

THE SPREAD OF THE BRITISH TEA-DRINKING CULTURE INTO THE VIETNAMESE ONE - THE REASONS BEHIND THIS PHENOMENON AND ITS RELATED RESULTS

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Abstract. Tea and tea-drinking tradition are dispensable parts of daily life in both Britain and Vietnam. Two of these countries are geographically and culturally far away but there are British nuances in the Vietnamese tea-drinking habits. With the method of processing the online public media sources and hardcopy literature through anthropological illumination, it is discovered that the British features seen in the Vietnamese tea drinking way are blended teas, instant teas, tea bags, teacups, and afternoon tea mini-party. There are anthropological explanations for this phenomenon, among which the most fundamental is about bilateral diplomatic relations. These diplomatic connections push forward the exchanges in economy, education, tourism, and culture between UK and Vietnam. Tea culture, therefore, is also carried out from Britain to Vietnam. The Vietnamese taking these British habits in teatime are viewed as wealthier, busier, younger, socially classier, and more open-minded people. Despite the concern of the previous generations, those young people show a positive attitude toward learning about their traditional tea customs. On the whole, it can be concluded that the British tea-drinking style in Vietnam is not as massive as the other imported cultural products such as music, movie, and fashion but it has built up a social community, which is smaller-sized but niche with the strong qualities mentioned above.

Keywords: tea, tea drinking, afternoon tea, influence, UK/ Britain, Vietnam.

1. Introduction

It is noted that the British tea culture has been formed later than others (Ross, n.d) [1] but went fast ahead making it worldwide popular and even influential with many outstanding tea-related inventions. British and Vietnamese tea cultures are taken for the scale of comparison and there is a surprising fact that the Vietnamese tea culture with a longer period of development (more than 4000 years) (FGC, 2021) [2] has been influenced by the British tea culture (with about 500 years of development) (Lemm, 1919) [3] to some extent. This point is made by conducting the analysis of both linguistic and digital data which are taken from online public media, official websites and traditional materials. The influences of the latter on the former are listed as blended teas, instant teas, tea bags, teacups and afternoon teatime. All these features are considered as a cultural expansion from Britain to Vietnam and they are viewed under the anthropological scopes in the limit of this essay. It is the establishment of diplomatic relations in 1973 (Hai Yen and Lien Ha, 2022) [4] that facilitate the cooperation in major fields (economy, education, culture, and tourism) between the two target nations. The British styles of tea drinking, gone with the cultural wind, are therefore visible in the Vietnamese one. Further to a

Received September 1, 2022. Revised October 14, 2022. Accepted November 5, 2022.

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more insightful analysis, it is also found that the Vietnamese tea drinkers who engage themselves in British tea-drinking rituals are the people with stronger finance, limited time budget, higher social status, younger age, as well as an open mind. Although they would be driven by the new style (British, namely) of tea drinking, making the traditional people concerned about it, the Vietnamese young people still show a willingness to discover the standard tea-drinking ceremony of their country if they are given a chance to do so. Through the analysis, a statement is given that a new community of tea drinkers has been formed in the modern society of Vietnam under the influence of the British style of tea drinking. Although this influence is not as widespread as the ones of the other products such as the cinema, music, or vogue in the adopted cultural wave appealing to the youth, it is far beyond strong to make this community described as a niche with solid conditions (listed earlier) to join regardless its small size.

2. Content

2.1. British Tea Culture and Its Connotation in Brief.

2.1.1. An Overview with Origin, Expansion and Other Related Socio-Political Factors

In the long record history of tea in the world, this kind of drink was first introduced to Britain only at the beginning of the 17th century by the East India Company. Being considered as an expensive product, only the rich people of the time could afford it and kept it locked with a key. Charles's II wife, Catherine of Braganza, first set up the ritual of drinking tea at the English Royal Court and this habit then became popular among the aristocracy. First opened in 1717 by Thomas Twinning, the tea shops for ladies began to spread out slowly in England and made this new drinking habit so common to everyone. And the love for teas the British then inspired the country of India during the British Empire (Lemm, 1919) [3].

According to Yang and Yang (2017) [5], tea has become a considerable element of the British daily diet. People in this country consume tea in their daily meals with no exception of time slot. Also, tea is drunk in many business or social contexts making it a feature of significance in the British culture. It is noted that Britain is considered to be the most tea-loving nation in the world. They are estimated to drink about 165 million cups of tea every day (Rizzo, 2017) [6].

Alongside with the expansion of tea drinks in Britain, there are many surprising facts related to this habit. In his article titled "the History of Tea in Britain", Ross (n.d) [1] mentioned that tea was first introduced to England in coffee shops. Thomas Garway was the merchant who owned an establishment in Exchange Alley. Liquid and dry tea were sold in his coffee house, the latter one was priced at only six and ten pounds and advertised as "making the body active and lusty" or "preserving perfect health until extreme old age". The high sales of tea quickly made it so popular (but in the coffee houses with more than 500 coffee houses by 1700), this resulted in a downward trend in the sales of ale and gin, distressing not only the tavern owners but also the government who were dependent on the stable flow of revenue from taxes on liquor sales. In the second half of the 18th century, tea had become the favorite drink among lower-class people in Britain.

Other aspects of tea culture are also included in Ross (n.d) [1]. Regarding taxation on tea, even though tea was loved nationwide, several acts were issued to counter the growth of tea by Charles II. Tea was forbidden to be sold in private houses. But it was impossible to practice this law and tea was then legally taxed in a 1676 act which required house operators to register for a licence to trade this product. However, the high tax on tea (an absurd percentage of 119% in the mid-18th century) resulted in tea smuggling as a whole new business operation. The smuggling route of tea began from Holland and Scandinavia to reach the British coast. When the

smuggling ships docked, the precious cargo was unloaded in small vessels by the smugglers. After being transported inland, tea was then snuck down there inside the underground passages or the hidden paths leading to other secret places. Surprisingly, the smugglers (often the local fishermen), could choose, unbelievably, the holy places to hide the smuggled goods, which were the local parish churches. It was expensive no matter whether it was the smuggled tea or legal tea, tea smuggling, therefore, was so profitable. The smugglers even mixed the tea with other substances or redried the used tea leaves to make new ones. Smuggling was finally prevented by reducing the tax on tea from 119% to 12.5%, however, it still remained a problem related to adulteration lasting until when the Food and Drug act of 1875 was launched.

The clippers were indispensable in making the trade of tea bustling. In the early years of the 19th century, tea was carried from the Far East to Britain and it took about a year to reach the destination. The British came next to the Americans in designing the first clipper, so-called streamliner, which was measured at nearly 18 knots, as fast as a modern ocean liner. There was even an annual competition for clippers to race from Canton River to the London Docks due to the great hunger for higher speeds. A huge bonus was given to the captain and the crew of the winner ship which first unloaded its cargo. Cutty Sark (built-in 1868 in Dumbarton and exhibited now at Greenwich) was the most remarkable ship for eight times of transporting tea. It was a record number at the time.

2.1.2. Tea Customs, Tea Garden, Tea Shop, Tea and Pottery

The most appealing part of tea culture in Britain is probably related to the British lifestyle. When regarding tea customs, it is, definitely, about afternoon tea time. As mentioned by Smyth (2019) [7], arriving first in Britain during 1840s afternoon tea was seen as a novel way to relieve hunger before dinner time. During this period the British often dined at around 8 pm, so afternoon tea was served to bring people together. They would sit down for some hot tea with a tasty small meal and update with the latest gossip. Afternoon tea then quickly became trendy among “ladies who lunch” from the middle and upper classes. Delicately sliced sandwiches with enough fillings, small cakes, pastries, or scones with jam and clotted cream were served to make a traditional afternoon tea affair elegant. The afternoon tea ritual itself was a flexible tradition, there were rules to follow but strict or ostentatious ones were not required.

The tea garden is another cultural feature that the British held to make themselves bold among other nations. In Ross’s (n.d) [1] review, the popular pleasure gardens of Ranelagh and Vauxhall started serving tea in London around 1730. It was where dancing and firework were practiced with tea service. This lifestyle was then expanded all over Britain. The gardens were often opened at the weekends with different forms of entertainment and, definitely, with tea served during the event. It is interesting to note that though tea was first sold in coffee houses, the tea shop was truly a British establishment. The first person to make it happen was the lady manager of Aerated Bread Company in 1864. She began to serve food and drink in her shop, but for the best customers, she offered some tea as a special treatment. Later on, other customers were also asking for some tea, making the concept of tea shops then so popular all around the country. Tea shops were the places where unchaperoned women socialized without worrying about any damage to their social status.

The link between tea and pottery seems to be worth mentioning the most. This is a perfect combination of beauty and emotion. Ross (n.d) [1] stated that when the popularity of tea reached high in Britain, there was a strong demand for a good cup with handles (unlike the Chinese handle-free one). This is a starting point leading to the prosperous industry of pottery and porcelain in Britain, making it reputable worldwide with sought-after international brand names such as Wedgwood, Spode, Royal Doulton, or Royal Albert.

2.2. Vietnamese Tea Culture and Its Connotation in Brief

Vietnamese tea history is believed to have over 4000 years of cultivation. It was from the Hung Kings dynasty, the Vietnamese people grew and consumed tea as a drink. Throughout the long periods of history people have kept their farming practices making the country become one of the top tea - manufacturing countries in the world (FGC, 2021) [2]. Although many researchers believe that Vietnamese tea-drinking custom originated in China there are still many differences between the two target countries in terms of brewing, enjoying and tasting [8]. According to (FGC, 2021) [2], there are five milestones in the historical stream of the Vietnamese tea culture as follows:

2.2.1. The Hung Kings Dynasty

In spite of the controversy, Yunnan Province (China) and Vietnam are confirmed to be the origins of tea in the world. Vietnamese tea-drinking habit has been formed even since the dynasty of Hung Kings. The traces of fossilized leaves and tea plants were found by Vietnamese archeologists in Phu Tho province of Vietnam (also the hometown of Hung Kings). A wild tea forest, a home of ten thousand trees, is located in Suoi Giang, Van Chan, Nghia Lo district, Yen Bai province (in northern-central Vietnam). In this forest, there are three ancient tea trees measured at 6-8 meters high. Another wild tea forest has also been found in Lang Son, a northern province of Vietnam. The trees in this forest are about 18 meters high and the primitive tea there is aged from 4000 to 5000 years, going in line with the Hung Kings dynasty.

2.2.2. 1000 Years of the Chinese Rule

It is documented in Han Nom archive on Vietnamese farming and Van Dai in the language of Le Quy Don-1773 (the first encyclopedia of Vietnam) that people of ancient times in Vietnam already held their tea-drinking habit. Ever since, there have been two large tea regions passed down from generation to generation during agricultural development. The first region is the fresh tea area of Kinh people residing at the river deltas, where fresh tea, tea buds, etc. are provided. The second one is the forest tea area of ethnic minorities (Dao, Mong, Tay), who inhabit up there in the mountainous area and grow Man tea or Chi tea for supply.

2.2.3. The French Colonial Time (1882-1945)

The presence of the French people during 63 years marked a special milestone of development in the tea history of Vietnam. They processed the production of tea immediately right after the occupation of Indochina was done. Tea was seen as a rare commodity to export to Europe. In 1890, the first tea plantation with 60 hectares in Tinh Cuong (Phu Tho province) was set up by Chaffanion Trading Company (so-called Chu Che today). 18 years later, the establishment of Phu Tho Agricultural Research station (with the prime purpose to specialize in tea research and development) promoted the construction of a three-story factory to produce tea by applying withering methods with British mortar, etc. The agricultural techniques and advanced processing technology of Indonesia and Srilanka were also applied at the time. After the French left Vietnam in August 1945, two of these concentrated tea areas in both the central highlands and the northern midlands and mountains, with 13,505 hectares of the square for planting tea, produce over 6,000 tons of dry tea every year.

2.2.4. The Subsidy Period (1945-1986)

30 years of wartime for independence (1946-1975) caused severe damage to the scientific research facilities on the tea industry in the whole country of Vietnam. The production process was seamless due to the huge damage to farms and processing facilities. However, with the support of the Soviet Union, many factories and farms were rebuilt, and the products were, therefore, mostly imported by the supporter country (the Soviet Union).

2.2.5. From 1986 up to now

From 1986 the renovation on the agricultural sector was implemented making the rural areas and farmers' life radically change in all aspects. As a result, the history of the Vietnamese tea has turned to its new chapter as well.

After 1990 the tea export market of Vietnam was only about 15,000 - 20,000 tones per year, with an export turnover of 20 -25 million dollars. But from 1989 to 1998 the export volume significantly increased up to 186,000 tonnes (with 33,500 tonnes in 1998 alone), almost doubling the turnover of more than 50 million dollars. The importing countries were not only the former Soviet Union but also Iraq, Great Britain, Eastern European countries, Japan, Hongkong, Egypt, Belgium, the US, etc, making a large and stable tea export market of Vietnam.

Vietnam nowadays ranks at 7th in worldwide tea production and exports tea products to 74 countries and territories. It is stated by the Vietnam Tea Association that there are 34 provinces planting tea across the country. It is almost 95 quintals per hectare of the average yield and 1.02 million tons of fresh bud tea output out of 123 thousand hectares of the total planting area. A set of stricter requirements for quality tea with five features is given. A high-quality tea should include a unique taste, health benefits, a wide range of types, attractive packaging and conveniences for brewing and drinking.

2.3. The spread of the British tea-drinking culture into the Vietnamese tea-drinking culture nowadays

Although the Vietnamese tea culture has a longer history in comparison with the British counterpart (more than 4000 years vs less than 1000 years), and even Britain is considered the most tea-loving country in the world (Rizzo, 2017) [6] but not the most tea - consuming one (Turkiye reaches the top in the chart for the world tea drinking (Koe, 2019) [9], the influences of the British tea drinking culture can be visible in the Vietnamese tea drinking rituals. These influences can be observed in several aspects that reflect social changes in the contemporary life. The reasons for why the British features are found in the Vietnamese tea-drinking habits will be further discussed based on the anthropological approaches.

2.3.1. Blended teas, Tea bags, Instant teas and Teacups.

In regard to tea blends, 90% of the tea drunk by the British is indeed blended tea with different sources of tea [10]. Among the seven world's favorite tea blends, there are two coming from Britain, which are English breakfast and Earl Grey (Teoh, 2016) [11]. Two of these tea blends are branded by Twinings, a British tea company with over 300 years of innovation, creativity, and master blending expertise. The Twinings hold the philosophy that tea has gone far beyond a kind of drink, it plays an important role in our daily life and it will even be there in the lives of the next generations of tea lovers [12]. Besides, a blended tea named Masala Chai (originated from India) and the other one called Assam (first discovered in Myanmar) are so common in Britain (Rabon, 2018) [13].

In the link with Vietnamese tea, the typical flavors of blended tea or the widely-used ones in Britain (even though with non-British origins) are found in Vietnamese tea manufacturing and consumption. A reputable tea manufacturer (Future Generation Co.) with 26 years in producing and exporting tea is considered as a leading supplier of black tea and tea blends in Vietnam, among which Earl Grey and Masala Chai, as simply understood, are the two famous flavors taken from Britain (Huyen, 2002) [14]. It is interesting to note that Vietnamese tea originally is one with no additives (it sounds *trà mạn* in Vietnamese). The Vietnamese have also discovered a method to make *trà mạn* with aromas by mixing it with their native flowers or herbs.

But the two common scents best twisting with the sweetly-bitter trà mạn are lotus and jasmine. Therefore, lotus tea and jasmine tea are seen as the most traditional teas of Vietnam [15].

However, after the subsidy period tea drinkers, especially the young ones are enjoying, in addition to sweetened beverages, tea with milk every day (Nguyen, 2019) [16]. They view milk tea drinking as their new lifestyle to socialize, to experience daily happiness and spend about 100\$-200\$ per month on this drink (FGC, 2021) [17]. Vietnamese milk tea reminds of Masala Chai with its first appearance in 1835 (Goodwin, 2022) [18]. Masala Chai is prepared by simmering a mixture of milk, water, tea leaves, spices and sweeteners (Rabon, 2018) [13].

Also, when mentioning Earl Grey, this British blended tea consists of Ceylon tea and bitter bergamot oil, a kind of orange grown and cultivated in the Mediterranean for hundreds of years (Ellis, n.d) [19]. This combination of flavors makes Earl Grey irresistible with fresh, soft, sophisticated and aromatic tea which helps to reduce tiredness and boost energy [20]. Whereas, in the Vietnamese versions of the blended tea, apart from the traditional flowers such as lotus and jasmine, citruses such as orange, lemon, or kumquat, have been chosen to mix with the pure tea to make a novelty welcomed by the young. Lemon tea, jasmine lemon tea and kumquat honey tea are among the top nine most popular blended teas in Vietnam. These drinks are thought to be rich in vitamins (especially vitamin C) and antioxidants to fight against diseases, to improve immune system, to enable detoxification as well as to chill out in the daily life (FGC, 2021) [21]. Besides, orange tea is drunk by tea lovers all around the year as the orange fruit is harvested without depending on any specific seasons in the diverse climate conditions throughout Vietnam (FGC, 2021) [22]. Though no reference has been found so far to state that British Earl Grey has been an inspiration for the new types of Vietnamese blended teas, the fact that citrus is blended to make a new variant of the original tea in both countries signals a cultural spread from one to another. Still a mystery but Earl Grey is believed by historians to have its own name during 1830s, after the British Prime Minister Charles Grey [20]. Meanwhile, the orange tea (and probably other citrusy teas) has been included in the menu of the Vietnamese coffee and tea shops only in recent years (FGC, 2021) [22].

The tea bag is another aspect worth being taken into account for the sense of cultural spread from Britain to Vietnam. It is still unclear where the tea bag originated, but it has been confirmed that Thomas Lipton, the father of the world's biggest tea company from Britain, is the first man to claim credit for the idea to include the printed brewing instructions on the tag of the tea bag, making it remained the same for 60 years in spite of many tweaks of the brand over the years (Bergley, 2015) [23]. Lipton was also the first man to invent a new shape of tea bag (pyramid) which gives more room for tea leaves to open in 1950s. Besides, Tetley (another British tea company) launched another shape of tea bag (round) for a visual (but not functional) change in 1992 (30 years before now) (Goodwin, 2020) [24]. Turning to Vietnam, the young generations in this country seem to deny the traditional way of drinking tea as they find it sophisticated. They lack the patience to follow the necessary steps of a traditional tea-drinking etiquette. Also, they are discouraged from cleaning up the tea set (Nguyen, 2019) [16]. Therefore, there is a good reason for the young to choose a more convenient way to enjoy tea, then tea bag or instant tea is possibly their choice. Tea bags are manufactured with a high volume indicating its popularity in the modern life. In the 20 year journey, the modern technology and equipment have made Vietnam tea bag market grow with a wide range of products, making tea bag as favored as the traditional tea [25]. Nowadays tea bags with labels and different shapes (pyramid, round, square or rectangular) are produced by a Vietnamese large tea company (FGC) on a wide scale (Huyen, 2022) [26], let alone other Vietnamese tea companies. With the recently given figures (30 years and more in Britain and 20 years in Vietnam), it is reasonable to hint a cultural stream from the former to the latter one.

The similar point can be seen with instant tea. The development of this new kind of tea made by concentrating tea extract and evaporating milk and sugar is dated back to 1885 when a patent for paste was granted to John William Brown of Huddersfield in the United Kingdom (Saltmarsh, 1992) [27]. Whereas in Vietnam, as mentioned earlier, the tea industry of Vietnam has only flourished after the subsidy period ended in 1986 (FGC, 2021) [2]. With a significantly shorter duration of development in comparison with the British counterpart, alongside other advances in tea manufacturing, instant tea has definitely been created during this period of time. Therefore, it is believable that instant tea, originally coming from Britain, has been poured into the Vietnamese cup of tea.

Another element to show a connection between British and Vietnamese styles of drinking tea is the teacup. The British were the inventor of the handled teacup marking the high popularity of tea drinking habit in the British society in history (Ross, n.d) [1]. This invention was recorded in about 1810, when a handle fixed to tea bowl and a saucer formed a tea set that is known as today (Robards, 2012) [28]. After the British, the French, German, Bavarian, American, Russian and others took the following step in their porcelain industry (Edwards, 2021) [29]. In return to Vietnam, from the ancient time the Vietnamese people used to drink tea with a bowl (handle-free, definitely), but not a cup, Even today this tea bowl still remains in some countryside regions. But nowadays there is an availability of different teacup types in Vietnamese tea-drinking ceremonies (FGC, 2022) [30]. The handled teacup, therefore, should be one of those. Even more, there has been so far no document regarding the handled teacup as a traditional item in tea drinking culture of Vietnam. Considering the given historical points of origin, it can be inferred that another British cultural wind (specifically the handled teacup) has blown into the Vietnamese modern tea drinking style. And this fact seems to be overlooked by tea drinkers maybe because its availability is seen on the daily basis making them accept it without any wonder.

2.3.2. Afternoon Tea

The most significant trait of cultural flow from Britain into Vietnam is seemingly the afternoon tea. In this social ritual all that is viewed as refined can be observed in both cultural contexts. Britain, the country of origin, is first referred to as a departure of the eastward journey of afternoon tea culture. As documented in the official website of Twinings tea company of UK, the British afternoon tea tradition started in the 1800's when the Duchess of Bedford, named Anna, experienced a feeling of hunger in the late afternoon. She wanted a light meal before dinner to relieve her hunger. So, this is how the afternoon tea came to life. However, it was by tradition only a light supper, but not a big celebration as it is today. During 1880's ladies from the higher class would dress up with long gowns, gloves and hats for their afternoon tea party usually held in the drawing room between four and five o'clock. During the summertime afternoon tea was set up outside in the beautiful gardens encouraging lords and men to join this activity. Since the afternoon tea was moved outside everybody in the house had a chance to enjoy it. Tea was seen during this period as a fine delicacy and its drinkers wanted to show the world that they were able to afford it. People from the wealthy families would have their portraits painted with fine china tea set and exquisite teas so that the outsiders would know about how extremely wealthy they were [31]. It is also noted that there are differences between afternoon tea and high tea. While afternoon tea (so-called low tea) is mostly set up at a low table in front of the warm fireplace in the sitting room, high tea (with more substantive fare and offered in the early evening) is often served at a high table. They both are lovely to enjoy teatime with guests or friends (Brown, 2021) [32].

Afternoon tea first arrived in Vietnam in the early 2010s and has been warmly welcomed since then by people who enjoy learning about the western cultures. In many five-star and five

star plus hotels and restaurants of the major cities afternoon tea is served both in British tradition (with scones) and in Vietnamese modified ways. And this trend has also been caught up by many local tea houses and cafes, where people can experience a beautifully decorated setting with a more competitive price. Moreover, afternoon tea party can even be held at home among family members and close friends. No matter of teatime in or teatime out, it is truly a romantic and poetic moment to relax and relish the great flavors of the favorite teas, sweet fares and warm relationships (FGC, 2022) [33]. The traditional way of drinking tea seems to be a history among the Vietnamese young people due to the lack of sweetness in the traditional tea flavor, complicated traditional tea session, high price and scarceness of high-quality tea (Nguyen, 2019) [16]. Meanwhile, British afternoon tea has become more popular in Vietnam indicating a cultural wave from its country of origin to the country of destination.

2.4. Anthropological Accounts for the Cultural Expansion of Tea Drinking from Britain to Vietnam

That some of the British tea drink culture (mentioned in the previous parts) are found in the Vietnamese counterpart is supposed to be reasoned from the anthropological perspective. The first and foremost reasoning is based on the diplomatic relations between the two target countries. The United Kingdom and Vietnam are scheduled to hold the celebration of their 50 year diplomatic relations in 2023. During these years of cooperation and development, the prime sectors such as economy, education, culture, and tourism have always been on the main focus to strengthen the relationship between two nations (Hai Yen and Lien Ha, 2022) [4]. With the enforcement of the UK- Vietnam Free Trade Agreement, the economic and trade relations have been strongly promoted reaching approximately US\$ 6.6 billion in 2021, 17.2% of increase every year [34]. In terms of education, there are 12,000 Vietnamese students studying in the UK and 40 UK-sponsored educational projects run in Vietnam. Moreover, the British government keep their support in English teaching and learning for Vietnam, provide the related resources as well as offer more scholarships for Vietnamese students [35]. In addition, tourism plays an important role in enabling cultural exchange between Vietnam and UK. For the last decade (2012-2022) the number of British tourists visiting Vietnam has increased by 15-20% yearly, and it is expected to reach 500,000 - 1 million and there is a high feasibility for this expectation [36].

The number of Vietnamese students studying in UK and the number of British visitors coming to Vietnam, as stated above, are best seen as rails on which cultural as well as commercial goods are transported. This point is made based on the perspective of Williams (1983) [37] which states that culture is the most commonly - used terminology in the anthropology of tourism. Culture, as Longhurst et al (2008) [38] believed, refers to arts, artistic things, a certain living style and process as well as development. Besides, culture is the way people create and transmit or learn and follow with enthusiasm, and demonstrate it by smiling, talking, dressing, conducting, believing, or behaving. Confined to the target of this analysis, British style of drinking tea is possibly promoted in Vietnam via the trips between the two countries powered by UK- Vietnam diplomatic bilateral relations. After these trips, English blended teas, British teacups, tea bags, or afternoon tea are practiced in Vietnam. The new styles of drinking tea among the Vietnamese in modern life can be understood as a hybrid culture (blending together with the British one), which is defined by Wickens (1994) [39] as including borrowing artificial features and incorporating them with traditional ones. In spite of any possible cultural loss, the happy feelings of the local people are found because of their best life and wealth. They feel that the outsiders (the British) bring in the benefits (a new culture of drinking tea) so they want to satisfy their guests (by welcoming the British tea-drinking style) (Herrero et al, 2011) [40].

The happy feelings of the Vietnamese when adopting the British style of drinking tea are shown in the way they experience it and the way they define themselves when engaging in it. With the limited budget people (mostly students or workers) in Vietnam would have teatime either at home or at street vendors nearby a bus terminal, train station, school gate, or alley corner. But the living standard of the country has been leveled up so the wealthier people have other more elite places to enjoy drinking tea. They would go to teahouses with Chinese, Japanese, or traditional Vietnamese styles. No matter what venue for teatime is, either affordable or luxurious, the talks around the tea table are about any, from the most basic daily life to the hottest world news [41]. British afternoon tea, therefore, has arrived in Vietnam as an additional tea-drinking experience for the well-off locals. A list of luxury hotels in Ho Chi Minh city (Vietnam), where British afternoon tea is served, is provided. This list can be a comprehensive guideline for any type of drinker, but the ones, most attracted by it, are elite people (celebrities). And the bills for these social rituals range from VND388.000 to 1.040.000 for a set of two people [42]. Meanwhile in Hanoi (the capital of Vietnam), classy venues for afternoon tea are also listed. They might be inside or outside the luxurious hotels but they are all delicately decorated, where people may go to cherish their time for tea at a more competitive rate in comparison with Ho Chi Minh city (from VND105.000 to 465.000) [43]. Ho Chi Minh city and Hanoi are the two cities with the highest monthly average incomes per capita in Vietnam (6.01 and 6.0 in million Vietnam dong in 2021, respectively) (Nguyen, 2021) [44]. Therefore, two of these major cities are taken as representatives to show the fact that by joining the afternoon tea, adopted from Britain, people make their own definition in the Vietnamese society. They belong to a higher class as their venues for social gatherings, their bills paid for services and their places of residence are the solid proof of this.

Besides, the imported teas from Britain are also beyond the general market retail price. They are prices range from VND 600.000 per 100-gram bag to above [45]. On the contrary, Vietnamese teas are sold at a better rate. Apart from the specialty teas with more than 500 years old priced at more than VND 4.800.000 per 100-gram bag, the widely-used Vietnamese teas are ranging in price from VND 288.000 to 600.000 per 100-gram bag (FGC, 2021) [46].

Again, it can be said that tea drinkers in Vietnam may need a certain larger amount of money to experience British tea-drinking style. It also indicates their upper hierarchy in the society. In addition to the financial budget, how Vietnamese tea drinkers welcome the features of British tea drink culture by consuming the blended citrusy or instant tea, utilizing tea bags or handled teacups (instead of the traditional ones), or going for afternoon tea (the more detailed analysis is given in the previous parts) also defines their social group. Most of them are young (maybe also busy) people and are being reminded by the older generations of learning about the traditional tea-drinking culture (Nguyen, 2019) [16]. Besides, they are exposed to the Western culture ((FGC, 2022) [33] though are willing to put aside smart devices for the discovery of tea drinking tradition (Nguyen, 2019) [16].

3. Conclusion

When British and Vietnamese tea-drinking styles are put on the scales for comparison, it can be inferred by analyzing both linguistic and digital data given in the online public media, official websites and printed references that there is a cultural current running from the British side to the Vietnamese one. Despite of the contraries in two these countries' histories of tea, the British features of tea drinking are seen in the ways the Vietnamese practice their tea time in modern life. Specifically, the cultural features originated from British tea drinking habits are found in the Vietnamese counterpart in this essay such as the consumption of teas blended with citrusy flavors or instant teas, the utilization of tea bags or handled teacups, and above all, the

social interaction around the afternoon tea. There is interesting fact that the Vietnamese people are so proud of their long-lasting tea tradition, they believe that their traditional tea art is so different from the Japanese and Chinese ones. The previous is not as sophisticated or complicated as the latter one. The traditional tea drinking of Vietnam is simple but elegant (VNA, 2019) [47]. However, the cultural traits of British tea drinking are hidden in the Vietnamese one is a surprise. And the reasons for this are anthropologically attributed to the factors driven by the bilateral diplomatic relations between UK and Vietnam, on which the prime sectors such as economy, education, tourism and culture are based to make the British tea culture arrive in the country of Vietnam. Moreover, by adopting the British tea-drinking style, the Vietnamese people are shown clearly as young, busy, well-off and open-minded people and are supposed to go further insight into their traditional tea culture. Based on the findings, a conclusion can be made that the appearance of the British tea-drinking style in Vietnam is not as explosive to the expected extent like the other adopted cultural phenomena but it is influential as a small-sized yet elite community of tea drinkers with a significant identity and classy qualifications is formed alongside with it.

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