

Chapter 6

Green Tourism Dependency Towards Promoting Tea Tour

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Abstract

In conventional discourses on sustainability, the relationship between economics and ecology is central. A number of nations' economies benefited from responsible tourism following these conferences. By supporting local businesses and attractions, 'green' tourism helps communities achieve their natural and cultural objectives while also preserving their limited resources. In terms of sustainable travel, Kerala was an early leader. This study looks at RT initiatives in various stages, with an emphasis on green tourism's sustainable responsible travel practises. The green economic development bottom line method was used for this descriptive research. These results highlight the difficulties inherent with RT implementation. Our review of secondary data shows that the first rollout of RT was unsuccessful, but that subsequent stages showed great promise. In order to create sustainable tourism on a worldwide scale, the study also highlights the necessity for more research in other culturally distant places.

Keywords: Tourist; tea tourism; green tourism development; homestay; economy; sustainability

1. Introduction

Sustainable development requires coordinated efforts to address the negative impacts of mass tourism and overtourism (Korstanje & George., 2020). Economy-killing forms of greedy capitalism and externalities (Sarkar et al., 2020). When seasonal and occasional influxes of tourists impact the local population, it might become overcrowded. Negative effects on inhabitants' quality of life, access to services, and health might persist for quite some time (Milano et al., 2018). Harmful effects may be seen from mass tourism. Sustainable tourism development requires a wide range of approaches to addressing the economic, social, and

environmental costs of the tourism industry. As the goal of environmental education is to usher in a low-carbon era, eco-tourism is the sector of the tourism industry that has the most promising future (Sarkar & George, 2018). Environmentally responsible tourism should be actively promoted by tour companies, travel brokers, hotels, guests, and hosts. Taking part in green tourism is a great way to show your support for environmentally responsible consumption. This aims for long-term stability in all spheres of society and the economy.

Nature-loving travellers from all over the globe have been captivated by the aromatic tea leaves, lush green tea fields, gorgeous valley with curling clouds, and trickling mountain streams for years. Whether it's served at a house or a restaurant, the world's most popular drink, tea, is a global symbol of hospitality (Walton, 2001). The oldest kind of tourism, tea, helps the hotel industry thrive. 'The art of travelling the world in quest of joy that develops from exposure to tracts of green tea farms', as it is defined in the literature, is what we mean when we talk about 'tea tourism'. Companies all around the globe have capitalized on this trend by creating tea-themed vacation packages. Guests stay in a quaint hut in a far-flung locale and spend several days harvesting, withering, rolling, and finishing teas. Indian, Nepalese, Chinese, Sri Lankan, and Japanese tea travel, both bespoke and commercial, is on the rise (Joliffe & Zhuang, 2007, pp. 133–144).

Fresh tea, cosy bungalows, and verdant tea gardens have long been attractions for tourists to these nations. They participated in native customs like preparing tea, which they observed. They have also observed the rich flora and animals, crystal-clear rivers, and hazy landscapes. Economic and social progress are aided by tea tourism, a 'alternative kind' of travel (Su Wall, & Wang, 2019; Su, Wall, Wang, & Jin, 2019). It has improved the prosperity of rural areas, the amount of money made, and the prestige of vacation spots. Cultural preservation and interpersonal bonds were also bolstered (Casalegno et al., 2020). Researchers acknowledge that the burgeoning tea tourism industry has boosted the regional economy, but they blame ineffective policymaking and administration for hindering long-term expansion (Bandara, 2003; Joliffe & Aslam, 2009).

We are all aware of the difficulties inherent in the tea plantation subsector in maintaining profitability and sustainability in the face of high costs of production and other industry-specific challenges, such as the need to increase land efficiency and labour productivity. This organization has put its focus on marketing and value addition, but it may not be able to solve the challenge facing the tea plantation industry. With a variety of tea-related activities, visitors may learn about local tea customs, businesses, and sights (Jolliffe, 2007). Because of these considerations, tea tourism presents a significant chance for the product and service sectors to diversify and maintain the national economy, particularly in tea-producing areas.

A sustainable way of life takes into account the goals, scope, and priorities of development. Improving our understanding of the lives of the poor and vulnerable and the significance of policies and institutions requires a focus on people's capacities, social networks, access to physical and financial resources, and influence over key institutions (Serrat, 2017, pp. 21–6). The research conducted by

Raja and Mithili indicates that the wages of tea workers have not changed as a result of the implementation of sustainability criteria (2019). Instead of relying only on wages or bonuses, the tea plantation community might benefit from more opportunities to diversify income sources and increase asset ownership (Su et al., 2019a). Sustainable livelihood strategies on a tea plantation may look to tourism as a way to learn more about the connections between local community growth and increased visitor numbers (Su et al., 2019a; Tao & Wall, 2009). With this method, we may evaluate the monetary, cultural, and environmental benefits of tea plantations. Culture and environment may be transported through tea. It is necessary to use these natural and cultural assets in conjunction with others to create novel means of sustenance. According to Jolliffe, ‘curiosity in the history, culture, and use of tea’ motivates tea tourists (2007). Each region’s unique past, culture, and climate all play a role in shaping the beverage’s production and popularity. Seeing the tea landscape, going to a tea store or museum, tasting tea, witnessing tea being manufactured, attending a tea ceremony or cultural event, staying in a hotel decorated with tea motifs, and eating tea-infused cuisine are all examples of tourist experiences that may appeal to a wide range of people (Cheng et al., 2010; Jolliffe, 2007; Jolliffe & Aslam, 2009).

In this chapter, we use this strategy to analyze tea tourism’s potential and pinpoint its remaining concerns. As a result, the positive effects of travel and tea on the tea industry are highlighted in this section.

2. Background

The cultural significance of tea has deep historical roots that span across various societies and traditions. It has played a pivotal role in shaping social interactions, rituals, and daily routines in many cultures worldwide (Jolliffe & Zhuang, 2007, pp. 133–144). Supporting local economies, the tourism industry has embraced tea production and consumption, recognizing its potential to attract tourists and enthusiasts alike (Su et al., 2019a, 2019b). This symbiotic relationship between tea and tourism not only stimulates economic growth but also fosters cross-cultural exchange and appreciation for the rich heritage associated with tea cultivation and preparation. The tea tourist industry is a sustainable and environmentally beneficial one (Cheng et al., 2012). Research on the tea tourist industry is scant (Cheng et al., 2010). Further research is needed to fully appreciate the value of tea to hospitality, customer happiness, and high-quality service, according to experts.

Hall et al. (2003), Boniface (2017), and Jolliffe and Zhuang (2007, pp. 133–144) were the first to examine tea tourism, but ‘Tea and Tourism: Visitors, Traditions, and Transformations’ was the most influential. Jolliffe and Zhuang defined ‘tea tourism’ in 2007. They said that tea tourists learn about the rich history, fascinating culture, and fascinating customs associated with the beverage. Their study also brought to light the many activities and attractions that tea can provide for tourists, such as seeing teahouses, participating in tea rituals, touring tea gardens and museums, and staying in one-of-a-kind bungalows on tea estates. The potential pitfalls of Sri Lanka’s growing tea tourist business were investigated by

Joliffe and Aslam (2009). According to Cheng et al., visitors enjoy cultural activities like visiting tea gardens, picking their own tea leaves, and taking part in traditional ceremonies (2010). They looked at the experiences of Chinese tea tourists for the first time. According to Cheng et al. (2012), the main players in the tea tourism industry include tourists, tea garden owners, municipal authorities, tour operators, and the press. They also pointed out that despite having numerous attractions and services, tea tourism had failed in a few nations, demonstrating the need of careful planning, effective marketing, and collaboration amongst all relevant parties involved in the industry.

While Ranasinghe et al. (2017) investigated product-place co-branding with Ceylon Tea, Bennike (2017) highlighted Darjeeling, India's rising prominence on the global tea tourist map (Sri Lanka). Darjeeling's stunning scenery, high-quality tea, and fascinating colonial past all contribute to the city's popularity as a tourist destination. Exploration of the tea industry is thriving (Besky, 2014). Tea tourism was suggested by Fernando, Rajapaksha, et al. (2017) as a means to increase tourism in Sri Lanka. According to previous studies cited by Lin and Wen (2018), tea tourism may be leveraged to create economic growth in underdeveloped areas and alleviate poverty. Tourists who visit tea plantations may help improve the lives of those in the region's poorer communities, experts say. Weber (2018) observed that tea tourism protects national identity, promotes cultural heritage, and delivers sensory experiences in tourism, whereas Su et al. (2019a, 2019b) claimed that integrating tea with tourism achieved sustainable livelihood. Tea tourism in Darjeeling, India, is centred on a small number of farms, and Mondal and Samaddar have highlighted the importance of the local community in this industry (2020). There is a need for further research on the social and economic inequalities between tourists and locals (Su & Zhang, 2020, pp. 1–21).

3. Rise of Tea Tourism

The tea industry and travel are natural partners. The origins of tea tourism may be traced back to the ancient trade routes that connected the Mediterranean with China and Southeast Asia, such as the Silk Road (Hamel, 2001) and the Tea Horse Road (Freeman & Ahmed, 2011). Significant tea cultures have emerged in China, Japan, the United Kingdom, India, and Sri Lanka. Chinese culture is credited with the development of medicinal tea (Heiss & Heiss, 2007). China was the first to establish tea shops, museums, and services, while Japan popularized tea ceremonies as a means of attracting foreign tourists interested in its rich cultural heritage (Joliffe & Zhuang, 2007, pp. 133–144). The English tradition of afternoon tea is widely acknowledged as an integral component of the country's history and character. India has been in the forefront of encouraging people to visit its tea gardens and farms, which are a verdant green, for the sake of tourism (Cheng et al., 2012). Darjeeling, Assam, and Nilgiris have all contributed to a surge in tourism to India. Darjeeling Tea, available in a wide range of colours and flavours, is most well-known for its distinctive aroma (which is reminiscent of golden rum) and flavour profile. India is quickly becoming the go-to destination

for tea connoisseurs on the alternative tourism circuit because to its picturesque tea fields and wide variety of tea brands (Mondal & Samaddar, 2020a; Shah & Pate, 2016). Indulge in a high-end treat with the ceremonial tea ice cream served at ‘English afternoon tea’ and ‘Matcha’, the most popular Japanese tea (Gupta, Sajjani, et al., 2020). Travellers have also been drawn to the ‘apple tea’ in Turkey, the ‘floral tea’ in Taiwan, and the ‘Horse-milk tea’ in Tibet (Joliffe & Zhuang, 2007, pp. 133–144). Several countries, including Kenya, Argentina, and the Middle East, grow tea for commercial purposes (Iran and Turkey). The growing popularity of tea and tea-related pursuits has made tea tourism a lucrative industry all around the globe. Conventions and workshops devoted to tea as a tourist attraction vary widely. To promote tea tourism among both domestic and foreign visitors, the Ministry of Tourism has organized festivals and seminars with local administrations, tourism professionals, and marketers.

4. Sustainability Strategies for the Growth of Green Tourism

Without proper protections, any fragile area where tourism is allowed to grow at an unregulated rate risk losing its unique character and its ability to sustain itself. The growth of the tourism sector in the area may threaten the environment and lead to its overexploitation. Growth that doesn’t deplete the region’s resources is crucial (Vazhakkatte Thazhathethil, 2020). There are several problems plaguing the tourism industry (Freya, 2017). Hence, the definition of tourism has to be widened to ensure its continued existence. Ecosystems are at danger unless sustainable tourism grows. Suddenly, it became public knowledge. To ensure long-term success in the tourism industry, it is essential that all parties involved, including political leadership, work together. For sustainable tourism to be a reality, it is essential to conduct impact assessments and preventive measures on a continuous basis. Sustaining tourism requires a high level of satisfaction amongst visitors. It’s meant to wow guests. Sustainable tourism has to be promoted. Tourism that is environmentally responsible takes into account the needs of both the present and future generations of travellers, as well as the local community and economy. The ‘green’ concept may be applied to any specialized tourism company, no matter how big or little, rural or urban (Chin et al., 2018). Ecological sustainability is crucial to the reputation and future success of today’s businesses. Business ethics requirements of customers evolve throughout time. Because of this, corporate social responsibility (CSR) agendas and CSR actions in responsible tourism have become essential (McWilliams & Siegel, 2001). To achieve sustainable success over the long term, CSR entails a dedication to the interests of all parties involved in an organization’s activities and operations (Fatma et al., 2016). CSR is ‘contextually relevant corporate activities and policies’, according to the definition. ‘Context-specific business activities and policies that meet stakeholder expectations while also taking into mind the triple underlying principles of economic, social, and environmental performance’ is how it is defined (Coles et al., 2013). The travel industry, like many others, has adopted corporate social responsibility (CSR) initiatives to benefit local communities and

the natural world (Bohdanowicz, 2006). Proponents argue that corporate social responsibility (CSR) initiatives make a location more desirable to tourists (Abaeian et al., 2019; Asadi et al., 2020; Blinova et al., 2018; Dodds & Kuehnel, 2010). As a result of its growth in several fields of study, responsible tourism has gained the open acceptance and support of many of the world's most popular tourist sites, marketers, decision-makers, and academic research organizations (Chan & Tay, 2016; Del Chiappa et al., 2016). Ethical travellers hope that their actions may lessen the strain that their industry has on the natural world. Responsible tourism seems to be more of a concept and a path than it is a sub-genre of travel writing (Clifton & Benson, 2006). In exploring and learning about the local culture and interacting with its people, tourists may practise responsible tourism that fosters a sense of reciprocity and participation for all parties involved (Stanford, 2008). This has led to the concept's widespread implementation.

5. Tea and Sustainable Tourism

If a significant number of locals can find work in tea tourism activities, it may help keep the economy afloat on tea estates. Green tourism in rural regions is a growing industry that has the potential to boost the local economy and aid in the battle against global warming [10] (Zeppel & Beaumont, 2011). With tea-green tourism, guests are invited to take part in every step of the process, from picking leaves to sealing tins (Chakraborty & Islam, 2020). Jobs in the tea tourist business encourage openness to guests. By luring tourists and satisfying their needs for amusement, rest, and new experiences like picking tea, sampling tea, erecting a glamping tent, setting up camp, and taking in the breathtaking view of a tea carpet while strolling, hospitality may boost commercial and economic interests. Financial and non-financial benefits to local communities may be increased through tea tourism in the New Normal era, when people are more interested in ecotourism, or vacationing in a natural setting where they can breathe easy, feel healthy, and unwind while taking in breathtaking scenery, all while adhering to the COVID-19 protocol framework. It is also feasible to travel in a sustainable way.

6. Tea and Ecotourism

According to Mahanta (2014), ecotourism is defined as ethical travel to natural regions that helps the environment, the local community, and the social, economic, and environmental pillars of sustainable development (Devi, 2012). Due to the extensive geographic variety and different ecological diversity in the three research regions, in addition to tea eco-tours, diverse special cultivars can be developed into ecotourism objects as a genetic and in situ conservation measure (Zhouyiqi & Tao, 2012). If the government gives ecotourism development greater attention, it might become the foundation of the rural area's economy by, for example, supporting the construction of infrastructure.

7. Tea and Gastronomy Tourism

Culinary tourism focussed on tea is expanding. One kind of rural tourism that has recently gained popularity is gastronomy travel (Guzel & Apaydin, 2016). In addition to the obvious focus on food and drink, it also takes into account the origins of the cuisine, how it is prepared and served, and the local customs and traditions that may have an impact on the overall tea tourism experience and journey (Baran & Batman, 2013; Horng et al., 2012; Sukenti, 2014). While tea is more popular than coffee, coffee-based food is on the rise. Tourist interest in tea may increase if a tea shop or café is located close to a plantation. Young people nowadays have a penchant for custom tea products created by mixologists and blenders. The tourism industry and local environment of a tea resort may benefit from tea-themed sights and cuisine (Guzel & Apaydin, 2016). When visiting a tea farm, glampers have the option of making their own tea and presenting it in unique ways or dining on tea-themed dishes and drinks at nearby eateries. Traditional goods manufactured by smallholder tea farmers or tea enterprises, such ‘teh gelang’, green tea chocolates, tea chips, milk tea, etc., are often featured at local booths near tourist sites as part of tea gastronomy tourism experiences. The success of tea gourmet tourism in these two locations is highly dependent on the widespread distribution of advertising materials, especially on social media. Local tea houses in areas with established tea plantations tend to be as distinctive as the plants themselves. By encouraging visitors to choose eco-friendly and local attractions, culinary tourism might help keep businesses afloat (Sukenti, 2014).

8. Tourism and Tea Marketing

Attracting tourists may be a boon for the tea industry (Fernando, Rajapaksha, et al., 2017). More and more out-of-towners are spending their vacations at home in the country’s many tea gardens, and they’re all drinking tea because they’re fascinated by tea’s rich history, varied (Kaldeen, 2020). Travel destinations are promoted via social media, electronic word-of-mouth, blogs, and traditional media (Fernando, Kumari, et al., 2017).

9. Tourism and Tea Integration and Its Impacts on Sustainable Livelihood

Tourism related to tea has a positive effect on local economy (Su et al., 2019a). After the integrated tourist site in the tea plantation region was open, recognized, and running, the tourism community had many new ways to make a living. Businesses specializing in food and drink, agriculture (such strawberry farms or stores), tea and coffee, street sellers, parking lots, places to park, go to the bathroom, or relax at home; places where one may shop, park, or find other housing, retail, or transit options. The typical winners are the entertainers and sightseers. With friends and family at their side, 93% of vacationers said they felt better physically after spending time in nature. Most vacationers stay in a tent at

least once. The money coming in every day went increased. The only jobs available to them were on tea plantations, in livestock care, and other rural settings (gardener, housekeeper, etc.). Those who lost their jobs as a result of the epidemic did not benefit from this raise in pay. There are now many more chances for people to make a living, thanks to the proliferation of temporary businesses catering to visitors, such as restaurants, bars, gift shops, souvenir shops, parking garages, and tour companies that provide activities like visiting a tea garden. An estimated 64% and 57% increases in living conditions and local pride as well as individual and collective skill development in areas crucial to the tourism industry (service, communication, and food), respectively, are attributable to the influx of visitors (Sita et al., 2021). Although the primary focus of the tea plantation sector is on tea production, tea tourism might help diversify revenue. It is important to acknowledge and include several aspects of tea tourism, such as tea production, history, culture, and traditions. In the tourism industry, the opening of a new venue or attraction is evaluated from both a financial and ecological perspective. Most popular tourist spots are located upstream, and as such have a duty to consider the welfare of those living and working in the river's downstream areas. In the same way that coffee cafes and coffee stores have been ingrained in millennial culture, tea mixology, and tea mixing goods may find a home in tea gastronomy tourism in popular tourist destinations. Green tourism and coffee production are conservation and development successes (Woyesa & Kumar, 2021). It's possible that agro-educational tourism, ecological tourism, gourmet tourism, and the preservation of traditional tea ceremonies and rituals may all coexist in a tea plantation's setting. Stronger ties and synergy between the government, tea businesses, and the local populace were required to empower and increase tea and tourist assets (natural, physical, human, financial, and social). As a result, the home, local/village, community, and tea plantation business have the potential to enhance quality of life in the long run. With a lack of workers in many tea-growing nations, the tea industry will have to compete with growing sectors like tourism for available workers. To make life more sustainable and responsive to local and global tea market demand, a new tea business model is required in the heart of the tea-producing area. One approach is encouraging people to go on tea-themed vacations.

In areas frequented by tea tourists, a wide range of family and community livelihoods is being supported by the local economy and available human resources. Environmental factors both within and outside of the tea plantation are taken into account by tea tourists. Tea estates that include ecotourism, agricultural tourism, culinary tourism, and cultural tourism into their offerings may give tourists with a more well-rounded tea experience, reap significant benefits for their local economy, and have a significant influence on their respective businesses. Eco-friendly tea travel is supported by companies with a strong commitment to CSR. Visitors' expectations of the service they get greatly influence whether or not they will return to the tea country. There may be a way to get around shortages in both materials and knowledge if the tourist and tea industries work together. Future practical consequences may be achieved by further tea and tourist integration, cooperation, local engagement, and local benefits as lifestyles.

10. Foreign Tourist's Tea Preferences

The importance of tourist food and drink to social, economic, and ecological sustainability has been highlighted in a number of worldwide tourism and hospitality studies (Gupta & Duggal, 2020; McKercher et al., 2004). Many research have shown that tourism is more than just photographic physiognomies of involvement; instead, it also involves taste, scent, colour, and touch (Davidson et al., 2005). Tourists increasingly place a high value on eating and drinking while abroad (Breakey & Breakey, 2015; Henderson, 2009). Scholars believe that a destination's food and drink may be used as a persuasive approach to increase the image and brand value of the location, as stated by Quan and Wang (2004) (Gupta et al., 2018; McKercher et al., 2004). A number of studies have shown that tourists are keen in trying out new pursuits and customs that emerge from an immersion in a destination's cultural norms and values (Gupta et al., 2019; Gupta, Roy, et al., 2020; McKercher et al., 2004). The contentment of tourists is also affected by what they eat and drink while on vacation (Breakey & Breakey, 2015; Gee et al., 1997; Zheng et al., 1996). It would be helpful, therefore, to have a better understanding of how the eating and drinking habits of visitors from other countries relate to the local cuisine. The focus of this study is on the tea preferences of foreign visitors to India. In both the United States and other countries, people regularly consume tea and coffee (Jolliffe, 2006). Most studies on tea have focussed on its qualitative attributes (Kyung et al., 2017), consumption patterns (Peck et al., 2017), hospitality sector (Jolliffe, 2006), tea tourism development, and heritage tourism despite the fact that it is the world's second most popular beverage after water (Jolliffe & Aslam, 2009) (2009). Several cultural practises centre on the act of brewing and drinking tea (Jolliffe, 2007). Research in the past has shown its significance as a means of communication and its use in learning about the customs and values of a particular group within a culture (Peck et al., 2017). Major shifts in Indian tea consumption and selection patterns have occurred due to changes in lifestyles, family structures, psychological concerns, and other social and cultural variables (Urala & Lähteenmäki, 2007). People looking for a cup of tea have many different tastes, so they look for tea vending machines that provide both good prices and convenient locations (Byun & Han, 2004; Gupta et al., 2018). This has resulted in the proliferation of tea shops, kiosks, gardens, and Chai spots around India, where foreigners may sample and learn about traditional Indian teas and customs (Lee et al., 2008; Timur & Getz, 2007; Yang, 2007). Taking into account the above, and the fact that India's tea culture is increasingly becoming a vital means for tourists to grasp ethnic Indian eating culture, tea may be seen as a technique to attract international visitors and a huge tourism destination in India. Tea is served during Indian celebrations and as a gesture of welcome to visitors. The widespread availability of tea vending machines is evidence of the widespread popularity of the beverage in India. Both locals and visitors alike may sip on a variety of teas, from traditional Kerala tea to exotic Kashmiri Kahwa. As a means of income generation, selling tea has become an important lifeline for many low-income households in India (Timur & Getz, 2007). Being the world's largest consumer and the second-largest producer

of tea (behind China), India has a great deal to offer in terms of tea tourism (Yang, 2007). While there is a large and varied clientele in this subset of the tourist market, there is surprisingly little written about it (Sharples, 2008), particularly in India. Many chances to learn about and participate in regional tea rituals and cultures are made available to tourists by this niche sector of the travel business. Tea tourism and its influence on regional dining customs and tea consumption patterns have been the subject of recent research (Lee et al., 2008; Timur & Getz, 2007; Yang, 2007), albeit very little of this research has focussed on India. A small number of research (Ghosh & Ghosh, 2013; Varun et al., 2009) have looked at the tea tastes and purchasing patterns of foreign visitors to India. No consideration of what influences people's tea choices has been made by the researchers. The results of this research address a knowledge gap. It might provide valuable insight for the Indian tea industry, allowing its suppliers to better tailor their wares to the needs of tourists, as well as improve their cultivation techniques, market their wares, and boost India's standing as a travel destination.

Possible Tea Tourism in India and Current Sales Tendencies. The production and consumption of tea are inextricably related to the cultural, historical, and social aspects of a region, and so may give eye-catching and attractive tourist experiences to a wide range of viewers (Cheng et al., 2010; Jolliffe & Aslam, 2009). Jolliffe posits that people go to tea regions because of their fascination with history, cultural relations, and tea itself (2007). In addition, it may provide a variety of experiences for tea tourists, such as tours of tea farms and factories, classes for novice and expert tea tasters, sommelier training, and other tea-related educational opportunities. Activities such as taking online classes (Asian School of Tea, 2020), celebrating various regional ethnic festivals and customs, staying at tea-themed hotels, enjoying tea-infused treats, and engaging in tea-themed matchmaking sessions are all in the realm of possibility (Cheng et al., 2010; Jolliffe, 2007; Yang, 2007). By including tea harvesting and related social, cultural, and culinary activities, it may also be used to aid and stimulate the Indian tea industry, revitalize local ethnic culture, improve the destination's image, and strengthen the identities of rural areas (Kyung et al., 2017). The many varieties of tea available in India have become an integral part of the country's ethnic local culture, and as such, they present numerous opportunities, including bolstering the local tea vending industry, providing a significant revenue source for India's massive population, providing a fascinating introduction to India's tea tradition for foreign visitors, providing a platform for starting a new business with low overhead, and enhancing the country's reputation as a tourist destination (Calloni, 2013). This is also reflected in the proliferation and variety of Chaayos, Tea trails, Chai Point, Tea villas, and other themed tea businesses throughout a number of Indian cities (The Indian Wire, 2018). Organizations whose members grow, process, package, and sell tea as well as related items such as cups, saucers, kettles, and more may also play a role in attracting tourists (Lee et al., 2008; Su et al., 2019b). In this way, numerous opportunities for labour may be created and integrated with preexisting residential communities to sustain rural civilizations. Good reputations attract tourists from abroad (Kivela & Crotts, 2006; Morgan et al., 2011). Several studies have shown that a destination's positioning in the

tourism market has an effect on the number and quality of visitors who choose to return (Gupta & Duggal, 2020; Gupta et al., 2019). Travellers are influenced by a variety of factors, including the food, drink, scenery, and locals they meet (Yuksel et al., 2010). Because of tea's positive effect on vacationers, the tourism industry must work together to create new items. To attract international visitors interested in experiencing and appreciating India's rich and varied tea traditions, the country may actively promote tea tourism. There is a significant information vacuum that has to be filled in this chapter, particularly when applied to the Indian context.

Below are some popular Indian teas amongst international drinkers. There are many variations in the way tea is prepared and served across the world. That's further evidence that the greatest tea in each country has its own character. As far back as one can trace records, kimono-clad women in Japan have been serving tea. Serving tea is more than just a ritual in China; it's also a way to connect with others, making it comparable to Japanese customs. Taking tea in the afternoon, often known as 'high tea' or 'afternoon tea', is a uniquely British tradition. The custom of drinking tea at four o'clock, started by Anna, Duchess of Bedford, in 1840, remains popular today. There are supposedly over a 1000 different kinds of tea. Only oolong, white, green, and black teas exist. Some of the most well-known varieties of tea are Turkish tea, Moroccan mint tea, Matcha tea, Ceylon tea, English morning tea, and Rooibos tea (a sweet and nutty flavoured tea from South Africa). Vacationers want to indulge their senses by enjoying the local cuisine and libations (Kivela & Crofts, 2006; Mill & Morrison, 2012). Trying the local libations is a great way to immerse yourself in the culture of your destination and have a memorable experience while on vacation (Khokhar & Magnusdottir, 2002; Morrison, 2012). To fully appreciate the exoticism and mystique of a destination, visitors should try a native alcoholic beverage (Gupta et al., 2019; Kivela & Crofts, 2006). Each host city should, therefore, take into account local beverage preferences (Byun & Han, 2004) and provide something exquisite or distinctive to give visitors really memorable experiences and improve the destination's reputation. France's tourism promotion links its wine industry with culinary traditions (Gupta & Sajnani, 2019). Local tourism businesses also need to study the drinks that tourists find most delightful on vacation in order to create effective marketing strategies (Gupta et al., 2019; Mill & Morrison, 2012). As a result, any venue that relies heavily on the sale of alcoholic beverages should give careful thought to the kind of beverages its guests like (Khokhar & Magnusdottir, 2002). To accommodate its international visitors, India offers a variety of teas. Teas from Darjeeling, Assam, Nilgiris, Munnar, Kangra, Sikkim, and Dooars Terai are among the most well-known in the world (Tea Board of India, 2019). Strong to medium flavours characterize Assam, Munnar, Darjeeling, and Kangra varieties, while floral notes distinguish Nilgiris and Sikkim teas. The origin of tea is a major factor in establishing its credibility, characteristics, and quality. Certain products, like tea, have a higher chance of being recognized as legitimate and of drawing tourists from other countries because of their geographical origin, hence the international community uses a term called 'geographical indications' to characterize this indicator (e.g. a town, region, or nation). A GI is able to attest to

the quality of a product, the authenticity of its claims of utilizing traditional techniques of production, and the fame of its geographical origin. The logos for 'DARJEELING', 'ASSAM Orthodox', and 'NILGIRI Orthodox' are Geographical Indications in India ([List of Geographical Indications in India, 2020](#)). Darjeeling tea was India's first GI product in 2003, and in October 2011, the European Union officially acknowledged its country of origin. The designation as a GI for Orthodox Assam Tea in 2007 was good for both farmers and the industry. Green, oolong, and medicinal herbal teas are also produced in high quality in India. Masala, butter, and cold beverages are popular amongst foreign visitors. Cooperation among local actors in meeting the needs of tourists from outside calls for an accurate use of traditional tea preparation methods ([Jolliffe, 2007](#); [Morgan et al., 2011](#); [Su et al., 2019b](#)).

10.1 Factors Affecting the Tea Preferences of Foreign Tourists in India

There is evidence that tea consumption affects tourists' preference for diverse vacation spots ([Jolliffe, 2007](#); [Su et al., 2019a](#)). Countries like China, Sri Lanka, South Korea, and Japan have marketed themselves as 'tea tourism meccas' by highlighting their unique traditions around the production, distribution, and consumption of tea ([Shah et al., 2015](#)). Examining travellers' tea preferences is crucial for maximizing their experience ([Chaturvedula & Prakash, 2011](#); [Gupta & Sajjani, 2019](#)). Their lives will be better off because of this. It might also aid in the development of marketing campaigns aimed at tourists ([Breakey & Breakey, 2015](#)). Numerous studies of consumer behaviour look at vacationers' inclinations and habits. Favouritism is the act of selecting one item above another ([Cheng et al., 2010](#)). The term 'tea preference' is used in this chapter to refer to a foreign traveller's strong preference for one specific type of Indian tea over others. Visitors' preferences in food and drink have been the subject of much research ([Gupta et al., 2018](#); [Mak et al., 2012](#)). Motivating factors, socio-demographics, religiousness, cultural norms, individual differences, and life experiences were all proposed by [Mak et al. \(2012\)](#). Demographic factors (such as gender, marital status, age, religion, and education level); physiological factors (such as neophilia (the desire to try new things) and nephobia (the fear of swallowing new things)); and motivational factors were the three categories [Kim et al. \(2009\)](#) used to classify these elements (intimacy, respect, status, sensual appeal, good experience, etc.). These features of Iranian urban consumers' tea drinking habits were validated by research conducted by [Rezaee et al. \(2016\)](#). As a result, many of these characteristics may be utilized to evaluate the teas that foreign visitors to India like to drink. To isolate the effects of demography on tea preferences, this study only surveys foreign visitors to India. The guests' top tea choices are determined using an AHP model and a Pairwise comparison matrix. This study looked at variables like country of origin, age, gender, level of education, income, religion, and marital status. The preferred tea of international visitors can vary by country. Coffee is a more popular choice among North and South American tourists than tea. They prefer iced tea to hot ones ([Arab et al., 2009](#)). Previous studies have

found that Asian travellers, especially those from China, Sri Lanka, Korea, Taiwan, Indonesia, and Japan, favour and drink tea while on the road (Rezaee et al., 2016; Su et al., 2019a). Green teas and milk-based teas were the favourites of visitors from the United Kingdom, Turkey, Germany, France, and Poland (Rezaee et al., 2016). Tea is consumed by tourists from the Oceanic and Middle Eastern regions (Jolliffe, 2007). Tourists from Europe are more likely to order their tea with milk, while those from Asia are more likely to order herbal, green, or naturally flavoured teas without milk. Traveller's tea preferences decline with age (Lorenzo et al., 2003). Travellers' tastes in tea change as they mature (Arab et al., 2009; Kim et al., 2009). Those over the age of 45 and in the middle years were the most likely to drink tea (Rezaee et al., 2016). The tea consumption among children and teenagers was low. According to research by Chaturvedula and Prakash (2011), consumers under the age of 35 are more likely to drink black tea, herbal tea, and green tea without milk, while those over the age of 35 are more likely to drink black tea with milk. Customers aged 35 and up consume more tea than those aged 18–34. (Rezaee et al., 2016). Tourists' preferences in tea were also heavily influenced by their gender. Rozin (2006) found that there are differences in the food and drink preferences of American men and women. Women are more health-conscious and therefore prefer teas without sugar and milk but with flavour infusions, as shown by Yang (2007). Men, on the other hand, are more casual about their tea consumption (Cao et al., 2010).

The preferences for and the amount of money spent on tea are influenced by both income and education (Zheng et al., 1996). O'Donnell (1994) found that a person's level of education is significantly related to both their knowledge of nutrition and their propensity to purchase tea. Similar amounts of tea were consumed by all groups (whether less educated or highly educated). But those with more education favoured black tea without milk, while those with less did (O'Donnell, 1994). The results were the same for both high- and low-income groups. Tea was seen as a mixture of regional ethnic custom and culture, which made some well-travelled, affluent tourists uncomfortable (Zheng et al., 1996). Food and drink preferences are influenced by the newfound knowledge of local customs, traditions, and taboos gained by travellers (Cao et al., 2010). The religious beliefs of the consumer also affect their tea preferences (Grigg, 2002). Benn (2015) found that religious norms and practises have a momentary impact on how much tea people drink. Tea's rise to prominence in China, Taiwan, and the rest of southeast Asia can be traced back to the Buddhist value of sobriety. The production and distribution of tea were influenced by Buddhist and Taoist groups. The monks who lived in and around the monasteries enriched Asian tea culture by producing rare, unpredictable, and expensive teas (Benn, 2015). Subsequent research confirmed that religious leaders were a major factor in spreading the tea craze (Chieh et al., 2018; Grigg, 2002). In recent years, alcohol-free tea parties have become increasingly popular during Islamic and Hindu celebrations. Tea preferences were also influenced by respondents' marital status. Marriage is correlated with a rise in tea consumption (Shen et al., 2019).

10.2 Practical Implications

The tourist business operates in a dynamic environment that is always evolving. The moment has come to comprehend customer demands and preferences because travel has grown to be a vital source of self-expression. Tea tourism, along with other alternative types of travel, is slowly carving out a place for itself in the travel industry. The goal of this study is to draw attention to the important issues that require careful thought and evaluation. Every stakeholder must work together to promote tea tourism on social media and integrate it into mainstream business. The limited geographic reach of tea tourism up to this point supports its extension through marketing strategies like tea festivals, exhibits, seminars or cultural activities. When speaking with consumers or visitors in particular, the intersection between tea, travel and culture must be emphasized. For tea tourism to flourish sustainably, proper oversight must be provided since environmental preservation is of the highest importance. In addition to highlighting cultural characteristics, tea tourism has a good socio-economic aspect that has to be further investigated. In order to promote this type of tourism, it is necessary to train highly trained tea craftsmen who will not only impart superior information about tea farming but also effectively serve visitors to the tea estates. These modest actions will strengthen the community's identity while also strengthening the social capital and cultural diversity of the area. In light of this, this study significantly links tea tourism and sustainable development. The report will help destination tourist organizations and other service providers update their approach from a socio-economic standpoint. This chapter offers a variety of opportunities for policymakers and destination marketing organizations to implement appropriate legislative guidelines for making all stakeholders socially and ecologically responsible (Mondal & Samaddar, 2020b). This chapter aspires to develop a resilient and sustainable tea tourist industry that will not only thrive and flourish on its own but also foster an environment conducive to the survival and prosperity of future generations. This chapter will also serve as a point of reference in the field of tea tourist research, directing subsequent researchers in broadening the field and enhancing the literature with fresher discoveries.

10.3 Limitations and Future Research Agendas

The research presented in this chapter on tea tourism was carried out only inside India's borders. In the future, scholars may look into cross-sectional or cross-cultural research to better understand the tea tourism sector. India was selected as a case study because of the substantial amount of money it contributes to the global tea tourism business.

11. Conclusion

Based on the above study's in-depth look at tea travel, we can come to several important conclusions:

Tea tourism is a broad idea that includes cultural education, economic growth, protecting the environment and trying new foods. It gives visitors a chance to interact with local people, see the tea-making process for themselves and learn about the rich history and traditions of tea. Foreign tourists' tastes in different types of tea in India depend on many things, such as their age, gender, level of education, income, cultural norms, religious views and personal experiences. Different countries have different tastes, and different parts of the world like different kinds of tea and different ways to make it. Age, gender, school level and income are all important factors that affect how tourists choose their tea. Culture and religion also have an effect on the type of tea that tourists tend to choose. For the tea tourism business to be successful, it is important to meet the needs of people with different tastes. Sustainable methods and thinking about the environment are important for tea tourism to work. With a growing focus on responsible travel around the world, tea tourism places are becoming more popular by incorporating eco-friendly initiatives, preserving local ecosystems and preserving cultural traditions. Effective marketing tactics, such as using social media, doing cultural activities, going to tea festivals and going to seminars, are key to making tea tourism more popular. Tourists might be more interested in tea if they knew more about its culture and sensory aspects. Tea tourism has the ability to give local people more power by giving them jobs, keeping their cultural heritage alive and building social capital. Skilled tea craftsmen can improve tourists' experiences and help the region's economy by taking part in training programs and working together. This study focuses on tea tourism in India, but future research could look at tea tourism from a cross-cultural and cross-sectional viewpoint to learn more about tea tourism around the world. Also, this study shows that more research is needed to keep up with new trends, consumer tastes and the changing nature of the tea tourism business. Tea tourism is a unique way for tourists to not only try different kinds of tea but also learn about the culture of the places that make tea. Visitors can learn about the history, traditions and customs of growing and drinking tea. This gives them a better understanding of the drink and what it means in different cultures. This study shows how important it is for the different players in the tea tourism industry to work together. This includes people who make tea, run hotels, work for the government, live in small towns or work for tourist boards. When people work together well, they can make whole experiences that include lodging, guided trips, food and hands-on tea-related activities. Tea tourism has a lot of benefits, but it also has some problems, like being seasonal, having limited infrastructure and keeping the balance between commercialization and traditional preservation. Some ways to deal with these problems are to give more than just tea-related tourism, to invest in building up infrastructure and to use responsible tourism practices. In the modern world, technology is a key part of making tea travel more enjoyable. Tourists can use mobile apps, virtual reality experiences and web platforms to plan their trips, find out about tea varieties and learn about how tea is made before they even get to their destinations. Educating both tourists and locals is a key part of making tea tourism work. Tourists can learn about how tea is grown and processed through guided workshops and educational events. In turn, local communities gain from more people knowing how valuable their cultural heritage is and how much

money tea tourism can bring in. Tea is a drink that is popular in many different places and countries. Because of this, tea tourism can help people from different cultures understand each other and feel more linked to the rest of the world through a shared love of this ancient drink. Tea tourism spots need to be flexible and open to new ideas so they can keep up with changing buyer tastes and market trends. This could be done by adding new kinds of tea, combining traditional ways of doing things with modern amenities and adding wellness and relaxation activities to the tea tourism offers. In the end, tea tourism stands out as a dynamic and multifaceted industry that includes history, sustainability and exchange between cultures. Its ability to boost economic growth, give communities more power and give travelers valuable experiences show how important it is in the changing world of tourism. By embracing the long history of tea, putting an emphasis on sustainability, encouraging collaboration and using technology, tea tourism can continue to grow as an enriching and memorable way for people all over the world to visit.

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