

# ***Research on Tourist Satisfaction in Jingdezhen Ceramic Cultural Tourism under the Goals of Constructing the Cultural and Tourism Industry Chain: A Study Using the IPA Analysis Method***

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**Keywords:** Jingdezhen ceramic culture; cultural tourism; tourism satisfaction; IPA analysis

**Abstract:** Ceramic Cultural Tourism caters to individuals who have a specific interest in ceramics, whether as collectors, enthusiasts, or those seeking a unique and immersive cultural experience. The concept aligns with the broader trend of cultural tourism, where travelers seek authentic and enriching experiences that connect them with the cultural heritage of a particular destination. Jingdezhen, renowned as the "World's Porcelain Capital," offers a unique destination for ceramic tourism, blending historical significance with contemporary creative industries. This study employs the IPA (Importance-Performance Analysis) method to evaluate 20 key factors influencing tourist satisfaction and perceived importance in Jingdezhen's ceramic tourism sector. By analyzing these dimensions, the research provides valuable insights to enhance Jingdezhen's ceramic cultural tourism through three key strategies: optimizing cultural experiences (e.g., AR-enhanced heritage sites, multi-sensory workshops), improving infrastructure (e.g., smart traffic systems, transparent pricing), and strengthening branding (e.g., international art biennales, community co-creation), aiming to elevate Jingdezhen's global appeal while preserving its ceramic legacy and fostering sustainable tourism growth.

## **1. Introduction**

According to UNESCO and the World Tourism Organization reports, cultural tourism is characterized as a journey with cultural and cognitive objectives<sup>[17]</sup>. It serves as a means to understand, enhance, preserve, and utilize the cultural resources, landscape, architecture, artistic activities, and distinctive features of a specific location. The city of Jingdezhen in China, known as the "World's Porcelain Capital" of with a porcelain-making history of over 1500 years, combines its rich tourism and ceramic cultural resources, ushering in the era of ceramic cultural tourism and activating in the field of cultural tourism nationwide and even worldwide. During the 'May Day' holiday period in 2023 alone, Jingdezhen City accommodated a total of 5.23 million visitors,

marking a year-on-year growth of over 200%. This data indicates a continuous surge in demand for cultural tourism in Jingdezhen. However, on the other hand, there are persistent issues in cultural and creative tourism, such as low levels of creativity, lack of cultural value (simple technological innovations, collective creation resulting in the loss of creative subjects), and excessive replication (Wang Xin, 2013)<sup>[15]</sup>. Therefore, to proactively address these concerns and promote sustainable development in new tourism formats for the city, it is crucial to analyze tourist satisfaction with Jingdezhen's cultural and creative tourism through scientific research and data measurement.

Research Objectives:

- 1) This research aims to develop a systematic evaluation framework that identifies the key dimensions and attributes influencing tourist satisfaction in Jingdezhen's ceramic cultural and creative tourism.
- 2) This research aims to identify priority improvement areas and strategic development opportunities for Jingdezhen's ceramic tourism sector.

## 2. Literature Review

### 2.1 Ceramic Cultural Tourism

It refers to a specialized form of cultural tourism that revolves around the exploration, appreciation, and engagement with ceramic art and heritage. Activities in Jingdezhen include pottery workshops and studios, ceramic museums and exhibitions, ceramic festivals and events, ceramic heritage sites, ceramic artisan communities, ceramic marketplaces.

From the perspective of the connotation of creative tourism, foreign scholars Greg Richards and Crispin Raymond (2000) first proposed that creative tourism destinations would provide courses or learning opportunities that actively engage tourists and stimulate their creativity<sup>[5]</sup>. In 2006, UNESCO considered creative tourism to involve both participation and authenticity<sup>[14]</sup>. Subsequently, scholars have offered insights into various aspects such as the development and utilization of cultural and creative resources<sup>[6]</sup> (Li, S., Shaw, G. 2022; Salvado, J. 2020), and the relationship between cultural and creative tourism and community development<sup>[3]</sup> (Maria Luiza, 2019; Marco António Noivo, 2022).

"The development of cultural and creative tourism in China has garnered increased attention from domestic scholars in the past decade, focusing on several key areas. 1) Development of Creative Cultural Resources: Scholars such as Pan Haiying et al. (2019) argue that the development of creative tourism should adhere to principles of innovativeness, uniqueness, experiential nature, cultural significance, and intellectual openness<sup>[13]</sup>. Yu Zhaochen (2022) suggests that a differentiation strategy in cultural tourism involves developing unique, diverse, and dynamic tourism resources, expanding connections between local communities, environments, traditions, and tourism<sup>[18]</sup>. 2) Impact of Policy Environment on Creative Cultural Tourism: Liu Linlin (2020), using Jingdezhen as an example, proposes the separation of "ownership, management, and operation" of cultural relics to promote deep integration between culture and tourism<sup>[9]</sup>. 3). Creative Cultural Tourism and Urban Branding: Feng Shaohua et al. (2018), using Jingdezhen as an example, believe that creating a cultural and creative ceramic brand has a mutually reinforcing effect with the development of the 'One Belt, One Road' tourism industry<sup>[8]</sup>. Wang Jinghua and Zhang Hui (2020), using the example of Jiuquan City in the Hexi Corridor, propose the development of a series of creative cultural tourism products, innovative cultural tourism models, and accelerated construction of a well-known urban cultural brand."

## 2.2 Tourist Satisfaction

International scholars have primarily focused on the factors influencing tourist satisfaction in their research. They believe that factors such as expectations, expectation gaps, perceived value, emotions, perceived quality, price, destination image, and tourist motivations are indispensable<sup>[2]</sup> (Saayman, M, 2018; Khan, Md Ashraful, 2020; Khan, M. A. A. 2020). Additionally, foreign scholars have emphasized the importance of evaluating and empirically studying tourist satisfaction<sup>[4]</sup> (Sanaullah, Asif, et al., 2022; Muntean et al., 2023).

Among China's researches on tourist satisfaction, the following discussions have been explored: 1>. Construction of Tourist Satisfaction Evaluation Systems: Researchers such as Mei Junxiang et al. (2019), using Guilin Lingqu Scenic Area as an example, constructed a comprehensive analysis of 28 factors in six aspects, including tourism environment experience, infrastructure experience, and cultural experience. Yang Lu et al. (2021) conducted a satisfaction analysis on factors like block environment, management services, and infrastructure for Fuzhou's Three Lanes and Seven Alleys. Zhou Bin et al. (2022) and Liu Peilin et al. (2022) researched the factors influencing tourist satisfaction based on traditional village tourism products and study tour products. 2>. Model-Based Tourist Satisfaction Path Analysis: For the sake of scientific and reliable research, domestic scholars have utilized various models for the analysis of factors affecting tourist satisfaction. Xi Yubin et al. (2023), Chen Jian (2023), Zhou Xuejun (2022), Li Tianshu (2021), and others believe that the IPA model has scientific guidance significance for improving the development and operational management of scenic areas. In addition, the application research of models such as the Kano model (Zhang Hanxiao, 2022, Zhu Xi, 2022), factor analysis (Wang Lixin, 2022, among others), AHP-FCE (Huang Mingxuan, 2022, et al), and Logistic regression model (Liu Rongrong, 2019) all indicate a demand for empirical research on tourist satisfaction in the tourism industry<sup>[10]</sup>.

However, in the research on Jingdezhen's ceramic cultural and creative tourism, the majority of articles are review-oriented, with empirical studies on tourist demands and satisfaction being relatively scarce. Therefore, this study adopts the empirical research perspective of the IPA model to investigate tourist satisfaction, aiming to enrich the research methods in Jingdezhen's ceramic cultural and creative tourism.

## 2.3 IPA model

IPA (Importance-Performance Analysis) is a method that assesses a service based on customer ratings in terms of importance and satisfaction. The measurement values are displayed on a two-dimensional quadrant chart, where the horizontal axis represents the importance of the service in the customer's mind, and the vertical axis represents the customer's satisfaction with the same service.

Importance-Performance Analysis (IPA) has been widely used to assess tourist satisfaction in various tourism contexts. Wang et al. (2022) utilized IPA to identify the disparity between the actual performance and expected importance of tourists' perceived value, aiming to improve the quality of homestay development in rural leisure tourism<sup>[16]</sup>. Similarly, Nisco et al. (2015) applied IPA to analyze tourist satisfaction at the destination level<sup>[12]</sup>. Furthermore, Zhou et al. (2022) and Zhou & Li (2019) also employed IPA to study tourist satisfaction in rural homestays and suburban agritourism destinations, respectively<sup>[19][20]</sup>. These studies demonstrate the applicability of IPA in evaluating tourist satisfaction in different tourism settings.

Moreover, the literature review by Luo et al. (2016) provides a comprehensive overview of the factors influencing tourist satisfaction and the various evaluation models used, including the use of IPA in constructing tourist satisfaction measurement models<sup>[11]</sup>. This review highlights the multifaceted nature of tourist satisfaction and the diverse methodologies employed to assess it,

including the IPA approach.

Additionally, Deng et al. (2008) discussed the application of IPA by practitioners to analyze product/service attributes' performance level and importance to customers, emphasizing the practical relevance of IPA in evaluating customer satisfaction<sup>[1]</sup>. Furthermore, Tovmasyan (2019) summarized the scientific discussion on tourist satisfaction evaluation, indicating the ongoing scholarly discourse on this topic<sup>[7]</sup>.

### 3. Research Methodology

This research assumes a method presented by the Importance-Performance Analysis (IPA) as an instrument to quantify the performance and satisfaction of tourists regarding their recent travel in Jingdezhen. The population of interest in this study was tourists that visited Jingdezhen in recent one year. Combining domestic and international research with the current development status of local tourist attractions in Jingdezhen, the evaluation dimensions can be structured as follows:

a) Innovative Attractiveness of Scenic Views:

Tourist sites like Jingdezhen Imperial Kiln Museum, the Sanbao International Porcelain Valley were investigated as examples. Dimensions are: Regional Expression of Ceramic Cultural Image(A1); Preservation Integrity of Ancient Ceramic Sites(A2); Creativity of Architecture and Landscape Installations(A3); Aesthetic Appeal and Coordination of Overall Scenic Layout(A4); Integration of Ceramics and Modern Creative Atmosphere(A5).

b) Cultural and Creative Activities:

This section includes performances at places like Mingfangyuan ("China"), porcelain music performances at the Folk Customs Exhibition Area of Ancient Kilns, "Taoranj" in Taoxichuan, and the "Letian Market" at the Sculpture Porcelain Factory. Dimensions cover five aspects: Diversity of Ceramic Art Exhibitions/Performances (B1); Reasonableness of Exhibition and Performance Ticket Prices (B2); Richness of Ceramic Art Cultural Atmosphere (B3); Variety of Pottery Experience Programs (B4); Diversity of Cultural Expression Forms (B5).

c) Cultural and Creative Communities:

Tourists sites: such as the cultural street area of Taoxichuan and Letian Ceramics Society. Dimensions covers Completeness of Public Supporting Facilities(C1); Vibrancy of Cultural and Creative Activities(C2); Rationality of Commercial Service Configuration(C3); Community Brand Image Positioning(C4); 15.Community Reputation(C5).

d) Cultural and Creative Tourism Reception Facilities (with a focus on food, accommodation, and transportation). This includes theme hotels, restaurants, bars, etc., that offer tourism experiences, covering Reasonableness of Pricing (D1); Cleanliness and Tidiness of the Environment (D2); Management and Service Quality (D3); Rationality of Traffic Layout (D4); 20.Creativity of Food and Cuisine (D5).

These evaluation dimensions with 20 attributes contribute to a comprehensive assessment of the development of local tourist attractions in Jingdezhen, taking into account both domestic and international research findings. They provide targeted guidance for the cultural and creative tourism of the attractions, emphasizing aspects such as scenic appeal, cultural activities, community engagement, and tourism reception facilities with experiential features like theme hotels and restaurants.

After conducting a survey based on the aforementioned satisfaction impact factors, SPSS27 was utilized to conduct reliability and validity analyses, descriptive statistical analyses, and IPA analysis following paired sample T-tests on the questionnaire. By observing the scattered distribution of variables within the quadrants of the IPA chart, factors that tourists consider important and satisfying can be inferred. This further facilitates targeted promotion of innovative improvements in

complementary management of the scenic area.

## 4. Results and findings

This questionnaire was distributed through the network platform during October 2023 National Day and May 2024 Labor Day period among visitors coming to Jingdezhen. During the whole process, researchers retrieved 238 questionnaires, of which the effective questionnaire is 229, questionnaire effective rate of 96.2%. The questionnaire data were calculated and analyzed by spss27.0.

### 4.1 Demographic Information

The survey collected statistical information from 229 participants, reflecting the characteristics of visitors to Jingdezhen ceramic culture tourism (Table 1).

Totally speaking, the gender distribution is more balanced. In terms of age, tourists aged 18-30 (36.6%) and 30-40 (34.06%) accounted for the major proportion, indicating that this type of tourism is more popular among the youth and middle-aged groups, while there were fewer tourists under the age of 18 (1.7%) and over the age of 60 (9.6%). The occupational structure shows that corporate/public sector employees (37.99%) and self-employed (33.1%) are the main groups, followed by the student group (21.4%) and retirees (7.42%). According to the income level, the middle-income group of 3001-6000 yuan (55.89%) accounted for the highest proportion. As to the information sources, the Internet (42.79%) is the main channel for tourists to obtain travel information, followed by recommendations from friends and relatives (24.89%) and TV/radio (14.84%), while newspapers and magazines (9.17%) and travel brochures (5.24%) have a weaker influence. In terms of travel motivation, tourists were most concerned with intangible cultural heritage experience (29.25%), followed by family tourism (23.14%) and enhancing parent-child/family relationship (15.28%), suggesting that ceramic culture tourism is not only culturally appealing, but also regarded as a shared family travel experience. In addition, leisure and local culture (13.97%) and special activities (9.17%) are also the concerns of some tourists.

Overall, the main clientele of Jingdezhen's ceramic culture tourism are middle-aged, young and middle-income groups, who are more inclined to obtain tourism information through the Internet and have a high interest in cultural experience and family tourism.

Table 1. Demographic Information of Participants(N=229)

Variables	Options	Frequency	Percentage
SEX	Male	107	46.70%
	Femal	122	53.20%
AGE	< 18 years old	4	1.70%
	18-30	84	36.60%
	30-40	78	34.06%
	40-50	41	17.90%
	>60 years old	22	9.60%
OCCUPATION	Employee of enterprise/public institution	87	37.99%
	Self-employed	76	33.10%
	Student	49	21.40%
	Retiree	17	7.42%
Monthly Income	Below 0-3000(yuan)	61	26.64%
	3001-6000 (yuan)	128	55.89%
	above 6000 (yuan)	40	17.46%
Information Sources	Relatives & Friends	57	24.89%
	TV/Radio Broadcasts	34	14.84%

	Newspapers/Magazines	21	9.17%
	Internet	98	42.79%
	Travel Brochures/Leisure Guides	12	5.24%
	Others	7	3.06%
Travel Motivation	Appreciate Intangible Cultural Heritage	67	29.25%
	Relaxation & Local Culture Experience	32	13.97%
	Family-oriented Travel	53	23.14%
	Children's Educational Development	21	9.17%
	Strengthen Family/Friends Bonds	35	15.28%
	Local Lifestyle Immersion & Special Activities	21	9.17%

## 4.2 Reliability and Validity

The study tested the reliability and validity of the 20 variables in Table 2 through spss27. The results of the reliability test showed that the Cronbach's Alpha for importance and performance were 0.814 and 0.837, respectively, ranging from 0.80 to 0.89, indicating that the questionnaire was highly reliable and the resulting test results were consistent and reliable. The validity test results showed that the KMO of importance and performance were 0.856 and 0.872, respectively, and the significant value of Bartlett's spherical test was 0, indicating a good match with the content examined in the questionnaire.

## 4.3 Importance- Performance Analysis

In terms of importance, tourists' expectations for the construction of sites, ceramic cultural atmosphere, ceramic exhibitions, and ceramic cultural expression in Jingdezhen ceramic cultural tourism sites are higher than the average ( $M=3.7001$ ), with the highest expectations for the Diversity of Cultural Expression Forms, which are expected to be felt in different sensory experiences. (Table 2)

In terms of performance(satisfaction), tourists believe that Regional Expression of Ceramic Cultural Image; Preservation Integrity of Ancient Ceramic Sites; Creativity of Architecture and Landscape Installations; Diversity of Ceramic Art Exhibitions/Performances; Reasonableness of Exhibition and Performance Ticket Prices; Variety of Pottery Experience Programs; Diversity of Cultural Expression Forms; Vibrancy of Cultural and Creative Activities are attractive, while the indicators of transportation facilities are less satisfactory. Transportation facilities were less satisfactory, with mean scores below 3.0.

Table 2: Results of Importance and Performance

Evaluation Dimensions	Mean(Importance)	Means(Performance)	P-I
<b>A.Innovative Attractiveness of Scenic Views</b>			
1.Regional Expression of Ceramic Cultural Image(A1)	3.623	4.23	0.607
2.Preservation Integrity of Ancient Ceramic Sites(A2)	3.824	4.352	0.528
3.Creativity of Architecture and Landscape Installations(A3)	3.586	4.423	0.837
4.Aesthetic Appeal and Coordination of Overall Scenic Layout(A4)	3.643	3.375	-0.268
5.Integration of Ceramics and Modern Creative Atmosphere(A5)	3.892	3.143	-0.749
<b>B.Cultural and Creative Activities</b>			
6.Diversity of Ceramic Art Exhibitions/Performances(B1)	3.651	3.738	0.087
7.Reasonableness of Exhibition and Performance Ticket Prices(B2)	3.876	4.319	0.443

8.Richness of Ceramic Art Cultural Atmosphere(B3)	3.863	3.325	-0.538
9.Variety of Pottery Experience Programs(B4)	3.183	3.782	0.599
10.Diversity of Cultural Expression Forms(B5)	4.351	3.624	-0.727
<b>C.Cultural and Creative Communities</b>			
11.Completeness of Public Supporting Facilities(C1)	3.676	2.972	-0.704
12.Vibrancy of Cultural and Creative Activities(C2)	3.837	4.253	0.416
13.Rationality of Commercial Service Configuration(C3)	3.691	2.982	-0.709
14.Community Brand Image Positioning(C4)	3.981	3.352	-0.629
15.Community Reputation(C5)	3.122	3.065	-0.057
<b>D.Cultural and Creative Tourism Reception Facilities</b>			
16.Reasonableness of Pricing(D1)	3.784	2.677	-1.107
17.Cleanliness and Tidiness of the Environment(D2)	3.696	3.228	-0.468
18.Management and Service Quality(D3)	3.367	3.423	0.056
19.Rationality of Traffic Layout(D4)	4.124	2.242	-1.882
20.Creativity of Food and Cuisine(D5)	3.232	3.439	0.207

#### 4.4 Findings of IPA Analysis

The tourists' IPA quadrant map of Jingdezhen ceramic culture and creative tourism consists of 4 quadrants, respectively, setting satisfaction as X-axis and importance as Y-axis (Figure 1). The average value of satisfaction of 20 indicators of Jingdezhen ceramic culture and creative tourism is  $M=3.4972$ , and its corresponding importance is  $M=3.7001$ . The data analysis is divided into four parts after establishing a coordinate system at the vertical intersection of X-axis and Y-axis. The first quadrant is the dominant area, in which tourists have high satisfaction ratings and strong perceptions of the importance of the indicators in this area. This area has 4 aspects-1.Regional Expression of Ceramic Cultural Image(A1);3.Creativity of Architecture and Landscape Installations(A3); 6.Diversity of Ceramic Art Exhibitions/Performances(B1);9.Variety of Pottery Experience Programs(B4).Tourists highly appreciate aspects such as the regional expression of ceramic culture, architectural creativity, diverse ceramic art exhibitions, and pottery experience programs. These areas significantly contribute to the attractiveness of Jingdezhen's tourism industry and should be maintained to sustain competitive advantages.

The second quadrant area is the maintenance area, where tourists have high satisfaction ratings and low perceived importance of the indicators within this section. This zone has a total of 4 aspects: Preservation Integrity of Ancient Ceramic Sites(A2);Reasonableness of Exhibition and Performance Ticket Prices(B2);Diversity of Cultural Expression Forms(B5);Vibrancy of Cultural and Creative Activities(C2).Elements such as the preservation of ancient ceramic sites, ticket pricing, diversity of cultural expressions, and cultural vibrancy receive high satisfaction but are perceived as less important. While they are currently not a priority for improvement, continuous maintenance is necessary to ensure long-term quality.

The third quadrant is the Improvement zone, in which tourists have low satisfaction ratings and low perceived importance of the indicators within this zone. They are: Aesthetic Appeal and Coordination of Overall Scenic Layout(A4);Completeness of Public Supporting Facilities(C1); Rationality of Commercial Service Configuration(C3);Community Reputation(C5);Cleanliness and Tidiness of the Environment(D2);Management and Service Quality(D3);Creativity of Food and Cuisine(D5).These aspects, though not critical at present, require gradual improvements to enhance the overall tourist experience.

The fourth quadrant zone is the Inferiority zone, where tourists have low satisfaction ratings and high perceived importance of the indicators within this zone.They are Integration of Ceramics and Modern Creative Atmosphere(A5);Richness of Ceramic Art Cultural Atmosphere(B3); Community

Brand Image Positioning(C4); Reasonableness of Pricing(D1);Rationality of Traffic Layout(D4). According to the survey, pricing inconsistencies for ceramic products and hotels, along with traffic congestion, are major concerns that need urgent attention.

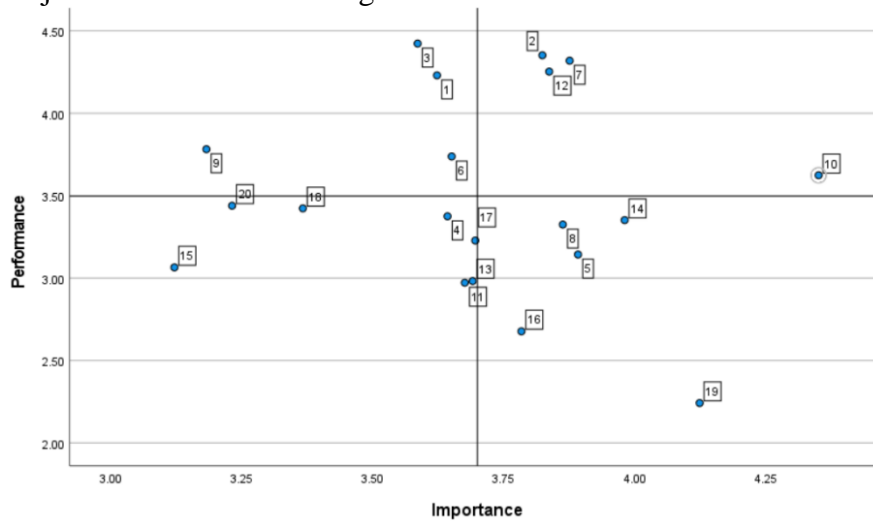


Figure 1: Results of IPA

## 5. Suggestions and Conclusion

### 5.1 Enhancing Tourist Experience in Key Strength Areas

In order to strengthen the cultural identity and experience depth of Jingdezhen ceramic culture tourism, it is recommended to optimize the tourism product system from a multi-dimensional perspective: in the strengthening of cultural identity, through the IP development of “Jingdezhen International Ceramic Expo” and other traditional festivals and events, drawing on the Japanese Seto Pottery Festival model combined with AR technology to reproduce the historical scene, and in the ancient kiln folklore exposition area to add the “non-fangzhu masters workshop” full-process exhibition. In the construction of immersive experience, we can create multi-sensory projects such as “Porcelain Music Experience Workshop” and “Glaze VR Laboratory”, and refer to the haptic guide system of Germany's Meissen Museum; at the same time, we can use 4D projection technology to develop “Millennium Kiln Flame” dramatization of tour routes in the Taoxichuan Cultural and Creative District.

### 5.2 Addressing Issues in the Inferiority Zone

In order to enhance the competitiveness of Jingdezhen ceramic cultural tourism in disadvantaged areas, it is recommended to take systematic improvement measures: in terms of transportation, it is necessary to optimize the tourism line bus network and the introduction of intelligent traffic management system, through the dynamic limitation of flow and big data analysis to alleviate the congestion problem in peak seasons, and at the same time can learn from the experience of the West Lake in Hangzhou, the implementation of non-motorized excursion routes. To address the issue of price fairness, the establishment of ceramic product grading and certification system and accommodation price dynamic monitoring mechanism, the implementation of price labels and peak season price limit policy, reference to the Lijiang Old Town model to create a transparent consumer environment. At the level of industrial innovation, it is recommended to build a cross-border cooperation platform to attract international designers to create, promote ceramics and science and

technology, fashion integration and innovation, in order to comprehensively enhance the quality of Jingdezhen as a ceramic cultural capital of the tourism experience and industrial added value.

### 5.3 Enhancing Community Branding and Cultural Atmosphere

Brand influence and cultural atmosphere of Jingdezhen ceramic culture tourism could be enhanced in the following ways. It is recommended to synergistically promote both brand building and community participation: on the one hand, to strengthen its brand image as an international ceramic creative center by creating high-end cultural and creative IPs such as the Jingdezhen International Ceramic Art Biennale, developing the “Porcelain City Aesthetics of Life” thematic line, and carrying out global social media marketing; on the other hand, to strengthen its brand image as an international ceramic creative center by establishing community tourism cooperatives, implementing participatory design mechanisms, and organizing open day activities for citizens. On the other hand, through the establishment of community tourism cooperatives, the implementation of participatory design mechanism, Open Day public activities and other measures, this study deeply activated community residents to participate in tourism development, and provided tourists with a more authentic and interactive cultural experience. This model of "brand leadership + community co-construction" can not only enhance Jingdezhen's voice in the field of global ceramic culture, but also ensure the original ecological authenticity of tourism experience through localized participation, and ultimately realize the mutual promotion of cultural inheritance and tourism development.

### Acknowledgement

This research was supported by the Jingdezhen Social Science Planning Program [NO: 2023033] IPA Evaluation of ceramic cultural creative tourism in the context of cultural-tourism industrial chain development.

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