

Research on the Development and Operation Model of Yunnan De'ang Sour Tea Featured E-commerce Information Platform

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ABSTRACT

This study aims to provide empirical research on the application of rural e-commerce in rural revitalization through in-depth analysis of the De'ang sour tea industry, and explore how to effectively protect and inherit intangible cultural heritage through e-commerce platforms and digital technology, while promoting the comprehensive development of rural economy and society. Through this study, we aim to provide strategic recommendations for the protection, inheritance, and market development of De'ang sour tea production techniques, and contribute wisdom and strength to the implementation of rural revitalization strategies.

KEYWORDS

Yunnan De'ang sour tea; Craftsmanship; Digital countryside

1. INTRODUCTION

With the deepening of the rural revitalization strategy, rural e-commerce, as an important channel connecting urban and rural markets and promoting the circulation of agricultural products, has become a key force in promoting rural economic development and increasing farmers' income. In this context, this study focuses on the role of rural e-commerce in rural revitalization, particularly in exploring the current development status and challenges of the De'ang sour tea industry.

As a typical case of rural revitalization, the social and economic development trajectory and effectiveness of the De'ang ethnic region fully demonstrate the effectiveness of the national poverty alleviation policy. The De'ang ethnic group has not only enhanced their ability to increase income and become prosperous through the development of characteristic planting and breeding industries, but also achieved poverty alleviation for the entire ethnic group in 2019, which is an important milestone in China's anti-poverty history. As a representative intangible cultural heritage of the De'ang ethnic group, sour tea not only has profound cultural connotations, but also demonstrates enormous market potential. However, despite the sales of De'ang sour tea on e-commerce platforms, its main market is still concentrated offline, and the development of the online market still faces many challenges.

The production technique of De'ang sour tea has a long history, and its unique fermentation process and health benefits make it a precious beverage. However, this technique is facing difficulties in inheritance, with the younger generation showing less interest in making sour tea, and the protection and market development of traditional techniques facing challenges. To address these issues, effective measures need to be taken, such as establishing e-commerce platforms, strengthening brand building,

and enhancing market awareness, to promote the development of the sour tea industry and the inheritance of culture.

2. THE CHARACTERISTICS OF DE'ANG SOUR TEA

2.1. Craftsmanship and Traditional Customs

The production process of De'ang sour tea includes multiple steps such as picking, drying, steaming, fermentation, and pounding. Among them, pit fermentation is the core process of its production technology, which naturally ferments underground to give tea a unique flavor and taste. In addition, the production of De'ang sour tea is not only a skill, but also a cultural heritage and social activity. Tea makers invite family and friends to participate in the tea making process, and hold a tea party after the tea is made to taste and evaluate sour tea together. This has become a traditional custom and community activity.

2.2. Health Benefits

Research has shown that De'ang sour tea is rich in probiotics and tea polyphenols, and has various health benefits. Among them, probiotics help maintain the balance of gut microbiota, while tea polyphenols have antioxidant and anti-inflammatory effects. Therefore, long-term consumption of De'ang sour tea can help improve digestive system health, enhance immunity, and delay aging. In addition, according to traditional understanding, sour tea also has the effects of clearing heat and relieving summer heat, moistening the lungs and stopping cough, and is considered a health drink.

2.3. Sociocultural Significance

De'ang sour tea is not only a beverage, but also an important carrier of the social life and cultural heritage of this ethnic group. Sour tea making is a complex handmade art that requires not only skills, but also traditional wisdom and community collaboration. Sour tea not only meets people's taste needs, but also promotes the cultural traditions and unity spirit of the De'ang ethnic group. Through a literature review of De'ang sour tea, we have gained a deeper understanding of its production process, cultural significance, and health benefits. This traditional culture is not only a beverage, but also an important carrier of the social life and spiritual culture of the De'ang ethnic group. However, there are still some issues that need to be addressed, such as the inheritance and innovation of traditional crafts, the dissemination and development of sour tea culture, etc. This also provides new ideas and directions for future research.

3. RESEARCH OBJECTIVES AND CONTENT

3.1. Resolve the Inheritance Dilemma

The production technique of De'ang sour tea, as an important intangible cultural heritage, embodies the wisdom and historical memory of the De'ang people. However, with the development of the social economy and the acceleration of modernization, this traditional skill is facing severe difficulties in inheritance. We will conduct an in-depth analysis of the reasons for the inheritance dilemma, including the impact of modern lifestyles on traditional culture and the reduced interest of the younger generation in traditional skills. At the same time, we will also explore the reasons for the decrease in inheritors, analyze the shortcomings of the current inheritance mechanism, and evaluate the effectiveness and sustainability of measures taken by the government and relevant institutions to protect the traditional sour tea. In order to gain a more comprehensive understanding of the issue, we will also consider the role of De'ang sour tea culture in education, promotion, and community participation, in order to promote the inheritance and development of traditional skills.

3.2. Addressing Market Promotion Needs

With the recovery of the tourism market and the upgrading of consumption, the sour tea industry is expected to become an important support for rural revitalization. We will investigate the impact of the tourism market recovery on the sour tea industry, analyze its potential business opportunities and challenges. At the same time, we will also conduct in-depth research on how to expand sales channels and establish e-commerce platforms to promote sour tea products to a wider market, injecting new vitality into rural revitalization. In addition to the product itself, we will also consider factors such as brand marketing, cultural experience, and sustainable development to establish and promote a comprehensive strategy for the sour tea industry.

3.3. Research Methods and Innovations

This study adopted a diversified research approach of "theoretical research+practical investigation" and "qualitative research+quantitative research". By using word frequency analysis and big data analysis tools, we conducted in-depth mining of search keywords related to De'ang sour tea on e-commerce platforms such as Taobao and Tmall, in order to obtain consumer preferences and market trends. In addition, by using a questionnaire survey method, we will extensively collect consumers' awareness and demand for De'ang sour tea, ensuring the universality and representativeness of the research results. The methods of in-depth interviews and field research allow us to gain a deeper understanding of the current status and challenges faced by the De'ang sour tea production techniques, as well as explore the possibility of integration with modern technology.

4. SUMMARY

This study aims to deeply analyze the dual challenges faced by the production techniques of De'ang sour tea and propose corresponding coping strategies. Among them, the main focus is on two aspects: one is the dilemma of inheritance, that is, due to the impact of modern lifestyles and the decreasing interest of the younger generation in traditional skills, the inheritance of sour tea making techniques faces severe challenges; The second is the demand for market promotion. With the recovery of the tourism market and the upgrading of consumption, the sour tea industry is expected to become an important support for rural revitalization, but it needs to face challenges from market competition and product promotion.

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