

Research on the Inheritance and Innovative Development of Jingdezhen Ceramic Culture under the Background of Cultural Tourism Integration: A Reference from the Japanese Ceramic Capital of Arita

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Keywords: Jingdezhen, Ceramic Culture, Inheritance and Innovative Development, Arita

Abstract: In recent years, Jingdezhen has actively responded to the "Belt and Road" initiative, using porcelain as a medium to promote ceramic culture to "go global", and has embarked on a contemporary "ceramic road" with Jingdezhen characteristics. Jingdezhen combines the profound ceramic culture with modern tourism, promotes industrial upgrading, and creates an international cultural tourism destination. However, the development of Jingdezhen ceramic culture and tourism industry started late, and there are still problems such as unbalanced development of tourism industry structure and insufficient development and utilization of tourism resources in the process of integration. Based on the analysis of the achievements and shortcomings of the development of intangible cultural heritage tourism in Jingdezhen, this paper draws on the successful experience of Arita in Japan, and proposes the inheritance and innovation strategy of ceramic intangible cultural heritage culture, so as to realize the effective integration of culture and tourism, and promote the dissemination of ceramic culture and tourism construction in Jingdezhen.

1. Introduction

Jingdezhen is the world porcelain capital, and is rich in ceramic intangible cultural heritage resources. Shen Huaqing, a scholar in the Qing Dynasty, was once the Fuliang county magistrate, and was familiar with Jingdezhen porcelain industry. His poem "Kiln People Line" wrote: "Jingde produces good porcelain, but he does not produce hands. The craftsman came from all directions to made the world" [1]. Jingdezhen porcelain exists not only as a kind of artifact, but also as an important medium for cultural and artistic exchanges. As one of the main trade commodities of the Maritime Silk Road, Jingdezhen porcelain is an important cultural symbol for the world to understand China and China to the world.

Since the construction of Jingdezhen National Ceramic Culture Inheritance and Innovation Pilot Zone in 2019, it has brought major strategic opportunities to promote the innovative development of ceramic culture industry. As intangible cultural heritage + tourism, a new economic growth point of

Jingdezhen cultural tourism industry, has attracted wide attention. Making the intangible cultural heritage empower tourism has become the unique charm of the integrated development of cultural and tourism in Jingdezhen. In 2021, the General Office of the CPC Central Committee and The General Office of the State Council issued the Opinions on Further Strengthening the Protection of Intangible Cultural Heritage, which proposed to "promote the integrated development and high-quality development of intangible cultural heritage and tourism under the premise of effective protection" [2]. Thanks to the construction of the National Ceramic Culture Inheritance and Innovation Pilot Zone, the diversified, open and inclusive Jingdezhen continuously promotes the benign interaction between the protection and inheritance of ceramic culture and the development of cultural tourism industry, and embark on a road of culture-led urban development.

Japanese Porcelain Capital has a history of 400 years of porcelain development, and has experienced a process from scratch, from prosperity to decline and gradually restored to prosperity. Exploring the development of Japanese Japanese ceramic industry has important reference value for the integrated development of ceramic culture and tourism in Jingdezhen. Especially under the background of the construction of the ceramic pilot area, it is of great significance and practical value for the integrated development of culture and tourism in the development of integrating tourism resources into the local ceramic industry.

2. First Research and Combing Related to Cultural and Tourism Integration and Jingdezhen Ceramic Integration

2.1. Research on Foreign Integration of Culture and Tourism

In 1977, American scholars Robert McIntosh (Mcintosh) and Shaker Gerport (Gebert) put forward the concept of "tourism culture" for the first time in their book *Tourism: Elements, Practice and Basic Theory*, which aroused the thinking and discussion of cultural tourism in the academic circles [3]. In the same year, the Japanese government formulated the "International Tourism and Cultural City" Act. On this basis, based on marketization and internationalization, the utilization of intangible cultural heritage in tourism was greatly deepened, greatly activating the supply side of tourism and becoming an important driving force for the transformation of Japan's tourism industry. According to the 2019 Tourism Competitiveness Report released by the World Economic Forum, Japan ranks fourth in the overall global tourism competitiveness ranking and ranks first in Asia. Therefore, Japan's cultural tourism has certain reference significance for the integrated development of cultural tourism in China. The remarkable feature in the research results of Japanese integration of culture and tourism is that the Japan Tourism Agency or entrusted relevant scientific research institutions have formed research reports to guide the sustainable development of "intangible cultural heritage + tourism" in the future. For example, "Research Results Report on the Active Formation of Nuclear Light Points in Cultural Finance", "Youtian Guang Youtian Market Survey: Report on the Research Results of Nagasaki Li University in 2021", etc. In addition, there are many research achievements on the integration of culture and tourism in Japanese porcelain area. Tona Naoki (2011) pointed out that the field through the inheritance of the ceramic traditional culture and creative product development, the cultivation of inheritance, female creative activities, international exchanges, promote the field tourism, realize the revitalization of the ceramic industry and the development of tourism industry [4]. Takehito Yamada (2022), from the "field town comprehensive plan", the development of education, local fair held discussed the field with ceramic culture to promote its tourism development countermeasures, realize the historic breakthrough of tourists, formed by buying advanced ceramic tourists to tourism through the ceramic experience situation [5].

2.2. Domestic Advance Research on the Integration of Jingdezhen Ceramic Culture and Tourism Industry

There are many research achievements on the integration of culture and tourism in China, which are concentrated after 2012, mainly manifested in the status quo, style, path and measures of the integration (Table 1).

Table 1: Research results on the integration of culture and tourism on CNKI

(CNKI) Domestic research results of cultural and tourism integration	1. Fusion status
	2. Style
	3. Path and initiatives

After combing the relevant papers of CNKI, the relevant research results on the integration of Jingdezhen ceramic culture and tourism began to appear in 2019. As of June 2024, there are 22 articles, as shown below (Figure 1). In 2022, the largest number of papers, with 7. Although there was a decrease in 2023, it showed an overall growth trend.

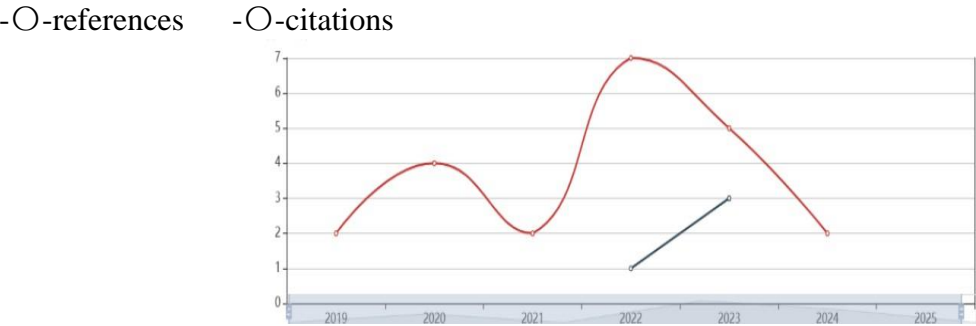


Figure 1: The number of research papers on the integration of Jingdezhen ceramic culture and tourism on CNKI

For the problems existing in the integration of culture and tourism in Jingdezhen, Yang Yingping(2022) points out that in the background of culture and tourism integration Jingdezhen ceramics have the constraints on the development of factors such as the visibility needs to be improved, the marketing model is deflected , and the development of the culture and tourism industry is not in line with the city's popularity [6]; Zhang Jingjing (2023) also puts forward the problems existing in Jingdezhen in the integration of culture and tourism: the construction of the ceramic cultural resource base is still not perfect; the development of ceramic cultural and creative brands is limited, and there is a lack of explosive points in the regional characteristics of the cultural and tourism system; the ceramic cultural industry chain still needs to be expanded, and the development of cultural resources still needs to be strengthened; the integration of culture and tourism lacks the participation of professional talents, and the mode of production, study and research is relatively cured, etc. [7]. For text brigade fusion countermeasures, Yongzhi Zhan (2022), put forward based on the theory of symbiosis, from the symbiotic energy, optimize the symbiotic environment and symbiotic mode generation path, expand symbiotic network four aspects put forward the development of basic path [8]. Xiaoke Zhang (2024) for more than a dozen Jingdezhen handmade porcelain craft not genetic bearing interviews, from personal skills endangered, inheritance theory level needs to be strengthened, inheritance people "craftsmen" spirit and the cultivation of the sense of responsibility, government support propaganda to improve the four aspects are put forward to promote the Jingdezhen ceramics nongenetic bearing and innovation development Suggestions [9].

The above studies have jointly laid the foundation for the research of non-genetic inheritance and innovation of Jingdezhen ceramics under the background of cultural and tourism integration.

However, the research of ceramic cultural and tourism integration in Jingdezhen is still in the early stage, and the current situation and countermeasures of Jingdezhen cultural and tourism integration need to be done in more systematic and in-depth research. Most of the above research results are based on the local perspective of Jingdezhen, and are rarely explored from the perspective of outside the region. The Japanese porcelain capital uses the local ceramic cultural resources to promote the development of the ceramic and tourism industry. Drawing on Japan's experience is conducive to formulating more comprehensive countermeasures to promote the development of ceramic intangible cultural heritage and the integration of tourism.

3. Current Integration Status of Jingdezhen Ceramic Culture and Tourism Resources

In recent years, the Jingdezhen government has realized the high-quality development of the ceramic industry and tourism in Jingdezhen by innovating the protection and inheritance mechanism, promoting the transformation and upgrading of the ceramic cultural industry, and promoting the in-depth integrated development of ceramic culture and tourism. Jingdezhen, the capital of porcelain, frequently "goes out of the circle" in various surprising ways, and gradually grows into a consumer city with great cultural charm. According to statistics, Jingdezhen received 3.9314 million tourists during the Spring Festival holiday in 2024, an increase of 74.66 percent compared with the Spring Festival last year. Jingdezhen attracts more and more young people to "go to the town market". According to data released by the Jingdezhen Municipal People's Government, the number of tourists to Jingdezhen exceeded 3 million in the three days before the May Day holiday in 2024. The top five tourist attractions in Jingdezhen are Taoyangli Historical and Cultural Tourism Area, Taoxichuan Cultural and Creative Block, Sanbao International Porcelain Valley, Ancient Kiln Folk Culture Expo Area and Yaoli Scenic Area. Among them, Taoyangli Historical and Cultural Tourism Area (including Jingdezhen Imperial Kiln Museum) has received more than 200,000 tourists in three days. Jingdezhen takes the whole-region tourism strategy as the main line, takes the unification of economic benefits and social benefits, promotes the "trinity" systematic development of ceramics, culture and tourism, and the cross-border integration of ceramic cultural industry and tourism industry.

At the same time, in the process of culture and tourism integration, there are still problems such as over-reliance on traditional marketing means, blindly following the trend, lack of characteristics, unbalanced development of the tourism industry structure, and insufficient development and utilisation of tourism resources, etc. and Jingdezhen needs to continue to strengthen the integration of culture and tourism, innovate marketing means, and excavate and display its own unique ceramic cultural resources, while strengthening the balanced development of the tourism industry and the full use of resources.

4. The Main Countermeasures Adopted by Japan Masuda to Promote the Development of the Ceramic Industry

Yutian town in Saga Prefecture, Kyushu, is known as Jingdezhen in Japan, and it is also sister cities with Jingdezhen. It dates back to 1616, when Korean ceramist Lee Sung-ping discovered pottery stones suitable for porcelain making in Quanshan, and settled down to make porcelain. The porcelain is known for its light, thin and smooth texture. It is hard and suitable for everyday use. Its design is deeply influenced by Chinese culture, especially in the combination of the shapes, colors and patterns.

Tian burn is a representative of the Japanese ceramic industry production area, in the field of high-end porcelain Japanese tableware continue to maintain unparalleled position, and from the production of the highest quality of Japanese tableware Beijing burning (Kyoto government) and

specialized production of general family use of Japanese tableware (gifu prefecture) and changya burn (Nagasaki), become the traditional industry developed in the postwar period. Traditionally, Yota aki, a kind of high-grade porcelain that historically appeared in the form of Ivan ri, is a representative industrial area of Saga Prefecture, centered on Yota town, spanning Ivri, Wuxiong and Xicities. Since the collapse of the bubble economy, the old way of selling premium tableware through page companies, hotels and exhibitions has changed dramatically, replaced by new channels such as commodity chains competing with foreign brands and mail-order sales via the Internet. The emergence of new channels such as commodity chain stores and mail order sales through the Internet has led to a sharp adjustment of the industrial structure centered on wholesalers in consumption areas and production areas, and the ceramic production area is seeking new ways of brand building and product development.

4.1. Support of Human National Treasure System and Policy

"National treasure on earth" is an important intangible cultural wealth holder designated by the minister of Culture, Education and Science according to the Japanese Cultural and Financial Protection Law. The national treasure of the world is somewhat similar to the intangible cultural inheritors of China, but its scope should be narrower, and the system should be stricter and more credible. Every year, the Japanese government grants 2 million yen (about 100,000 yuan) to the national treasures, and the whole society respects them. As of October 2015, there are now 180 people, including those who have been dismissed due to death. Among them, the human national treasures in the field of ceramics have a total of 39 people and groups. In the world of Japanese ceramic crafts, Itoizumi is the youngest holder of the important intangible cultural property (commonly known as the "national treasure of the world" in Japan). Japan has improved the follow-up guarantee and support mechanism of "human national treasure", and focuses on cultivating the inheritors with innovation ability, research ability, craftsman spirit and sense of responsibility.

Since 2005, the government has formulated a series of measures to rescue, integrate, produce and live the intangible cultural heritage with traditional handmade porcelain as the core. Jingdezhen is a city developed entirely by the traditional handicraft industry. There are a large number of people engaged in the ceramic industry, and the technology is complex, which has many differences with Japan. According to the statistics of Jingdezhen Ceramic Culture Inheritance and Innovation Center, there are 1899 representative inheritors of intangible cultural heritage above municipal level, including 11 at national level and 190 above provincial level [10], as shown in the following table (Table 2).

Table 2: The number of intangible cultural heritage inheritors in Jingdezhen

Jingdezhen non-genetic inheritors (level)	number of people
National inheritors	11 Peoples
Provincial inheritors	190 Peoples
Municipal inheritors	1899 Peoples

They both learn from the ancient methods and make bold innovations, constantly making the old skills "alive" in the inheritance, and let the intangible cultural heritage "tide" in the innovation. However, there should be a more scientific talent training mechanism and policy guarantee mechanism for the non-genetic inheritors of Jingdezhen ceramics, so that the intangible cultural heritage talents can stay in Jingdezhen, inherit and innovate the Jingdezhen ceramic skills, and provide talent support for the application of intangible cultural heritage.

4.2. Pay Attention to NPO in Promoting the Integration of "Ceramics + Tourism + Agriculture" in the Farmland

Focus on promoting community development programs for non-profit companies. Since 2003, the "Arida.com" was established in Yota as the base for NPO activities in western Saga Prefecture and has been committed to ensuring that Yota continues to develop into a region developed not only through the ceramic industry, but also through integrated industries such as tourism and agriculture. These developments were inherited by the Second Home Creation Association launched in 2012 and the Yutian Development Company founded in 2015, entering an era of new forms of tourism, agricultural and service revitalization and urban development proposed by non-profit business organizations. These developments are related to the opening of the Kyushu Ceramic Museum and Otian Kiln School in Saga Prefecture, which have been launched since the 1980s. There are already such local concessions that urban development through education, art and tourism has been promoted as a new form of industrial development related to upgrading projects.

4.3. Pay attention to the Field Survey, and Point out the Improvement of the Ceramic Industry Development According to the Data Analysis

Eiji Takeda (2022), In order to expand the market , Make the product sell well, A questionnaire survey of 741 tourists in Youachi using STP analysis method, Analyzed the target customer layer of Youaki, And concluded that the target group of Tian aki is high consumers over 50 years old, But it must also increase sales in the 10-40s [11]. Due to the decrease in demand for bulk goods such as inns and restaurants, changes in lifestyles, and the availability of porcelain, the number of offices and employees engaged in Arita ware has decreased, and the export value and added value of its products have also decreased. The number of engineers involved in the production of Arita ware is also aging. In order to revitalize the local area of Arita Town, revitalize the local economy, and enhance the industrial tourism of "Arita yaki", it is necessary to increase the amount of tourism consumption throughout the year. "Arita ware" is a unique charm of the local area, and it is a huge pillar of local economic development. Therefore, it is necessary to innovate local industries and introduce new products and services to revitalize regional industries.

In addition to the above research, the Japan Tourism Agency commissioned a company to conduct research, and the article conducted market research and analysis of Arita Tourism, based on which the future goals of Arita Tourism, the three-year tourism strategy, the setting of KPI indicators, the development of experience and exchange programs, the consideration of tourism platforms, and the PDCA cycle management system for the implementation of tourism strategies are detailed and provide an important reference for the government to formulate countermeasures [12].

4.4. Cooperate with Internationally Renowned Designers to Innovate Arita Ceramics

Youtianaki was born in 1616. After four hundred years of rise and fall, it had been exported to Europe, but gradually declined in the second half of the 20th century, and the economic downturn and the change of life style created the gap between traditional Arita and modern life. In 2016, led by designers Yagihara and Scholten & Baijings, together with 16 Saga and 16 internationally renowned designers, gave a new perspective of modern use, which is an innovative cooperation project about the aki. From the material, shape, color, function and other aspects of the burning, began a new attempt of the burning in modern use. Consider the shape and touch basis, fully emphasize the functionality of use. The collision of traditional techniques and international cutting-edge ideas, and the integration of traditional style and designer style of the porcelain workshop, not only have the high quality produced by the exquisite craftsmanship, but also reflect

the new international design concepts, with different styles and frequent new ideas. It is also a new step towards the world in 400 years. At the same time, on the basis of the joint development with overseas top chefs, the development of the burning of commercial tableware in the field of western tableware is also advancing.

5. Suggestions on the Inheritance and Innovative Development of Jingdezhen Ceramic Culture

5.1. Strengthen the Regulatory Function of the Government

China's tourism public service lags behind the tourism public demand and the disorder of tourism market has put forward a serious topic for the construction of tourism public service of local government. The main landscape is weakened seriously, the signs and signs of the scenic spots are damaged, the content is inconsistent with the reality, and the internal tour routes of the scenic spots basically lose their due content. Insufficient hotel capacity, high prices, traffic jams and other supporting resources are lagging behind, causing inconvenience to the tourists, resulting in a decline in the sense of tourism experience of visitors to the scene.

Therefore, the government should start from safeguarding the interests of tourists, make use of administrative resources and administrative means, strengthen supervision to correct or alleviate the uneconomy and injustice caused by the tourism market failure and market defects, so as to maintain the stability of the tourism economy and tourism market order. At present, the relevant departments of Jingdezhen have formulated the Guidelines on the Price Behavior of the Accommodation Industry in Jingdezhen Tourism Market, strengthen the standardized operation of the tourism accommodation industry, and continue to promote the "red and Black List" publicity system, upgrade the consumption experience of "food, accommodation, travel, travel, shopping and entertainment", and make Jingdezhen cultural tourism from "net red" to "long red".

5.2. Change the Direction of Government-led Tourism

Tourism functional departments should change from "management type" to "service type", and strengthening tourism public service is the development direction of government-led strategy. Including tourism city service system, tourism information service system, tourism rescue service system, tourism consumer rights and interests protection system, emergency service system, tourism volunteer service system, etc. so that Jingdezhen tourism can get a healthy and orderly long-term development.

5.3. Actively Cultivate Tourism Associations and other Non-governmental Organizations

The development of Jingdezhen tourism non-governmental organization is not enough, and its inherent advantages are difficult to play, especially in the field of tourism public service capacity needs to be further enhanced. Therefore, the government should actively cultivate the development of such non-governmental organizations and strengthen cooperation with them so that they can become an effective supplement to the provision of tourism public tourism services outside the government. On the one hand, the government should study and establish relevant regulations to ensure the legitimacy and validity of NGOs' participation in public tourism services; on the other hand, it should establish effective project supervision, urging, evaluation and publicity system to implement regular inspection, supervision and management of tourism public service projects undertaken by NGOs.

5.4. Provide More Platforms for Display and Communication for non-genetic Inheritors

Through interviews, the genetic bearing and productive protection base related personnel, hope to use the development opportunity of brigade fusion, let their skills and works by more tourists see, attract more domestic and foreign tourists feel the Jingdezhen long ceramic culture and exquisite handmade porcelain skills, better spread the ceramic culture. The government should give more financial and policy support and build a platform. For example, upgrading the Jingdezhen Ceramics Non-Heritage Museum to form a one-stop shop for product production and sales while displaying the skills. This will better provide the inheritors with the opportunity to showcase their Jingdezhen ceramic skills. At the same time, it will promote the development of the tourism industry in Jingdezhen.

5.5. Actively Carry out Research on the Integration of Culture and Tourism in Jingdezhen

At present, the advance research on the status quo of cultural and tourism integration in Jingdezhen is not sufficient, and much of the information is mainly related to the number of tourists. There is no systematic analysis and investigation of tourists' consumption and experience, which is not conducive to the further development of Jingde ceramic tourism industry. Japanese scholars pointed out that there are field increase three types of consumption will lead to "burn" industry revival: in the town, (1) in painting experience services (= intangible goods) feel value and spending "goods" consumption "(2) with quality, traditional, seasonal burning for the concept of goods (= feel the value of tangible goods and spending" consumption ", (3) only in that place to consume exciting things and things, feel the value and money" time consumption ". Strive to increase per capita spending on farmland, not just more traffic. Domestic relevant scholars should carry out market research and systematic analysis and research from the above aspects, and provide data and data support for the government to take countermeasures.

5.6. "Ceramics +" Cross-border Integration, Expand the Development Scope of the Ceramic Industry

At present, many ceramic enterprises have begun to cross-border integration, such as jointly launching ceramic cultural and creative products with museums, making ceramic figures, etc., which has achieved a certain response. However, under the background of "Belt and Road", the external publicity of ceramic enterprises is not enough. In addition, the high price of individual works of art is also one of the restricting factors for the external development of domestic ceramics. In this context, we should learn from the innovative and creative cases of Japan and foreign countries, and carry out cross-border cooperation with foreign famous designers and ceramic artists, which is also one of the important ways to improve the popularity of Chinese ceramics and expand the influence of the world.

6. Conclusion

On the basis of summarizing the current situation of ceramic culture and tourism integration in Jingdezhen, this paper analyzes the development countermeasures of Japanese culture and tourism integration in detail, and promotes government countermeasures, in-depth scientific research and cross-border integration.

This paper puts forward the reference for the integrated development of the culture and tourism in Jingdezhen, in order to promote the development of the ceramic culture industry under the background of the construction of the pilot area.

Acknowledgement

This work was supported by:

- 1) College Students' Innovative Entrepreneurial Training Plan Program: Research on the Inheritance and Innovative Development of Ceramic Culture in Jingdezhen under the Background of Cultural and Tourism Integration: Taking Youtian the Ceramic Capital of Japan as a Reference (Jingdezhen Ceramic Institute, Project number: 202310408025);
- 2) Jingdezhen Social Science Planning Project: Research on the Inheritance and Innovative Development of Jingdezhen Ceramic Intangible Cultural Heritage from the Perspective of Cultural Tourism Integration.

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