

Strategies to Promote the Development of Jingdezhen's Ceramic Cultural Tourism with an Orientation on New-Quality Productivity

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Abstract: New-quality productivity, serving as an advanced state of productivity, can provide innovative and creative development to economic growth. Contrasted to traditional growth path of the economy, the one with new-quality productivity can develop swiftly, efficiently, powerfully with the aid of new development concept and high technology. Jingdezhen, as the world's porcelain capital, has a longstanding development of ceramic making and a profound foundation of ceramic culture. With the advancement of science and technology and the improvement of people's living standards, it is of emergency to renew and promote the ceramic cultural tourism of Jingdezhen with an orientation on new-quality productivity, so as to keep pace with the development of the world's economy. Thus this essay aims to explore the new-quality productivity oriented strategies to promote the development of Jingdezhen's ceramic cultural tourism, mainly from the perspectives of publicity methods, resource utilization, and human resources. It is hoped that the exploration can help promote Jingdezhen's ceramic cultural tourism and thereby help elevate China's cultural confidence, cultural influence, and cultural soft power.

1. Introduction

New-quality productivity was first put forward in China in September 2023. New-quality productivity, as an advanced state of productivity where innovation plays a leading role, is a development path for productivity that breaks away from traditional economic growth patterns and aligns with new development concepts, characterized by high technology, high efficiency, and high quality[1]. High-quality development requires new theories of productivity to guide it, and new-quality productivity has already formed in practice in China and demonstrated strong driving and supporting forces for high-quality development.

New-quality productivity aims to achieve innovative allocation of production factors and is inherently green productivity which prioritizes ecology; it establishes and practices the concept that lucid waters and lush mountains are invaluable assets, and unwaveringly pursues the path of green development. As the world's porcelain capital, Jingdezhen has inherently the invaluable assets of ceramic culture and resources of cultural tourism; therefore, Jingdezhen's ceramic cultural tourism

should leverage its unique natural resource advantages and ceramic cultural heritage to achieve benign development between ceramic culture protection and cultural tourism, building Jingdezhen into a national base for ceramic culture protection, inheritance, and innovation and a world-renowned destination for ceramic cultural tourism[2].

2. Research Background

In recent years, although Jingdezhen's ceramic cultural tourism industry has developed rapidly, there is room for perfection in terms of resource integration and utilization. The ceramic cultural tourism industry is largely limited to traditional productivity development patterns and still lags behind the development goals of becoming a strong and major tourism city. For example, there are ceramic cultural tourism resources but the city lacks of related sound supporting services[3]; there are ceramic historical and cultural resources but the city lacks of advanced resource development and utilization[4]; there are handmade skills but the city lacks of creative ideas for ceramic culture[5]; there are advantages in ceramic cultural tourism but the city lacks of regional cooperation in tourism resources[6]. Therefore, there is a need to further innovate Jingdezhen's ceramic cultural tourism productivity and development methods, thus to achieve sustainable development of Jingdezhen's ceramic cultural tourism under the guidance of new-quality productivity.

This research focuses on new-quality productivity and examines how to innovate the development path of Jingdezhen's ceramic cultural tourism in the context of the "Pilot Zone Construction", attaining a benign interaction between ceramic cultural tourism, natural resource protection, and ceramic cultural heritage protection.

3. Research Significance

3.1 Academic Value

This research, from the perspective of new-quality productivity, examines the development path of Jingdezhen's ceramic cultural tourism industry, providing a new angle for the development and innovation research of Chinese culture with Chinese characteristics. At the same time, it offers insights for the research on regional characteristic development and serves as an academic reference for cultural researchers and communicators.

3.2 Practical Value

This research significantly enhances the influence of Jingdezhen's ceramic cultural tourism in both domestic and international markets, contributing to Jingdezhen's goal of becoming an "international city renowned for ceramic cultural tourism". With the introduction of strategies and initiatives such as "Chinese Culture Going Global", "Belt and Road Initiative", and "Telling China's Stories", China has placed greater emphasis on Sino-foreign cultural exchanges, to enhance cultural soft power and boost cultural confidence. The development and expansion of the ceramic cultural tourism industry is an important way to enhance the cultural influence of Chinese culture and strengthen China's cultural soft power. Therefore, this research can promote the communication of China's ceramic culture and elevate China's ceramic cultural confidence.

4. Research Methods

4.1 Method of Literature Analysis

By collecting and organizing literature on new-quality productivity, tourism industry, ceramic culture, ceramic history, and other related materials, with the development path of Jingdezhen's ceramic cultural tourism industry as the main thread, the most representative literature is selected for comprehensive analysis to fully explore the potential role of new-quality productivity in the development of Jingdezhen's ceramic cultural tourism industry.

4.2 Method of Data Analysis

The research team conducted comprehensive analysis of collected data on Jingdezhen's tourism revenue, tourism consumption, domestic and foreign tourist statistics, ceramic cultural tourism industry development data, and Ceramic Expo data. They studied the changes and patterns, summarized the characteristics of Jingdezhen's ceramic cultural tourism development at different times, and provided data for summarizing the development path of Jingdezhen's ceramic cultural tourism industry.

4.3 Method of Surveying

The research team conducted field research at ceramic tourist attractions, ceramic tourism consumption sites, dining establishments, and other locations related to ceramic cultural tourism to obtain first-hand and sufficient research materials, providing data support for the smooth progress of the project and for the formation of research conclusions.

4.4 Method of Comparing

The research team investigated the development status of cultural tourism industries in other regions, such as Guilin's landscape tourism, Yixing's purple clay tourism, Zibo's ceramic tourism, and Liling's ceramic tourism. By comparing and studying the successful experiences of cultural tourism industry development in other regions, they provided references for the development path of Jingdezhen's ceramic cultural tourism industry.

5. Research Framework

This research focuses on Jingdezhen's ceramic cultural tourism, leveraging new-quality productivity to guide and promote its development in terms of publicity methods, natural resource utilization, and human resource exploration. It examines how to achieve rapid and healthy development of Jingdezhen's ceramic cultural tourism industry with an orientation on new-quality productivity.

5.1 New-Quality Productivity Construction in Publicity Methods

5.1.1 Effective Use of Live Broadcasting

In recent years, live broadcasting by streaming media has been rapidly developing and is popular among people of all ages. Live broadcasting is an excellent tourism publicity channel with a wide reach, encompassing various age groups, industries, and corners of the world. With the prevalence of smartphones, live broadcasting spreads extremely quickly and achieves astonishing promotional

effects. Live broadcasting promotion has had a significant positive impact on Jingdezhen's ceramic cultural tourism. During the 2023 National Day holiday, Jingdezhen's ceramic cultural tourism revenue increased by 145.10% compared to the same period in 2019[7]. During the 2024 Spring Festival holiday, Jingdezhen received 3.9 million tourists, an increase of 74.66% compared to the 2023 Spring Festival holiday, with total tourism revenue reaching 2.996 billion yuan, an increase of 81.82% compared to the 2023 Spring Festival holiday[8]. The popularity of Jingdezhen's ceramic cultural tourism market remains high, and the promotional effect of live broadcasting cannot be underestimated.

5.1.2 Emphasis on Internet Promotion

Compared to live broadcasting, the Internet has a wider audience and it lasts longer, especially for promotion to foreign tourists. Jingdezhen should launch more Internet promotion platforms and websites to spread its ceramic culture worldwide, attracting more foreign tourists to visit and learn about Jingdezhen and its ceramic culture. Additionally, Internet promotion offers longer-lasting promotional pages and longer-term promotional effectiveness compared to live broadcasting.

5.1.3 Push on International Publicity

Firstly, it is crucial to seize the critical period after the pandemic, leveraging the opportunity of frequent visits by heads of state from such countries as Singapore, Malaysia, Spain, France, and Brazil to China since March 2023, and using the 2024 China-France Year of Cultural Tourism as a breakthrough to conduct international ceramic exchanges and revitalize Jingdezhen's international ceramic tourism.

Secondly, it is necessary to further enhance the influence of the Jingdezhen International Ceramic Exposition, utilizing this important platform to showcase Jingdezhen's ceramic culture and ceramic technology, attracting more foreign businessmen, tourists, and scholars to Jingdezhen.

Thirdly, it is important to expand and innovate ceramic trade methods, taking advantage of opportunities such as Jingdezhen being awarded the titles of National Cultural Export Base, National Foreign Cultural Trade Base, National Foreign Trade Transformation and Upgrading Base, Cross-Border E-Commerce Comprehensive Pilot Zone, and Pilot City for Market Purchasing Trade Means, and promoting the international layout of the "Jingdezhen Ceramic Official Flagship Store" in Dubai and other locations.

5.1.4 Strengthening of Government Regulation and Promotion

Firstly, Jingdezhen Culture and Tourism Bureau should issue policies and measures to strengthen the supervision of the ceramic cultural tourism market and improve the quality of ceramic cultural tourism services. Secondly, it is necessary to enrich the publicity and promotion methods and strategies for ceramic cultural tourism. The promotional strategies of Zibo and Harbin's tourism bureaus in 2023, which significantly boosted local tourism, provide valuable insights for Jingdezhen.

5.2 New-Quality Productivity Construction in Resource Utilization

5.2.1 Creating a Ceramic-Culture Ganjiang River Tour

Firstly, ceramic culture landscapes should be arranged along both banks of the Ganjiang River, showcasing Jingdezhen's ceramic history, ceramic systems, ceramic celebrities, ceramic technology, ceramic crafts, and ceramic lifestyles.

Secondly, infrastructure along both banks of the Ganjiang River should be improved, including pedestrian viewing paths, landscaping, railings, streetlights, etc., enabling tourists to appreciate the ceramic cultural landscapes on both sides of the river by walking.

Thirdly, night tourist facilities should be provided, such as boats, lighting, music, and retaining dams, allowing tourists to enjoy the ceramic culture landscapes along the Ganjiang River at night by boat.

5.2.2 Exploring Shared Resources for Ceramic Cultural Tourism

Firstly, it is necessary to deeply explore shared resources and initiate “X + Ceramic Cultural Tourism” projects, such as “Autumn Harvest + Ceramic Cultural Tourism”, “Tea Leaves Picking + Ceramic Cultural Tourism”, “Collection + Ceramic Cultural Tourism”, “Golden Week Holidays + Ceramic Cultural Tourism”, “Ceramic Expo + Ceramic Cultural Tourism”, “Summer Vacation + Ceramic Cultural Tourism”, and other tourism projects.

Secondly, it is necessary to leverage tourism resources in neighboring provinces and cities to create “Jingdezhen +” tours, such as “Jingdezhen + Mount Huang”, “Jingdezhen + Mount Jiuhua”, “Jingdezhen + Qiandao Lake”, and other tourism projects, thereby broadening the tourism space for Jingdezhen’s ceramic culture.

Thirdly, it is essential to vigorously promote regional cooperation, actively integrate into the tourism markets of Jiangxi, Fujian, Zhejiang, and Anhui, facilitate market sharing and tourist exchanges, and enhance the influence of ceramic cultural tourism.

5.2.3 Achieving Deep Integration of Ceramic Culture and Tourism

Firstly, it is necessary to strengthen the protection and development of ceramic cultural resources. Efforts should be intensified while encouraging all sectors of society to participate in the cause. By deeply exploring the connotations and characteristics of Jingdezhen’s ceramic culture, a uniquely charming ceramic cultural tourism can be created.

Secondly, it is necessary to enhance the level of integrated development. The ceramic cultural industry and tourism industry should be deeply integrated, with ceramic cultural elements fully incorporated into tourism products to increase the added value and market competitiveness of the ceramic cultural tourism industry.

Thirdly, it is necessary to cultivate professionals. A sound talent training system for cultural tourism integration should be established and improved. Ceramic cultural tourism professionals should be trained through university education, social training, and other methods to provide talent support for the integration of ceramics and cultural tourism.

Fourthly, it is necessary to innovate marketing and promotion methods, strengthen the marketing and promotion of integrated products, promote ceramic cultural tourism resources through the Internet, streaming media, social media, and other channels to enhance Jingdezhen’s ceramic cultural fame and reputation. At the same time, it is advised to organize theme activities and festivals related to ceramic cultural tourism to attract more tourists.

5.2.4 Promoting Ceramic Cultural Study Tours

Firstly, it is necessary to strengthen the inheritance and innovation of ceramic handicraft intangible cultural heritage. It is better to utilize high-tech equipment and methods to carry out the inheritance and innovation of ceramic handicraft techniques, attracting more people to participate in ceramic cultural study tours.

Secondly, it is necessary to leverage such places as the National Ceramic Experimental Teaching Demonstration Center of Jingdezhen Ceramic University, East Zhushan Market, Sanbao

International Ceramic Valley to continuously conduct ceramic art teaching and ceramic experience activities. It is better to develop ceramic study tours to inherit ceramic intangible cultural heritage, disseminate Chinese ceramic culture, and contribute to telling the story of Chinese ceramics both domestically and internationally.

5.2.5 Developing Quality Ceramic Cultural Tourism Routes

Firstly, it is necessary to focus on brand attractions and integrate various ceramic-themed tourism resources to form a systematic and reasonable quality tourism route.

Secondly, it is necessary to develop smart tourism projects for the quality routes, including smart scenic spots, smart hotels, smart travel agencies, and smart tour guides, enabling tourists to truly tour the porcelain capital with one mobile phone at hand.

5.3 New-Quality Productivity Construction in Human Resources

5.3.1 Establishing a Volunteer Team

It is necessary to collaborate with four universities in Jingdezhen, namely Jingdezhen Ceramic University, Jingdezhen University, Jingdezhen Vocational University of Art, and Jiangxi Ceramic and Art Vocational and Technical College, to form a volunteer team for ceramic cultural tourism. University students are positive, energetic, and knowledgeable. After receiving ceramic culture training at their universities, they can provide high-quality volunteer services to tourists from around the world.

5.3.2 Establishing a Bilingual Tour Guide Team

The bilingual tour guide team for ceramic culture mainly serves foreign tourists. After the pandemic, the number of foreign tourists to Jingdezhen has significantly increased, but the number of bilingual tour guides is obviously insufficient. According to surveys, there are currently fewer than 50 resident bilingual tour guides in Jingdezhen. Therefore, it is necessary to collaborate with local universities to form a high-quality bilingual tour guide team of around 150 members to provide efficient and high-quality bilingual tour guide services for foreign tourists.

5.3.3 Establishing a Foreign Affairs Translation Team

The foreign affairs translation team for ceramic culture mainly serves foreign official tourists. In June 2023, the “Ceramic Culture Communication Team” of Jingdezhen Ceramic University undertook the interpretation task of “I Take Ambassadors to Visit the Porcelain Capital”. They led diplomatic envoys from countries such as Italy, Cyprus, Thailand, Jordan, Kazakhstan, Sri Lanka, Cape Verde, Papua New Guinea, and Zimbabwe stationed in China to visit the Taoyangli Imperial Kiln Scenic Area in Jingdezhen. The ambassadors deeply perceived the unique charm of Chinese ceramic culture with the help of the communication team. Therefore, it is essential to establish a foreign affairs translation team for ceramic culture to introduce Chinese ceramic culture to foreign official tourists. Due to their special status, these foreign official tourists play a pivotal role in promoting Jingdezhen’s ceramic cultural tourism and disseminating Chinese ceramic culture.

6. Conclusion

This research explores the development path of Jingdezhen’s ceramic cultural tourism oriented on new-quality productivity. The research findings of this project serve dual purposes: on the one hand, they can promote the healthy development of Jingdezhen’s ceramic cultural tourism industry,

increase fiscal revenue, beautify the urban environment, and further enhance the domestic and international reputation of Jingdezhen's ceramic culture; on the other hand, they can strengthen the communication of China's ceramic culture through the promotion of ceramic cultural tourism industry, enhance China's cultural confidence, and tell the story of Chinese ceramics to domestic and foreign tourists through ceramic cultural tourism, thereby elevating China's cultural influence and soft power.

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