

Research on Digital Publicity Strategy of Jingdezhen Ceramic Culture Characteristic Scenic Area under the Background of Cultural and Tourism Integration

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Abstract: Recently, provinces across China have actively embraced the trend of cultural and tourism development. Utilizing digital multimedia videos has emerged as an indispensable task in promoting cultural and tourism activities, attracting both domestic and international tourists. This approach has become a prevalent practice in the cultural and tourism sectors. Jingdezhen, designated as the sole "Ceramic Culture Inheritance and Innovation Experimental Zone" in China, boasts numerous scenic spots embodying distinctive ceramic culture, steadily gaining recognition. Advancing its visibility also necessitates a digital publicity approach. In response to the directives of the Communist Party of China and the implementation of the cultural digitization strategy, this article aims to investigate the implementation of digital publicity strategies within Jingdezhen's ceramic culture characteristic scenic spots, offering pertinent suggestions and prospects. Through a comprehensive review of existing research both domestically and internationally, this paper integrates insights from the specific context of Jingdezhen's ceramic culture characteristic scenic spots to propose practical digital promotional strategies tailored to the unique characteristics of Chinese culture.

1. Introduction

With the deepening development of globalization, cultural tourism has gradually become an important way for people to relax and entertain. Jingdezhen, as a famous ceramic culture capital in China, has abundant ceramic cultural resources and has attracted a large number of tourists to visit. However, in the context of cultural and tourism integration, how to better promote the Jingdezhen ceramic cultural characteristic scenic area, improve its visibility and influence, is a problem worthy of research. This article aims to explore the application of digital publicity strategies in Jingdezhen ceramic culture characteristic scenic spots, in order to provide reference for the sustainable development of the scenic area.

1.1 Research Status

Domestic and foreign scholars have conducted extensive research on tourism destination promotion under the background of cultural and tourism integration. Foreign countries have conducted early research on digital promotion of scenic spots, forming a relatively mature theoretical system and research paradigm. The World Tourism Organization (UNWTO) [1] proposes the necessity and rationality of promoting digital tourism outreach in promoting tourism development and global exchange and cooperation. As Susan, Erna, and Deni Amelia [2] pointed out, the digital promotion strategies for the tourism industry in Badong include websites and social media, including Instagram and Facebook; Purwaningwulan and Ramdan [3] analyzed the digital promotion of local tourism destinations in Indonesia under the new normal and its impact on the Indonesian economy; Floric, ker, and Maras Benassi [4] pointed out the prospects of implementing digital online promotion within the concept of smart destination development, highlighting the advantages and potential of developing smart culture in a destination.

Domestic scholar Wu Linglin's [5] "Research on Promotion of Jingdezhen Cultural Heritage Scenic Spots from the Perspective of Cultural Ecology" mentions three promotion strategies for scenic spots: firstly, fully leverage the role of the publicity department; second, strengthen local cultural learning, combine modern technology, and create a friendly atmosphere; Fully promote the external promotion of Jingdezhen ceramic cultural heritage scenic Area with the participation of the whole population. Other related research materials on publicity mainly focus on:

1) The external dissemination of Jingdezhen ceramic culture. For example, Hong Lin [6] analyzed the dissemination strategies of Jingdezhen ceramic culture from three aspects: society, universities, and government; Xu Mingwu and Feng Huiyi [7] linked the dissemination of ceramic culture with the Western translation of Chinese ceramic classics for research;

2) The protection and development of Jingdezhen ceramic cultural heritage, as analyzed by Chen Yiyu [8] on how to use digital technology to better protect and disseminate cultural heritage; For example, Geng Guohua, He Xiaowei, Wang Meili, Yuan Qingshu, Yin Guojun, Xu Yang & Pan Zhigang [9] proposed blockchain technology as an important means to build digital archives and protect ceramic heritage.

3) The planning of tourism routes for ceramic culture scenic spots, such as Feng Xurong [10] and Tang Kezong, Liu Kang&Liu Yujiao [11], have proposed creative ceramic culture tourism routes in Jingdezhen from different perspectives;

4) Tourism text promotion, such as Liu Lei [12], through case analysis and proposing corresponding measures, aims to adapt the translation of ceramic folk culture tourism texts to the trend of cultural globalization and enhance the international image of the porcelain capital. There is also research on other aspects such as brand building, image shaping, and marketing strategies in Jingdezhen, but there is no direct research on digital publicity of Jingdezhen ceramic scenic spots. However, research on digital publicity of other domestic and foreign scenic spots has certain reference value for this study.

1.2 Definitions of the Relative Concepts

The definitions of cultural and tourism integration, Jingdezhen ceramic cultural scenic area and digital publicity can be clearly seen in the following table 1.

Table 1: Definitions of the Relative Concepts

Relative Concepts	Definition
Cultural and Tourism Integration	The deep integration of culture and tourism, which achieves mutual promotion and common development through the integration of cultural and tourism resources. This involves the seamless blending of culture, the soul of tourism, with tourism, the carrier of culture. The goal is to facilitate the integrated development of the cultural and tourism industries, enhance the cultural connotation and quality of tourism, and promote the inheritance and innovation of culture.
Jingdezhen Ceramic Cultural Scenic Area	Tourist attractions themed on Jingdezhen ceramic culture, which showcases the history, culture, and craftsmanship of Jingdezhen ceramics. These scenic areas highlight the unique artistic charm of Jingdezhen ceramics, offering visitors a comprehensive understanding of the history and culture of Jingdezhen ceramics through displays of the production processes, product varieties, and manufacturing techniques.
Digital Publicity	The use of digital technology for promotion and publicity, delivering information, promoting brands, and showcasing images to target audiences through digital channels such as the internet and mobile devices. This involves leveraging digital platforms to effectively communicate and engage with target audiences, enhance brand awareness and reputation, and showcase a positive image. Digital publicity incorporates various technical approaches such as website development, search engine optimization, social media marketing, and content marketing.

1.3 Basic Thinking and Research Methods

The basic thinking was is as shown in figure 1 in the following.

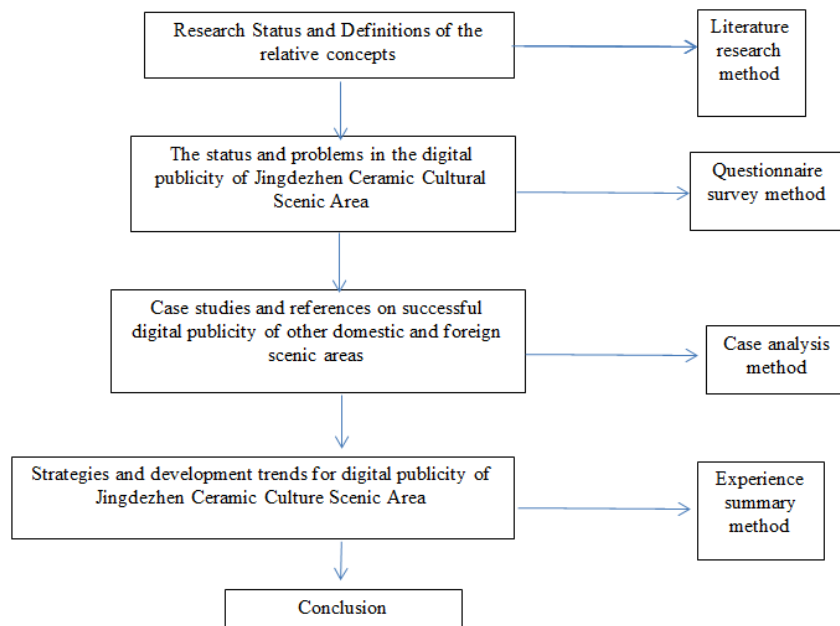


Figure 1: Basic Thinking Procedure

The specific research methods are as follows:

1) Literature research method: Search for literature and tourism integration, ceramic culture, scenic area culture, digital publicity, cultural publicity, and relevant theoretical literature network materials, and organize, analyze, and summarize the materials;

2) Questionnaire survey method: Collect the actual situation of cultural digital publicity in Jingdezhen Ceramic Scenic Area. The survey questionnaire covers several aspects such as the current situation, existing problems, development suggestions, and demand for publicity talents in cultural digital publicity of Wenjingdezhen Ceramic Scenic Area;

3) Case analysis method: Classify and analyze domestic and foreign cases of cultural promotion in scenic areas, and propose targeted and scientific digital promotion strategies for Jingdezhen Ceramic Scenic Area culture.

4) Experience summary method: Convene an experience summary and sharing meeting with the participation of the research group, invited experts, senior English tour guides in Jingdezhen, and other personnel. Through the discussion of the meeting, we will organize the existing publicity experience and the insights gained during the research process, and propose targeted and effective digital cultural publicity strategies for Jingdezhen Ceramic Scenic Area.

2. The Status and Problems in Digital Publicity of Jingdezhen ceramic culture characteristic scenic spots under the Background of Cultural and Tourism Integration

2.1 Current Situation and Problems

In the context of cultural and tourism integration, digital publicity of Jingdezhen ceramic culture characteristic scenic spots has made certain progress. Many scenic spots have begun to use digital means for promotion and promotion, such as establishing official websites, social media accounts, and improving online visibility through search engine optimization. These measures have gradually increased the popularity of Jingdezhen ceramic culture characteristic scenic spots, attracting more tourists to come and visit. But there still exists problems and challenges:

First, rapid technological updates: With the rapid development of technology, new digital propaganda methods continue to emerge. However, when facing these new technologies, the Jingdezhen ceramic culture characteristic scenic spots sometimes finds it difficult to keep up, resulting in limited promotional effectiveness.

Second, insufficient content innovation: Although digital outreach methods are diverse, content innovation is relatively lagging behind. Many scenic spots still rely on traditional images and textual descriptions for digital content, lacking interaction and experiential experience with tourists.

Third, insufficient data analysis and application: The data generated in digital publicity has important value for adjusting the promotion strategy of scenic spots. However, currently, many scenic spots still have shortcomings in data collection, analysis, and application, and have not fully utilized these data to optimize promotional strategies.

2.2 Analysis of the Causes of the Problem

First, insufficient funding and technical support: Due to limitations in funding and technical support, some scenic spots find it difficult to keep up with the pace of digital outreach.

Second, lack of talent: There are relatively few talents with digital communication skills and experience, which leads to a shortage of talents for scenic spots to promote digital communication.

Third, traditional thinking constraints: Some scenic area managers are influenced by traditional thinking and hold a conservative attitude towards the acceptance and application of new technologies.

3. Case Study and Reference on Successful Digital Publicity of Domestic and Foreign Scenic Spots

Here introduces successful cases at home and abroad and makes some analysis.

3.1 Case Study

Case 1. The Palace Museum: By establishing an official website, social media accounts, and developing mobile applications, the Palace Museum has successfully attracted a large number of tourists. Its rich content and highly interactive digital publicity strategy is highly favored by tourists.

Case 2. Zhangjiajie National Forest Park: Zhangjiajie National Forest Park uses AR technology to provide tourists with real-time navigation and guidance services, greatly improving their travel experience.

Case 3. The Louvre Museum: The Louvre Museum is a famous museum in Paris, France, which has achieved significant results in its digital outreach. The museum has established an official website, social media account, and provides online guided tours, virtual tours, and other services. Through these digital outreach methods, the Louvre has successfully attracted global tourists, achieving a win-win situation for cultural dissemination and tourism industry.

Case 4. New York City Tourism Bureau: The New York City Tourism Bureau has successfully enhanced the tourism image and visibility of New York City through digital means of promotion. The organization has attracted a large number of tourists to visit through official websites, social media accounts, and other channels, releasing tourism information and promoting activities. At the same time, the organization has also collaborated with local enterprises to launch a series of tourism products and services, further enriching the tourism experience of tourists.

3.2 Analysis of Digital Publicity Strategies for Successful Cases

First, these successful scenic spots focus on customizing content according to the needs and interests of the target audience, providing personalized and highly interactive content, such as online guides, virtual tours, etc., so that tourists can have a deeper understanding and experience of culture or tourism resources.

The application of advanced technologies, such as AR navigation services at the Palace Museum and real-life navigation at Zhangjiajie National Forest Park, provides tourists with a more convenient and rich travel experience.

Second, the institutions in these successful cases have established comprehensive digital platforms, including official websites, social media accounts, mobile applications, etc., to provide tourists with comprehensive information and services.

Third, these ones fully utilize data analysis to understand the needs and behaviors of tourists, providing a basis for adjusting promotional strategies.

4. Strategies and Development Trends of Digital Cultural Publicity in Jingdezhen Ceramic Scenic Area under the Background of Cultural and Tourism Integration

4.1 Digital Publicity Strategies

Strategies are proposed and future development trends are analyzed from the perspectives of publicity subjects, publicity text content, publicity channels, audiences, and publicity effects.

① Establish diversified publicity entities and involve the entire population in publicity. The

government propaganda department in the Jingdezhen Ceramic Scenic Area should fully leverage its publicity role. Additionally, it is crucial to effectively utilize the expertise of scenic area staff, particularly English tour guides and professionals proficient in tourism English translation. Simultaneously, the mobilization of every resident of Jingdezhen to contribute to the publicity efforts, embodying the principle of 'moisten things silently,' is essential. This collective approach aims to comprehensively enhance the promotion of Jingdezhen's ceramic culture characteristic scenic spots.

② Digging deeper into ceramic culture in the text introduction of scenic spots and translating accurate and authentic promotional texts, especially tour guide speeches, can serve as important text materials for digital promotional purposes in scenic spots;

③ Utilize new digital media to build three-dimensional communication channels. The relevant technical departments can use technologies such as AI, VR, 5G, etc. to collaborate with scenic spots to carry out high-definition digital collection, and build and make good use of the official websites of Jingdezhen Tourism and its major scenic spots. The articles, pictures, songs, and videos related to Jingdezhen Ceramic Scenic Area can be posted in both Chinese and English sections (short and concise bilingual promotional videos for scenic spots, etc.); Drawing inspiration from the O2O (Online To Offline) model, which drives traditional offline businesses through online services, the two blend and grow together in a communication model: the diverse functions of online bilingual platforms can meet the different needs of overseas tourists, strengthen interaction between tourists and Jingdezhen Ceramic Scenic Area, and attract their interest in offline field trips, promoting the development of physical tourism industry; In the offline stage, scenic spots can fully mobilize ceramic cultural resources to curate and arrange exhibitions, providing tourists with a fresh and vivid offline tourism experience, making ceramic scenic spots more relatable to life, and thus generating certain social and economic benefits.

④ Expand the audience for publicity and improve its effectiveness. These feedbacks will serve as important references for optimizing our digital outreach strategy.

⑤ Content innovation and personalized customization: Based on the needs of the target audience, provide rich and interactive content, such as AR navigation, real-life interaction, etc.

⑥ Data analysis and application: Collect and analyze tourist behavior data to provide a basis for adjusting promotional strategies.

4.2 Development Trend Prediction and Analysis

With the popularization of 5G technology, Jingdezhen ceramic culture characteristic scenic spots can provide smoother and real-time digital content and services. In the future, all Jingdezhen ceramic culture scenic spots can use virtual reality and augmented reality technology to provide tourists with a more immersive travel experience. Meanwhile, big data and artificial intelligence technology will provide more accurate promotional strategies and personalized services for Jingdezhen ceramic culture characteristic scenic spots.

5. Conclusion

This thesis provides a deep understanding of the current status and issues of digital publicity, and provides decision-making basis for scenic area managers. By drawing on successful digital publicity cases, the thesis also proposed specific strategic suggestions and analyzed the development trend of future digital publicity, providing reference for the formulation of long-term development plans for Jingdezhen ceramic culture characteristic scenic spots.

With the continuous development of technology and the deepening of cultural and tourism

integration, research on digital publicity of Jingdezhen scenic spots will go further and deeper so that Jingdezhen will get worldwide well-known with all its ceramic culture characteristic scenic spots.

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