.

One of our group members interviewed her. The owner said the vegetables they offered are grown by themselves and freshly picked. Tourists can eat safe in their tea house. The special dishes in their tea house are braised pork in soy sauce, tea flavored shrimps and so on. Most of the international tourists prefer tea flavored shrimps and fried eggs with tomatoes.

And we also interviewed other owners of other tea houses. They have their own confusions. We learned that the current business performance of the tea houses is not as good as it was before. This is due to the phenomenon of homogenization. For example, the decoration style and cuisine style are basically the same. So the regular customers lose interests while potential customers don't have easy access to Meijiawu because of its inadequate publicity. In other words, the tea houses in Meijiawu lack individuality.

There are also some other reasons. The inconvenience of car-parking

makes Meijiawu less accessible to weekend travelers. Some unauthentic tea (tea picked from other places in Zhejiang province) sold as West Lake Longjing Green Tea ruined the reputation of the real green tea.

Despite of the problems mentioned above, there are still many visitors every day. According to our questionnaire survey on the owners of tea houses, Meijiawu is visited by more than 70 domestic tourists every day during peak season, and 20 to 30 tourists during off- season. What's more, there are ten to twenty foreign tourists every week.

The daughter of the owner of Xumei Tea House showed us around the Meijiawu tea mountain as a tour guide. She told us Meijiawu has been visited by many emperors and national leaders, like emperor Qianlong, President Jiang Zeming and Premier Zhou. What is more, there is a Zhou Enlai Memorial Hall in Meijiawu.

As we turned to Shililangdang Road, she told us that many travelers prefer to climb the mountains in Meijiawu because the steps on the road made the trip more accessible. People usually climb the mountain in the morning and go to the tea houses for local food and drink green tea in the afternoon.

As we approached the tea bushes in the mountain, she told us Meijiawu is one of the producing bases of famous West Lake Longjing Tea. During March and May, it is the prime time to pick tea leaves which have a sweet taste and good shape at that time. When we pick the tea leaves, it is better for us to pick a top bud with one leaf or two leaves, because it

looks more beautiful when made. Good quality water is good for brewing the Longjing green tea. The water in Meijiawu is very clean, cool and sweet. Generally speaking, without a good environment there is no good tea.

4.4.3 Field Trip to Meijiawu



It is our great honor to go to Meijiawu with three foreign friends. It was a sunny day. We experienced the process of picking tea leaves and tea making, tasted the authentic West Lake Longjing Green Tea dishes and enjoyed typical farm food.

Although most of us come from suburbs or countryside who have the opportunity to do farm work and enjoy the beauty of sunrise and sunset, we have few chance to pick tea leaves. It is a rare experience for both our international friends and our team members.

Our international friends liked the organic food very much. The tea

leaves used to make the tea flavored shrimps were picked that very day. They remarked that the tea flavored shrimps tasted very good, delicious and fragrant.

They said they had never seen tea trees in their countries, not to mention tea picking and tea making. It was their first time to pick tea leaves. They carried baskets and learned to pick tea leaves in a couple of minutes. They also experienced stir-frying the freshly picked tea and took the freshly hand-made tea home. After the trip, they shows greater interest in Longjing green tea and the local food.



Part V Research Implication

5.1 Positive Effects of Agritainment in Hangzhou Tea Plantation

5.1.1 Pushing Development of Regional Tourism

According to the above four parts discussed in our research, we have learned that agritainment project is a potential new industry, and also it is a new crop for farmers. Hangzhou tea plantation is the typical one. Once it was only a poor village with over six-hundred-year history until the local farmers started to plant tea. It has now become one of the Four Famous habitats for Longjing Tea (Dragon Well Tea) and a featured tea-most farm village with rich tea culture and leisure tourism, which attracts over millions of tourists every year.

Therefore, culinary tourism represents an emerging tourism market for many countries or regions and creates a unique competitive edge for tourist destinations and related enterprises, which can even be developed into an international brand.

5.1.2 Promoting Sales of Tea and Local Products.

When tourists enjoy their leisure time in the tea plantation, they are more likely to buy some specialties and local products which they have tried.

Brand building helps to promote the sales of tea and other local products. For any tourist destination, brand building is essential for

increasing the added value of its tourism products and establishing its market identity. It should be performed in the context of the food and culture within the culinary tourist destination, using this background for storytelling and the integration of local feature cuisines and facilities. When building culinary tourism brand attractions, a tourist destination should feature the most representative and popular cuisine product and integrate the product into the local food culture/context so that the brand has an impressive story to tell.

For Meijiawu, the representative local products are Dragon Well Green Tea, green tea cakes, etc. These products should be well-packed so it is easy for tourists to take away to share with their family and friends. The packaging of local products should focus on the target market of culinary tourism. Since people come to Meijiawu to have a relaxing leisure experience, many of them are young people trying to escape the hustle and bustle of city life. So it would be nice if they could bring some souvenirs back home to remind them of the leisure time spent in Meijiawu and share their wonderful experience with their friends and families. So if the products are handy to carry and easy for sharing, it would meet the needs of the tourists.

To develop target markets for culinary tourism, simply providing culinary experiences is insufficient. Tourists must have a good overall experience. Doing so requires collaboration between marketing organizations and cuisine providers to educate tourists, explaining why

the local cuisines are unique and have a distinctive connection with the local culture. For culinary tourism in Meijiawu, in addition to agritainment experience, the owners of the tea houses should offer tourists nice accommodation. They can work with other tourism and hospitality-related industries and conduct surveys to determine their market position for marketing. They can work with the local travel agencies and hotels, so they can provide more tourists with better accommodation.

Good marketing helps promoting Meijiawu as a culinary leisure tourist destination. The local food and its cooking style is a kind of important tourism resource. With the help of mass media, especially those related to lifestyle and tourism, the use of proper marketing strategy will stimulate the tourists to purchase local food. Specific marketing strategies are needed to attract potential and target tourists. Possible marketing tools that can be used for promoting agritainment in Meijiawu include pamphlets, guidebooks, websites, advertisements, broadcasts, TV media and publications, among others.

5.1.3 Changing Tourists' Idea towards Traveling

In tourism industry, there has been a gradual shift from sight-seeing products to long-lasting leisure-based tourism products in recent years. Tourists nowadays are no longer satisfied with visiting monuments or perceived as only taking photos. Increasingly, they participate in more

leisure-based and activity based tourism, which requires longer stays and greater spending.

The idea of leisure tourism has emerged in recent years. People involved in leisure travel can relax themselves, manage their time to their heart's content and spend more time on the tourist attractions they like. They can choose what to buy and how long to stay in scenic spots. However, such decisions are usually made by travel agency if tourists are in a package tour.

Eating tea in tea plantation is a mixed experience of culinary tourism and leisure tourism. So tourists slow down their pace, kiss the nature and enjoy their leisure time, which is a new way of traveling. In that way, tourists' ideas towards travel will be changed gradually, from the traditional package tour to leisure traveling. A friend who experienced farmhouse said, "We liked this trip, quiet, natural and comfortable. It's relaxing. We even experienced a romantic moonlit night. It's impossible if we with a package tour."

5.1.4 Boosting Regional Economy

China's high-speed urban development has created a potential new industry for big city suburbs. City dwellers in need of leisure activities and farmers in need of new profit engines have led to the startup of agritainment projects around the country.

Tourism can also promote the growth of many related industries such

as restaurants, transportation and entertainment.

Local delicacies of a destination are not only an important resource for culinary tourism development in a nation, area or region but also a feature that can add value for the destination. Food can also provide a sustainable competitive advantage of the destination. So planners in tourism and related industries should make efforts to meet customer needs, boost the local economy, and establish a sound framework to handling local and regional food resources. It is important to learn from the best practices and to make national planning a benchmark for global best practices. It is important to create a good image of local cuisine, the farm food in Meijawu.

Culture and food are the most appealing part of the travel experience. It is similar to spreading the seeds of local features and culture all over the world to maintain the local food identity. With the development of regional tourism, increased trade on local products and, people's new ideas toward travel, the regional economy will be boosted as a result.

5.1.5 Integrating Chinese and Western Cultures

Culinary tourism implies that local cultures have interesting stories about their cuisines, and it also indicates that local or special knowledge and information that represent local culture and identities are being transferred. Therefore, unique cuisines not only build popular travel destinations but also improve the culinary cultural image of a country,

which makes the cuisine culture a major attraction within the travel destination.

Meijiawu is renowned as one of the most important tea production bases in Hangzhou, which once entertained leaders of the Soviet Union, the United States, and Vietnam, Romania, Cambodia and other countries and regions.

Eating is a daily necessity. It's a cross-cultural and cross-national activity. However, our interview with our friends clearly indicates that there are differences between Chinese and foreign catering culture. They said they had a deeper understanding of Chinese tea culture after one-day trip in tea plantation. They also talked about the coffee planting back home. They said they liked our milk tea store, especially the pearl milk tea. What amazed us is they don't like red beans tea, because they eat red beans in a salty way in their own country. They have already made comparisons between the different cultures without knowing they are doing so. So such traveling experience will definitely promote the mutual understanding of both cultures, and people will get to know each other better. However, with the increasing contact between China and the world, people from different countries know more about each other's culture norms and learn to "do as the Romans do".

5.2 Problems and Suggestions for Future Development

While most tourists visit Meijiawu tea plantation for a taste of

country life, often the experience is not entirely authentic. The following are some problems with agritainment in Hangzhou Meijiawu tea plantation and our suggestions for future development.

5.2.1 Inadequate Publicity

According to our survey, there are more than 90% foreign tourists who haven't tasted the local food in Hangzhou tea plantation and even don't know what agritainment is. This is because of inadequate publicity and inaccurate brand positioning. As for tea house owners, they lack the knowledge of management and pay insufficient attention to marketing. To build the brand of agritainment in Meijiawu tea plantation, they need scientific and systematic planning.

The charm of agritainment lies in its unique local flavor and the beauty of natural environment, interactive activities and reasonable price. However, the owners haven't given enough attention to these elements.

Suggestion: It will be better if the owners of the tea house can attach greater importance to publicity. There are many different channels of publicity, such as distributing leaflets, putting ads on TV and Internet. Nowadays, Internet plays an important role in our daily life, agritainment should make good use of the Internet and enhance its brand recognition.

5.2.2 Food Safety

Nowadays, food safety draws almost all Chinese attention, because

it directly threatens health of consumers. Over the past couple of years, several cases of the food scandal have been disclosed on various media. The problem of food safety has become a hot button across society. The prevalence of food unsafety has greatly impacted public health, which the government could not afford to ignore.

Hangzhou tea plantation is without exception. Most owners of tea houses are farmers; they lack the awareness of food safety. Who should take the responsibilities to supervise them, the government or relevant administrations, or even the volunteers among us?

Suggestion: As Confucius instructed, it is better late than never. Prompt and strict measures should be taken to ensure food safety. The government should launch a massive moral campaign to educate all citizens and draw up tougher laws. The tea houses owners and local people should be educated about food safety. We believe we can enjoy more risk-free foods in the days ahead.

5.2.3 Wastage of Farm Products

If there is wastage of farm food, it might be caused by the fact that the food is not to the customer's taste or it's over-ordered. Recently, "clear your plate" campaign has become more popular in our daily life and our government is aiming to build an "economized society".

Suggestion: It is every citizen's duty to work together to achieve this goal.

5.2.4 Environment Protection

Nowadays more and more people have a budget for travelling and the tourism industry has developed quickly in recent years in China. Unfortunately, the environment in some scenic spots becomes worse.

For teahouse owners in Meijiawu, environment means consumers, many people go to agritainment because of its fresh air and peaceful environment, where they can taste the green tea, have local food, go fishing or play Mahjong. So we should help them to realize the importance of environmental protection.

Suggestion: Tourism and environment protection should develop at the same time. We could not sacrifice the environment for the growth of the tourism. Measures should be taken to protect the environment on the condition that we do not limit the development of the tourism. Firstly, the government should make laws to forbid enlarging the range of tourism without any constraints. The artificial facilities will not be built up randomly. The tree and wildlife could not be affected. Secondly, the environment has its own charge capability. We should limit the number of the tourism within the capacity that the environment can take. Lastly, it is necessary to promote people's awareness of protecting environment. In this method, the environment can be protected fundamentally.

5.2.5 Government Regulation

The government plays the role of a father, supervising the children -

the enterprises - at the market. When children do something wrong, the father must be blamed as well. Most people in China expect governments at all levels to take more responsibility for ensuring their food is safe. After identifying the core resources for culinary tourism development, the next step is to assess the ability of the government and related organizations to use resources and the degree of their engagement

Suggestion: Most interviewees suggested that governments should propose a specific development framework to integrate related policies and strategies to help the marketing of Meijiawu tea plantation's agritainment and help them build the brand of their culinary product.

Part VI Conclusion

After the case study, we discovered the tourism resources in Meijiawu and experienced the local food and agritainment activities there. We learned about the problems the tea house business have and give suggestions.

Our findings indicate that tourists are interested in Meijiawu tea plantation and are willing to try. We believe with adequate publicity and improved service, agritainment in Meijiawu tea plantation will have a promising future.

We hope our research will help push the further development of agritainment in Meijiawu and Hangzhou tea plantations.

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http://english.cntv.cn/special/a_bite_of_china/homepage/index.shtml

<http://jishi.cntv.cn/program/sjsdzg/index.shtml>

http://english.cntv.cn/program/documentary/chinese_state_banquet/index.shtml

Appendix 1:

Questionnaire for domestic tourists

杭州美食旅游问卷调查

亲爱的游客:

您好! 欢迎来到美丽的杭州旅游。我们是来自浙江旅游职业学院的学生, 目前正在做一个关于美食和旅游的调研。我们想就您对杭州美食旅游的了解情况做一些调查, 调研的结果仅供研究之用, 请如实回答。

感谢您的配合!

年龄 (16-23 24-29 30-39 40-49 50-59 60+)

性别 (男 女)

来自 _____ (省) _____ (市) 旅游方式 (自由行 团队)

教育程度 (小学 中学 大学 硕士 博士)

职业 学生 教师 工人 个体经营者

公司职员 公务员 医护人员 其他 _____

- 您在杭州旅游期间, 用餐地点是_____. (可多选)
A. 大型餐馆 (如“楼外楼”等) B. 旅行社安排的团队餐
C. 杭州小吃店 (如“新丰小吃”等) D. 农家乐 (如“梅家坞”农家菜等) E. 其它_____
- 您在杭州旅游期间, 通过导游/朋友/网络等对以下哪些杭州菜有所了解_____. (可多选)
A. 杭帮菜 (如龙井虾仁、东坡肉、西湖醋鱼等)
B. 杭州小吃 (如吴山酥油饼、猫耳朵、片儿川面等)
C. 农家菜 (如梅家坞茶园农家菜)
D. 其他菜品 (如茶膳、药膳等)
- 您对龙井茶了解吗?
A. 很了解 B. 有一定的了解 C. 听说过 D. 完全不知道
- 您对茶膳 (以茶入菜的菜品, 如龙井虾仁、茶香鸡和绿茶饼等) 了解吗?
A. 很了解 B. 有一定的了解 C. 听说过 D. 完全不知道
- 您知道杭州茶园的农家乐 (梅家坞、龙井、毛家埠、翁家山、三台山等) 吗?

- A. 很了解 B. 有一定的了解 C. 听说过 D. 完全不知道
6. 您在杭州旅游期间，去杭州的农家乐用过餐吗？
- A. 没有 B. 有
- (如选A，请做第2页； 如选B，请做第3页)

没有

7. 如果有机会，您会去杭州的茶园农家乐休闲用餐吗？
- A. 会 B. 不会
8. 您对杭州茶园农家乐旅游的期待是_____。（可多选）
- A. 体验乡村休闲活动
- B. 品尝物美价廉的菜肴
- C. 品茗龙井茶
- D. 清新的自然环境
- E. 便利的地理位置（离景区较近）
9. 您愿意在茶园农家乐停留多久？
- A. 吃完饭就离开 B. 半天
- C. 一天 D. 一天以上
10. 您愿意以哪种形式去农家乐休闲？
- A. 个人休闲 B. 居家出游 C. 朋友相约 D. 同事交流

您的问卷部分到此结束，感谢您参与我们的调查！祝您旅途愉快！~~

有

11. 农家乐最吸引你的地方是_____。（可多选）
- A. 体验乡村休闲活动
 - B. 物美价廉的菜肴
 - C. 品茗龙井茶
 - D. 清新的自然环境
 - E. 便利的地理位置（离景区较近）
12. 您印象最深的一道农家乐的菜肴是_____.
13. 您在茶园农家乐停留了多久？
- A. 吃完饭就离开
 - B. 半天
 - C. 一天
 - D. 一天以上
14. 如果有机会，您愿意再次来到茶园农家乐休闲吗？
- A. 非常愿意
 - B. 愿意
 - C. 再考虑一下
 - D. 不愿意
15. 您愿意将杭州茶园农家乐推荐给您的朋友吗？
- A. 愿意
 - B. 不愿意
16. 您对农庄提供的整体服务满意吗？（ ）
- A. 非常满意
 - B. 满意
 - C. 一般
 - D. 不满意（请看17-18）
17. 我对农庄的以下方面不够满意_____。（可多选）
- A. 菜肴
 - B. 装修
 - C. 服务
 - D. 卫生
 - E. 外围环境
18. 我认为茶园农家菜以下方面需要改进_____。（可多选）
- A. 菜肴的味道
 - B. 菜肴的品种
 - C. 原材料的新鲜程度
 - D. 菜肴的卫生状况
 - E. 其他 _____

您的问卷部分到此结束，感谢您参与我们的调查！祝您旅途愉快！~~

Appendix 2:

Questionnaire for international tourists

Questionnaire on International Appeal of Farm Food of Hangzhou Tea Plantation

(One valid answer only unless specified)

Nationality _____

Sex: Male B. Female

Age: A. 16—22 B. 23—29 C. 30—39 D. 40—49 E. 50—64 F. above 65

Education: A. doctor B. master C. bachelor D. senior high school E. middle school

Job: A. education B. media C. corporate D. government agencies E. freelancer

F. others _____

Way of traveling: A. Back-Pack Tour B. package tour

1. You are in Hangzhou for

A. sightseeing B. business C. holiday D. shopping E. Study/research F. work

G. others _____

2. You have been in Hangzhou for (or ready to stay for)

A. less than 3 days B. 3 to 7 days C. 8 to 15 days D. 15 to 30 days E. more than 30 days

3. Do you know Dragon Well Green Tea? (If no, pls skip to 5)

A. Yes B. No

4. You got to know about tea through:

A. friends/relatives B. tourism publicity/advertising C. media & magazines D. tour

guide E. others _____

5. Do you know tea dishes?

A. Yes, very well B. Yes, but a little C. No

6. Have you tasted the following dishes in Hangzhou? (You can choose more than one if necessary)

- A. Shelled Shrimps with Dragon Well Green Tea
- B. Dongpo Pork
- C. Beggars Chicken
- D. West Lake Fish in Sweet Sour Source
- E. Tea Flavored Chicken/ duck
- F. Green tea cake
- G. Dingsheng cake
- H. Tea flavoured egg

7. Which of the following restaurants impresses you the most?

- A. Lou Wai Lou
- B. Zhi Wei Guan
- C. Grandmother's kitchen
- D. Tea house in tea plantation
- E. others _____

8. Which of the following places you are fond of most?

- A. Bar
- B. Tea House
- C. Coffee Bar

9. Have you tasted farm food in the cottage of Hangzhou tea plantation?

- A. Yes
- B. No

(If Yes, pls skip to No.13-17; if No,pls finish 10-12, 16-17)

10. Are you willing to taste farm food in tea plantation?

- A. Yes
- B. No

11. Are you interested in agritainment in tea plantation?

- A. Yes
- B. No

12. Are you willing to enjoy agritainment in tea plantation in future?

- A. Yes
- B. No

13. What dish impresses you the most? _____

14. Are you satisfied with the farm food in Hangzhou tea plantation?

- A. excellent
- B. good
- C. fair
- D. poor
- E. disappointing

15. Which of the following items do you think needs improving? (no more than 2 choices)

- A. taste
- B. food options
- C. service
- D. decoration
- E. outside environment
- F. hygiene
- G. food safety
- H. others _____

16. What type of hotel you are mostly fond of ?

A. luxury hotel B. budget hotel C. Youth Hostel D. agritainment

E. Others _____

17. The reasons for your choice of the above hotel

A. spacious and comfortable room

B. superior decorations

C. good surrounding environment

D. considerate service

E. Hangzhou lifestyle

G. convenient in transport

This survey is for the 2013 GTTP (The Global Travel and Tourism Partnership) Research Competition for students around the world.

If you are willing to accept the invitation for further interviews, please leave your email : _____ and phone number : _____.

Sincere thanks for your help!

GTTP team, Tourism College of Zhejiang

July 2013

Appendix 3:

Questionnaire for tea house owners

关于农家乐美食的问卷

亲爱的农家乐经营者:

您好!我们是来自浙江旅游职业学院的学生,目前正在做一个关于美食和旅游的调研,我们了解一下农家乐的美食情况,如下的问题请如实回答。调研的结果仅供研究之用。感谢您的配合!

1. 您经营的农家乐名称是_____.

2. 您提供的特色美食/招牌菜有哪些?

3. 目前您提供的菜式有哪些(包括茶点)? (菜单)

4. 这些菜式/茶点中,哪些是和龙井茶有关的?

5. 您农家所使用的菜肴原材料_____自己种植与饲养。(选择D选项,请跳到7继续答题)

A 全部 B 大部分 C 小部分 D 没有

6. 您所种植的蔬菜和茶用到农药和肥料吗?

A 用 B 不用

7. 哪些菜式最受**国内游客**的欢迎?

8. 哪些菜式最受**外国游客**的欢迎?

9. 您**每天**接待的**国内游客**有多少人?

- A. 20—30人 B. 30—50人 C. 50—70人 D. 70人以上

10. 您**每周**接待的**外国游客**有多少人?

- A. 10—20人 B. 20—40人 C. 40—50人 D. 50人以上

11. 你们提供住宿吗?

- A. 提供 B. 不提供

12. 如提供, 一般游客会逗留几天?

- A. 1天 B. 2-3天 C. 4-7天 D. 一周以上

13. 您认为什么最吸引**国内游客**到贵农庄休闲?

- A. 美食 B. 茶 C. 自然环境 D. 休闲的氛围

14. 您认为什么最吸引**国外游客**到贵农庄休闲?

- A. 美食 B. 茶 C. 自然环境 D. 休闲的氛围

15. 您认为如何才能吸引更多的游客来休闲旅游?

- A. 改良美食 B. 改进装修 C. 优化服务 D. 其它