

Research on the Construction of Traditional Chinese Liquor and Tea Culture Brand in Luzhou

Li Chun

School of Law, Southwest Medical University, Luzhou, Sichuan, China

Abstract: Luzhou is the only city in China with two kinds of national famous Liquor (Luzhou Laojiao and Lang Jiu), the earliest area of tea tree germination at 30 ° north latitude on the earth, and has a reputation of China's Liquor city and China's Tea trees germination earliest Town, Liquor and tea industries are huge and related cultural resources are abundant. This paper studies from four aspects: research background, basic conditions and advantages, development dilemma and solution path. To cultivate and build traditional Chinese Liquor and tea cultural resources, the purpose is to build a unique brand of Chinese Liquor and tea culture in Luzhou.

Keywords: Traditional Culture; Chinese Liquor and Tea Culture; Construction of the Brand Culture

1. Research Background

In 2018, at the first session of the 13th National People's Congress of China, the Ministry of Culture and Tourism of The State Council was newly merged and established, which laid a good political guarantee for the integrated development of culture and tourism, reducing the barriers of communication and cooperation brought by different departments. The mutual promotion and integration of culture and tourism has become a hot spot, and all localities have created their own cultural and tourism projects. The development of tourism across China also takes the integration and development of cultural industry as a breakthrough. Recently, *Outline of the 14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and the Long-range Goals to 2035, the 14th Five-Year Plan for the Development of Cultural Industries, the 14th Five-Year Plan for the Development of Culture and Tourism, and the Opinions on the Implementation of the Project for the Inheritance and Development of Excellent*

Traditional Chinese Culture have been successively promulgated by the state. The development of cultural tourism industry and other places to build their own cultural brands provide institutional basis. Luzhou is the only city in China with two national famous Liquor (Luzhou Laojiao and Lang Jiu), and is the earliest area of tea tree germination at 30° north latitude on earth. In this context, starting from the research on the brand construction of Luzhou traditional Liquor and tea culture, this paper finds out the mutual influence, mutual growth mechanism and shortcomings of the integration process of traditional Liquor and tea culture and tourism industry, and finally puts forward suggestions for the brand construction of Luzhou traditional Liquor and tea culture.

1.1 Relevant Research Trends

Under the background of inheriting and developing excellent traditional culture in the 14th Five-Year Plan for National Economic and Social Development of the People's Republic of China, traditional cultural brand construction is a new development mode of cultural tourism proposed to solve the shortage, separation and fragmentation of cultural resources. Referring to the relevant literature, the existing research mainly focuses on the following aspects:

1.1.1 Research Approach

At present, the research on the realization path of Chinese Liquor and tea culture brand^[1] construction is mainly reflected in three aspects. First, Chinese Liquor and tea culture brand building model. Second, Chinese Liquor and tea culture brand building content selection research. Third, Chinese Liquor and tea culture brand building to achieve the form and means of research.

1.1.2 Study Countermeasure

The countermeasures of Chinese Liquor and tea culture^[2] brand building are mainly studied in three aspects. First, the establishment of Chinese Liquor and tea culture brand construction norms to achieve resource sharing. Many scholars have

proposed to establish a standard cultural brand building platform to realize resource sharing. Second, to open up the barriers between the main bodies of cultural brand construction, to achieve a reasonable flow of resources. Third, build an effective system guarantee for the construction of cultural brand escort.

1.2 Luzhou Will Build Bashu Cultural and Creative Industry Regional Center City

Recently, Sichuan Cultural and Creative Industry Research Institute will join hands with Luzhou to build Bashu cultural and creative industry regional center city. Cultural brand construction helps Luzhou cultural tourism industry to make breakthroughs in innovation and achieve high-quality development. In recent years, under the general trend of the deep integration of culture and tourism, Luzhou cultural and creative industry has taken advantage of the construction of the Chengdu-Chongqing economic circle and grasped the development opportunities, with a growing scale and increasingly rich industrial ecology. Culture enriches the soul of the city, and tourism shows the comprehensive business card of the city. Luzhou Cultural tourism department stressed that Luzhou will "take advantage" of the construction of Chengdu-Chongqing dual-city economic circle, do a good job in the "top-level design" of cultural brand building, formulate relevant plans and action plans, so that the development of Luzhou's cultural and creative industry has an overall deployment and institutional guarantee, and build a regional center city of Bashu cultural and creative industry to promote the high-quality development of Luzhou's cultural and tourism industry.

Luzhou is a famous "Chinese Liquor city" in China. At present, Luzhou is committed to building a famous historical and cultural city with Chinese Liquor culture as the main content and promoting the development of Chinese Liquor industry in the city. Luzhou Laojiao's application for World Cultural Heritage has also entered the development goal of Luzhou City, and it will take multiple measures to make efforts in the in-depth research and exploration of Chinese Liquor culture. The packaging and creation of cultural resources related to Chinese Liquor culture will be strongly supported by the governments at all levels and departments of Luzhou City. The realization of Luzhou's

construction of Bashu cultural and creative industry regional center city will certainly strengthen the construction of "Chinese Liquor city" cultural atmosphere, all-round, multi-angle and multi-channel development of Chinese Liquor-related cultural products and tourism commodities.

1.3 Luzhou Will Establish Chinese Liquor and Tea Tourism Manor^[3]

Along the Yangtze River In luzhou City, liquor manufacturing has a long history, and the Sui Dynasty had a relatively mature brewing technology, the peak period appeared in the 1980s, At that time, there were many Chinese Liquor factories in Dadukou town along the Yangtze River. With the continuous refinement of the Chinese Liquor brewing process and the continuous improvement of biotechnology, researchers found that the local mud made Chinese Liquor cellars were very suitable for microorganisms to grow in the lees koji; At the same time, the plain area of the Yangtze River Valley can also grow the raw material needed for Chinese Liquor - sorghum. In addition, the Yangtze River water in Dadukou Town is a high-quality water source for Chinese Liquor making. Since 2012, the government has implemented the road of differentiated development of Chinese Liquor brewing base and Chinese Liquor community, and the Chinese Liquor industry has successfully realized diversified and integrated development from traditional brewing to new industry, cultural tourism, ecological health, Chinese Liquor experience and other directions. Relying on favorable natural conditions and Chinese Liquor manufacturing industry, the ecological agriculture sightseeing park and Chinese Liquor manor have been developed.

In 2011, The Ministry of Agriculture of the People's Republic of China approved the registration and protection of geographical indications of agricultural products for "Naxi-tea" in Luzhou City, and Naxi District opened the first landmark brand protection in the national green tea industry. After years of brand building, the connotation and outer edge of "Naxi-tea" continue to expand and enrich, and gradually form a large regional brand concept, and go out of the road of "Green tea becomes gold" brand creation has won the honor of the earliest place for Chinese tea trees to germinate, The hometown of famous tea in China, the top

ten charming tea towns in the country, and the top ten counties in Sichuan of Tea industry. The main tea producing area of Naxi District has a good ecological environment, tea trees are evergreen and lush, so the air is fresh, the visual sense is good, and people feel relaxed and happy.

2. Basic Conditions and Advantages of Luzhou

2.1 The Unique Conditions of Luzhou

On May 20, 2023, Luzhou Agriculture and Rural Bureau released the Luzhou City Naxi District Chinese Liquor and tea tourism integration project. The total investment of the project is 1 billion Chinese Yuan, the planned land area is 400 mu, the construction of comprehensive tea and Chinese Liquor, the development of rural tourism products, research products, etc. At present, the project is attracting investment, mainly attracting scenic comprehensive investment management enterprises, tea, Chinese Liquor investment management enterprises, other scenic supporting enterprises. After the completion of the project is expected to receive more than 4 million tourists per year, annual output of more than 3,000 tons of tea, can achieve a comprehensive output value of more than 1 billion Chinese Yuan, driving about 2,000 people around the employment.

On September 25, 2023, Luzhou Municipal People's Government issued a notice on *"Ten Policy Measures for Accelerating the construction of a world-class high-quality liquor industry Cluster in Luzhou City"*, which emphasized that the brand of "Chinese Liquor industry + cultural tourism" should be built. Give full play to the unique advantages of Luzhou Chinese Liquor origin, develop a Chinese Liquor culture tourism belt integrating production and marketing, research, experience, tourism, vacation, etc., build a world Chinese Liquor culture tourism destination, and support the establishment of Yangtze River poetry and Chinese Liquor cultural park

2.2 Natural and Cultural Resource Base of Luzhou

During the "13th Five-Year Plan for National Economic and Social Development of the People's Republic of China" period, Luzhou has successfully created a national cultural and tourism consumption pilot city, promoted the

implementation of more than 200 cultural tourism projects, cultivated more than 2,000 cultural tourism enterprises, successfully created five provincial cultural industry demonstration bases and cultural industry "one park and four districts", cultural tourism industry has become a new engine of high-quality development. Luzhou City will highlight the characteristics of Luzhou Yangtze River culture, liquor culture, red culture and ecological resources, excavate Luzhou cultural tourism resources from multiple levels and angles, and accelerate the construction of Bashu cultural tourism corridor bridgehead and world liquor culture tourism destination. Looking forward to the "14th Five-Year Plan", Luzhou culture and tourism integration development scope must be wider^[4], deeper, higher level must be achieved, and finally Chinese Liquor and tea culture and tourism integration, conformal, open development road .

2.3 The Development Advantage of Luzhou

Through literature review, the researches on Chinese tea culture^[5] and Chinese Liquor culture^[6] of Luzhou City are mostly conducted separately, such as the famous Chinese Liquor culture with "Luzhou laojiao" and "Longjiu", and the Naxi-Tea. Naxi District has a long history of tea cultivation, and tea culture is naturally rooted in this land. In recent years, the development of Naxi tea industry has accelerated, forming "Fengyu", "Hanyuan", "Early Spring February" and other brands dominated by "Naxi -Tea" regional brands. Luzhou City has successively won the honorary titles of "China's Tea trees germination earliest Town", "China's famous Tea Town", "National traditional Tea tourism Resource area", "National Top Ten charming tea Towns", "National Key Tea Producing County" and "China's Top 100 Tea Counties". At present, Naxi District has been listed as the key county (district) of tea in the province, and is the core area of Sichuan Province's characteristic and beneficial agricultural tea development.

Chinese Liquor culture has a long history in Luzhou. Firstly, because it is located in the south of Sichuan and the Yangtze River, the water transportation is developed, and the unique dock culture is derived, which cultivates the fertile soil for the growth of Chinese Liquor culture. Secondly, it has a suitable growing environment for sorghum, which is the raw material for

Chinese Liquor making, and is located near the Yangtze River as a high-quality water source for Chinese Liquor making. These unique natural and historical conditions gave birth to the filter Chinese Liquor workshop culture and filter Chinese Liquor culture, and finally achieving the integration of Chinese Liquor culture and the whole city. With the strong support of Luzhou Municipal Party Committee and Government, Chinese Liquor workshop and industrial tourism, Chinese Liquor museum and cultural tourism, Chinese Liquor historical district and comprehensive tourism, Chinese Liquor industry park and other development research have entered the deep water area. It is believed that by improving the influence of Chinese Liquor culture in Luzhou, the unique cultural brand of Luzhou city can be created and the competitiveness of the city can be enhanced.

3. Thinking and Analysis of Problems Existing

The cooperation of tea enterprises and Chinese Liquor enterprises to develop industrial tourism is a new concept of tourism and a new form of product, which is generated by the expansion of the understanding of tourism resources. It is necessary to deeply explore the tea culture of the tea industry and the Chinese Liquor culture of Chinese Liquor enterprises, make good use of its own tea industry advantages and Chinese Liquor resources, integrate more tea production, tea making, tea drinking cultural materials and Chinese Liquor making cultural resources, based on the Chinese Liquor and tea culture tourism as the fulcrum, tell the culture and brand story of Naxi Tea and Chinese Liquor, and open up a new chapter in the development of cultural tourism of Naxi Tea and Chinese Liquor. However, in the process of development, there are shortcomings, and it has not played a good role.

3.1 "Chinese Liquor and Tea Compact" Cultural Brand Has Not Been Formed

The cultural brand of "Chinese Liquor and tea compact" is based on natural resources and cultural resources. There are better tea culture and Chinese Liquor culture in Luzhou, but the operation of scenic spots, the policy support of government departments, and the promotion and promotion have developed independently. Although Naxi District is actively building Chinese Liquor and tea estates, the results are

not satisfactory and the publicity effect is not ideal. Barriers still exist in the Chinese Liquor and tea culture brand building sector, and coordination between the cultural tourism sector, land and resources sector, and development planning department is not enough, and policy formulation and policy landing are difficult.

3.2 Chinese Liquor and Tea Culture Is Not Sufficiently Explored

In Luzhou, the development of cultural and creative brand products is a major difficulty for the current Chinese Liquor and tea cultural and creative brand, and the industrial level is low. In the process of investigation, it is found that whether it is tourist attractions or Chinese Liquor and tea enterprises, the creative excavation of Chinese Liquor and tea cultural products is always insufficient, resulting in a narrow path for Chinese Liquor and tea cultural and creative industry. First of all, as Chinese Liquor and tea brands in Luzhou and even Sichuan, Fengyu Tea and Dadukou Longhui Chinese Liquor in Naxi District did not deeply explore the cultural traditionals of Chinese Liquor and tea itself, and developed unique cultural derivative products and Chinese Liquor and tea cultural brands belonging to their own enterprises and scenic spots, such as Chaozhou Gongfu tea and similar Chinese Liquor and tea cultural derivative products. Secondly, the relevant Chinese Liquor and tea enterprises and tourism areas still use a single offline marketing method, the operation model has no innovation point, and it is not well connected with Luzhou city publicity and Luzhou International Chinese Liquor Industry Expo, and the publicity is not enough. Third, Naxi, as a key town of Chinese tea industry, as a kirin-wine-warmer out of the land, lacks the depth of cultural excavation in the design of Chinese Liquor and tea cultural and creative products, and has no organic connection with Luzhou cultural, natural and historical events, and lacks systematic thinking when developing. At present, the industrialization level of Chinese Liquor and tea cultural brand is low in Luzhou, and the narrow road has become a very important problem in the development of Chinese Liquor and tea cultural and creative industry.

3.3 Insufficient Institutional Guarantee and Market Supervision

For the construction of Chinese Liquor and tea

culture brand, first, it needs to be strongly supported by the government. At present, there is insufficient capital investment and low participation of social organizations or enterprises. Because the cultural tourism industry is an industry with a long investment cycle, many private capital are reluctant to enter, and the number of local cultural tourism resources is huge, the government must introduce relevant systems to ensure the active introduction of private capital. Second, the specific rules and regulations are not perfect. Domestic scholars believe that the construction system of "cultural brand construction" is not perfect, because of the particularity of cultural resources, there is no unified classification management standard and perfect cultural brand construction system. Third, the barriers to the construction of Chinese Liquor and tea culture brand have not been broken. Some scholars believe that the construction of cultural brand is multi-management by the government, and the implementation of policies is difficult. The coordination between cultural and tourism departments, land and resources departments, and development planning departments is not enough, and it is difficult to formulate and implement policies.

3.4 There Are Obvious Deficiencies in Experience-Oriented Cultural and Creative Products

The experience driven consumption of the entrepreneurial state of the text allows consumers not only to meet the shopping needs, but also to achieve the "poetry and distance" feelings. In the Chinese Liquor and tea culture manor^[7], we should increase the "experiential" cultural and creative products, so that consumers can experience tea culture and Chinese Liquor culture in the labor process, so that they can truly integrate into the cultural atmosphere. With the development of theme, refinement and individuation of various tourist attractions, cultural and creative brands have become an important part of the differentiated development of major tourist attractions. The culture of entrepreneurship has natural cultural and artistic traditions, which is deeply in line with the current experiential consumption trend. However, in the current development of Chinese Liquor and tea culture brand industry, there are obvious deficiencies in experiential cultural and creative products.

3.5 There Are Problems with Product Development

First of all, the development of cultural and creative products should have unique cultural symbols. Chinese Liquor and tea cultural brand construction must have a carrier, and Chinese Liquor and tea cultural and creative products must be the best publicity carrier for cultural brands, but the vitality of Chinese Liquor and tea cultural and creative products must rely on Chinese Liquor and tea tourism scenic spots. At present, the Chinese Liquor and tea manor developed in Naxi District has not effectively integrated local Chinese Liquor and tea resources, and the development of Chinese Liquor and tea cultural and creative products has not been unified, and there is no consensus on cultural and creative products. There is no consensus of cultural and creative products can not produce great attraction. If the Chinese Liquor and tea manor wins with the history and cultural scenery of Chinese Liquor and tea, the tourism cultural and creative products should be marked with the unique cultural symbols of Chinese Liquor and tea manor.

Secondly, the design of cultural and creative products should be creative. When people consume cultural and creative products, they are not only buying a physical object, but also supporting the aesthetics and cultural traditions of tea art and Chinese Liquor making technology reflected in the products. Cultural and creative product design needs to pay attention to the research of the background from the cultural point of view, inject the cultural connotation of Chinese Liquor and tea into the product, so as to make the design truly "live". Therefore, it is not just a simple copy and paste of the existing Chinese Liquor and tea cultural elements, and the same souvenirs such as key chains, bookmarks, and throw pillows have been difficult to meet the needs of consumers.

3.6 Chinese Liquor and Tea Creative Brand Publicity is Insufficient

First of all, no influential promotion activities have been formed. The China International Chinese Liquor Expo and the Sino-Foreign Geographical Indication Products Expo hosted by Luzhou are already influential in the country, but the propaganda and promotion of Chinese Liquor and tea culture is obviously not enough, and the publicity and promotion can be

strengthened through cooperation and sub-venue activities.

Secondly, it is necessary to further play the role of Internet marketing and continue to carry out online promotion. Compared with the traditional way of advertising promotion, online promotion has a better effect, it can more quickly and effectively convey information to consumers, and effectively attract more customers. It can help effectively improve the brand awareness of Chinese Liquor and tea culture.

4. An Effective Path to Promotion

4.1 Adhere to the Brand Development Path

In the construction of Chinese Liquor and tea culture brand, we should "emphasize" cultural creativity, strengthen the cultural connotation of cultural and creative products, and shape Luzhou traditional Chinese Liquor and tea culture IP^[8]. The design of tourism cultural and creative products must reflect the spiritual connotation of Chinese Liquor and tea culture, and find the perfect fusion point of Luzhou's unique "tea" culture and "Chinese Liquor" culture. This culture is rooted in the fertile soil of Luzhou culture, has a story, and can arouse wide emotional resonance, so as to shape the cultural IP of Chinese Liquor and tea manor. In the process of shaping cultural IP, attention should be paid to:

First, focus on research, consumer-centered, demand-oriented. Cultural and creative brand building should clarify the advantages of Chinese Liquor and tea resources in Naxi District, position the product as a traditional cultural brand in the combination of Sichuan-Yunnan-Guizhou and Chongqing, form a representative traditional cultural brand in Luzhou, take Luzhou citizens as the main consumer, and let Luzhou people understand their own tea culture and Chinese Liquor culture. And to distinguish the market level of tourism product design, the cultural and creative design and market better unity, to achieve the expected effect.

Second, the emphasis on practical, out of the gaudy creative thinking. The cultural and creative products of the Chinese Liquor and tea manor should jump out of the decorative tendency of "seeing and not using", pay more attention to life, and consider its practicality. First, the starting point of the development of daily necessities is not high, and the market

demand is greater. Second, when people use the functions of the products, they also get the influence of culture and art, and realize a vivid and intuitive cultural communication and public "aesthetic education". And pay attention to the quality and details of cultural products control, the formation of long-term effective publicity.

4.2 Integrate the City's Chinese Liquor and Tea Cultural Resources

To carry out the relevant work of the integrated development of Chinese Liquor and tea tourism smoothly and activate the development of the Chinese Liquor and tea industry, it is urgent to improve the relevant planning system from different levels to ensure the scientific development of the integration of tea and tourism^[9]. Specific implementation measures should be formulated in strict accordance with the relevant requirements of the national level Chinese Liquor and tea tourism integration development plan, effective management should be implemented, and the development of Chinese Liquor and tea culture brands should be based on laws; Keep an eye on the general ideas of Sichuan Province on the economic development of Chinese Liquor and tea industry, in order to effectively play the advantages of Chinese Liquor and tea resources, location and industry advantages, and promote the development of Chinese Liquor and tea economy and the construction of Chinese Liquor and tea culture brand^[10].

Luzhou Municipal government should formulate the outline of Chinese Liquor and tea economic development, combine the Chinese Liquor and tea advantages of counties, towns and villages under its jurisdiction, give practical and feasible guidance to the local government, formulate short, medium and long-term plans, and play a good role in the integration of Chinese Liquor and tea tourism development pattern at the national, provincial, county and below levels. Naxi District government should actively promote the construction of Chinese Liquor and tea culture brand as a key cultural tourism brand in the region, and provide necessary organizational guarantee for the development of Chinese Liquor and tea industry; Organizing expert forces, compiling and issuing *the Implementation Opinions on the Construction of Chinese Liquor and tea Estates*, and *Measures to Promote the High-quality Development of*

Chinese Liquor and tea Enterprises in Naxi District, etc. have effectively promoted the healthy and rapid development of Chinese Liquor and tea industries. The villages and towns involved in the construction of Chinese Liquor and tea estates should implement the relevant plans for the integrated development of Chinese Liquor and tea tourism at all levels of the superior, and the villages and towns need to prepare *the Development Plan for villages and towns of traditional tea Industry* based on their own village traditional and combined with other aspects of the existing village plans, so that the brand construction of Chinese Liquor and tea culture and the development of rural tourism can be truly integrated.

4.3 To Realize the Integrated Development of Chinese Liquor and Tea Industry, Chinese Liquor and Tea Cultural Brand and Chinese Liquor and Tea Cultural Tourism

Establish a development model of "one core + two development belts", and establish a Chinese Liquor and tea manor in Phoenix Lake, a national 4A scenic spot in Dadukou Town, Naxi District. The Chinese Liquor and tea manor takes the Chinese Liquor and tea industry as the core and Chinese Liquor and tea culture as the soul. The project relies on the national Geographic sign "Fengyu tea" and other tea making skills and Chinese Liquor brewing technology and Chinese Liquor culture, with Chinese Liquor and tea culture as the main body, to establish Naxi special morning tea ecological culture Park, Chinese Liquor and tea theme community, Chinese Liquor and tea theme resort, Chinese Liquor and tea manor, modern tea city, modern Chinese Liquor town six major sections, to create a well-known Chinese Liquor and tea culture tourism area, Chinese Liquor and tea culture experience park^[11].

In Dadukou Town along the Yangtze River belt (that is, National Road 246 line) to establish Chinese Liquor town Chinese Liquor cultural tourism development belt, along which there are Longhui Chinese Liquor, Bashu liquor industry, Shunchenghe Manor, Hua Tian Chinese Liquor and other 3A level tourist attractions and more than 10 Chinese Liquor enterprises, for the development of Chinese Liquor brand creation and rural cultural tourism provides high-quality conditions. However, at present, the development of various Chinese Liquor enterprises is different, and the government has

not effectively integrated and guided resources, and is still in the situation of individual combat. It is hoped that the government can strengthen guidance, unify standards, and share resources, so that enterprises can launch the exploration, inheritance and development of Chinese Liquor culture on the basis of Chinese Liquor production. Create a Chinese Liquor culture experience area integrating Chinese Liquor culture exhibition, bartending, Chinese Liquor tasting, research and learning experience, and eventually form a Chinese Liquor culture tourism development belt.

The whole tea industry product development + tea culture tourism belt has been established in the north of Phoenix Lake in Dadukou Town, which is the tea producing area of Naxi special morning tea. The tea garden covers an area of more than 300,000 mu with an annual output of more than 20,000 tons. One organic tea base has been built with an organic certification area of 2,680 mu. 5 pollution-free tea bases; There are 5 provincial tea demonstration areas. Relying on the natural ecological landscape of tea gardens, the towns and villages in the tea-producing areas have developed modern agricultural parks of tea industry with tea planting and processing, tea culture experience and rural tourism as the background, and built a modern tea culture industrial park integrating "tea planting, tea making, tea tasting, tea appreciating and tea buying" to create a new development model for tea industry development and tea culture tourism development^[12].

4.4 Establish Chinese Liquor and Tea Public Cultural Venues

Under the background of the integration of culture and tourism, the establishment of public cultural venues faces great opportunities and challenges^[13]. According to the actual situation of Chinese Liquor and tea industry development in Naxi District, Luzhou City, Chinese Liquor and tea public cultural venues have achieved some achievements in the process of cultural and tourism integration, but there are also some practical problems. It shows that there are still few Chinese Liquor and tea public cultural venues in the development of "one core + two development zones". The government should fully tap tourism resources in various regions to establish Chinese Liquor and tea public cultural venues, so as to carry forward and inherit the

excellent traditional culture of the Chinese nation and at the same time enhance the rights and interests of the masses in the process of cultural brand construction to achieve the goal; The establishment of Chinese Liquor and tea public cultural venues must rely on the local people, and let the Chinese Liquor and tea culture of the people contribute to the construction of public cultural venues. The local has very good brewing technology, tea making technology, and even tea folk songs, etc., so that the establishment of Chinese Liquor and tea public cultural venues is really from the people and to the people.

The Chinese Liquor and tea public cultural venues will certainly have great potential under the cultural and tourism integration policy of Luzhou. The integration of tourism will attract more social forces to actively participate, and make the development of public cultural venues more flexible and diversified, which can not only meet the needs of people's better life, but also achieve social benefits. At the same time, it can also promote cultural tourism consumption, and promote the economic benefits of public cultural venues themselves and even the regions where they are located.

4.5 Strengthen Online Publicity and Promotion

Under the overall coordination of the government, integrate the relevant Chinese Liquor and tea enterprises, associations and other social institutions in Naxi District, build an integrated network publicity and promotion platform, and open Internet publicity and promotion channels for Chinese Liquor and tea cultural and creative products. We must use and rely on the Internet e-commerce platform to publicize and promote Chinese Liquor and tea creative products. First, online promotion activities can not only better meet the different needs of different customers, but also put videos, audio, pictures, texts and charts related to Chinese Liquor and tea cultural products on different platforms, so that the public can understand the products and services. Second, the cost of online promotion platforms is lower than that of traditional promotion forms. If the promotion meeting is held for publicity, it is not only costly, but also subject to geographical and time constraints, which can not play a good publicity effect. The network promotion has low cost, wide coverage and long time, which can

effectively improve the popularity of cultural and creative products. Third, the online promotion platform can also grasp the customer feedback in real time. In the e-commerce platform, wechat public account and other network platforms, you can get customer feedback faster and more directly, in order to quickly adjust and update the existing tea Chinese Liquor cultural products and projects to meet the requirements.

5. Peroration

Under the background of the new development pattern of "taking domestic great cycle as the theme and promoting domestic and international double cycle each other" and the new situation of the construction of Chengdu-Chongqing twin city economic circle, it has become urgent to promote the integrated development of Luzhou's cultural industry and tourism industry, improve the development quality of the two industries, and help the transformation and upgrading of the two industries. In 2021, the Sichuan Provincial Culture and Tourism Ministers' Meeting proposed that according to the work objectives of the "14th Five-Year Plan for National Economic and Social Development of the People's Republic of China" period, the development of Sichuan culture and tourism should focus on strengthening cultural self-confidence, promoting cultural empowerment, and increasing the supply of high-quality culture; We will deepen the integration of culture and tourism, and make innovations to promote high-quality development of culture and tourism. During the "14th Five-Year Plan for National Economic and Social Development of the People's Republic of China" period, Sichuan is basically built into a strong province of culture and tourism. By analyzing the problems existing in the brand construction of Luzhou traditional Chinese Liquor and tea culture, it is hoped to find out a new concept and model of regional coordinated development to promote the development of rural cultural tourism industry and make tourism drive and promote the coordinated development of economy and society. Luzhou Municipal government takes advantage of rich and valuable tea and wine cultural tourism resources to overcome the problems existing in the development of cultural tourism, rationally position cultural tourism, rationally plan the layout of cultural tourism, make culture a blood

transfusion for tourism, and deeply develop cultural tourism with Luzhou characteristics.

References

- [1] Zhu Shiyong, Wang Zhenheng, Zhan Luoju. Dictionary of Chinese tea culture [M]. Shanghai: Chinese Dictionary Publishing House, 2002.
- [2] Yao Mingguang. Analysis on the development of wine culture tourism resources -- taking Henan Province as an example [J]. People's Forum, 2011 (12):102-102.
- [3] Gao Shujun. Research on the construction and development of characteristic small towns -- A case study of Qingdao Haiqing Tea Garden Town [J]. Issues in Agricultural Economy, 2017 (3) : 40-44
- [4] Shu W L. An analysis on the development of rural tourism in the main tea producing areas -- A case study of Mingshan District in Ya 'an City [J]. Rural Economy, 2016 (8) : 52-55
- [5] Huang Zhi-gen, Xu Bo. Chinese Tea Culture [M]. Hangzhou: Zhejiang University Press, 2000.
- [6] Wang L. A Preliminary study on the development model of wine culture tourism -- taking Wuliangye of Yibin as an example [D]. Chongqing: Chongqing Normal University, 2012
- [7] Luo Yidun, Zhou Yicen, Chen Zheng. Landscape quality evaluation of ecological tea garden based on AHP-TOPSIS-POE combination model [J]. Economic Geography, 2020,40 (12) : 183-190.
- [8] XU X. Research on Luzhou wine Culture tourism development [D]. Chengdu: Sichuan Normal University, 2014. (in Chinese)
- [9] Yang Junchang, Yan Quanji. Study on cultural characteristics of intangible heritage tea and tea culture industry [J]. Guizhou Ethnic Studies, 2019, 41 (12) : 131-138
- [10] Gong Yongxin. New development of Chinese tea industry [M]. Beijing: Agriculture Press, 2012.
- [11] Li Lihua. Tea tourism integration and targeted poverty alleviation strategies: A case study of Hainan Province [J]. Social Scientist, 2019 (6) : 68-75
- [12] Zhang Yifeng, Liu Chunla, Tan Jie, et al. Analysis on the development and prospect of tea tourism integration in China in the new era [J]. Resources Science, 2010,32 (1) : 78-87. (in Chinese)
- [13] Zhang Zequn. Research on the development path of public cultural venues under the background of Cultural and Tourism Integration [D]. Jinan: Shandong University, 2021