

ROUTLEDGE HANDBOOK OF TEA TOURISM

*Edited by Lee Jolliffe, M.S.M. Aslam,
Amnaj Khaokhrueamuang and Li-Hsin Chen*

CONTENTS

<i>List of case studies</i>	<i>ix</i>
<i>List of figures</i>	<i>x</i>
<i>List of tables</i>	<i>xii</i>
<i>List of contributors</i>	<i>xiv</i>
<i>Acknowledgements</i>	<i>xxi</i>
Introduction	1
<i>Lee Jolliffe and M.S.M. Aslam</i>	
PART I	
Foundations of tea tourism	13
1 Ancient origins of tea tourism	15
<i>Libo Yan and Kunbing Xiao</i>	
2 Tea tourism and route heritage: Nakeli village on China's Ancient Tea Horse Road	23
<i>Gary Sigley</i>	
3 Tea and spiritual travel: Panchen Tuo Tea	31
<i>Jianming Li, Min (Lucy) Zhang and Yanting Gu</i>	
4 Wild tea and indigenous tourism: A case from Vietnam	39
<i>Cuong Duc Hoa Nguyen and Mai Chi Nguyen</i>	
5 The heritage railway and tea tourism: The case of Senzu, Japan	48
<i>Amnaj Khaokhrueamuang, Akari Takeguchi, Kohei Nagaoka and Koichi Kimura</i>	

Contents

6	Cultural heritage and tourism: Friesland tea <i>Lysbeth Vink, Annette Kappert and Hartwig Bohne</i>	58
7	Recognition of the cultural heritage of tea: An international perspective <i>Hilary du Cros</i>	67
8	Teaics as a framework for knowledge use in tea tourism <i>Brian Park</i>	76
9	Developing tea tourism in the Global South: An African perspective <i>Madiseng Messiah Phori, Lebogang Matholwane Mathole, Unathi Somvabile Henama and Lehlohonolo Gibson Mokoena</i>	89
PART II		
Sustainability in tea tourism		97
10	Integrated management of community-based tea tourism: Value through symbiosis <i>Bussaba Sitikarn, Kannapat Kankaew and Athitaya Pathan</i>	99
11	Tea community culture and tourism: The case of Turkey <i>Kadir Çetin and Emre Erbaş</i>	108
12	Hospitality tea culture: Taking tea culture to the next level <i>J.A.R.C. Sandaruwani, G.V.H. Dinusha and R.S.S.W. Arachchi</i>	117
13	Homestay in small tea gardens: The case of Meghalaya, India <i>Evarisa M. Nengnong and Saurabh Kumar Dixit</i>	124
14	Line rooms: An authentic approach to heritage tea tourism <i>G.V.H. Dinusha, J.A.R.C. Sandaruwani and R.S.S.W. Arachchi</i>	134
15	Employment issues in tea tourism: A way forward <i>P. Gayathri, D.A.C. Suranga Silva, Krishantha Ganeshan, Baghva Erathna, A.C.I.D. Kulasekara and Teeshakya Weerakotuwa</i>	146
PART III		
Management and marketing of tea tourism		155
16	Service quality in an English tea room: A picture is worth a thousand words <i>Belinda Davenport</i>	157

Contents

17	Tea factory tourism experiences: Pearl milk tea in Taiwan <i>Nikki Wu and Li-Hsin Chen</i>	165
18	Facilitating tea stories on Instagram during the COVID-19 pandemic <i>Joan Pan and Wayne Buent</i>	175
19	Cultivating sense of place: Sabah Tea experience in Malaysian Borneo <i>Balvinder Kler and Paulin Wong</i>	185
20	Perceptions of tea tourism value and its impact on destination attractiveness <i>J.P.R.C. Ranasinghe, A.C.I.D. Karunaratne, U.G.O. Sammani, H.M.J.P. Herath and P.G.S.S. Pattiyagedara</i>	195
21	Revitalising a region using tea tourism: The case of Umegashima, Japan <i>Masako Saito</i>	205
22	Linking tea, tourism, and community using Porter's Diamond model <i>Imali N. Fernando</i>	214
23	Marketing green tea tourism destinations <i>Kunihiko Iwasaki and Amnaj Khaokhrueamuang</i>	224
PART IV		
Innovation and practice in tea tourism		235
24	Gastronomy and tea tourism: Tea-oriented gastronomy tours in Rize, Turkey <i>Gulsun Yildirim</i>	237
25	International exchanges and gastronomical tea tourism <i>Amnaj Khaokhrueamuang, Piyaporn Chueamchaitrakun and Kazuyoshi Nakakoji</i>	247
26	Tea cafés and community diversification <i>Amnaj Khaokhrueamuang, Haruna Yagi, Mutsumi Yokota and Sousuke Goto</i>	259
27	Tea tourism promotion in globally important agricultural heritage systems <i>Kyoko Ishigami and Amnaj Khaokhrueamuang</i>	269

Contents

28	Exploring the value creation process in the Japanese black tea market and tourism <i>Risa Takano, Naoko Yamada and Daisuke Kanama</i>	277
29	Tea tourism and tea tour guiding: The case of Iran <i>Hamira Zamani-Farahani</i>	287
PART V		
Resilience in tea tourism		297
30	Resilience through tea tourism: A tea region case from India <i>Sujama Roy</i>	299
31	Human-wildlife interactions in tea tourism: The Dooars in India <i>Chandan Datta</i>	307
32	A resilient tea destination: The Azores case <i>Jose Soares de Albergaria Ferreira Pinto</i>	316
	Epilogue <i>Li-Hsin Chen and Amnaj Khaokhrueamuang</i>	327
	<i>Index</i>	333