

Analysis of Zhejiang Tea Culture in International Communication

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ABSTRACT

Zhejiang, a major tea-producing region in China, boasts a time-honored tea culture. Rich in philosophical ideas and artistic aesthetics, it stands as an outstanding representative of traditional Chinese culture. Amid globalization and frequent international cultural exchanges, Zhejiang tea culture has gone global. This thesis explores its origin, development, characteristics and role in international communication, outlines current status (e.g., active political, economic and folk exchanges), identifies existing problems, and proposes suggestions-such as policy-guided innovation and engaging Chinese and foreign youth-to let it shine worldwide, contributing to economic development, international friendship and cultural confidence.

KEYWORDS

Zhejiang Tea Culture; International Communication; Innovation of the Times.

1. INTRODUCTION

Zhejiang is located in the south of the Yangtze River Delta, bordering the East China Sea to the east and Shanghai to the north. With a long history and splendid culture, Zhejiang is one of the birthplaces of ancient Chinese civilization. As early as 50,000 years ago in the Paleolithic Age, there were primitive human "Jiande man" activities; There are the Hemudu culture 7000 years ago, the Majiabang culture 6000 years ago and the Liangzhu Culture 5000 years ago. It also has rich historical and cultural heritages, such as West Lake in Hangzhou, Liangzhu Ancient City site and West Lake Dragon Well tea. In addition, there are traditional operas such as Yue Opera, Wu opera and Shao opera, as well as traditional handicrafts such as Longquan celadon, Dongyang wood carving and Qingtian stone carving. In addition, Zhejiang has a prosperous economy, the digital economy, the private economy and the manufacturing industry are flourishing. The digital economy, in particular, has facilitated cross-border consumption and cross-cultural exchanges. There are also convenient transportation channels such as Port of Zhoushan and Eu-China express train, which greatly deepen the exchanges between Zhejiang and the rest of the world.

Tea is an important symbol of traditional Chinese culture. At the same time, tea plays an important role in international communication through international communication channels such as the Silk Road, the ancient Tea Horse Road and the Belt and Road. Tea culture is also a shining pearl in Zhejiang's rich history and culture, and plays an important role in international communications. However, there are few literature on the analysis of Zhejiang tea culture and international communication. Therefore, this thesis analyzes Zhejiang tea culture and international communication.

1.1. Origin and Development Course of Zhejiang Tea Culture

As one of the earliest tea-growing regions in China, Zhejiang has a long and brilliant history of tea culture. As early as The Three Kingdoms Period, Zhejiang began to plant and produce tea, sowing the seeds of tea culture for this land. With the passage of time, by the Tang and Song Dynasties, Zhejiang tea area had spread throughout the province, becoming an important tea producing area at that time.

Huzhou purple bamboo shoot tea and Changzhou Yangxian Tea were listed as tribute tea in the Tang Dynasty, and a grand tea banquet was held every year to invite celebrities to taste tea and determine the quality of tribute tea, which was actually the early "tea fighting" activity. At the same time, tea feasts in Jingshan Temple were also very popular. The monks crushed the fat and tender bud tea into powder, brewed it with boiling water, observed how quickly the soup flowers dissipated, and held a series of tea offering ceremonies to Buddha. The classic technique of Chinese ancient tea art, "tea lighting", is derived from this.

Since the Tang Dynasty, Zhejiang's tea culture has been continuously developed and passed down. In the Song Dynasty, Dragon Well tea began to grow along the lakeside in Hangzhou and became a famous variety of green tea. In the Yuan Dynasty, tea production in Zhejiang increased greatly and Zhejiang became one of the important tea suppliers in the country. In the Ming Dynasty, the output of tea in Zhejiang further increased, and various kinds of famous tea kept emerging. In the Qing Dynasty, the quality and variety of tea in Zhejiang became more abundant, and Dragon Well tea, Xinyang Maojian tea and Anji white tea became famous tea products in China.

1.2. Main Varieties of Tea

West Lake Dragon Well tea from Zhejiang Province is one of the most famous green teas in China. It is famous for its "green color, rich aroma, sweet taste and beautiful shape". It is flat and sharp in shape, bright green or brown rice in color, fresh and oily, buds and leaves are formed into flowers, green and yellowish, and fragrant. Looking through the glass, it looks like an orchid first blossoming, fresh into a flower, the flag and gun stand, each other shine, standing tall, lifelike; Tea light green, clear and bright, raise your glass to taste, fragrant if an orchid, fresh and delicious.

Big Buddha Dragon Well tea belongs to the best of Zhejiang Dragon Well tea. Dragon Well tea is highly fragrant and mellow, durable and has a typical flavor of high mountain tea. It is plump in appearance, green with light yellow.

The tender leaves of Anji white tea appear white in spring and have unique charm. Delicate appearance, shaped like phoenix feathers, color like jade cream, bright oil, the internal aroma is fresh and fragrant, unique licorice flavor, soup color yellow, clear and bright, the leaf base opens naturally, the leaf flesh jade white, the leaf veins green. The amino acid content is as high as 5%-10.6%, which is more than 2 times higher than that of ordinary green tea.

Kaihua Longding tea is tight and straight, silver and green, the inner quality is high and lasting, fresh and mellow, apricot green and clear, even into a flower, with "dry tea green, green soup, green leaf bottom" three green characteristics. Fragrance lasting, respectively orchid, chestnut fragrance, especially orchid fragrance for the top quality; The entrance is fresh and mellow, and the aftertaste is sweet.

1.3. Characteristics of Zhejiang Tea Culture

Zhejiang tea culture is both elegant and popular, with both literati elegance and life atmosphere. Under the refined and elegant atmosphere of traditional Wuyue culture, Zhejiang people drink tea to show its unique charm. As Lu Xun said, "Having good tea to drink and being able to drink good tea is a kind of 'easy and carefree life'". Zhejiang people drink tea, not only the pursuit of quality of life,

but also without losing the natural and simple charm. This cultural connotation of both elegance and folklore makes Zhejiang tea culture shine in the long river of history.

In addition, Zhejiang tea culture has a deep bond with Buddha, forming a unique Buddhist tea culture characteristics. Jingshan tea and the derived "tea ordering method" vividly explain the characteristics of Buddha tea. Tea feasts were once very popular in Jingshan Temple, where the monks crushed the fat and tender bud tea into powder, brewed it in boiling water, observed how quickly the soup flowers dissipated, and held a series of ceremonies to offer tea and worship Buddha. From this came the classic technique of "tea lighting" in ancient Chinese tea art. The Buddha tea of Mount Putuo, Tiantai Mountain huading cloud tea, the green tea of Tianmu Mountain and the Jingning Hui Ming tea all have the characteristics of Buddha tea. These Buddha teas not only have unique flavor in taste, but also fit in with the tranquility and calmness of Buddhism in cultural connotation. For example, the Buddha tea in Putuo Mountain is tight, thin and curled in a spiral shape. The color of the Buddha tea is green and smooth, and the color of the soup is yellow and green. Buddha tea also occupies an important position in Buddhist religious ceremonies, and is often used as a sacrificial offering to Buddhas, which is directly related to religious activities.

2. CURRENT SITUATION OF INTERNATIONAL COMMUNICATION OF ZHEJIANG TEA CULTURE

2.1. Frequent Political and Economic Exchanges

As a major tea-producing and tea-exporting province, Zhejiang occupies an important position in the international tea market. It constantly optimizes product mix, actively develops varieties such as black tea, enhances export competitiveness, increases added value of tea products, expands a broader international market and promotes international communications.

The 7th China Ningbo International Tea Culture Festival was held in Ningbo City with the theme "Tea Makes Life Better". A variety of activities were held during the festival. These activities show the profound heritage and unique charm of Zhejiang tea culture, attracting the participation of many people at home and abroad, and building a broad platform for the international communication of Zhejiang tea culture.^[9]

At the same time, Zhejiang's double "dragons" - West Lake Dragon Well tea and Kaihua Longding - made a stunning appearance at the Hong Kong International Tea Exhibition. Tea merchants from all over the world have been attracted by the unique charm of Zhejiang famous tea, sitting together to savor the mellow of West Lake Dragon Well tea and the freshness of Kaihua Longding. At the same time, they can not help but express their sincere admiration while tasting the aroma of tea. Tea merchants from all over the world are not only immersed in the wonderful taste of Zhejiang tea, but also warmly introduce their own special tea. Tea from different countries, with their own regional characteristics and cultural imprints, communicate and collide with each other on this international platform. Such exchanges and integration not only enrich people's cognition of tea, but also promote the mutual learning and development of tea culture in different countries.

In addition, under the guidance of the "Belt and Road Initiative", Zhejiang has promoted the in-depth development of the large tea industry with multiple forms of coexistence, such as "drinking tea, drinking tea, eating tea, using tea and serving tea". As a characteristic culture of Zhejiang, tea culture promotes the "going out" of Zhejiang culture and promotes the internationalization of Zhejiang cultural industry.^[2]

Besides, Zhejiang actively builds its brand image and attracts international tourists through tea tourism. For example, Changxing County has used the Tang Tribute Tea House as a window to spread the golden card of tea culture further. In Changxing Tang Tribute Tea House, the CPPCC of Changxing County, together with the Federation of Overseas Chinese of Changxing County, held the

sector consultation and people's livelihood meeting on "International Communication and folk Exchange of Tea Culture", emphasizing the important role of tea culture in international communications.

2.2. Active Exchanges of Folk Tea Culture

With the development of tea culture, not only the exchanges between the government and enterprises, but also the non-governmental exchanges are becoming more and more active. Colleges and universities in Zhejiang hold various international communication activities, so that international students can experience the process of tea picking, stir-frying and brewing, and feel the profound heritage of Chinese tea culture.^[8] For example, the School of English Language and Culture of Zhejiang International Studies University has held international communication time activities, allowing international students to have a deeper understanding of Chinese tea culture. In addition, in Linhai, Zhejiang Province, overseas students from Taizhou University and returned students from Linhai participated in an activity with the theme of "Yangyan Tea meets Pour-over Coffee" as the overseas communication officer of Taizhou City. They set foot in the 10,000 mu tea garden of Yangyan Mountain, carried the tea basket to experience the fun of picking tea, watched the process of stir-frying tea, and felt the aroma of the Linhai Yangyan Gouqing tea. The students also tried to make Gouqing tea coffee, which perfectly combines the fragrance of Yangyan tea with the intensity of coffee, presenting a unique taste and flavor. This novel experience gave them a deeper understanding of Chinese and Western beverage culture. In addition, tea culture Tours are also offered. Such as West Lake Dragon Well tea produced "tea is fragrant" tour line and Anji white tea production area "white tea tracing" tour. Let foreign tourists who are curious about the traditional tea ceremony of Zhejiang experience the etiquette of welcoming guests with tea, and open a window to understand the tea culture of Zhejiang.

3. THE ROLE OF ZHEJIANG TEA CULTURE IN INTERNATIONAL COMMUNICATIONS

As an important part of excellent traditional Chinese culture, Zhejiang tea culture helps people all over the world better understand Chinese culture and enhance their sense of cultural identity through international communications. ^[1]The tea culture of Zhejiang is like a bridge connecting the hearts of different countries and nations. Its profound cultural connotation and unique charm play an important role in international communications. The tea of Zhejiang is not only a drink, but also a cultural symbol, carrying the wisdom and emotion of the Chinese nation. Through the spread of Zhejiang tea culture, foreign friends can have a deeper understanding of Chinese history, philosophy, art and lifestyle, thus enhancing their sense of identity with Chinese culture. The annual International Tea Fair attracts tea merchants, tea people and scholars from all over the world. At these events, tea ceremony masters from Japan and tea art experts from China will exchange skills and explore the spiritual connotation behind the tea ceremony; In addition, tea culture researchers from Europe and the United States will have in-depth exchanges with local tea farmers in Zhejiang to understand the wisdom and inheritance of tea planting and traditional tea making techniques. ^[4]This kind of cross-cultural interaction enables the tea culture of Zhejiang to integrate into the world's multi-cultural system, and also enables the people of Zhejiang to learn the essence of foreign cultures, realize the pluralistic coexistence of cultures, and inject new vitality into the prosperity and development of world culture.

In international communication, it is most likely that the communication is not smooth or even failure due to cultural differences such as language, customs and habits.^[6] However, most Chinese and Western countries have cultural customs of drinking tea. Although there are differences in details, they all enjoy the tranquility brought by drinking tea. Tea culture can achieve "seeking common ground while reserving differences" in international communication, and is an effective medium for

international communication.^[2] Therefore, inviting each other to drink tea has become an important means of communication between Chinese and foreign people with different cultural backgrounds. To carry out active business exchanges between enterprises, holding tea parties can narrow the distance between two enterprises faster and find the entry point of cooperation faster. For example, during the Hong Kong International Tea Fair, Zhejiang West Lake Dragon Well tea, Kaihua Longding tea and other tea merchants from all over the world love. In the communication between ordinary residents, inviting each other to drink a cup of tea can break the differences in language and habits as soon as possible, so that the two sides can understand each other as soon as possible in the tea fragrance curl, and narrow the feelings between the two sides. Especially in the exchanges between people who love to drink tea, different tea cultures have even become one of the main topics of communication between the two sides.

Furthermore, tea culture plays a positive role in promoting the economic development of countries and regions under different cultural backgrounds. With the continuous popularity of global tea consumption, tea industry has developed vigorously, and tea industry has become an important industry or even a pillar industry in many countries. Tea culture not only plays a direct role in promoting the development of tea industry, but also has a joint role in promoting the development of other industries. Therefore, tea culture plays a unique role in international communications, especially in economic and cultural exchanges, which is not possessed by other cultures.

With its rich and unique elements, Zhejiang tea culture injects new vitality into the world tea culture. As a treasure of Zhejiang tea culture, tea tasting techniques such as Dragon Well tea tea have attracted much attention in the process of international dissemination. Tea artistes demonstrate the brewing skills of Dragon Well tea tea on the international stage, from the careful selection of tea sets, to the precise control of water temperature and tea pouring amount, to the etiquette of dividing and serving tea, presenting the delicacy and elegance of Chinese tea art in an all-round way. In the process of tasting Dragon Well tea tea, foreign friends not only taste the unique flavor of Dragon Well tea tea, but also appreciate the cultural essence of traditional Chinese aesthetics and interpersonal communication philosophy behind it, which prompts them to reflect on the development of their own tea culture and integrate these fresh elements into local tea culture practice. Nowadays, in some high-end tea houses in Europe and the United States, they begin to learn from the brewing process of Zhejiang tea art, with Chinese tea sets, improve the tea drinking formula, and introduce tea products with "Oriental charm", so that Zhejiang tea culture can take root and sprout in a foreign country, and promote the world tea culture to flourish in a more diversified and rich direction.

4. CHALLENGES FACED BY ZHEJIANG TEA CULTURE IN INTERNATIONAL COMMUNICATIONS

4.1. The Quality of Tea Culture Display is Uneven

Due to the promotion of international trade platforms such as the Belt and Road Initiative, the China-Europe Freight Train, and Zhoushan Port, Zhejiang's tea culture is known to more people. With the promotion of the government, many investors came to Zhejiang after hearing the news. In international communications, non-governmental exchanges already account for the main proportion. It is a good thing to have more platforms to display tea culture, attract more foreigners to understand tea culture, and contribute to the development of tea culture. However, due to the good and bad of developers, the understanding of Zhejiang tea culture only stays on the surface, making the content of tea culture display uneven. Or simply piece together the elements of tea culture, the combination of unrelated tea art performances and tea sales, or the pursuit of formal novelty, the introduction of a large number of modern entertainment elements contrary to tea culture, making tea culture display reduced to a farce. What is more, when the tea culture is displayed and publicized, the content is not carefully examined, which makes the propaganda content wrong and misleads foreign tourists.

Moreover, quite a few investors choose to invest in tea culture just because it is profitable, and their focus will only be on the acquisition of profits rather than the promotion of culture. This will lead to the commercialization and pattern of Zhejiang tea culture publicity, which will make the foreigners who are full of expectations and participate feel bored and lose confidence in Zhejiang tea culture. In addition, when they feel disappointed, their ridicule on social media will make more people lose interest in Zhejiang tea culture, thus blocking the international communication of Zhejiang tea culture. This undoubtedly casts a heavy cloud over the publicity and promotion of tea culture and the road of international communication.

Moreover, the rise of tea culture tourism makes developers attracted by interests and blindly develop tea culture resources, leading to the phenomenon of over-development or under-development of tea culture resources in some regions. [7] This results in the unbalance of tea culture resources exploitation in Zhejiang. For some over-exploited tea culture resources, tea gardens have been expanded uncontrollably, ancient tea trees have been wantonly cut down, and traditional tea culture villages have been transformed into identical commercial blocks. As a result, tea culture resources have been depleted rapidly, and cultural charm has dissipated in the hustle and bustle of commerce. While in some under-developed areas, tea culture resources are in the predicament of under-development for a long time due to the disregard of developers. No one cares about the local characteristics, and the ancient traditional customs are gradually lost due to the lack of display platforms. These tea cultural resources cannot show their unique charm, are buried in the corner of history, and are gradually forgotten by the world, unable to show their unique cultural characteristics.

4.2. The Focus of Tea Culture Publicity is Deviated and the Product Structure is Single

In the process of promoting tea culture, developers often fail to reflect its cultural nature, but pay too much attention to the development of its economic benefits, put too much emphasis on tea products, and pay too much attention to consumers' consumption power in tea products, but ignore the historical and artistic value behind tea culture. This tendency not only fails to fully show the charm of tea culture, but may lead to the public's cognition of tea culture staying at the superficial level of material consumption. At the same time, the quality of investors' development and display of tea culture is not good or bad, so that foreign tourists will inevitably be bored with it, and it is difficult to calm down and experience Zhejiang tea culture, so that the publicity of tea culture is only superficial. In this way, neither the real promotion of Zhejiang tea culture, but also destroy the international communications.

At the same time, the single structure of tea culture products is also a problem that cannot be ignored. In the tea culture projects all over Zhejiang Province, foreign consumers have the same experience of tea culture, such as tea picking, tea tasting or tea culture interpretation, which lacks local individuality and cannot meet their diversified needs. At the same time, such homogenized tea culture experience is difficult to highlight the unique charm and regional characteristics of Zhejiang tea culture, thus weakening the effect and influence of tea culture publicity to a certain extent.

5. SUGGESTIONS FOR IMPROVEMENT

5.1. Introduce Relevant Policies

Behind any effort to facilitate international exchanges, there must be the support of the government. The Zhejiang provincial government can introduce relevant policies to encourage the international communication of tea culture. For example, by encouraging the overseas trade of tea, promoting the economic exchanges of tea between countries, the high-quality tea of Zhejiang can be exported to overseas, so that foreign consumers can admire the quality of tea, and then promote their curiosity about Zhejiang tea and tea culture, and promote the international communication of tea culture. Or the government should increase the support for the folk Zhejiang tea culture-related industries and

encourage the construction of tea gardens and tea culture exhibition areas. Let foreigners have more opportunities to learn about tea culture. At the same time, the government also needs to introduce relevant policies and regulations to ensure that this kind of tea culture industry will not be polluted by capital interests.

5.2. Cultivate High-quality Talents

In the international development of Zhejiang tea culture, training high-quality talents is of utmost importance. High-quality talents will not only be able to provide professional services to foreign visitors, but will also be able to interpret tea culture in depth and bring them rich cultural experiences. At the same time, high-quality talents can correct the mistakes of some private investors in Zhejiang tea culture, guide the development of activities, and promote the international communication of Zhejiang tea culture.

In the aspect of talent selection, we should pay attention to the double investigation of international communication knowledge and tea culture knowledge. For example, the selected talents should be familiar with the distribution of tea culture resources in Zhejiang, be able to make reasonable activity schedules, have good communication and organization skills, and provide quality services to foreign event participants. For tea culture knowledge, candidates are required to understand the historical origin of Zhejiang tea culture, tea varieties, tea art performances, tea custom culture and other aspects. For example, they should be able to accurately introduce the characteristics of various famous teas in Zhejiang.

After the staff on the job, they also need to carry out regular professional training. The training content can cover all aspects of Zhejiang tea culture and how to better communicate internationally. On the one hand, experts can be invited to give lectures to deeply explain the historical development, cultural connotation and artistic value of Zhejiang tea culture. For example, it can tell the record of Zhejiang tea in the past history and the glorious history of Zhejiang tea foreign trade. On the other hand, field visits and experience activities are organized so that employees can personally experience the process of tea picking and making and feel the charm of tea culture.

For example, arrange employees to go to tea gardens in Zhejiang, participate in the picking activities of West Lake Dragon Well tea, and understand the standards and skills of tea picking; Or visit the tea processing plant to learn the production process of tea, including killing, rolling, drying and other links. In this way, in the face of foreign cultural visitors, employees with personal practice can introduce Zhejiang tea culture more vividly and in detail, so that foreigners have a deeper understanding of tea culture.

In addition, training on tea art can also be carried out. Through the training, employees can learn different forms of tea art performance, such as the glass brewing method of green tea and the purple clay pot brewing method of black tea, as well as master the etiquette and cultural connotation of serving tea. For example, in the tea art performance, the staff can elegantly demonstrate the process of tea brewing, so that foreigners can enjoy the tea art performance while comparing with their own tea culture, thus becoming interested in the different tea cultures between the two countries, generating the idea of further understanding more knowledge of Zhejiang tea culture, and putting it into practice, influencing more people and promoting the development of international communications. By focusing on talent selection and regular training, a group of high-quality talents with professional knowledge of international communication and proficient in tea culture can be cultivated, providing strong support for the international communication and development of Zhejiang tea culture.

5.3. Adapt to The Times, Innovate and Develop

In terms of international communication, there is a view that if a culture is to be widely communicated internationally, it should have a certain degree of local popularity or spread.^[4] As a traditional culture, drinking tea is a matter of careful tasting. But now with the development of science and technology, people's pace of life is becoming faster and faster, few people can slow down the pace to slowly make tea, to fine tea, instead of a variety of milk tea drinks and other quick drinks. Tea culture has gradually faded out of people's lives. If we want to promote the development of tea culture, we need innovation. We can cooperate with popular milk tea brands in China and the West to launch joint milk tea, so that consumers will first become interested in Zhejiang tea because of milk tea, and then become interested in tea culture, so that Zhejiang tea culture will be popular among young people. For example, CHAGEE launched the "Oriental Tea, make friends with the World" campaign in 2024, and linked six Chinese and foreign bloggers on Bilibili to carry out different activities in Paris and Chengdu to better promote Chinese culture. In Paris, activities such as IP Man squat, shuttlecock kicking and guqin playing are used to attract foreign audiences, and then milk tea is used to arouse the resonance of Chinese and Western tea, so as to carry out cultural publicity. In Chengdu, by leading foreign bloggers to walk around the city, they can feel the daily life in China and feel the Chinese culture in their own eyes. In this way,

Zhejiang tea culture can also be promoted by using milk tea, which is favored by young people at home and abroad, as a carrier. Alternatively, we can develop tea culture APP, which can not only introduce various tea varieties and history in Zhejiang, but also provide relevant tea garden visit services, but also facilitate tea lovers to share tea tasting experience and exchange tea culture insights, so that Zhejiang tea culture can be spread to the world with the help of fingertips.

Secondly, with the continuous development of social media, the channels for users to receive information are increasingly diversified. For the younger generation of users, they are more inclined to get information through social media platforms. Short video platforms such as Weibo and Tik Tok play an important role in their daily lives.

Therefore, Zhejiang tea culture can attract viewers and arouse interest with an elegant and peaceful video atmosphere by Posting relevant videos on these short video platforms. This kind of typical Chinese video can quickly attract foreign audiences who are interested in Chinese culture, so that they can have the idea of understanding Zhejiang tea culture and promote international communications. Or use humorous and funny videos to amuse the audience, letting them know that tea culture is not rigid and unchanging, it can also be very happy. Or related tea parks in Zhejiang could create digital mascots and accessories. Because cute digital images can always quickly attract people's attention, so that some people who are not interested in tea culture have a desire to buy because of these surroundings, while appreciating the surroundings, they are subtly attracted by tea culture, and eventually become a member of the tea culture promotion, expanding the audience group of tea culture.

6. CONCLUSION AND PROSPECT

6.1. Conclusion

Zhejiang tea culture plays an important role in international communications. As an important part of Chinese traditional culture, Zhejiang tea culture plays a unique role in international communications due to its long history, rich tea varieties and unique tea art culture. It has become an effective medium for communication between Chinese and foreign people with different cultural backgrounds, helping to shape a new concept of international communication, and playing a positive role in promoting the economic development of countries and regions under different cultural backgrounds. At the same

time, tea culture promotes the economic development of Zhejiang, but also makes people realize the broad and profound Chinese culture, and enhances our confidence in our own culture.

However, Zhejiang tea culture also faces some challenges in international communications. In the face of challenges, Zhejiang region should adopt positive development strategies, strengthen the development of tea culture resources, excavate the connotation of tea culture, increase publicity, train professionals, carry out large-scale tea culture activities, promote Zhejiang tea culture to "go out", and promote international communications and cooperation. In addition, Zhejiang can use digital empowerment to innovate tea culture communication methods, attract more young people to publicize tea culture, and let Zhejiang tea culture go to the world.

6.2. Outlook

Looking forward to the future, the international communication of Zhejiang tea culture has broad prospects and unlimited opportunities. As the global pursuit of health and cultural life continues to heat up, the market demand for tea, as a drink with both healthy attributes and profound cultural connotations, will grow steadily, creating a good external environment for Zhejiang tea culture to "go out". In terms of cultural inheritance and innovation, Zhejiang should further explore the essence of tea culture and integrate modern elements, such as using virtual reality and AR technology to create an immersive tea culture experience space, so that international audiences can experience the charm of Zhejiang tea. Promote the deep integration of tea culture and education, develop international tea culture courses, enter overseas colleges and universities, cultivate young generation of "tea fans", and make Zhejiang tea culture take deeper roots in the world.

On industrial upgrading, continue to strengthen the digital enabling tea industry; Introduce intelligent production equipment. And expand the field of tea deep processing, the development of tea health care products, skin care products and other diversified products to enhance added value. Brand building focus on internationalization, high-end, enhance brand exposure and reputation.

In international communications and cooperation, closely follow the pace of the "Belt and Road" Initiative, deepen tea culture exchanges among countries along the route, build more overseas tea culture exchange centers and exhibition and sales platforms, hold special tea events, and promote people-to-people exchanges with tea as a bond. Let Zhejiang tea fragrance spread all over the world, tea culture moistens the world, and makes outstanding contributions to the prosperity of human culture and economic development.

In short, the international communication of Zhejiang tea culture is of great significance and broad prospect. Through continuous innovation and development, Zhejiang tea culture will shine more brightly in the world and make greater contributions to promoting economic development, friendly exchanges between countries and enhancing cultural self-confidence.

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