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Tea tourism - preliminary study on familiarity with and interest in tea tourism

Abstract: The paper tackles the idea of tea tourism which is motivated by an interest of tourists in the history, traditions and consumption of tea. This paper aims to determine the level of familiarity with and interest in tea tourism among respondents. The field in question is considered a niche form of culinary tourism, and thus, this work constitutes a pilot study. The research accounts for 215 correctly completed survey forms conducted among the customers of one of tea houses in Toruń, as well as members of a Facebook community who consider themselves gourmets and enthusiasts of drinking and celebrating tea. The study material was collected using a diagnostic survey method via the internet. The results of the surveys showed the respondents were interested in the idea of tea tourism. Respondents have never been offered tea tourism on the Polish market; however, they are willing to take part in a tea tourism event. They know many varieties of tea, have heard about ritual tea brewing, but they are not familiar with many attractions related to tea tourism. The obtained results, although preliminary in nature, may imply the plausibility of introducing and disseminating the idea of tea tourism among tea enthusiasts, and indicate a need for further research in this field.

Keywords: beverage tourism, tea tourism, niche tourism, tea culture

1. Introduction

Next to water, tea is the second most consumed beverage in the world (Jolliffe, 2003; Soon, 2011), and together with coffee and cola – the world's most popular drink (Cheng et al., 2010). Despite tea being a consumer good and a part of catering services, in different regions of the world its cultural significance varies and drinking tea is an important element of social and economic relations. Interest in tea and in how it is made and grown gave rise to thematic trips known as *tea tourism* (Jolliffe, 2007).

Tea tourism is defined as a part of cultural and culinary tourism. According to Jolliffe (2003), tea tourism is developing “in concert with the growing interest in and demand for authentic tourism experiences”, and recent development in tea attractions and tea cuisine “reflects a growing interest in culinary tourism”. This is due to contemporary trends related to the popularity of culinary tourism involving travelling in pursuit of not only culinary but also

cultural experiences (Durydiwka, 2013; Świ- tała-Trybek, 2014; Czarniecka-Skubina, 2015; Sengel et al., 2015). The basis for their travels is a desire to discover new flavours from various parts of the world by combining elements of history related to food itself but also to the place of its origin and searching for the genuine taste of traditional food and drink (Buczowska-Gołąbek, 2015; Orłowski and Woźniczko, 2016; Benkhard and Halmai, 2017; Charzyński et al., 2017; Dominik, 2017). The World Food Travel Association reported that 75% of leisure travellers are motivated to visit a specific destination to experience local cuisine and taste local food or beverages (Food & Beverage Tourism Future Bright Says World's Largest Research Study, 2016). Gastronomy is said to have taken on a new role associated with social, cultural, leisure and entertainment needs and have become one of the main motivations for travel (Murgado, 2013); however, an upward

trend is observed particularly in beverage tourism, which – in brief – means experiencing and tasting a specific kind of beverage (Liu, 2019) in search of authentic and unique experiences related to the appreciation and consumption of beverages (Fernando, 2016).

Liu (2019) argues that from the beginning of the twenty-first century interest in tea tourism around the world has been growing; it is even referred to as a new emerging trend in tourism. This is a result of recognising the health benefits of drinking tea, a desire to discover various tea drinking habits and tea cultures around the globe, and in particular the engagement of organisations and companies of the tea industry in promotional efforts.

Jolliffe (2015) claims that tea tourism appeals mainly to consumers and enthusiasts of tea. Thus, surveys on the travelling motives of non-tea tourists being potential tea tourists are also an important direction. Surveys of attitudes towards and perceptions of tea and tea tourism by tourists and potential tourists can show who tea tourists and non-tea tourists are and determine their needs and preferences regarding such travel, and the results provide

a chance to identify new market opportunities for the development of outbound tea tourism in countries in which tea is not produced and in tea tourism destinations (Cheng et al., 2010).

Poles find tea an important part of gastronomy, however, popularity of tea tourism in Poland is considerably limited – most likely due to insufficient promotion of this particular tourism form and the deficiency of scientific literature on this subject in Polish, which was pointed out by Kowalczyk (2016). There is also a lack of studies that would discuss Polish people's interest in travels revolving around the theme of tea.

This paper aims to determine the level of familiarity with and interest in tea tourism among respondents – being tea enthusiasts. The paper poses the following research questions: what their associations with tea tourism are and which elements of tourism events they would find interesting (e.g., visits to tea plantations, taking part in tea brewing rituals, participating in tea-related events). The respondents' knowledge of tea, tea brewing traditions and places culturally related to tea was also checked.

2. Theoretical background

2.1. Basic assumptions of tea tourism

The fundamental product underlying the development of tea tourism is tea, which holds four contextual meanings: a popular drink made by brewing the leaves of *Camellia sinensis* in hot – not necessarily boiling – water; the evergreen *Camellia sinensis* shrub from which the four main types of tea are produced: black, green, white, and oolong tea (Jolliffe, 2003; Fundamentals of tea inspirations, Certyfikowany kurs Szkoły Herbaty Dilmah, n.d.); drinks not made from *Camellia sinensis* but based on a different plant, e.g. Yerba Mate, Rooibos and a mix of dried fruit and flowers commonly referred to as tea; and a light afternoon meal (called 'afternoon tea') consisting of tea, bread, cookies etc. or an early evening meal that evolved into afternoon tea, so-called high tea and cream tea, that are now popular tourist products (Jolliffe, 2007).

Due to the high scale of tea production and consumption, great variety of teas, and the existence of thousands of tea farms, gardens and plantations around the world, there is a big potential for developing tea tourism and a considerable potential demand for tea-related tourism (Jolliffe, 2007; Li et al., 2011). Wide variation in processing methods and consumer taste offers growers and processors an opportunity to differentiate their products and attract consumers (Shehata et al., 2004).

Nowadays, tea is a part of many tourist activities that allow for experiencing local tea traditions, culture, services and attractions. According to a definition proposed by Jolliffe (2003), it is "tourism that is motivated by an interest in the history, traditions and consumption of the beverage, tea". It involves experiencing every aspect connected with the history, processing and consumption of

the leaves of the tea plant *Camellia sinensis*. It can be said that tea tourism denotes mainly a desire to stay in a place closely linked to tea, in places where it is grown, where living traditions related to the tea plant and beverage are present, where tourists are offered a possibility to visit tea production places and learn about local culture and traditions related to tea (Jolliffe, 2015). Zhang (2004, as cited in Liu, 2019) compared tea tourism to using a beautiful natural environment or historical heritage as a stage to showcase tea planting areas. The objectives of tea-related travel were defined as associated with the history of tea, traditions, ceremonies, cultivation and production, manufacturing, tea services, tea festivals and events and retail sales of tea (purchasing tea and tea accessories specific to an area) (Jolliffe, 2003; Jolliffe and Aslam, 2009).

A definition of tea tourists was developed together with that of tea tourism. A tea tourist is a person “experiencing the history, culture and traditions related to the consumption of tea” (Jolliffe, 2003). It is underlined that a tea tourist finds the guest-host relationship extremely important (Jolliffe, 2007). Literature lacks a clear division and classification of tea tourists. The preliminary research by Jolliffe (2003), analysing the motivation and nature of tea tourists, allowed classifying them as either accidental or intentional tourists. The accidental tea tourist experiences attractions related to tea tourism such as a traditional English afternoon tea service. The intentional tea tourist seeks out additional tea experiences, by visiting tea attractions such as museums and by shopping for tea-related consumer goods. The author subdivided the intentional tea tourists into two categories: dedicated and extreme tourists.

Foreign scientific literature does not offer many papers on tea tourism (Zhou et al., 2012), in particular regarding the demand for such tourism, and the intentions and characteristics of tea tourists (Jolliffe, 2007; Cheng et al., 2010; Li et al. 2011; Liu, 2019). The existing sources are often fragmentary and refer to single stakeholders or producers (Chen et al., 2021). In particular, papers investigating why potential tea tourists choose to travel in order to learn about tea at source are scarce. Available literature on the subject includes

the work by Liu (2019) aimed at determining features of potential tea tourist based on the willingness of American tourists to participate in Chinese tea tourism, and studies by Li et al. (2011) concerning the motivations of Western potential tea tourists from Canada to undertake tea tourism. Zhou et al. (2012) tried to determine the level of interest in tea tourism among university faculty members. Seyitoğlu and Alphan (2021) investigated the coffee and tea museum experiences of travellers around the world, and Yeap et al. (2021) conducted interesting research on the motivation displayed by potential tea tourists of the young, green generation for visiting plantations that exercise sustainable practices. Researchers are also interested in the motives of tea consumption. For example, Gupta et al. (2020) investigated the preference of choice of Indian tea varieties among foreign tourists arriving in India. Su and Zhang (2020) aimed to determine tourists’ motives for drinking tea for relaxation and comfort. Zhou (2011) investigated factors influencing tea drinking behaviour and motives for undertaking tea tourism by academics in the US, China and Taiwan. Preference studies with regard to tea tourism are carried out on various groups of respondents and indicate great needs in this area.

Tea tourism is less popular than food, wine and beer tourism. It is claimed to be a new niche area (Cheng et al., 2012) that emerged in connection with personalising a specific tourism product to meet the needs of a particular tourist segment (Fernando et al., 2016) and special interest tourism (SIT) (Jolliffe, 2007). SIT involves visiting destinations in pursuit of special interests and personal needs in a particular region or place (Liu, 2019) and consists of four main types of experiences: rewarding, enriching, adventuresome experiences and learning experiences (Special Interest Tourism, n.d.). Thus, tea tourism is consistent with the present-day concepts of development of sustainable and eco-friendly tourism (Fernando et al., 2016; Liu, 2019), and is seen a new type of sustainable cultural tourism (Zhou et al., 2012). Sultana and Khan (2018), on the other hand, treat it as a form of nature tourism.

2.2. Basic attractions of tea tourism

Researchers compare the development of tea tourism to that of wine tourism, claiming that these are two special types of tourism sharing similar origin and development (Lin and Zhou, 2009; Cheng et al., 2010). Both beverages having a rich, centuries-old history and spread around the world thanks to travel (Jolliffe, 2007). Like wine, tea is also a place-related product and involvement in tea may also be characterised by a number of behaviours that include a desire to visit areas producing (Li et al., 2011) premium single-origin tea that is closely related to the place where it is grown (Fundamentals of tea inspirations, *Certyfikowany kurs Szkoły Herbaty Dilmah*, n.d.). Thanks to the cultivated tea growing traditions and tea consumption habits, each area in which tea tourism develops is different and unique (Okakura, 2012). The tea tourism offer is created based on both traditional and new tea forms and customs, new varieties and blends of tea allowing for a new marketing landscape to be created for tea tourism (Jolliffe, 2007). It is highlighted that the development of tea tourism should involve a significant share of the local community, designing tourism products focusing on tourist experience, combining tea tourism with other tourism attractions and promoting tea tourism through exhibits, events and festivals (Lin and Zhou, 2009).

Jolliffe (2003) divides tea tourism attractions into those that were not originally built to attract tourists, for instance tea gardens, plantations and factories, attractions built or organised specifically to attract tourists, such as tea museums, exhibits, tours and festivals, and supplementary attractions including tea services and purchase of goods related to tea. The primary resource for the development of tea tourism is tea gardens and factories where tea-growing places are presented (sometimes

it is possible to take part in tea harvesting) together with the entire processing method, and where tea tasting sessions are often held (Yoopetch, 2021). Historic tea factories are also architectural resources that can be developed into facilities for tourists (Jolliffe, 2007). Another attraction is tea hotels, often maintained in a colonial style, situated adjacent to or inside tea gardens, which provides tourists with real-life experiences related to staying at plantations (Jolliffe, 2015). There are also tea villages receiving tourists and showing them around where many family tea-producing businesses operate. Some places feature restaurants and bakery shops which offer tea-infused foods (Yoopetch, 2021). Tourists can also visit local tea houses and museums (Gupta et al., 2020).

The various types of events focusing purely on tea or making reference to tea include tea dances, tea festivals, ethnic rituals and interpreted exhibits featuring tea-related artefacts (regarding the evolution of tea cultures and traditions) and collections of tea. Participation in tea tourism is facilitated by organised thematic tours during which tourists visit tea attractions, use tea services, experience various kinds of tea and learn more about the rich history and culture of tea. These are dedicated mostly to tea enthusiasts and intentional tea tourists (Jolliffe, 2003). People interested in tea, in search of authentic experiences related to the origin of tea, also travel the ancient tea trading routes such as the Silk Road and the Tea Horse Road offering many live cultural practices linked to the ancient culture and social life, growing, production and consumption of tea (Sigley, 2010). Souvenirs related to the rich material culture of tea, procured on tea tours, are important reminders of the tea experience for tourists (Jolliffe, 2007).

3. Methods and study material

The theoretical part of the paper is based on a review of literature and available online resources mainly in English. The empirical part employed a diagnostic survey method based on an internet poll generated via the Google platform. It was carried out in April

and May 2021. The source material comprised 232 surveys in total, of which 215 were deemed suitable for the study. It can be assumed, after Cheng et al. (2010) and Li et al. (2011), that people who have a positive attitude to drinking tea, drink tea, or are interested in said bev-

erage and its culture, make potential tea tourists. Therefore, the survey was designed for tea enthusiasts who enjoy drinking tea on a day-to-day basis and demonstrate general interest in the tradition of tea brewing and the rituals associated with it, or who at least once in their lifetime made a purchase in a tea shop and/or a specialised boutique offering an assortment of teas from all over the world. Due to the pandemic situation (COVID-19) and bearing in mind the specificity of the study group, the research was conducted in the form of a survey distributed simultaneously in two ways: 1) by sharing a link to the survey with members of the Facebook community (145 surveys collected), and 2) by providing access to the survey to customers of „Tea-House” establishment at Atrium Copernicus shopping mall in Toruń who consented to partic-

ipate in the study (75 surveys collected). Both study groups received the exact same copy of the survey form, thus enabling comparison of results. Detailed analysis of questionnaires did not show significant differences between responses provided by customers of Tea-House and by online respondents on Facebook.

The questionnaire form contained questions about the tea drinking habits of the respondents, primarily asking how often and why they drink tea, and what varieties and kinds of tea they are familiar with. The main part of the questionnaire referred to the respondents' knowledge of places associated with the production of tea and of the biggest tea tourism attractions, associations with tea tourism and potential interest of respondents in such travel. The last section of the form that allowed identifying the characteristics of respondents was demographics.

4. Results and analysis

4.1. The profiles of respondents and their interest in tea

The survey involved in total 215 respondents, residents of the Kuyavian-Pomeranian Voivodeship, who were mostly women (70.2%). The most numerous groups were young people aged 18–25 (45.6%) and 26–40 years (34.0%) (Table 1). Most respondents declared tertiary education (46.5%), incomplete higher education (20.6%) and 26.5% secondary education.

The respondents lived in various places – mostly in big cities with more than 100 000 inhabitants (41.9%) and in villages (34.4%). The highest percentage of the respondents comprised the working population (57.2%). The respondents most often evaluated their financial status as good (47.9%) or average (29.8%), and only 17.2% as very good (Table 1).

Table 1. Characteristics of respondents (Source: own study)

Characteristics of respondents	Number of respondents (N=215)	Percentage of respondents
Gender		
female	151	70.2
male	64	29.8
Age		
between 18 and 25	105	45.6
between 26 and 40	66	34.0
between 41 and 60	37	17.2
61 and above	7	3.3
Education		
primary school	3	1.9
vocational school	7	4.5
secondary school	41	26.5
incomplete higher	32	20.6
higher	72	46.5

Residence		
village	74	34.4
city of up to 50 thous. inhabitants	30	14.0
city from 50 to 100 thous. inhabitants	21	9.8
city with over 100 thous. inhabitants	90	41.9
Professional activity		
pupil	5	2.3
student	94	35.3
employed	105	57.2
unemployed	7	3.3
retired	4	1.9
Assessment of own material situation		
very bad	6	2.8
bad	5	2.3
average	64	29.8
good	103	47.9
very good	37	17.2

As regards the tea drinking habits of respondents, the survey showed that most of them drink tea every day (71.6%), and 17.7% of the respondents – more than once a week. About 50.0% of respondents preferred tea with dried fruit and flowers to classic tea. The significance of tea to respondents differs. They mostly

drink it for pleasure and because they like its taste (77.7%), as well as for its calming effect (26.5%) and health-related properties: detoxifying (22.3%) and improving the condition of the body (18.6%). As many as 12.6% of respondents drink tea as a stimulant, and 14.9% – out of habit (Fig. 1).

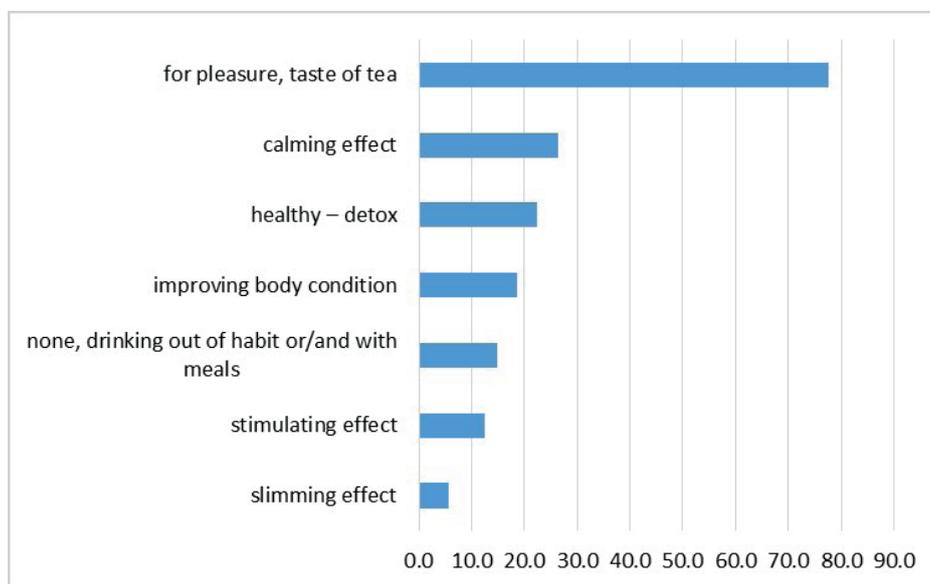


Figure 1. Significance of tea for respondents (%) (Source: own study)

Respondents know much about the types of tea produced around the world. The most popular types, known by more than 90% of respondents, are green and black tea as well as Yerba Mate (76.3%). More than 60% of respondents mentioned red and white tea as the types they know. Nearly half of respondents are also

familiar with Rooibos and Matcha tea. The least popular type is oolong tea – mentioned by 17.2% respondents. Among the different varieties of tea Earl Grey (80.5%) is the most popular, followed by Ceylon (43.3%), that is, tea from Sri Lanka. Other popular tea varieties are: Matcha (30.7%), Assam (20.0%) and

Sencha (20.0%). Ten per cent of respondents do not know any types of tea at all. Countries most often associated by respondents with growing

tea include China (77.7%), Sri Lanka (61.4%), India (60.5%) and Japan (51.6%).

4.2. Knowledge about tea tourism

In an open question about what they understand by tea tourism, the answers of most respondents largely matched the definition of tea tourism. Only 17% of respondents have not heard about tea tourism and could not explain it. Respondents most often associated tea tourism with travelling around the world to countries and destinations where tea is grown in order to discover and taste new flavours and varieties of tea, learn about tea brewing rituals and acquiring knowledge of how tea is made.

For some people tea tourism was simply travelling for "tea": "Travel focusing on tea", "Travelling to the sources of origin of one's favourite tea", "Travelling around the world in pursuit of tea".

It is also a cognitive journey the respondents called: "A cognitive journey along tea production trails", "Travelling tea routes", "Travelling to see how tea is grown, harvested and processed, and visiting countries in which drinking tea is a tradition, e.g., Asian countries", "Discovering teas typical of a specific region and learning about their properties and processing", "In my opinion, it is travelling to famous tea destinations, discovering and tasting local varieties and learning about tea brewing traditions".

Some respondents highlighted the cultural aspect of tea tourism: "Learning about the significance and place of tea in the culture of a specific country", "Travelling to discover the sources of tea", "It is learning about the history of a specific kind of tea or the first tea in the world, culture and people's attitudes to tea", "Learning about traditions related to tea, how tea is prepared for sale, and how it is brewed in different parts of the world", "Discovering the 'tea culture' in different regions of the world (new flavours, tea brewing rituals, history and production of tea), travelling the tea trails", "This is travelling to experience tea culture, visit plantations, learn how to correctly brew tea, and learn about the properties of tea".

Others associate tea tourism mainly with tea brewing rituals: "Travelling to destinations

where brewing tea is a ritual", "Drinking tea as a ritual", "Discovering varieties of tea and ritual methods of tea brewing", "How I see tea tourism is there are special places around the world where tea is brewed and consumed with the highest honours, a kind of ritual".

In addition, the respondents mentioned the aspect of tasting different varieties of tea originating in different regions: "Travelling to taste new teas", "Tasting teas from a specific region in which we are staying as tourists", "Drinking different kinds of tea in different places", "Visiting geographical destinations in which a specific variety of tea grows", "Discovering the taste of teas from various parts of the world", "Seeking out new teas with a unique flavour and exceptional properties", "Sightseeing around the world in search of new varieties of tea".

Respondents also associate tea tourism with something exotic: "I associate it with colours and exotic things", "Following the flavours of specific cultures".

Several respondents also replied that it was a new form of tourism, type of cultural tourism and variation of culinary tourism focusing on discovering tea flavours.

Nearly all respondents (96.3%) declared that they had not been offered such tours by travel agencies. Despite tea tourism being little known on the Polish market, the respondents showed a relatively big interest in tea-related tours. Tea tourism seems interesting to 66.5% of respondents, 14.0% are not interested in such tours, and nearly 20.0% of the participants of surveys had no opinion. Only 12 (5.6%) out of 215 respondents had an opportunity of seeing selected tea tourism attractions, which were mostly traditional brewing of tea (Japanese, Chinese and Bedouin) and tasting of tea in combination with learning about types of tea and brewing methods. Three people visited a plantation and one person – factories.

Aspects of tea tourism that seem the most interesting to respondents are: visiting a tea plantation (57.2%), taking part in a tea brewing ritual (56.3%) and visiting a tea factory

(55.3%). Learning about the culture and history of tea in different regions of the world would be

interesting to 37.3% respondents, and ¼ would travel tea trails (Fig. 2).

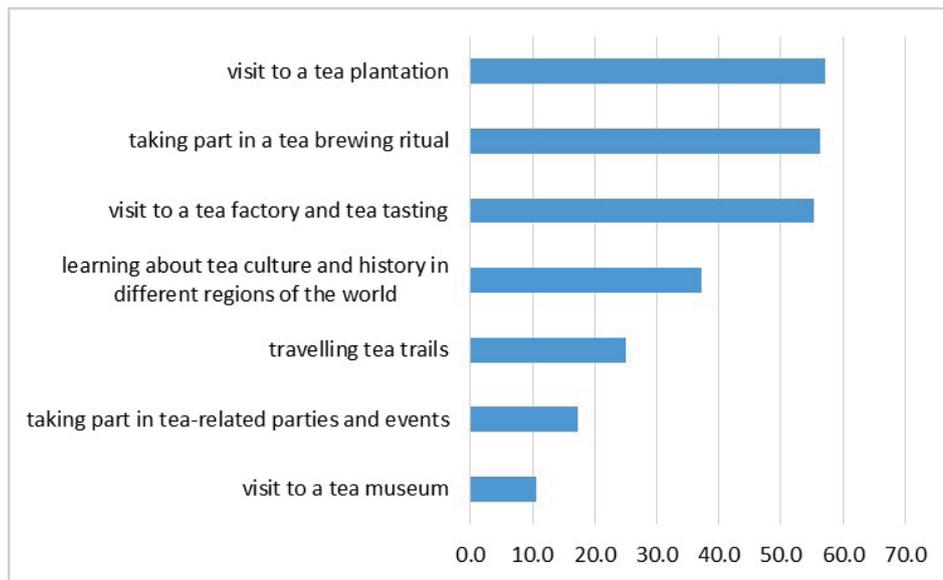


Figure 2. Interesting forms of tea tourism (%) (Source: own study)

It is interesting that most respondents (78.7%) have not heard about the processing of tea leaves before putting them on the market, but in turn, a similar percentage of them have heard about tea brewing rituals (76.7%).

Among tea tourism products such as trails or events, the most recognisable for respondents was the Silk Road mentioned by 57.2%

people. Other attractions the respondents were familiar with include: the Great Tea Road known to almost 30.0% and Tea Gardens in Assam (26.5%). Other attractions known only to a small part of respondents, include: the Tea Road in Sri Lanka (17.7%), Assam Tea Festival (12.1%), Uji-Matcha city in Japan (10.7%) and the China National Tea Museum (9.8%).

5. Discussion and conclusions

Jolliffe (2007) and Cheng et al. (2010) claim that tea tourism appeals mainly to consumers and enthusiasts of tea. However, it is worth to note, that surveys on the travelling motives of non-tea tourists being potential tea tourists are also an important direction. Tea tourism is attractive to individual tourists interested in tea, traditions related to growing and producing tea and the culture of tea-producing areas. The attractiveness of this form of tourism is determined by many factors:

- originality of the tour theme and tea tourism attractions,
- new destinations with an element of exotism and originality
- self-development options related to acquiring knowledge about tea and tea culture of specific places and visiting new destinations,

- niche, personalised form of travelling,
- sustainable form of tourism,
- authentic experiences related to tea culture,
- possibility of discovering new cuisines, including tea cuisine.

The topic discussed in this paper is significant in view of the fact that tea tourism in Poland is poorly known. Pilot surveys on the popularity of the phenomenon revealed that most respondents correctly interpret tea tourism (slightly more than 80% of respondents could use correct terminology related to tea tourism) and although the respondents do not practise such tourism, they are potentially interested in it (nearly 70% of respondents). Respondents most often interpreted tea tourism as travelling to specific destinations to taste tea and discover new varieties and fla-

vours of tea. The results of surveys by other authors show that for most beverage tourists the main motivation to travel is visiting regions in which the beverages are produced, and the objective is tasting events at beverage production sites (wineries, breweries, distilleries) (Liu, 2019).

Respondents are also willing to visit tea plantations and factories and learn how tea leaves are processed, which emphasises a cognitive motivation related to this form of travel. The above-mentioned motivations are shared by other beverage tourists, for instance, coffee tourists for whom the main motivation is visiting a coffee plantation or small production cooperatives, learning about the history of coffee and purchasing coffee-related products (Liu, 2019). The respondents were also interested in discovering the tea culture of the visited area, which clearly points to a cultural aspect of such trips. Jolliffe (2010) notes similar motivations of coffee tourists, including the possibility of learning about the history, traditions and culture of coffee. The results of surveys by Liu (2019) concerning interest in tea tourism (Chinese tea tourism, precisely), carried out in a group of 273 respondents, also imply that the motives of travelling are services offered by tea gardens and tea tastings in such establishments, as well as discovering the tea culture and learning about tea, acquiring the skills of recognising flavours and brewing tea, and buying beverages as souvenirs. Yeap et al. (2021) in their study evaluating the inclination of the green generation towards sustainable coffee and tea tourism identify a desire to learn and relax as the main motive of travelling.

Li et al. (2011), based on a questionnaire completed by 182 participants of a food festival, determined the profile and motivations of potential tea tourists from the west (Canada),

pointing out that they were most often people interested in tea and tea-related culture, and especially educated women – according to Jolliffe (2007), women generally drink more tea than men do. This corresponds with the results of own surveys carried out mostly among women who are knowledgeable about and interested in tea. Also, Cheng et al. (2010) underline that the more people know about tea, the more frequently they drink it, and the more interested in it they are, and thus they desire more to become tea tourists.

Respondents do not know much about tea tourist attractions, and Li et al. (2011) find the lack of knowledge about tea regions the most important barrier to tea tourism. The respondents' poor knowledge of tea processing (78.7%) is similar to results obtained by Li et al. (2011) who demonstrated that 68% of Canadian respondents had no knowledge about growing and processing tea. In the case of Polish respondents, as many as 76.7% had heard about tea brewing rituals, which implies their interest in tea-related issues. Similar results were also obtained for the desire to visit tea-producing regions – 57.2% of Polish respondents confirmed having such a desire, and Li et al. (2011) found that 64.5% of respondents were interested in visiting tea-producing regions in the future.

The conducted research was of preliminary nature, but clearly indicates interest in tea tourism among the respondents. This may justify more extended studies pertaining to the interest in and motivation for pursuit of tea tourism. In perspective, a wider investigation of this phenomenon would provide practical guidelines for promoting destinations and offers of tea tourism, and show whether tea enthusiasts are interested in such tours.

Acknowledgments

The paper was based on data collected for the master's thesis of Aleksandra Topczyńska „Tea tourism as a new tourism trend and its popularity

among respondents”. This research was funded by Project Supporting Maintenance of Research Potential at Kazimierz Wielki University.

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