

# 茅台酒の伝統的蒸溜所ツーリズムモデルの現状改善に関する研究

## Research on Improving the Current Situation of Tourism Model of Traditional Distillery of Moutai Liquor

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### 1. Introduction

#### (1) Background Introduction

Liquor tourism related to Moutai has developed rapidly in recent years.

The main definition of liquor tourism is the product of the integration of the liquor industry and tourism.

The development of liquor tourism in Renhuai City, the production area of Moutai, can be roughly divided into the budding period from the 1990s to 2003. The small-scale trial development period from 2004 to 2011. The period of diversified exploration and rapid growth from 2012 to 2019.

#### (2) Reason and purpose of the research

Traditional Distillery of Moutai Liquor was registered as a Chinese national industrial heritage in 2017. As the physical evidence of the production history of Moutai, this area has problems of not attracting tourists and unclear tourist routes.

The purpose of this research is to explore ways to improve the current situation.

#### (3) Research methodology

This research mainly uses the method of fieldwork in the Maotai area, Yoichi wine tourism, and Nikka whiskey Yoichi, Miyagikyo distillery. A literature survey of Bordeaux wine tourism, Scotch whiskey tourism in France. Then through the comparison and analysis of these objects, find the key elements in alcohol tourism.

### 2. Analysis of the Liquor Tourism Project of the Traditional Distillery of Moutai Liquor

#### (1) Geographical information and composition

The Traditional Distillery of Moutai Liquor is in Maotai Town, Renhuai City, Guizhou Province, Southwest China. It takes 28 minutes by car or 1 hour by bus from Moutai Airport.

It is mainly composed of three parts: industrial heritage, residential buildings, and production plants. Among them, the industrial heritage consists of three distilleries, Chengyi, Ronghe, and Hengxing.

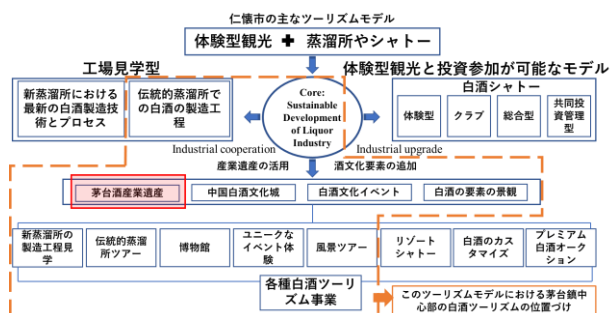


#### (2) About the history

This is the most important value point of this area, as the physical evidence of Moutai. In 1863, Chengyi Distillery was established (Hua Moutai). In 1879, Ronghe Distillery was established (Wang Moutai). In 1915, the government of the Republic of China unified Hua Moutai and Wang Moutai under the name of Moutai Liquor Company to participate in the Panama–Pacific International Exposition and won a gold medal. Later, Hengxing Distillery was established in 1929. (Lai Moutai)

After the People's Republic of China's founding in 1951 and 1952, the local government combined Hua, Wang, and Lai into the state-owned Moutai Liquor Distillery.

#### (3) Analysis of the position of the Traditional Distillery in the liquor tourism system of Renhuai City



The position of the distillery in the liquor tourism system of Renhuai City is close to the central area.

### 3. Analysis of the Alcohol-centered Tourism Development Model in Japan and Europe

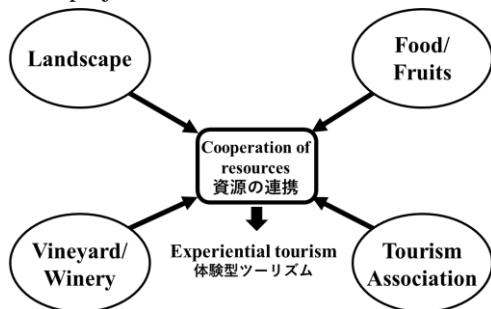
(1) Reasons for choosing

Alcohol production and alcohol tourism in these areas are the main core of the local area.

(2) Alcohol tourism efforts in Yoichi, Hokkaido

Yoichi Distillery uses a reservation-based guided tour. The tour route is roughly the same as the production flow line. During the one-hour journey, it mainly shows tourists its history and the world's only Coal direct fire distillation skill.

Yoichi wine tourism is based on “wine tourism + food + landscape + activities,” and feeling the local “terroir” is the core. Tourism resources have been cooperated and used in this project.



(3) Nikka Whiskey Miyagikyo Distillery Sendai Factory

The tour highlights the concept of respecting nature and the different skills of the Yoichi Distillery.

(4) Wine Experience Tourism in Bordeaux

Two world heritage sites in the Bordeaux region are presented to visitors in one day. Tourists can experience the local "terroir" through activities such as visiting the old city, cycling in the vineyard, eating food, and drinking wine.

(5) Whisky tourism in Scotland

Visitors take a one-hour guided tour of the whiskey production process, followed by a whiskey tasting after the tour.

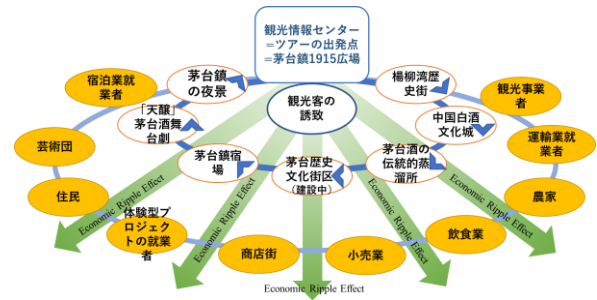
(6) Summary of Attractive Elements in Alcohol Tourism in Japan and Europe

Clear tour routes and times under guided tours. Resource cooperation. Tourism displays the design of unique value points. Activities that stimulate the interest of tourists. These are very important elements to attract tourists.

4. Research on Improving the Current Situation of Liquor

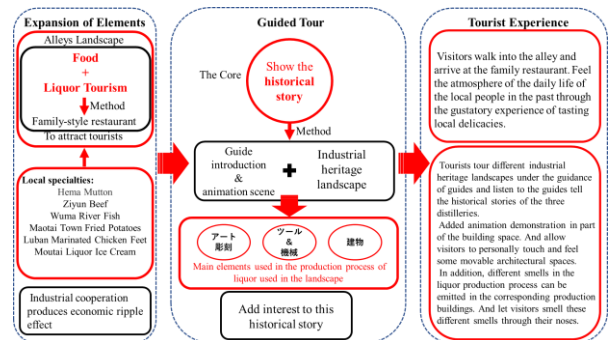
Tourism in Traditional Distillery of Moutai Liquor

(1) Tourism Model Design of Maotai Town



The design is based on a one-day tour of Maotai Town. Select the liquor tourism project that is convenient for public tourists to travel and carry out the conception of travel route + time + content.

(2) Tourism Model of Traditional Distillery of Moutai Liquor



Focusing on telling the historical story of Moutai liquor production, by adding elements such as local specialty food, the possibility of tourists coming will be expanded. Some tour item details are designed.

5. Summary

Through this research I learned the difference between alcohol tourism. Vineyards are also included in the program of wine tourism. The food and wine pairing, the history of the place of production, the landscape and other elements are integrated into the tourism to create an attractive model of wine tourism. Whiskey tourism, as a distilled alcohol, is more inclined to show the production process of whiskey through the factory. Moutai's liquor tourism project should start from its own value, refer to the advantages of these alcohol tourism projects, and add more elements to build a tourism model.

**Abstract:** With the popularity of Liquor in China, Liquor tourism is gradually heating up. Moutai is the most famous among them, and its related liquor tourism projects have developed rapidly in recent years. Among these tourism projects, there are not only liquor town tourism but also liquor industry heritage tourism, liquor castle tourism, and other modes. However, there is a lack of research on these differentiated liquor tourism models. As a result, some special liquor tourism projects are less attractive to tourists. Understanding the difference between alcohol tourism through this research. Referring to and studying alcohol tourism in different countries and understanding their development models will help to find solutions to the current problems of liquor tourism.