

Development Study of Chaozhou Gongfu Tea Culture Study Tourism Based on the SWOT-QSPM Model

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Abstract

Tourism plays a vital role in today's economy. Chaozhou has good tea culture tourism resources, and its characteristic Gongfu tea culture has the potential to develop study tourism. The purpose of this study is to provide strategic tourism industry development assessment and optimization strategies in order to promote the high-quality and sustainable development of Chaozhou Gongfu Tea Culture Study Tourism. This paper uses the SWOT-QSPM model and takes the development of Chaozhou Gongfu Tea Culture Study Tourism as a research case to analyze the opportunities and challenges faced by the development of Gongfu Tea Culture Tourism. The study used two techniques namely: Quantitative Strategic Planning Matrix (QSPM) and Strengths, Weaknesses, Opportunities and Threats (SWOT) to determine the necessary guidelines for tourism development in the city. The study first used SWOT to classify the different factors, QSPM is then used to prioritize various factors. The study found that the strategic choice for the development of Chaozhou Gongfu Tea Culture Study Tourism should be based on SO strategy, supplemented by the combination of ST strategy and WO strategy, and supplemented by WT strategy. Specific measures are: enhance the core competitiveness of Chaozhou Gongfu Tea Culture Study Tourism, implement new development concepts, and the successful application of tea culture as an intangible cultural heritage is an important strategic opportunity for Chaozhou Gongfu Tea Culture to comprehensively revitalize Chinese traditional tea culture; regain Chaozhou Gongfu Tea Characteristic cultural memory, create a Gongfu Tea culture study tourism brand with "Chaozhou impression"; improve Chaozhou's public cultural service system, and achieve brand promotion and sustainable development of Chaozhou Gongfu Tea study tourism.

Keywords: SWOT, QSPM, study tourism, culture tourism, Chaozhou Gongfu Tea Culture.

Introduction

As an important carrier for promoting local economy, inheriting and promoting traditional culture, the development model and strategy of tourism industry are increasingly receiving attention from academia and industry (Fan & Chen 2024: 1-11). The "14th Five-Year Plan" Cultural Industry Development Plan of the Ministry of Culture and Tourism of China in 2021 clearly states that during the "14th Five-Year Plan" period, "encourage the vigorous development of cultural heritage tourism and study tourism relying on cultural relics and intangible cultural heritage resources" (The 14th Five Year Plan. 2021). Study tourism are tourism activities that combine exploratory learning and travel experience in a team format and cover educational content (Liu 2022: 152-154). Although the current main users are primary and secondary school students, in the long run the market scope of study tourism will definitely

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extend to college students and the adult market. In China, in recent years, there have been many academic studies on the coupling value of study tours and intangible inheritance. It is generally believed that study tours have become a new field of intangible inheritance (Zhang & Ding 2020: 64-66).

On November 29, 2022, China's "Traditional Chinese Tea Making Techniques and Related Customs" officially passed the review and was included in the UNESCO Representative List of Human Intangible Cultural Heritage (Zhuo 2022). It contains 44 items (Lu 2023: 49-53), Chaozhou Gongfu Tea is on the list. Chaozhou, as the intersection of Lingnan culture and Hakka culture in China, its unique Gongfu tea culture not only carries profound cultural heritage, but also becomes a unique resource for local tourism development. In recent years, research-based tourism has been favored as a new type of tourism model due to its emphasis on knowledge acquisition and experiential learning (Yu 2023). Therefore, combining Chaozhou Gongfu tea culture with research-based tourism and developing research-based tourism products with local characteristics is of great significance for promoting the sustainable development of Chaozhou's tourism industry (Liu 2023: 147-149). The Chaozhou Gongfu tea culture has a long and rich history, starting from the Song Dynasty and flourishing in the Ming and Qing dynasties. It has a history of hundreds of years to this day. Gongfu tea is not only a unique way of drinking tea, but also an art of life. It integrates various cultural elements such as tea ceremony, tea art, and tea customs, and has a profound cultural heritage and unique aesthetic value. In Chaozhou, every household has the habit of drinking tea, and Gongfu tea plays an important role in both daily life and social occasions (Zhang 2024: 004). The inheritance and development of Chaozhou Gongfu tea culture not only reflects the respect and love of Chaozhou people for traditional culture, but also provides rich resources for the development of local tourism industry. In 2019, the China Tea Society released the group standard "Technical Regulations for Chaozhou Gongfu Tea Art" to provide scientific standards for the inheritance and development of Chaozhou Gongfu Tea Art. The "21 Styles of Gongfu Tea" have since had a standard definition (Ye et al. 2019).

As a new tourism model that emphasizes the combination of learning and practice, research-based tourism has received widespread attention and promotion worldwide in recent years. study tourism not only emphasizes knowledge acquisition and experiential learning during the tourism process, but also focuses on cultivating tourists' comprehensive qualities and innovative abilities (Ding 2014). For Chaozhou, combining Gongfu tea culture with research-based tourism and developing research-based tourism products with local characteristics can not only attract more tourists to experience and learn, but also promote the inheritance and development of Chaozhou Gongfu tea culture, further enhancing the competitiveness and influence of Chaozhou's tourism industry. However, the development of Chaozhou Gongfu tea culture study tourism also faces many challenges and problems. Firstly, how to deeply explore the connotation and value of Chaozhou Gongfu tea culture, and transform it into attractive study tourism products, is the primary problem that needs to be solved in the development process. Secondly, how to integrate the tourism resources of the Chaozhou region, build a complete study tourism industry chain, and enhance the quality and competitiveness of study tourism products is also a key issue that needs to be considered in the development process. In addition, how to strengthen the promotion and promotion of study tourism products, improve the participation and satisfaction of tourists, is also a problem that needs to be paid attention to in the development process.

The modern application and promotion of SWOT Analysis is mainly attributed to American management scientist Kenneth R. Andrews and Stanford University professor Albert Humphrey, They further developed this concept in the 1960s and 1970s, and in 1971 Kenneth R. Andrews proposed the SWOT analysis framework (Randrews 1971:22-24). Wehrich improved its framework theory, mainly identifying and analyzing the threats (T) and opportunities (O) in the external environment and assessing the organization's weaknesses (W) and strengths (S) (Wehrch.1982: 54-66).

The Quantitative Strategic Planning Matrix (QSPM), The tool was developed by Fred R. David in 1986 (David, 1986: 102-107). Used to evaluate and prioritize potential strategies. Used in the context of strategic planning to help decision makers evaluate the relative attractiveness and feasibility of different strategic options.

Wang & Li (2019) In the article "Exploration of Chaozhou Tea Culture Tourism Development Based on SWOT Analysis", an in-depth analysis and research were conducted on the development of Chaozhou tea culture tourism, and countermeasures and suggestions were proposed to promote the development of Chaozhou tea culture tourism. In addition, Jin (2017) explored and studied the development of tea culture tourism from the perspective of global tourism in his article "Development of Tea Culture Tourism from the Perspective of Global Tourism", providing useful references for this study.

In summary, this article conducts an in-depth study on the development of Chaozhou Gongfu Tea Culture research-oriented tourism based on the SWOT-QSPM model. At present, there is little research on study tours for college students and adult market groups. This article will use the SWOT (strengths, weaknesses, opportunities, threats) analysis method, combined with the QSPM (quantitative strategic planning matrix) model, to explore the Chaozhou Gongfu tea culture study tourism and adult market group projects for college students, and formulate specific strategic planning and implementation strategies for the development of Chaozhou Gongfu tea culture education tourism. Intended to provide valuable insights into the development and future prospects of the Chaozhou Kung Fu Tea Culture Study Tourism Project, enhance the quality and competitiveness of study tourism products, and provide new ideas and methods for the sustainable development of Chaozhou's tourism industry.

Research Objectives

The research is conducted for the purpose as follow:

1. Evaluate the development potential of Chaozhou Gongfu tea culture study tourism:

Using SWOT analysis, systematically sort out the resource advantages, market potential, policy support and other factors of Chaozhou Gongfu tea culture study tourism, and clarify its development potential and space.

2. Identify the challenges and threats of Chaozhou Gongfu tea culture study tourism:

Identify the challenges and threats that Chaozhou Gongfu Tea Culture study tourism may face in the development process, such as market competition, cultural inheritance difficulties, and insufficient policy support, to provide a basis for formulating response strategies.

3. Develop a development strategy for Chaozhou Gongfu tea culture study tourism:

Using the QSPM model, quantitatively evaluate the development strategy of Chaozhou Gongfu tea culture study tourism, determine the priority development strategic direction, and provide decision-making support for relevant departments and enterprises.

Research Methodology

The research design of this study was comprehensively analyzed using the SWOT-QSPM (Advantages, Disadvantages, Opportunities, Threats - Quantitative Strategic Planning Matrix) model. This method can systematically evaluate the internal and external factors that affect the development of Chaozhou Gongfu tea culture study tourism.

Step 1: SWOT analysis

Conduct a thorough SWOT analysis to identify the strengths, weaknesses, opportunities, and threats related to the research on Chaozhou Gongfu tea culture and the development of educational tourism. This analysis will be based on existing literature, data, and expert opinions.

Step 2: Quantitative Strategic Planning Matrix (QSPM):

After completing the SWOT analysis, QSPM will be used to prioritize strategies based on their attractiveness and feasibility. QSPM will assign weights to each factor in SWOT analysis and score the strategy based on each factor to obtain a score representing the relative attractiveness of each strategy.

Step 3: Data collection:

Quantitative data will be collected through surveys, questionnaires, and secondary data sources such as government statistics and tourism industry reports. These data will provide insights into tourist preferences, behaviors, and market trends. Collect qualitative data through in-depth interviews with stakeholders such as tourism operators, local community members, and cultural experts to gain a deeper understanding of challenges, opportunities, and potential development strategies.

Population and Participants of the Study

Target audience:

The target audience includes tourists, residents of Chaozhou, tourism operators, cultural experts, and local government officials. These people have varying degrees of participation and interest in the research of Chaozhou Gongfu tea culture and the development of educational tourism.

Sampling strategy:

Divided into two groups:

1. For tourists and residents, targeted sampling strategies will be adopted to select participants representing a wide range of backgrounds, interests and experiences related to Chaozhou Gongfu Tea culture from Internet UGC type platforms.

2. For tourism operators, cultural experts, and local cultural and tourism bureau staff, a snowball sampling strategy can be used to determine key participants based on initial participant recommendations.

Sample size:

The sample size will be collected from 50 tourists (college students), 20 local residents, 10 tourism operators, 5 cultural experts, and 5 local cultural and tourism bureau staff on various online platforms such as Qunar.com, Xiaohongshu, Honeycomb Travel, Qiuyou, travel, and life sharing.

Research Instruments

In the process of studying the tourism development strategy of Chaozhou Gongfu Tea Culture, we first used the SWOT analysis method to deeply analyze the internal strengths, weaknesses, opportunities, and threats of the project. Through this process, we have identified the key factors that affect the success of the project. Next, in order to determine the priority and importance of these factors, we adopted the Quantitative Strategic Planning Matrix (QSPM). In QSPM, we assigned weights to each SWOT factor and scored each factor based on different strategic options. This step helped us quantify and evaluate the attractiveness of different strategies for the development of Chaozhou Gongfu tea culture study tourism, ensuring that we were able to select the most promising and effective project strategy. This research method that combines SWOT and QSPM provides us with systematic and scientific decision support, ensuring the pertinence and effectiveness of project development.

1. Data collection:

Online platform solicitation: Publish solicitation information from travel and life sharing online platforms such as Qunar.com, Xiaohongshu, Honeycomb Travel, and Qiuyou to attract the participation of college students. Collect their views, interests, and expectations on Chaozhou Gongfu tea culture tourism.

Local residents: Collect their opinions, concerns, and suggestions on the Chaozhou Gongfu tea cultural tourism project through community activities, questionnaire surveys, and other means.

Tourism operators: Directly contact local tourism operators, such as travel agencies, hotels, scenic area managers, etc., to understand their views on the commercial potential, feasibility, and potential challenges of the project.

Cultural experts: Invite experts in the field of Chaozhou Gongfu tea culture to provide professional opinions on the cultural value, inheritance significance, and potential cultural impact of the project.

Local cultural and tourism bureau staff: Communicate with cultural and tourism bureau staff to understand their views on policy support, resource allocation, and other aspects of the project.

2. Data Analysis

Through literature review and data collection, we will explore the development of Chaozhou Gongfu Tea Culture Study Tour, and use SWOT analysis method to obtain the following content. Preliminary classification: Classify and organize the collected data according to the four dimensions of SWOT analysis (strengths, weaknesses, opportunities, threats).

Weight allocation: Assign different weights to each group based on their representativeness and professionalism. For example, the opinions of cultural experts and cultural tourism operators may be more authoritative, while the opinions of students and residents can better reflect market demand and social acceptance.

Factor rating: Based on data and weights from different groups, rate each SWOT factor. For example, a market opportunity that receives high attention from students and residents may receive higher ratings.

3. SWOT analysis of Chaozhou tea culture study tourism

Chaozhou tea culture study tourism internal strengths:

(1) Chaozhou has a rich tea culture and a unique Gongfu tea cultural tradition.

As one of the important birthplaces of Chinese tea culture, Chaozhou has a long-standing tea culture and a unique tradition of Gongfu tea culture. The tea culture here not only has a long history, but also has rich connotations, including the cultivation, picking, production, and tasting of tea, as well as related poetry, songs, and etiquette culture (She, 2024: 4-6). This rich tea culture resource provides a solid foundation for the study and tourism of Chaozhou tea culture.

(2) The tea art performance of Chaozhou Gongfu Tea is unique and can attract tea art lovers and tea experts.

The Chaozhou Gongfu Tea Art Performance has attracted numerous tea enthusiasts and experts with its unique skills and exquisite performance forms. Tea artists showcase the unique charm of Chaozhou Gongfu tea with their skilled techniques, exquisite tea utensils, and strict brewing processes (Li, 2019). This tea art performance not only has ornamental value, but also allows tourists to experience the profound cultural heritage of tea in person.

(3) Tea culture study tours can promote cross-cultural exchanges and help deepen understanding of Chinese tea culture.

Tea culture study tours are not just mere excursions to explore scenic landscapes; they serve as a bridge between cultures, fostering mutual understanding and appreciation. In particular, these tours focused on Chinese tea culture have the potential to promote cross-cultural exchanges, allowing individuals from diverse backgrounds to immerse themselves in the rich traditions and practices of tea-making and tea appreciation (Fu & Zhang, 2024: 554-564).

(4) The local area has the intangible inheritors of Gongfu tea and tea experts who provide support and rich knowledge for tea culture research.

The local area is blessed with intangible cultural inheritors of Gongfu tea and tea experts who possess invaluable knowledge and experience. These individuals not only preserve the traditional tea-making techniques but also provide crucial support and rich insights for tea culture research, further enriching our understanding and appreciation of this ancient art (Fan, 2024: 88-90).

(5) Has an institution that provides high-quality Gongfu tea art education and training.

Chaozhou has institutions that provide high-quality kung fu tea art education and training, which provide professional training and guidance for tea culture research, learning, and tourism. Tourists can receive professional tea art training in these institutions, learn tea art knowledge and skills, and improve their tea art level. This professional training can not only help tourists better understand Chaozhou tea culture, but also lay a solid foundation for their future development.

(6) Chaozhou has convenient geographical location and convenient transportation.

Chaozhou has a superior geographical location and convenient transportation, which provides good conditions for tea culture research and tourism. Chaozhou is located in the eastern part of Guangdong Province, adjacent to tea culture hubs such as Fujian and Jiangxi. With convenient transportation, tourists can easily reach it. In addition, Chaozhou also has a

complete tourism service system and abundant tourism resources, providing tourists with a convenient and comfortable tourism environment.

(7) Supporting policy support for intangible cultural heritage tourism.

Chaozhou has provided significant support for intangible cultural heritage tourism, and the government has formulated a series of supportive policies aimed at protecting and inheriting the unique cultural heritage of the local area. These policies not only provide strong guarantees for the protection of cultural heritage, but also actively promote the development of cultural heritage tourism, allowing more tourists to experience the profound cultural heritage and unique artistic charm of Chaozhou (Zhang, 2024).

4. Chaozhou tea culture study tourism internal weaknesses:

(1) Chaozhou Gongfu Tea Study Tourism is not widely promoted among students and adults, which limits the scope of the project.

The promotion strategy of the Chaozhou Gongfu Tea study tour tourism project seems to be relatively conservative, mainly limited to local or surrounding areas, resulting in low awareness of it among students from other regions. This phenomenon of limited promotion limits the development potential of the project, making it difficult to expand its scope of influence, thereby affecting the dissemination and experience of tea culture.

(2) People in Chaozhou mainly speak Chaoshan dialect, and there are language barriers. The slightly smaller number of people speaking Mandarin may hinder communication and learning among participants from other provinces in China.

The Chaozhou area is mainly spoken in Chaoshan dialect, which to some extent poses communication barriers for tourists from non Chaoshan areas. Although Mandarin is the national language, its usage rate in Chaozhou is not as high as in other regions, which may lead to obstacles for tourists from other provinces in China to participate in learning and communication, affecting their experience and learning effectiveness.

(3) The cluster effect of Gongfu Tea Culture tourism attractions is not good.

The planning and construction of the Chaozhou Gongfu Tea Culture Tourism Scenic Area may lack unified planning and coordination, resulting in insufficient linkage between various scenic spots and unclear agglomeration effects. This not only affects the tourist experience, but also lacks strong support for the dissemination and promotion of Chaozhou Gongfu tea culture.

(4) The promotion of Gongfu tea culture study tourism products is not adequate.

Although the study tourism products of Chaozhou Gongfu tea culture have certain characteristics and value, their promotion seems to be insufficient. This may be due to limited promotional channels, insufficient attraction of promotional content, or improper promotional strategies. Insufficient promotion efforts will directly affect the product's popularity and influence, thereby limiting its competitiveness in the market.

5. Chaozhou tea culture study tourism external opportunities:

(1) System and mechanism reform for cultural and tourism integration.

With the deepening of the reform of the integrated system and mechanism of culture and tourism, Chaozhou tea culture study tourism has ushered in unprecedented development opportunities. This reform breaks the boundary between culture and tourism, enabling tea culture study tourism to better integrate into the tourism industry chain, achieve resource sharing and complementary advantages. By integrating the rich tea culture resources of Chaozhou and combining with the diversified needs of the tourism industry, more tea culture

research and learning tourism products with local characteristics can be developed to meet the diverse needs of tourists.

(2) Strategic support for a strong cultural and tourism province.

As an important city in Guangdong Province, Chaozhou plays an important role in the strategy of building a strong cultural and tourism province. With the support of this strategy, Chaozhou tea culture study tourism has received more policy support and financial investment. The government will increase its support for tea culture research and tourism projects, promote project construction and operation, and improve project quality and service level. At the same time, the government actively cooperates with well-known domestic and foreign tourism institutions, introduces advanced management concepts and experience, and provides strong support for the development of Chaozhou tea culture study tourism.

(3) Conduct cultural exchange promotion through digital media and social media to expand the visibility of the project.

In the digital age, digital media and social media have become important channels for cultural exchange and promotion. Chaozhou tea culture study tourism can utilize these platforms to attract more attention and interest by publishing tea culture related articles, pictures, videos, and other content. At the same time, the interactivity of social media can be utilized to engage in real-time interaction and communication with tourists, understand their needs and feedback, and continuously improve and optimize projects. In addition, by collaborating with well-known bloggers, internet celebrities, and leveraging their influence, we can promote Chaozhou tea culture research and tourism projects.

(4) Collaborate with international tea culture organizations and university cultural exchange projects to expand the project's influence.

Collaboration with international tea culture organizations, universities and other institutions is an important way for Chaozhou tea culture research and tourism to expand its influence. By establishing cooperative relationships with these institutions, we can introduce internationally advanced tea culture concepts and study tourism models, and improve the internationalization level of Chaozhou's tea culture study tourism. At the same time, these institutions can also leverage their influence to promote the Chaozhou tea culture study tourism project to the international market, attracting more international tourists to come and experience.

(5) Provide customized experiences to meet the needs of different groups, attracting a broader audience participation.

In the study tourism market, different groups have varying demands for tourism products. Chaozhou tea culture study tourism can provide customized experiential services tailored to the needs of different groups. For example, tea culture research courses with educational significance can be designed for young students; A tea culture experience project for leisure and health preservation can be launched for middle-aged and elderly tourists; We can provide bilingual guide services in both Chinese and English for foreign tourists. By providing customized experiential services, a wider audience can be attracted to participate in Chaozhou tea culture research and tourism projects.

6. Chaozhou tea culture study tourism external threats:

(1) The excessive commercialization can potentially lead to the dilution of cultural traditions, impacting the authenticity of cultural exchanges.

With the rise of Chaozhou tea culture study tourism, the trend of commercialization is becoming increasingly evident. Excessive commercialization may lead to the weakening of cultural traditions, and the original spirit of tea culture may be replaced by commercial interests. In the process of pursuing economic benefits, it is possible to overlook the protection and promotion of tea culture inheritance, which affects the authenticity of cultural exchange. This phenomenon not only affects the quality of tourist experience, but may also have adverse effects on the long-term development of Chaozhou tea culture.

(2) Economic and political factors may influence international travel and cross-cultural projects, thereby increasing uncertainty.

International travel and cross-cultural projects are often influenced by economic and political factors. Global economic fluctuations, exchange rate fluctuations, political tensions, and other factors may impose restrictions on international travel, thereby affecting the international exchange of Chaozhou tea culture study tourism. In addition, political factors may also affect international cultural cooperation projects, making originally planned cultural exchange projects unable to proceed as planned, increasing project uncertainty.

(3) Tea culture experiences or travel projects in other regions within China may pose a competitive threat to the Chaozhou Gongfu Tea study tourism.

China has a long history of tea culture, with unique tea culture experiences or tourism projects in various regions. These projects may pose a competitive threat to Chaozhou Kung Fu Tea Research and Tourism. For example, Wuyi Rock Tea from Fujian and Longjing Tea from Zhejiang have a wide reputation and influence, and they are also actively promoting tea culture research and tourism projects. In this situation, Chaozhou tea culture study tourism needs to constantly innovate and improve service quality to attract more tourists.

(4) Profit-driven attitudes affect the in-depth development of Chaozhou's distinctive Gongfu Tea culture.

In the pursuit of economic benefits, some people may view the Chaozhou characteristic Gongfu tea culture as a tool for making money and overlook its cultural value. This profit driven mentality may affect the in-depth development of Chaozhou Gongfu tea culture. In order to maintain the uniqueness and purity of Chaozhou Gongfu tea culture, it is necessary to guide relevant practitioners to establish correct cultural values and prioritize cultural inheritance.

(5) Insufficient external capital investment hampers the development of Gongfu Tea culture study tourism.

The development of Chaozhou tea culture study tourism requires a large amount of capital investment, including tourism infrastructure construction, cultural product development, market promotion, and other aspects. However, current external funding may not be sufficient to meet the development needs of the project. This may lead to slow project progress and failure to achieve the expected results. In order to promote the development of Chaozhou tea culture study tourism, it is necessary to actively seek support from the government, enterprises, and various sectors of society, and increase funding investment. At the same time, more external funds can also be attracted to participate in the construction and development of projects through methods such as attracting investment and strategic investors.

Research Conceptual Framework

The research framework of Chaozhou tea culture study tourism not only reveals the internal and external relationships of its development, but also provides important references for formulating scientific and reasonable development strategies. By deeply analyzing the interrelationships between advantages, disadvantages, opportunities, and threats, we can more accurately grasp the development trend and potential problems of Chaozhou tea culture study tourism, and point out the direction for its future development. As shown in Figure 1, the advantages, disadvantages, opportunities, and threats of Chaozhou tea culture study tourism.

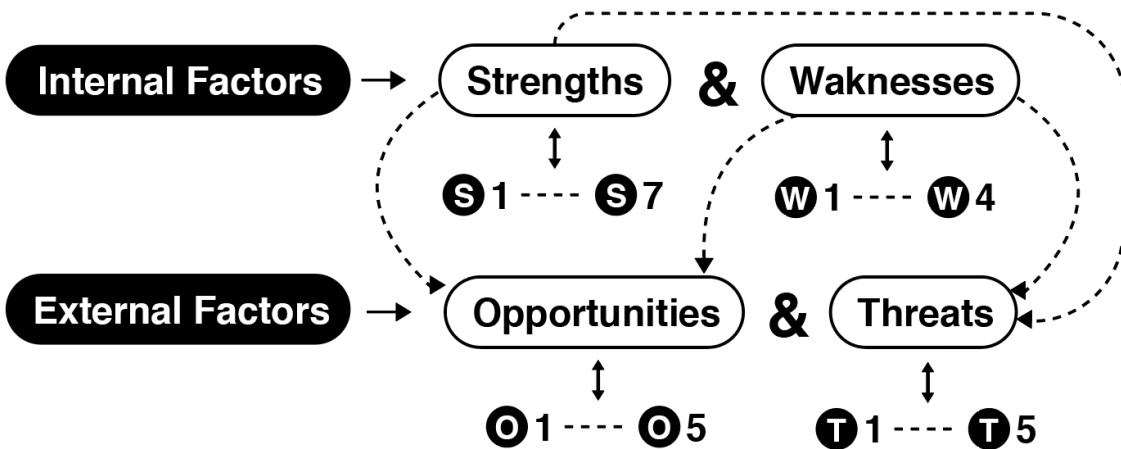


Figure 1 SWOT analysis chart of Chaozhou tea culture study tourism.

Research Results

Based on the SWOT (Strengths, Weaknesses, Opportunities, Threats) matrix, which comprehensively analyzes the various factors influencing the development of Chaozhou Gongfu Tea culture study tourism, the expert panel has carefully evaluated and summarized a set of alternative strategic options. These strategic alternatives, designed to leverage strengths, mitigate weaknesses, seize opportunities, and counter threats, are categorized into four main strategies: Strengths-Opportunities (SO) strategy, Weaknesses-Opportunities (WO) strategy, Strengths-Threats (ST) strategy, and Weaknesses-Threats (WT) strategy. As shown in Table 1, It clearly illustrates these alternative strategies, providing a visual representation of how each strategy aligns with the SWOT analysis and offering a roadmap for the future development of Chaozhou Gongfu Tea culture study tourism. By implementing these strategies, the expert panel aims to enhance the overall competitiveness and sustainability of the local tourism industry, leveraging the unique cultural heritage of Chaozhou Gongfu Tea.

Table 1 SWOT Matrix Strategic Table for Chaozhou Gongfu Tea Culture Study Tourism.

| Optimization Strategy (SO) | Improvement Strategy (WO) |
|---|---|
| Make full use of national policy support for cultural tourism(O1,O2,) and Chaozhou Gongfu Tea's own rich historical and cultural tourism resources(S1,S3,S6,S7), seize the historical opportunity to comprehensively promote study tourism(O3,O5), and vigorously develop the study culture tourism industry(S2,S4,S5,O4). | Seize the opportunity that the current study tourism audience does not extend to college students and adults(W1). Continuously improve the infrastructure for Gongfu tea culture study tourism, increase cultural tourism promotion efforts, and create tea culture Tourism attractions with regional characteristics, historical perception, and profound experience(O1-O5,W3,W4). |
| Transformational Strategy (ST) | Disruptive Strategy (WT) |
| Establish the concept of sustainable development(T1,T3,T4), scientifically and rationally develop rich Kungfu tea culture tourism resources(S1,S4,S6), and use the unique geographical advantages to build Kungfu tea culture research and tourism projects with regional characteristics, historical characteristics, and experience characteristics(S5,S7,T2,T5). | Strengthen the training and reserve of tourism talents to increase the popularity of Mandarin in the region(W2), improve the introduction and incentive mechanism for Gongfu tea culture tourism talents(T5), enhance the capabilities of Gongfu tea performers, focus on the development of Gongfu tea tourism research(W3,W4), and create a Gongfu tea culture study tourism brand with Chaozhou characteristics (T1,T3). |

1. The QSPM for Chaozhou Gongfu Tea Culture Study Tourism.

The QSPM Rating for Chaozhou Gongfu Tea Culture Research and Tourism refers to the quantitative evaluation of the attractiveness of different strategies for the development of Chaozhou Gongfu Tea Culture research and tourism using the Quantitative Strategic Planning Matrix (QSPM) method. This evaluation takes into account the internal strengths, weaknesses, external opportunities, and threats identified through a SWOT analysis and assigns scores based on how well each strategy aligns with these factors. The QSPM rating allows for a comparative assessment of the various strategies to determine which one is most likely to lead to successful outcomes for Chaozhou Gongfu Tea Culture research and tourism. This process involves weighting and scoring various factors related to the tourism niche, taking into account both internal and external considerations. The weight allocation for each factor is based on the level of importance identified in the preceding SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, as outlined in the research conducted by Perdana et al. (2023:64-76).

The SWOT analysis serves as a foundation for understanding the strengths, weaknesses, opportunities, and threats facing Chaozhou Gongfu Tea Culture Study Tourism. Following this analysis, the QSPM matrix is employed to quantify the attractiveness of different strategic options. The four levels of attractiveness analyzed by the SWOT framework are then translated into numerical scores using the expert scoring method. This method allows experts to express the relative attractiveness of each factor to each strategic model.

The rating range and standard of attractiveness are clearly defined. A score of 1 represents a factor that is "not attractive" for a particular strategic option, indicating that it may pose challenges or limitations. A score of 2 signifies a factor that is "moderately attractive," indicating that it has some positive potential but may not be a decisive factor. A score of 3

indicates a factor that is "quite attractive," suggesting that it is a significant strength or opportunity that should be capitalized on. Finally, a score of 4 represents a factor that is "very attractive," indicating that it is a crucial component of a successful strategy.

By combining the weighted factors and expert scoring, the QSPM matrix provides a quantitative assessment of the attractiveness of each strategic option. This allows for a more informed decision-making process, ensuring that the chosen strategies are well-aligned with the strengths, weaknesses, opportunities, and threats identified in the SWOT analysis, ultimately leading to the development of a robust and successful Chaozhou Gongfu Tea Culture Study Tourism program. As shown in Table 2.

Table 2 Chaozhou Gongfu Tea Culture Study Tourism QSPM quantitative evaluation.

| | | | Key Influencing Factors | | | | | | |
|---------------------|----|--------|-------------------------|------|---------------|--------|--------|-------|------|
| Weight | | Rating | Score | | | Weight | Rating | Score | |
| Internal Strengths | S1 | 0.19 | 4 | 0.76 | | O1 | 0.15 | 4 | 0.60 |
| | S2 | 0.11 | 4 | 0.44 | | O2 | 0.17 | 3 | 0.51 |
| | S3 | 0.12 | 3 | 0.36 | External | O3 | 0.19 | 3 | 0.57 |
| | S4 | 0.15 | 2 | 0.30 | Opportunities | O4 | 0.09 | 2 | 0.18 |
| | S5 | 0.03 | 1 | 0.03 | es | O5 | 0.11 | 1 | 0.11 |
| | S6 | 0.08 | 2 | 0.16 | | | | | |
| | S7 | 0.04 | 2 | 0.08 | | | | | |
| Sum | | | 2.13 | | | | | 1.97 | |
| Internal Weaknesses | W1 | 0.10 | 1 | 0.10 | | T1 | 0.03 | 2 | 0.06 |
| | W2 | 0.09 | 4 | 0.36 | | T2 | 0.07 | 1 | 0.07 |
| | W3 | 0.03 | 2 | 0.06 | External | T3 | 0.08 | 4 | 0.32 |
| | W4 | 0.06 | 3 | 0.18 | Threats | T4 | 0.06 | 2 | 0.12 |
| | | | | | | T5 | 0.05 | 3 | 0.15 |
| Sum | | | 0.70 | | | | | 0.72 | |
| Total | | | 1 | 3.83 | | 1 | | 3.69 | |

The analysis of the development of Chaozhou Gongfu Tea Culture Study Tourism mainly includes the key factors of its own development advantages and key disadvantages, and the weight of the 11 internal key factors of the SWOT analysis is scored. The weighted score of each key factor is obtained by multiplying the weight and the corresponding score, and the sum of the weighted scores of the key factors of internal advantages is 2.13, and the sum of the weighted scores of the key factors of internal disadvantages is 0.70. Chaozhou Gongfu Tea Culture Study Tourism The total weighted score of internal environmental factors affecting development is 2.83, as shown in the left column of Table 2. Based on the external evaluation of the development of Chaozhou Gongfu Tea Culture Study Tourism, the weighted score of the key external opportunity factors of Chaozhou Gongfu Tea Culture Study Tourism is calculated to be 1.97, the sum of the weighted scores of the key external threat factors is 0.72, and the total weighted score of the external key influencing factors is 3.69. As shown in the right column of Table 2, this shows that the external opportunities faced by the development of Chaozhou Gongfu Tea Culture Study Tourism outweigh the threats in a large proportion. Therefore, in the development process of Chaozhou Gongfu Tea Culture Study Tourism, it is necessary to

firmly seize external opportunities, further study the market of college students and adult groups for study tourism, and promote the high-quality development of Chaozhou Kungfu Tea Culture Study Tourism.

2. The optimal solution of the tourism QSPM matrix for the study of Chaozhou Gongfu tea culture.

According to the SWOT-QSPM model, the calculated attractiveness scores for the development strategy of Chaozhou Gongfu Tea Culture Study Tourism among the four provided alternative strategies are as follows: The SO (Strengths-Opportunities) strategy has the highest attractiveness with a total score of 4.10, indicating that this strategy is the most attractive. The ST (Strengths-Threats) and WO (Weaknesses-Opportunities) strategies have scores of 2.85 and 2.67, respectively. The WT (Weaknesses-Threats) strategy has the lowest score of 1.42, thus representing the least attractive option. As shown in table 3.

Table 3 Chaozhou Gongfu Tea Culture Study Tourism QSPM Matrix.

| Factors | Weight | SO | | ST | | WO | | WT | |
|---------------|--------|------|-----|------|-----|------|------|------|------|
| | | AS | TAS | AS | TAS | AS | TAS | AS | TAS |
| Strengths | S1 | 0.19 | 4 | 0.76 | 4 | 0.76 | | | |
| | S2 | 0.11 | 4 | 0.44 | 4 | 0.44 | | | |
| | S3 | 0.12 | 3 | 0.36 | 3 | 0.36 | | | |
| | S4 | 0.15 | 2 | 0.30 | 2 | 0.30 | | | |
| | S5 | 0.03 | 1 | 0.03 | 1 | 0.03 | | | |
| | S6 | 0.08 | 2 | 0.16 | 2 | 0.16 | | | |
| | S7 | 0.04 | 2 | 0.08 | 2 | 0.08 | | | |
| Weaknesses | W1 | 0.10 | | | | 1 | 0.10 | 1 | 0.10 |
| | W2 | 0.09 | | | | 4 | 0.36 | 4 | 0.36 |
| | W3 | 0.03 | | | | 2 | 0.06 | 2 | 0.06 |
| | W4 | 0.06 | | | | 3 | 0.18 | 3 | 0.18 |
| Opportunities | O1 | 0.15 | 4 | 0.60 | | 4 | 0.60 | | |
| | O2 | 0.17 | 3 | 0.51 | | 3 | 0.51 | | |
| | O3 | 0.19 | 3 | 0.57 | | 3 | 0.57 | | |
| | O4 | 0.09 | 2 | 0.18 | | 2 | 0.18 | | |
| | O5 | 0.11 | 1 | 0.11 | | 1 | 0.11 | | |
| Threats | T1 | 0.03 | | | 2 | 0.06 | | 2 | 0.06 |
| | T2 | 0.07 | | | 1 | 0.07 | | 1 | 0.07 |
| | T3 | 0.08 | | | 4 | 0.32 | | 4 | 0.32 |
| | T4 | 0.06 | | | 2 | 0.12 | | 2 | 0.12 |
| | T5 | 0.05 | | | 3 | 0.15 | | 3 | 0.15 |
| Total | | 4.10 | | 2.85 | | 2.67 | | 1.42 | |

Discussion

The SWOT-QSPM analysis has provided us with a comprehensive understanding of the strategic positioning and attractiveness of various development options for Chaozhou Gongfu Tea Culture Study Tourism. The results indicate that the SO (Strengths-Opportunities) strategy emerges as the most favorable choice, scoring significantly higher than the other alternatives.

The SO strategy's dominance is not surprising given the unique strengths of Chaozhou Gongfu Tea Culture and the increasing global interest in cultural tourism. Chaozhou's tea culture, with its rich history and intricate brewing techniques, offers a unique experience for tourists seeking authenticity and immersion. The global trend towards experiential and cultural tourism further enhances the attractiveness of this strategy.

However, the results also highlight the importance of being vigilant about potential threats. The ST (Strengths-Threats) strategy scored relatively lower, indicating that while Chaozhou Gongfu Tea Culture has significant strengths, there are external factors that could hinder its development. This highlights the need for a proactive approach to marketing and brand positioning, as well as collaboration with stakeholders to mitigate these threats.

The WO (Weaknesses-Opportunities) and WT (Weaknesses-Threats) strategies scored the lowest, indicating that focusing solely on weaknesses or threats may not be the most effective approach. However, these strategies do provide valuable insights into areas for improvement, such as increasing promotion and diversifying tourism products. By addressing these weaknesses, Chaozhou Gongfu Tea Culture Study Tourism can build a more resilient and sustainable future.

The findings of this analysis align with previous research on cultural tourism. For example, Perdana et al. (2023) emphasize the importance of understanding and leveraging a destination's unique cultural strengths to attract tourists. Similarly, the results of this SWOT-QSPM analysis suggest that Chaozhou Gongfu Tea Culture's strengths, combined with the global trend towards cultural tourism, provide a powerful foundation for its development.

In conclusion, the SO strategy represents the most attractive option for the development of Chaozhou Gongfu Tea Culture Study Tourism. However, it is crucial to remain vigilant about potential threats and address weaknesses to ensure long-term success. By leveraging its unique cultural strengths and seizing opportunities in the global tourism market, Chaozhou Gongfu Tea Culture Study Tourism has the potential to become a significant contributor to the region's economic and cultural development..

Suggestions

Chaozhou Gongfu tea culture, as a treasure of traditional Chinese tea culture, its unique charm and profound cultural heritage provide unique conditions for the development of local cultural tourism. In order to promote the comprehensive development of Chaozhou Gongfu tea culture tourism, the following are my detailed suggestions based on strategic opportunities, cultural inheritance and innovation, infrastructure construction and market promotion.

1. Deepening cultural inheritance and innovation

The inheritance and development of Chaozhou Gongfu tea culture require us to innovate and modernize our expression while maintaining the essence of tradition. Firstly, we need to fully explore the historical connotation of Chaozhou Gongfu tea culture, and hold tea culture lectures, tea art performances, and other activities to allow tourists to deeply understand its unique charm. At the same time, combining modern technological means such as virtual reality and augmented reality, we aim to create an immersive experience that allows tourists to experience the charm of Chaozhou Gongfu tea culture firsthand.

In addition, we can also combine the Chaozhou Gongfu tea culture with other local cultural elements, such as Chaozhou opera and Chaozhou woodcarving, to jointly create cultural tourism products with local characteristics. Through innovative integration, the Chaozhou Gongfu tea culture is revitalized and revitalized.

2. Strengthen infrastructure construction and market promotion

Infrastructure construction is the foundation for the development of Chaozhou Gongfu tea culture and tourism. We need to increase investment in tourism facilities such as tea gardens and tea rooms to improve their quality and service level. At the same time, strengthen the construction of supporting facilities such as transportation and accommodation, and improve the satisfaction and comfort of tourists.

In terms of market promotion, we should make full use of modern media means, such as the Internet, social media, etc., to increase publicity and improve the popularity and influence of Chaozhou Gongfu tea culture tourism. At the same time, strengthen cooperation with tourism institutions, travel agencies, etc., launch attractive tourism routes and products, and attract more tourists to come and experience.

In addition, we can also attract tea culture enthusiasts and experts and scholars from home and abroad to exchange and learn by organizing tea culture festivals, tea expos, and other activities, further enhancing the international influence of Chaozhou Gongfu tea culture.

3. Implementing comprehensive strategies to promote comprehensive development

In the development process of Chaozhou Gongfu tea cultural tourism, we need to adopt the SO strategy (advantage opportunity strategy), fully utilize the unique advantages and market demand of Chaozhou Gongfu tea culture, seize development opportunities, and promote the rapid development of the cultural tourism industry. At the same time, in combination with the ST strategy (advantage threat strategy), actively respond to market competition and potential threats, and maintain one's own competitive advantage.

In addition, we can also draw on the WO strategy (Disadvantage Opportunity Strategy), improve our own shortcomings and seize development opportunities by introducing advanced technology and management experience. At the same time, be vigilant of potential risks in the WT strategy (disadvantage threat strategy), and take effective risk prevention and response measures.

In summary, the development of Chaozhou Gongfu tea cultural tourism requires us to make efforts in cultural inheritance and innovation, infrastructure construction, and market promotion. By implementing a comprehensive strategy, we aim to promote the comprehensive development of Chaozhou Gongfu tea cultural tourism and enable more people to understand and appreciate this unique cultural treasure..

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