

Research on the New Situation of Cultural Study Tour in Jingdezhen Ceramic Museums Based on Aseb

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Abstract: There are more than ten ceramic museums in Jingdezhen, including Jingdezhen China Ceramics Museum, Jingdezhen Imperial Kiln Museum and Jingdezhen Folk Kiln Museum. These museums have collected ceramic treasures of different historical periods in China. Research on the new situation of ceramic cultural study tour in Jingdezhen ceramic museums based on ASEB can not only help to analyze the feasibility of developing ceramic cultural study tour in Jingdezhen ceramic museums, but also further explore the modes for Jingdezhen ceramic museums to develop study tour of ceramic culture.

1. Introduction

Since the middle of the 20th century, tourism has entered a stage of rapid development. Due to the constant changes in the overall pattern of the world economy, consumption trends and mass tourism demand, diversified and personalized tourism industries continue to emerge one by one. As a new type of tourism, study tour is in the ascendant all over the world. At present, study tour is very popular in economically developed countries and regions. This kind of study tour combining travelling and learning, gradually becomes popular among teachers and students. Museums are the important carriers and contents of tourism development, which plays a very important role in promoting the development of tourism industry[1].

2. Current Situation of Study Tour in Jingdezhen Ceramic Museums

With the arrival of experience economy, the study tour of Jingdezhen ceramic museums has developed rapidly. The unique ceramic culture is the biggest advantage, the most important resources and the greatest wealth for Jingdezhen ceramic museums to develop study tour industry. In recent years, with the goal of “protecting the millennium relics, inheriting the millennium skills, protecting the millennium craftsmanship, and telling the millennium stories”, Jingdezhen has focused on building high-quality tourism projects, such as ceramic cultural study tour. These projects activate the integration of ceramic culture and tourism, and make Jingdezhen ceramic museums a living textbook of ceramic history and culture.

Jingdezhen has more than ten ceramic museums, among which the Jingdezhen China Ceramics Museum, Jingdezhen Imperial Kiln Museum and Jingdezhen Folk Kiln Museum are the most popular. With more than 50,000 famous ceramic works in different historical periods, Jingdezhen

China Ceramics Museum is the first ceramic theme museum in China, the national first-class museum, the national science popularization education base, the national patriotism education demonstration base, the research and practice education base for primary and secondary students, and the base for cross-strait exchange.

Founded in 1998, Jingdezhen Imperial Kiln Museum is located in Jingdezhen, known as the capital of porcelain. Since 1982, archeologists have been excavating a huge amount of porcelain relics. After over ten years of sorting and restoring, thousands of elaborate porcelains had been restored and displayed in the museum. In 2020, the museum was honored with the Architectural Design Award for its unique architectural design. The building had combined local porcelain culture and modern art, while subtly blend in with natural and social surroundings.

Jingdezhen Folk Kiln Museum has collected and displayed various typical standard artifacts produced by Hutian Kiln in historical stages, and unearthed precious cultural relics and archaeological specimens. Jingdezhen Folk Kiln Museum has also preserved more than 20 sites, including ancient kilns and porcelain workshops, which were extremely valuable in Song, Yuan and Ming Dynasties. This museum shows people the scene of porcelain making in ancient China, so that people can feel and touch the history here. According to the data of Jiangxi Provincial Department of Culture and Tourism, Jingdezhen had 53.3165 million tourists in 2021, with an increase of 137.23% year on year. The total tourism revenue was 47.944 billion yuan, with an increase of 31.94% year on year, basically returning to the level before the outbreak of Covid-19.

Only during the seven days of National Day in 2021, more than 10,000 people visited ceramic museums in Jingdezhen. Among them, 1,592,180 people visited Jingdezhen Imperial Kiln Museum, 315,900 people visited Jingdezhen China Ceramics Museum, and 38,694 people visited Jingdezhen Folk Kiln Museum. From the above data, it can be seen that there are a large number of target tourists for Jingdezhen ceramic museums to develop the industry of study tour.

3. Introduction to Aseb Analysis

ASEB analysis covers four aspects: activity, setting, experience and benefit. It is a new consumer-oriented management method. ASEB analysis is a new management method based on the demand hierarchy analysis by Manning-Hass-Driver-Brown and SWOT analysis. ASEB analysis is conducive to the development and upgrading of experiential products and is of practical significance in guiding the development of study tour in museums.

Different from SWOT analysis, ASEB analysis takes the experience of consumers into the scope of analysis, attaches importance to the analysis of various situations of the project from the perspective of consumers, and also includes the analysis of sociodemographic characteristics. ASEB analysis analyzes and evaluates activities, setting, experience and benefit from the perspective of consumers. From this, we can evaluate customers' degree of satisfaction with the experience and try to provide different customers with different experiences they expect.

ASEB analysis defines the needs of consumers at four levels based on the theory of demand hierarchy. The first level is consumers' demand for certain specific activities, such as visiting museums or other historical monuments; The second level is the demand of consumers for certain activities in a specific environment, including social background and management background, such as charming natural scenery; The third level is the demand for experience obtained from these activities, such as relaxation, challenge and adventure; The fourth level refers to the needs finally met after experience, including personal benefits and social benefits, such as getting knowledge. Based on this, the tangible or intangible needs at different levels form a hierarchical structure.

ASEB analysis is very helpful for consumer-oriented marketing and research on product development. Therefore, ASEB can focus on the tourists' experience in museums, and analyze the

needs and expectations of tourists according to their experiences, emotions, ideas, behaviors and benefits. The ASEB analysis is mainly done through in-depth qualitative interviews with tourists. By fully communicating with tourists, we can have a more comprehensive and profound understanding of the basic experiential products that Jingdezhen ceramic Museums can provide.

4. Advantages and Disadvantages of Jingdezhen Ceramic Museums to Develop Study Tour Based on Aseb Analysis

Through in-depth interviews and questionnaires, we conducted a three-day field survey in Jingdezhen ceramic museums. The purpose is to find out the problems in developing study tour in Jingdezhen ceramic museums by studying the current situation of tourists' study tour experience in Jingdezhen ceramic museums, so as to put forward corresponding countermeasures and improve the quality of study tour projects in Jingdezhen ceramic museums.

4.1 In-Depth Interviews

The objects of our in-depth interviews are guides in the museums and tourists on study tour. Through in-depth interviews with five guides of the ceramics museums, we basically learned about the general situation of the three most popular museums of Jingdezhen, namely Jingdezhen China Ceramics Museum, Jingdezhen Imperial Kiln Museum and Jingdezhen Folk Kiln Museum, including their exhibits, services, design of experiential activities, current situation of study tour, and tourist feedback. The interview results showed that the guides generally held a positive attitude towards the study tour of their ceramic museums, but also suggested more exhibits, updating exhibition in time, and strengthening tourists' participation in activities. Tourists on study tour generally held the view that Jingdezhen ceramic museums had a good environment and their ceramic exhibits were very distinctive, but there were still some disadvantages, such as a small number of visitors, being lack of atmosphere, backward display technology, too few items to experience, and no free interpretation.

Therefore, all ceramic museums in Jingdezhen need to further change their concepts and improve their service awareness.

4.2 Questionnaire Survey

This questionnaire survey is mainly aimed at the tourists' background information, decision-making factors, expectations and degrees of satisfaction with the study tour of ceramic museums in Jingdezhen.

It can be seen from the questionnaires that most people on study tour of Jingdezhen ceramic museums are teenagers (including parent-child tourism and team tourism). These tourists are interested in ceramic history and culture, have more free time and are more willing to participate in various experience activities. From the data of tourists' residence, they are mainly students from universities, middle schools and primary schools in Jingdezhen. During the winter and summer vacations and Jingdezhen International Ceramic Fair, the number of tourists from other provinces increased temporarily. Therefore, the social influence needs to be further improved to attract more overseas tourists on study tour.

The questionnaire is based on ASEB grid analysis to analyze the expectations and experience satisfaction of tourists on study tour from the aspects of activity, setting, experience and benefit [4]. Before experiencing, the tourists on study tour are most interested in the historical and cultural value, cultural relics display, theme features and historical and cultural knowledge of ceramic museums, which are also the most important functions of ceramic museums in Jingdezhen; Based

on the satisfaction of tourists after the experience, we can see tourists on study tour are most satisfied with learning ceramic cultural knowledge, enhancing cultural identity and improving personal education. The most unsatisfying ones are the experience activities based on ceramic culture and modern facilities[5].

From the above, it can be seen that ceramic museums in Jingdezhen mainly display their ceramic folk culture in a static way. There are few ceramic cultural activities and the activities there still have a long way to modernization. In addition, the Jingdezhen China Ceramics Museum is relatively remote from the city center, and tourists on study tour are not satisfied with its transportation, which shows that ceramic museums in Jingdezhen still need to be further improved and perfected in many aspects.

Through in-depth interview and questionnaire survey, we can draw a preliminary conclusion that the advantages of Jingdezhen ceramic museums in developing study tour are their ceramic features, strong educational functions and good environment. They integrate entertainment with education, comprehensively displaying the history, culture and customs of Jingdezhen, and have a good cultural spreading function. They are very suitable for young people to experience study tour, helping young people to increase knowledge and enhance cultural identity[3]. Their disadvantages mainly lie in the small number of tourists, few experience activities, inadequate free interpretation services, the lack of modern displaying technique and similar items on display.

5. Optimization Strategies of the Development of Study Tour for Jingdezhen Ceramic Museums

Based on the current situation, influencing factors and shortcomings of Jingdezhen ceramic museums in carrying out study tour, the following optimization strategies will help to achieve the goal of developing study tour.

Carry out the activities of teaching ceramic techniques and ceramic culture: Jingdezhen ceramic museums are study-tour bases of knowledge, culture and science popularization. They should make full use of Chinese ceramic characteristics and regularly invite ceramic art masters to carry out the activities of teaching ceramic techniques and ceramic culture for tourists. This kind of teaching activities can cultivate tourists with the knowledge, science and interest of ceramic culture, and enable tourists on study tour to better understand China's extensive and profound ceramic technology and ceramic culture. Tourists are more interested in the study-tour activities of “learning while traveling” and “learning through experiencing”, which help to attract more tourists. Therefore, it is necessary for Jingdezhen ceramic museums to enrich the diversity of study-tour activities.

Popularize ceramic handmade activities: Some ceramic museums in Jingdezhen, such as the Jingdezhen China Ceramic Museum, have launched ceramic DIY handmade activities to tourists. Professional teachers provide on-site guidance. These activities are popular among tourists and these activities can be popularized in major ceramic museums.

Design interactive activities suitable for students at different levels: At present, the tourists on study tour of Jingdezhen ceramic museums are mainly primary students, secondary students and college students. The museums should design learning activities of different levels according to the cultural level and cognitive level of tourists. For example, for college students, we can design learning activities of “how to be a good interpreter of ceramic intangible culture”. Through targeted and systematic learning, tourists can understand the importance of inheriting intangible ceramic culture, improve the participation of tourists, and effectively promote Chinese ceramic culture.

Improve the services for study tour: The environment of Jingdezhen ceramic museums is well praised by tourists. However, while providing good environmental services, we should also facilitate public transport, strengthen information sharing with surrounding areas, and also build up

the linkage mechanism of all ceramic museums in Jingdezhen to assist each other, providing sufficient information to meet the diversified needs of tourists on study-tour.

Highlight the characteristics of museums: Jingdezhen has more than ten ceramic museums, all of which exhibit Chinese ceramics of previous dynasties and offer similar services and activities. Due to the lack of their own characteristics, study-tour activities cannot be widely promoted. Most tourists will only go to one or two of them, but not all of them. Therefore, Jingdezhen ceramic museums should design their own theme orientation and highlight their characteristics so as to better attract tourists[2].

6. Conclusion

On the basis of a comprehensive study of the domestic and foreign research on study tour in museums, this paper, through in-depth interviews and questionnaires, has a better understanding of the current situation of study tour in Jingdezhen ceramic museums. Therefore, based on the analysis of existing resources and conditions, it is suggested to enhance the competitiveness of Jingdezhen ceramic museums in the field of study tour by increasing teaching activities, handicraft activities and interaction activities, improving services for study tour and increasing the characteristics of museums, which will provide a good reference for other similar museums to develop study tour.

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