

elderly consumers, fatigue-relieving and eye-care products for office workers, and low-sugar, refreshing, light-wellness functional beverages for younger consumers. Studies on tea tourism and rural tourism suggest that green, health-oriented, and wellness concepts should be incorporated into tourism products and route design to enhance tourism value and meet wellness-oriented consumption demand (Huali, 2023). Research on tea-related intangible cultural heritage in Anhui also proposes integrating tea culture with health and wellness to develop “tea wellness tourism products,” satisfying healthy lifestyle needs and expanding the market space for tea products (Jia et al., 2025). This indicates that Hangbaiju tea beverages can serve not only as daily health drinks, but also as core consumer products in wellness tourism and health services.

At the same time, the Hangbaiju industry can be integrated with wellness tourism, ecological vacations, and health services to build comprehensive service platforms that combine wellness experiences, health consultation, tea beverage tasting, and leisure vacations. Studies show that agriculture-tourism integration can improve agricultural green productivity and ecological efficiency, especially when combined with rural human capital enhancement and green practices (Jiang, 2022; Wang et al., 2023). Therefore, the Hangbaiju industry can be embedded into a low-carbon, ecological, and wellness-oriented development model, in which organic cultivation, ecological landscapes, and functional tea beverage supply reinforce one another. By connecting cultivation bases, processing enterprises, wellness institutions, and tourism service providers, an integrated industrial chain of “Hangbaiju cultivation-tea beverage processing-health experience-wellness consumption” can be formed, thereby improving overall industrial benefits and market competitiveness.

6.3 Integration of educational programs and cultural communication

Educational programs have become an important form of promoting agricultural cultural communication, improving public scientific literacy, and cultivating industrial talent. The Hangbaiju industry has rich agricultural production practices and traditional cultural resources, making it capable of providing high-quality educational resources for primary and secondary school students, university students and teachers, and the general public. Studies on tea-tourism integration include indicators such as the number of higher education institutions and tea culture museums in evaluating the level of integration, indicating that educational institutions and cultural exhibition spaces play important roles in cultural communication, visitor experience, and innovation support (Yang et al., 2025). Research on the innovative management path of integrating tea culture with rural tourism also emphasizes the need to build routes with functions such as “visiting, learning, popular science education, and recreation,” highlighting science popularization and knowledge-seeking functions (Huali, 2023).

In terms of educational content design, a Hangbaiju-themed curriculum system can be developed by integrating labor education, ecological education, traditional culture education, and food processing science popularization. For example, activities such as flowering-stage observation, harvesting experience, primary processing practice, tea beverage preparation, product packaging design, and cultural interpretation can be organized to improve students’ understanding of modern agriculture, medicinal and edible resources, and rural industrial development. The “tea culture + knowledge-seeking” model has been identified as an important practical form in tea garden tourism, indicating that educational experiences can be institutionally embedded into agricultural tourism products (Huali, 2023). Therefore, major Hangbaiju producing areas can build educational practice bases, agricultural science demonstration parks, Hangbaiju cultural centers, and field internship bases, forming an educational platform that integrates production practice, scientific education, and cultural experience.

Cultural communication is an important support for enhancing the influence of the Hangbaiju industry. Research on industry-education integration in the tea industry suggests that mechanisms such as connecting facilities with job positions, transforming standards, strengthening cultural integration, building dual-qualified teaching teams, and integrating platforms can improve industrial technical skills, brand marketing, and cross-cultural communication capacity (Ou and Chen, 2025). Studies on tea-related intangible cultural heritage also emphasize that cultural and creative industries, film and television works, and cultural products can be used to extend industrial and value chains and increase the visibility and influence of tea culture (Jia et al., 2025). For Hangbaiju, historical documents, folk traditions, and wellness culture resources can be systematically collected and integrated