

# Research on the Development and Operation Mode of E-commerce Information Platform with Intangible Cultural Heritage Characteristics

## -- Take Yunnan De'ang Sour Tea as an Example

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### Abstract

The De'ang sour tea making technique was included in the list of representative items of China's national intangible cultural heritage in 2021, but it is still mired in the dilemma of a narrow audience and a single enterprise monopolizing online purchase channels. Under the background of rural revitalization strategy, the construction of thematic shopping publicity platform can not only establish a new marketing pattern for De'ang sour tea, but also bring important development opportunities for the revitalization of local tourism. This study focuses on online E-commerce platforms, combined with emerging technologies such as "meta-universe" and AI, and strives to create a thematic shopping publicity platform to promote Yunnan De'ang sour tea, form a fair competition atmosphere of "one product for multiple sales", and accelerate the popularity of De'ang sour tea.

### Keywords

Yunnan De'ang Sour Tea; E-commerce Information Platform; Operation Mode.

### 1. Introduction

Before the reform and opening up, the De'ang ethnic areas were socially and economically backward and the phenomenon of poverty was serious. In recent years, the Chinese government has thoroughly implemented a series of poverty alleviation measures such as industrial poverty alleviation, scientific and technological poverty alleviation, and household income increase, guiding the masses to develop planting, breeding and other characteristic industries in accordance with local conditions, and enhancing the ability of the De'ang people to increase income and become rich. Under the leadership of the Party and the government, with the help of all sectors of society, after more than 40 years of development, the De'ang ethnic region achieved poverty alleviation in April 2019, creating a miracle in the history of human anti-poverty. The De'ang people have inherited the sour tea making skills of their ancestors, and it is one of the few places where sour tea is produced and processed. De'ang sour tea is widely loved by consumers all over the world and has broad sales prospects. The sour tea making technology increases the vitality of rural revitalization of the De'ang people, stimulates the potential of rural economic development, and helps the development of the rural revitalization of the De'ang people. In recent years, the De'ang people have also adapted to the development of the online shopping economy, they not only buy goods online, but also put De'ang sour tea and other goods on the online shopping platform for sale, and sell De'ang sour tea through E-commerce, achieving considerable profits. However, although De'ang sour tea has been launched on the E-commerce platform, the main market is still offline, and the main transactions are completed offline. The quality of virtual contact products cannot be guaranteed,

online E-commerce is more likely to produce a crisis of trust, and consumers will not easily buy. The establishment of a special E-commerce platform will not only help break the barriers between small De'ang farmers and the large market, promote the brand promotion of sour tea, but also help to achieve the goal of rural industry revitalization and the protection and inheritance of intangible cultural heritage De'ang sour tea making skills.

## 2. Analysis of the Existing Problems of De'ang Sour Tea

### 2.1. Caught in the Dilemma of Transmission and Inheritance

On May 24, 2021, the De'ang sour tea making technique declared by Mangshi City, Dehong Dai Jingpo Autonomous Prefecture, Yunnan Province, was approved by the State Council to be included in the fifth batch of national representative items of intangible cultural heritage. Since the new era, the sour tea making technology has been continuously inherited and innovated, and has become a cultural business card for De'angshan Township to promote excellent national culture and help rural revitalization.

De'ang sour tea making skills as a unique craft and national skills are gradually disappearing, although the state and relevant departments have made certain efforts to prosper and develop ethnic minority cultural undertakings, but some existing traditional production techniques represented by De'ang sour tea making skills and their culture gradually disappear with the passage of time and the advancement of modernization, De'ang sour tea is also facing difficulties and challenges: first, the production cycle is long, the output of sour tea is not high, and the price is low; Second, there is no trademark of its own, and the sour tea products are blocked from going to the market; Third, the current situation of training the inheritors of sour tea skills is not optimistic. It can be said that how to let the cultural brand of sour tea go out of Santai Mountain and out of Yunnan is the mission of the times of De'ang people, and it is also the common concern of the society.

### 2.2. The Path to Expand the Product Market

In recent years, in order to inherit the sour tea making skills and help the rural revitalization of De'angshan Township, the Santaishan Township Government has actively organized sour tea making skills training to cultivate a team of sour tea making talents throughout the township, and in order to further expand the market and the sales platform, build the sour tea brand, promote the sour tea industry, and strive to make sour tea go to a broader market.

The inheritors of De'ang sour tea making skills are also constantly exploring and practicing the inheritance and development of skills. Yang Lasan, the provincial inheritor, improved the traditional sour tea production process, cultivated the inheritors, and made sour tea a signature product of the De'ang people in Santaishan Township, so that the people of Santaishan Township deeply realized that the protection and inheritance of national culture should be actively integrated with the market, so as to have more vitality. Lu Fengmei, the national inheritor, insists on using scientific and professional concepts to explore and improve the production technology of De'ang sour tea, and promotes De'ang sour tea to the market as a national product and sells it to all parts of the country at home and abroad.

Since November 2022, with the continuous optimization and adjustment of China's epidemic prevention and control measures and the overall improvement of the national epidemic prevention and control situation, people's willingness to travel has been continuously strengthened, and the tourism economy has shifted from fluctuating to a recovery channel of "steady opening and high walking", which has become an upward driving force for the stable development of the national economy. Under the situation of the rejuvenation of offline tourism, this project strives to set up an E-commerce platform to further promote the culture of sour tea while building the most direct official online repurchase platform for sour tea. Break

geographical restrictions, provide consumers with perfect after-sales service, gradually open the sour tea market and feed back the offline tourism industry, further improve the sour tea industry chain, and promote Yunnan to achieve the strategic goal of becoming a "radiation center facing South Asia and Southeast Asia" in the "Belt and Road" cooperation initiative.

### 3. Research Significance

#### 3.1. Help Promote Traditional Tea Culture

The charm of traditional culture lies in the richness of its content and the profundity of its connotation. As the essence of Chinese culture, tea culture does not have rigorous procedures and systems like Japanese tea ceremony, tea culture takes Confucianism as the core, integrates Confucianism, Taoism and Buddhism, and has richer connotations. Tea culture purifies, calms, nourishes the spirit, and helps the wisdom, and the cultural innovation of China's "Belt and Road" initiative needs us to seize unprecedented opportunities to create a landmark innovation of today's tea culture. The ancients believed that tea was cultivated by heaven, cultivated by the ground and nurtured by people. Tea had existed in the Shennong period and spread throughout the world during the Song Dynasty. Tea culture varies around the world, but the Japanese tea ceremony believes that the essence of tea is nothing more than boiling water and ordering tea, and the tea ceremony is actually "everything", and advocates solitude and meditation based on daily observations, and realizes the point of view from the small and the big. General Secretary Xi Jinping said in a letter congratulating the first "International Tea Day": "As a major tea producer and consumer, China is willing to work with all parties to promote the sustainable and healthy development of the global tea industry, deepen the integration and mutual learning of tea culture, and let more people know and love tea, taste the charm of tea and share a better life." Therefore, China has the responsibility and necessity to help the global spread of tea culture and world exchanges.

#### 3.2. Promote the Construction of Online Rural Economy

Under the traditional supply and marketing model, due to the low degree of rural modernization and the lag in obtaining market information, farmers' production decisions are usually based on the market performance of the previous period. Under the influence of different market reactions and misplaced information at different times, it is easy to cause agricultural production to fall into the trap of "spider web model". This phenomenon is highly divergent driven by competition, and the supply chain between traditional supply and marketing agricultural products and consumers is long, and the "long-tail effect" formed is easy to promote the distortion of demand information in the transmission process of each node, affecting the production of agricultural products.

On the one hand, the E-commerce model reduces the circulation subjects and links, shortens the supply chain, breaks through geographical restrictions to connect buyers and sellers in multiple places, achieves accurate matching of supply and demand between the two sides and the diversified development of commodity markets, not only can form a market-oriented rural production system, get rid of the trap of "spider web model" and long-tail effect, quickly realize the docking of important subjects of the market, villages, farmers and logistics, and improve the quality and efficiency of value monetization. It can also play a long-tail effect under the traction of diversified and personalized demand, promote the sales of products that were once unmarketable and unpopular in rural areas, increase the market share of these products, and increase the breadth of rural industries; On the other hand, based on the scale and economic attractiveness of the E-commerce market, many enterprises, brands and celebrity Internet celebrities have participated, which is conducive to strengthening product marketing, rural investment, and rural brand building, and promoting industrial integration, order agriculture,

and the improvement of the interest connection mechanism of enterprises and farmers with the continuous expansion of rural industry participants, optimizing the rural economic environment, and helping rural revitalization.

### **3.3. Establish a Circular Development Model of Tea Culture**

At present, the construction of China's domestic tea brands is not as good as that of foreign countries, which greatly restricts the forward development of the tea industry. Therefore, through this project, we can further explore the connotation of Chinese tea culture, create a new Chinese tea culture exchange brand, and enhance the communication value of tea culture.

The proposal and implementation of the Belt and Road Initiative has provided a strong grip for the "going global" of sour tea. Driven by the Belt and Road Initiative, sour tea, as a characteristic agricultural product in Yunnan and a symbol of permeable cultural soft power, can be quickly integrated into the daily life of people in most countries around the world, which is conducive to expanding the coverage of sour tea. The implementation of the Belt and Road Initiative is conducive to promoting the structural adjustment of Yunnan's tea industry, and the countries along the Belt and Road Initiative have a strong complementarity with China's agriculture, and expanding the export of tea from countries along the Belt and Road Initiative is conducive to improving the situation of oversupply of sour tea, and will also release more market space for enterprises to develop brands. Under the promotion of this project and the Belt and Road Initiative, the surrounding available resources can be integrated, combining tourism, tea culture and the land and sea Silk Road, relying on tea culture and tea gardens, making full use of the development opportunities brought by the Belt and Road Initiative, and actively creating a tea culture gathering area and cultural tourism industry with the functions of tea garden tourism, tea culture display, tea processing trade exhibition and sales, tourism and leisure vacation.

## **4. Research on Development Path**

### **4.1. Migration from Elite Culture to Mass Culture**

In the daily life of the De'ang people, tea has multiple uses, not only food and drink, but also has the function of natural use; It is also a unique medium for interpersonal communication and emotional communication, and has certain social and cultural functions. The De'ang people take tea as a gift, pay attention to tea to the awareness, tea plays an irreplaceable role in their social interactions. However, due to the demographic characteristics of ethnic minorities, language barriers, geographical environment restrictions and other reasons, the tea culture related to De'ang sour tea gives people the illusion of complexity, solemnity and high consumption, and the migration from elite culture to mass culture has become an important trend in its dissemination and promotion. Through oral narration, written writing, on-site demonstration, technique explanation, etc., the inheritors of skills will display their skills, skills or cultural connotations through the publicity page of the platform, break through the original physical time and space restrictions, and achieve effective penetration to the public. In the process of socialized fission transmission, the tea culture connotation related to De'ang sour tea has achieved secondary development in the description, production and co-construction. How to make a novel, shocking, enlarged detail, storytelling website publicity page, after the release to form a huge communication effect, so that the audience to build a basic impression of De'ang sour tea, and then to watch and understand the De'ang sour tea making skills, this is also the team needs to peel off the cocoon, layer by layer in-depth important research content.

### **4.2. Extending from Intangible Cultural Heritage Products to Cultural Tourism**

In February 2023, the Ministry of Culture and Tourism issued the Notice on Promoting the In-depth Integration and Development of Intangible Cultural Heritage and Tourism, which put

forward specific requirements for promoting the in-depth integration and development of intangible cultural heritage and tourism. The establishment of a thematic shopping publicity platform with the theme of De'ang sour tea will further develop intangible cultural heritage resources, thereby promoting the development of modern tourism industries such as leisure, health and vacation around it. After the popularity of De'ang sour tea has been improved to a certain extent, the local government can consider integrating De'ang sour tea manufacturing technology and its products with tourism performances and festivals, and launch corresponding folk culture festival brands, so as to transform the resource form of intangible cultural heritage into a form of tourism products that can be felt and experienced. The shopping promotion platform can make full use of Internet technology as a medium to promote online and offline synchronization, carry out intangible cultural heritage creative shopping, intangible cultural heritage hotspot sharing and dialogue, promote the productization of "intangible cultural heritage + tourism", build a complete intangible cultural heritage themed tourism product system, and meet the experiential and "local culture" perception above functionality.

## 5. Conclusion

This study aims to explore the new marketing strategy of De'ang sour tea on E-commerce platforms, build a "De'ang sour tea thematic shopping promotion platform" as the research goal, and combine modern technologies such as big data, parametric modeling, and digital multimedia to obtain a new path to online development in tea products. At the same time, the study intends to collect the content of interviews with traditional residents of the De'ang ethnic group in Yunnan Province, to obtain the development status of De'ang sour tea manufacturing technology in a specific region. Finally, the development of modern technologies such as digital multimedia and the emerging concept of "metaverse" is studied.

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