

Coffee fusion of Yunnan folk manor experience economy

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ABSTRACT

With the improvement of consumers' cognition and demand for coffee, the simple taste experience of coffee can no longer meet the needs of consumers at a higher level. The integration of coffee and folk customs provides an important idea for the breakthrough development of Yunnan coffee. Under such conditions, coffee manor experience economy came into being. It not only provides consumers with high-quality coffee, but also reveals the local folk culture, so that people can taste coffee at the same time, and feel the unique regional customs. In a word, integrating the folk experience into the plantation economy of coffee is the key to Yunnan coffee to create its own characteristics and improve added value.

KEYWORDS

Coffee manor; Yunnan folk customs; Experience economy

1 Introduction and literature review

In recent years, there has been increasing research on the integration of the experience economy and coffee culture. Scholars generally believe that experience economy is a new economic form after agricultural economy, industrial economy and service economy, which emphasizes consumers' needs for personalized, participatory and emotional experience. In coffee producing areas such as Yunnan, the characteristic experience economy created by the combination of coffee culture and local folk culture is gradually forming a new development trend. It could be found literaturally that few scholars studied the manor economy of coffee from the perspective of folklore, while most scholars still interpreted the development trend of the coffee industry in Yunnan province from the perspective of traditional economic development theories. For example, X.Xu (2015), L.Ding and X.Y. Zhou (2017) analyzed the competitiveness of the coffee industry in Yunnan province by using Porter's "diamond model". H.J.Zhao ,J. Zhao (2017) Analyzed the competitiveness of green coffee industry in Yunnan from the perspective of ecological niche. S. S. Zhang, B. Zhou, S. Y. Li (2015) concluded that the development of Yunnan coffee industry was not perfect in their research on the development of Yunnan coffee industry. Y. Zhang and Y. C. Shao (2018) proposed a development strategy suitable for the coffee industry in Yunnan Province by analyzing the development dynamics of the coffee industry in Yunnan Province. J. B. Liu and F. Xie (2024) obtained the status quo and development countermeasures of coffee industry in Baoshan through investigation.

In Yunnan, coffee farm, as a new model of agricultural tourism, has been favored by tourists. Scholars' research on coffee manor mainly focuses on the business model of the manor, tourist experience and the integration of the manor and local culture, and there is still room for further exploration. Aiming at the new trend of coffee manor experience economy in Yunnan province, it is necessary and feasible to conduct practical exploration and theoretical analysis.

2 Development status

Freshly ground coffee concludes tea shop coffee, independent coffee shop, fast food restaurant coffee, chain coffee shop, convenience store coffee, self-service coffee machine and other modes. Coffee Manor belongs to the independent coffee shop category. Coffee farm refers to a medium-sized farm that breeds, grows, harvests, processes and grades coffee beans to ensure the consistency of coffee quality and flavor, so as to sell it in the market under its own brand.

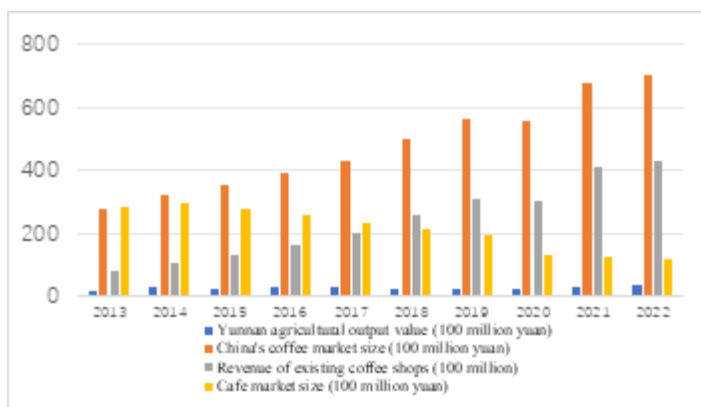


Figure 1 Comparison between Yunnan coffee agricultural output value and China's coffee market size

Yunnan Province accounts for more than 98% of the country's coffee planting area, output and agricultural output value. Through in-depth analysis of the data provided in Figure 1, we can clearly see that China's coffee market size has doubled in the past decade, showing a strong momentum of development. In contrast, the coffee market in Yunnan Province, although also showing a growing trend, still accounts for a small proportion of the Chinese coffee market, less than 5%. This shows that although Yunnan Province is one of China's major coffee producing areas, its coffee industry's share in the national market still has a lot of room to improve. Secondly, from the perspective of the size of the coffee market, the number of cafes in China is also increasing with the increasing acceptance and favor of consumers for coffee culture. This provides a broad market space and development opportunity for Yunnan coffee industry. However, it should be noted that with the improvement of consumers' requirements for coffee quality and experience, the revenue of existing coffee shops in the Chinese market is also increasing year by year. This trend provides a huge market opportunity for Yunnan coffee industry. Yunnan can make use of its unique coffee resources and cultural background to develop local specialty coffee products to attract more consumers and increase market share.

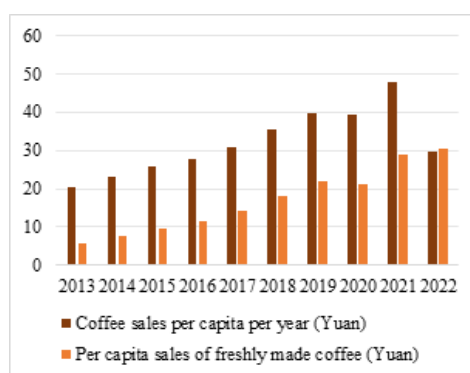


Figure 2 Comparison of sales per capita with sales per capita of freshly made coffee

According to the data trend shown in Figure 2, the share of the market for freshly made coffee has been increasing year by year, a change that reflects a possible shift in consumer preferences when purchasing coffee. This shift may stem from consumers' increasing emphasis on coffee's added value.

The added value of coffee usually refers to the additional benefits that consumers expect from buying coffee in addition to the basic ingredients. These benefits may include, but are not limited to, the taste experience of the coffee, the personalization of the preparation process, and the social environment provided by the cafe. As consumer's demand for quality and experience increases, freshly made caffeine is often considered to have a higher added value value which makes it favored.

There is a saying that, if you want good Chinese coffee, go to Yunnan. Central Yunnan is at the same latitude as Colombia, a world-famous coffee-growing place, and is one of the most suitable places for coffee growing in the world. The combination of light, heat, water, earth and other elements has created the distinctive characteristics of Yunnan coffee, which is "strong but not bitter, fragrant but not pungent, and slightly acidic". The quality of coffee has won the recognition of more and more coffee lovers. The coffee planting area and output accounted for more than 98% of the whole nation's of which the coffee planting area of Pu'er City is stable at 679,000 mu, the output of raw beans is 51,300 tons, and the comprehensive output value is 6.303 billion yuan. Looking at the success of Pu'er coffee, we can find the huge development potential and energy of Yunnan coffee industry.

In terms of coffee science, Yunnan Province is also at the forefront. The College of Tropical Crops of Yunnan Agricultural University has set up the national specialty of coffee Science and Engineering, which is the first professional point in the world to open a coffee undergraduate training class, involving a number of core courses such as coffee flavor chemistry, coffee engineering principles, and coffee preparation science. State key laboratories and quality supervision centers have also been established and put into operation., to provide all-round service guarantee for scientific research, teaching, service and industrial development. Germplasm resources and coffee demonstration sample points have been established, which takes 1,000 square meters. 114 domestic and foreign coffee varieties have been introduced, and 240,000 mu of medium and low yield parks have been transformed, 14,000 mu of standardized coffee parks have been built, and the rate of green coffee beans has reached 26.6%.

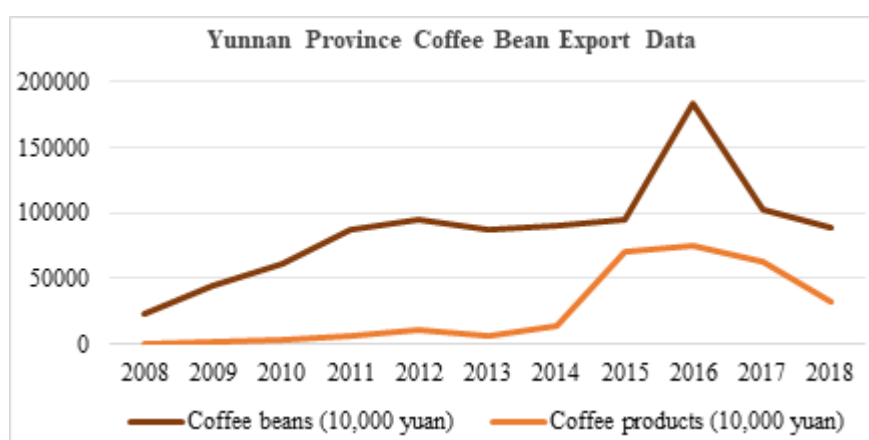


Figure 3 Comparison of coffee beans and coffee products in Yunnan Province

As can be seen from Figure 3, from 2008 to 2018, the output value of coffee beans was much higher than that of coffee products, and coffee beans in Yunnan Province showed strong competitiveness in terms of output, quality and market response, while coffee products may need

further promotion and improvement in the international market. As a raw material, the market positioning of coffee beans is more professional and high-end, suitable for coffee lovers who pursue quality and unique flavor. Coffee products are more focused on meeting the needs of the mass market and providing a convenient and fast coffee consumption experience. There are some comparative differences between coffee beans and coffee products in Yunnan Province in raw material quality, market positioning and industrial development.

In terms of ethnic and cultural diversity, Yunnan Province ranks first. The degree of ethnic cultural integration is intensive and deep, and the growers of the whole coffee producing area in Yunnan are mostly ethnic minorities. Coffee owners are also mostly ethnic minorities. Coffee Manor experience economy is a new economic model that combines agricultural sightseeing, cultural experience, leisure and other elements. In the coffee manor, visitors can not only personally experience the planting, picking and processing process of coffee, understand the origin and production technology of coffee, but also deeply experience the local folk culture, such as folk songs and dances, manual arts, traditional festivals and so on. Coffee has become another business card to open the folk culture of Yunnan - in the cloud-shrouded mountain coffee fields in Yunnan, coffee farmers of the Lahu nationality, Dai nationality, Yi nationality, Brown nationality and Dehong nationality ethnic groups wear brightly colored national costumes and weave through them, forming a beautiful landscape. Among them, the Lahun ationality coffee farmers still continue to bake the local method, the wood mortar is blanched, and the big black teapot is boiled and added sugar. The coffee grounds slowly fall to the bottom of the cup, and a cup of ancient Joukula coffee is complete.



Figure 4 Cup test experience of Hani coffee Manor

Coffee manor experience economy is a new economic model with broad prospect and great potentiality. As a crop with many modern factors, coffee penetrates its economic and cultural influence into all aspects of society in minority areas through its long value chain. First of all, the manor economy of coffee integrated with folk customs can promote the development of comprehensive agricultural economy with coffee as the main and other agricultural products as the supplement. The addition of local ethnic activities and the promotion of special agricultural products and handicrafts in the coffee manor can provide a way for local residents to generate income. Secondly, for large-scale plantation, a large number of coffee farmers need to be hired for planting. Folk activities require the participation of a large number of ethnic minority personnel, which provides a great amount of employment opportunities for ethnic minority people. In Pu 'er, the coffee economy is no longer limited to the traditional form of leisure afternoon tea, but a new industrial economy has emerged through the integration of folk manor experience. This new

integration belt means the deep integration and upgrading of the coffee market. This economic model organically combines the production, processing, sales and related leisure and tourism activities of coffee, forming a comprehensive and multi-functional industrial chain. The development direction of Yunnan coffee Manor should be committed to creating a new economic park with national and popular culture as the background, brand creation and leisure experience as one, and the integration of the first, second and third industries. By extending the added value, linking "coffee" culture and Yunnan culture, visitors will be drawn to the mountain.

The unique charm of the coffee manor experience economy lies in its depth and diversity. Tourists are no longer passive consumers, but participants and explorers. The creation of the coffee Manor allows visitors to experience every step of the coffee industry, including raw bean processing, stir-frying, hand brewing and latte learning, to the field close to understand the relevant knowledge of coffee cultivation, experience the whole process of coffee from "seed to cup", to experience the satisfaction of drinking coffee beans that shine like red gems after picking, cleaning, fermenting, drying, husking and color selecting. The traditional combination of coffee and dessert, is adding more local food and cultural characteristics at the coffee manor, such as the special flavor of coffee and avocado, sour and spicy delicious cold mix, and the addition of various pickled products and dried porcini mushrooms. Local coffee farmers also make fried eggs with coffee flowers, and they use coffee flowers to make water to drink. The manor also offers visitors a deeper understanding of the local culture and history through various folk activities, such as traditional music performances, folk dance performances, and artisanal art displays.



Figure 5 Picking season of the Va nationality coffee farm

At present, there are six main routes of folk manor economies that can be incubated and developed.

The first route is Baoshan Yi people's search for coffee aroma in western Yunnan. The four coffee manors there are Qiteng Coffee Manor, Summer Coffee Manor, Hushell coffee Manor and Grain of Time Coffee Manor. The business models include boutique coffee, coffee manor hotel, "village collective + company", "public welfare + coffee + reading", which help to develop a three-dimensional interplanting tropical fruit all-round manor that produce coffee wine, flower tea, nectar and other green coffee products.

The second route is the Dali Bai people's "Taste a cup of coffee, and look for a hundred years of history" coffee tour, which is based on camping coffee around Erhai Lake. Dali coffee manor is rare. The most famous coffee manor is Zhukula coffee Dream Manor, at where coffee beans brew through the Changshan snow and Erhai sea water showing the Bai people's freedom and unique flavor better. The coffee here supports the mountains and embraces the world.

The third route is the Lancang Lahu dance forest caxiang tour. The most famous coffee manor in

Lancang is Zebra Manor, which is more than 1800 meters above sea level. Under the premise of not destroying the rain forest, the manor has planted the light round 2000, the champion of Yunnan's green beans in 2023, which is still in short supply, and the entrance can feel the breath from the distant forest. The model of shop front and factory back is rooting in Simao and Lancang at the same time.

The fourth route is a coffee tasting tour of Lincang Brown, Deang and Wa nationality. Rongkangda Coffee Manor takes the concept of "green scenic spot, beautiful landscape of Shuangjiang" as the concept, and builds the integrated marketing promotion service platform of "green cloud product" trend. Lincang Qiupo Manor integrates the characteristic Wa hut architecture and the unique Wa cultural symbols into the manor, where you can wear ethnic costumes to take photos in the coffee garden, watch ethnic minority songs and dances, and taste special food. The coffee from its Tiankeng planting base won the championship of Yunnan Province Bean Contest for two consecutive years from 2021 to 2022.

The fifth route is the avocado coffee journey of the Menglian, Dai, Lahu and Wa people. The processing season meets the Dai water-splashing Festival and the God Fish Festival. Menglian coffee Manor is represented by Tianyu coffee Manor, Bridge an coffee manor, Xingang coffee Manor, Hong An Lianstar coffee Manor and Yi Rong coffee manor. It is worth mentioning that the owner of pickup coffee Huahua is the second generation of Wa coffee, and the she returned to their hometown after graduating from college along with to make their own brand.

The sixth route is the Simao "Tropic of Cancer on the taste of the forest" coffee tour,. Simao District coffee manor which owns Aini boutique coffee manor, small Aozi coffee manor, North coffee manor, wild duck pond valley coffee manor and so on, is currently the most coffee manor in Yunnan a route. Encircling the whole city of Simao, the route has created a new track for tourism.

3 Problems

The main problems hindering the development of Yunnan's coffee industry mainly exist in the following three aspects.

First, the quality is not stable. "The quality of Yunnan coffee beans is good only when they are on the tree, but not when they are picked." This is the evaluation of Yunnan coffee by many buyers, and it is also an important reason for the poor reputation of Yunnan coffee beans. In addition to the quality of raw beans, coffee roasting techniques are also directly related to the taste of coffee. Cultivating excellent coffee roaster requires a lot of training and countless time, while the development of baking technology requires a lot of experiments and lasting research and development. Only if the combination of talent and technology is achieved, can it be ensured that baked beans maintain a stable flavor and meet the market demand.

Second, the price is low. Through the survey , it is found that many coffee shop owners in the city will choose imported beans at the same price, because Yunnan's raw beans tastes not pure, which makes many coffee shops regard them as not competitive products, which can not guarantee the quality of each cup of coffee.

Third, the value behind raw materials and commodities is very unequal. Reflected in the coffee, often is 40 yuan a cup of coffee, coffee farmers get less than 2 cents of labor income. The value imbalance between raw materials and commodities is a common phenomenon, which is particularly obvious in the coffee industry chain. This phenomenon is mainly caused by the unbalanced distribution of added value and profit in many links. From the perspective of coffee production, coffee farmers pay a lot of labor and cost in the process of planting, picking and processing coffee beans.

However, due to the relatively low value of the coffee beans themselves, as well as market competition and other factors, coffee farmers often only get a low yield.

4 Development measures

4.1 Improve the quality of experience

To ensure that visitors can enjoy high quality coffee products and rich folk culture experience in the Manor, the manor provides high-quality coffee tasting activities, shows the coffee planting and processing process, and integrates cultural elements such as folk performance and manual art of Yunnan, so that visitors can taste coffee while feeling the unique charm of Yunnan folk.

4.2 Explore and develop Yunnan folk culture that can be integrated with coffee

In the manor experience economy, it is necessary to dig deeply and carry forward the local folk culture, through the display of national costumes, song and dance performances, handicraft arts and other forms, so that tourists can have a deeper understanding of the folk customs of Yunnan, and enhance the cultural attraction of the manor.

4.3 innovative coffee and folk fusion products

In order to attract more consumers, we can innovate products that integrate coffee and folk customs. For example, the launch of a series of coffee themed on Yunnan folklore, with unique packaging and flavors designed to meet consumers' needs for uniqueness and personalization.

4.4 Strengthen manor brand building

Brand building is an important way to improve the competitiveness of manor experience economy. By creating a unique manor brand image, it can enhance awareness and reputation, attract more tourists and consumers. In the process of brand building, we should pay attention to the combination of inheritance and innovation, highlight the characteristics of Yunnan coffee and folk culture, and form a unique brand charm.

It is necessary to establish coffee digital manor, combined with "Internet +", through various forms such as coffee festival, coffee cup test and green bean contest, product sales and brand promotion through various channels, and improve brand awareness.

4.5 Improve the infrastructure and services of the manor

In order to enhance the attractiveness of the manor experience economy, it is necessary to improve the infrastructure and services of the manor. Including improving the environmental health of the manor, improving the accommodation conditions, improving the quality of service and so on.

At the same time, it is necessary to establish a sound tourist service system to provide personalized and professional services to meet the different needs of tourists and enhance the satisfaction and loyalty of tourists.

In addition, the development of the coffee industry also needs to pay attention to sustainability and environmental protection, and strive to bring economic benefits while reducing the negative impact on the local environment, and even provide a positive impact.

5 Conclusion

Coffee, the worldwide drink, has found a perfect combination with folk culture in this magical land of Yunnan. In the coffee manor in Yunnan, visitors can not only feel the wonderful process of coffee growth, taste the unique flavor of Yunnan coffee, but also have an in-depth understanding of Yunnan folk culture. Yunnan's folk activities, traditional crafts, vernacular architecture and other elements, combined with the coffee manor, provide visitors with a new and in-depth travel experience. This integration not only enriches the tourists' travel content, but also brings a win-win situation for Yunnan's coffee industry and tourism industry.

Coffee manor has become a new highlight of Yunnan tourism. And through the development of manor economy, Yunnan's coffee industry has been further promoted, injecting new vitality into the local economic development. The coffee Manor in Yunnan will become a bridge between man and nature, tradition and modernity, bringing visitors a better and richer experience. At the same time, this integration will also inject new impetus into Yunnan's economic and social development and promote Yunnan to a more prosperous and beautiful future.

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