

An Empirical Study on the Driving Mechanism of Tourism Development in Cultural and Creative Industry Clusters-The Case of the Jingdezhen Ceramic Cultural and Creative Industry Cluster

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Abstract

Tourism in cultural and creative industry clusters represents an important direction for the integrated development of the cultural and creative industries and the tourism industry. It is also an important pathway for cities to develop tourism and build cultural and creative industry clusters. On the basis of an analysis of the factors influencing tourism development in cultural and creative industry clusters, this study first constructs a tourism development driving-mechanism model composed of demand factors, attraction factors, intermediary factors, and support factors. It then develops an evaluation index system for the driving mechanism of tourism development in cultural and creative industry clusters, consisting of four first-level indicators, namely the demand system, attraction system, intermediary system, and support system, together with 10 second-level indicators and 29 third-level indicators. Finally, the analytic hierarchy process (AHP) is applied to assign weights to the driving factors of tourism development in the Jingdezhen Ceramic Cultural and Creative Industry Cluster, and the results are analyzed in detail.

1. Introduction

System dynamics was first proposed by Forrester. By combining quantitative computation with qualitative theory, it provides a useful approach for studying complex systems in society, the economy, ecology, and related fields. At present, system dynamics is widely used in product design, resource integration, corporate decision-making, urban economic development, and organizational construction, and has been described as a “strategy and policy laboratory” (Forrester, J. W. Industrial Dynamics 1967). The driving mechanism of tourism development in cultural and creative industry clusters is itself a complex system. It is an organic whole composed of multiple objective elements. Through information transmission, energy conversion, personnel mobility, and capital flows, the internal and external operation of the system is maintained in an

orderly manner, thereby enabling the realization of overall system objectives. The various subsystems interact with and influence one another, jointly promoting the orderly development of tourism in cultural and creative industry clusters. On this basis, this study analyzes the driving factors of tourism development in cultural and creative industry clusters, constructs a corresponding driving-mechanism model, designs an evaluation index system, and conducts an empirical analysis of the Jingdezhen Ceramic Cultural and Creative Industry Cluster. The study aims to provide practical guidance for the development of tourism in cultural and creative industry clusters.

2. Analysis of Driving Factors in the Tourism Development of Cultural and Creative Industry Clusters

Tourism development in cultural and creative industry clusters is shaped by multiple factors, and these factors jointly determine the trajectory and performance of tourism development in such clusters (Hua, J.2011). In this study, the driving factors are classified into four categories: demand factors, attraction factors, intermediary factors, and support factors (Jin, H.2016).

2.1. Demand Factors

Demand factors are internal factors within the driving mechanism. They consist of subjective and objective factors that affect the demand subject, namely tourists. Subjective factors include tourists' consumption concepts and individual characteristics, such as gender, age, occupation, educational attainment, social identity, and family background. Differences among individuals lead to differentiated tourism choices. Objective factors include tourists' material foundation and leisure time. Whether tourists possess sufficient material resources and available leisure time is a key determinant of tourism behavior. In the context of tourism consumption in cultural and creative industry clusters, consumer groups often have relatively fixed travel holidays and a comparatively high standard of material living (Zeng, Q. J.; Lyu, L.2012).

2.2. Attraction Factors

The attraction system includes four major driving factors: tourism resources within the cluster, innovation in tourism products, the cultural and creative atmosphere of the cluster, and the level of industrial agglomeration. From the supply side, these factors attract tourists and provide sources of attraction for the development of cultural and creative tourism (Guo, Y. J.; He, S.2000). Tourism resources in cultural and creative industry clusters include both natural and human resources, such as spatial layout, architectural forms, ecological environment, cultural history, and related resources. Regions with richer, better-preserved, and more abundant tourism resources are more conducive to the construction of cultural and creative industry clusters and the development of tourism. A cluster possessing high-quality and well-known tourism resources is often prioritized for development. The ability of a cultural and creative industry cluster to supply tourism products is a key factor in tourism development. The development of cultural and creative industries, catering, transportation, and other sectors within the cluster not only reflects the product supply and service capacity of the cluster, but also indicates the level of agglomeration. A favorable cultural and creative atmosphere can stimulate creativity, enrich design meaning, increase tourist participation, and thereby enhance the attractiveness of the cluster.

2.3. Intermediary Factors

Intermediary factors function as the bridge and linkage within the system. They transmit information and enable the different components of the system to operate more effectively. These

factors mainly include intermediary media and service guidance. They connect tourism demand and supply by, on the one hand, collecting tourists' consumption information and transmitting it to the cluster to guide product development and, on the other hand, guiding the cluster to attract tourist consumption through product design and service optimization.

For tourists, the selection of destinations and the purchase of tourism products may involve uncertainty and limited information. The intermediary system holds substantial information about tourism enterprises and destinations and can therefore provide tourists with professional advice and assistance. Effective intermediaries transmit high-quality service information to tourists through information platforms and guide tourist consumption. At the same time, platforms can collect large volumes of tourist consumption data, use modern big-data technologies to push preferential activities to tourists, and stimulate consumption. Enterprises can also understand tourist demand through intermediaries and media systems, thereby improving product production and innovation. Innovation in information-network technologies plays a crucial role in the intermediary system. It participates in the research, development, and marketing of tourism products, expands the application scope of information technologies through resource integration, strengthens information dissemination, and reduces information asymmetry. In addition to information transmission, it also provides a learning platform for tourism development. For example, the development of WeChat public accounts and self-media platforms has created effective information-service channels through which tourists can learn about culture and enrich their tourism knowledge.

2.4. Support Factors

The support system constitutes the external environmental system for tourism development in cultural and creative industry clusters, integrating both soft and hard environments. The soft environment mainly includes government policy, human resources, the socio-cultural environment, and economic conditions. Government policy support is a basic guarantee for the orderly development of tourism in cultural and creative industry clusters. Through policy regulation, tourism resources can be allocated effectively, and policy and material support can be provided for tourism development. Abundant human resources are the driving force behind innovation in cultural and creative industry clusters and are essential for improving enterprise competitiveness, realizing industrial agglomeration, and constructing cluster areas. Cities with deeper historical and cultural accumulation are more conducive to the development of cultural and creative industries and to the formation of a cultural atmosphere within clusters. Cities with better economic development and higher resident incomes tend to have stronger consumption capacity and greater tourism demand. The hard environment refers to the regional hardware conditions supporting tourism development, including urban infrastructure, cluster infrastructure, and the natural environment. Cities with well-developed infrastructure and clusters with convenient transportation networks are more likely to attract tourists and facilitate tourist mobility. Areas with better natural environments are also more favorable for tourism development and resource exploitation.

3. Construction of the Driving-Mechanism Model for Tourism Development in

Cultural and Creative Industry Clusters

A mechanism refers to an organic whole composed of multiple interrelated and interacting elements with specific functions and structures. The driving mechanism of tourism development in cultural and creative industry clusters mainly consists of four elements: the demand system,

attraction system, intermediary system, and support system. The demand system, attraction system, and intermediary system constitute the internal system, within which the demand and attraction systems function through the intermediary system. The internal system interacts with the external support system to achieve sustainable development (Zhong, Y.; Peng, H.; Zheng, X.2012).

The “consumption–intermediary–product” relationship is an important link in tourism development. Together with the demand system, intermediary system, and attraction system, it forms the internal system of the driving mechanism of tourism development in cultural and creative industry clusters (Figure 1). First, the demand system uses tourist demand as a pulling force that directly drives product production and system construction within the attraction system. As the supply system of cluster tourism, the attraction system satisfies market demand and guides and cultivates new markets by expanding production, improving the supply chain, and enhancing product innovation. It also produces a guiding feedback effect on the demand system. Second, the intermediary system links the demand system and attraction system. Through information transmission, it provides valuable information and feedback services to both sides and plays a key role in guiding consumption and production. Conversely, strong consumption demand from the demand system and product supply capacity from the attraction system objectively promote the improvement and development of the intermediary system, thereby providing favorable environmental support for internal system development. Finally, as the external support system of the driving mechanism, the support system interacts with the internal components, namely the demand, attraction, and intermediary systems. It promotes the development of the internal driving mechanism, while the interaction between the internal and external systems also encourages continuous improvement in the external support system. The interaction and coordinated development of the subsystems jointly constitute the driving mechanism of tourism development in cultural and creative industry clusters.

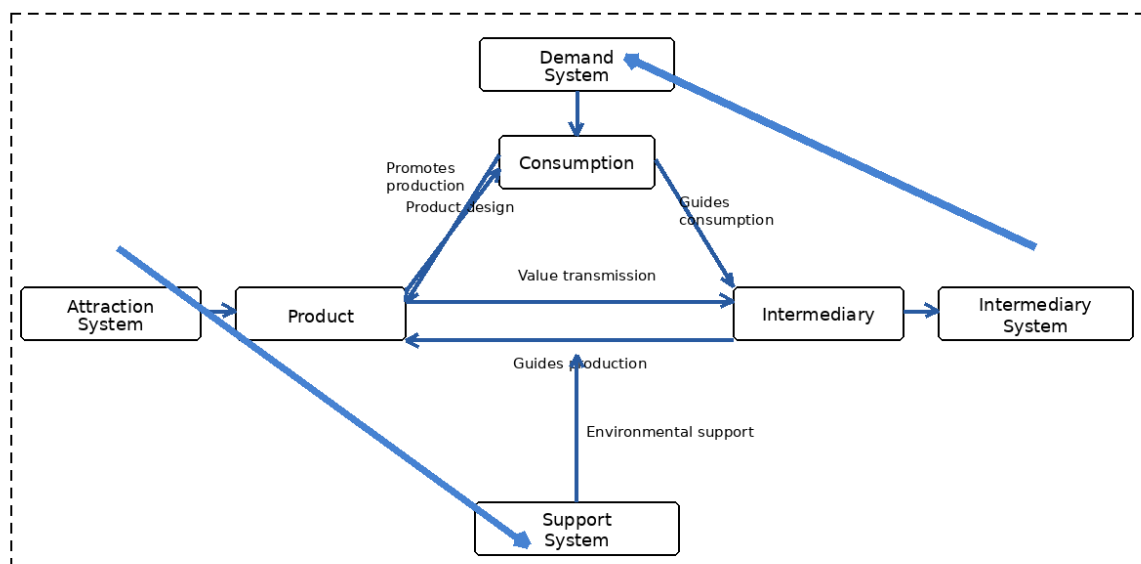


Figure 1. Conceptual model of the driving mechanism of tourism development in cultural and creative industry clusters.

Drawing on a large body of literature and integrating the perspectives of domestic and international scholars, this study refers to the index systems proposed by Peng Hua (Peng, H.1999), Wang Zhaofeng (Wang, Z. F.2011) and Wang Xingzhong, Wang Yi, and Chang Fang

(Wang, X. Z.; Wang, Y.2017). It initially designs four first-level indicators, namely the demand system, intermediary system, attraction system, and support system, as well as 15 second-level indicators and 35 third-level indicators, or driving factors. To further optimize the indicators, 13 experts from Jingdezhen Ceramic University, Jingdezhen University, the Chinese National Academy of Arts, the Jingdezhen Porcelain Bureau, the Jingdezhen Tourism Bureau, the Jingdezhen Cultural Bureau, and enterprises related to the Taoxichuan Cultural and Creative Industry Cluster were invited to evaluate the indicators through interviews and e-mail consultation. These experts work in areas such as cultural and creative industries, tourism development, industrial economics, and cultural resource protection. This procedure was adopted to ensure the scientific validity, compliance, objectivity, and comprehensiveness of the index design. A total of 13 questionnaires were distributed, 11 were returned, and all 11 were valid. The accuracy and rationality of each index were evaluated, and indicators with scores within ± 1 point of the mean score were retained. The final evaluation index system consisted of 10 second-level indicators and 29 driving-factor indicators, as shown in Table 1.

Table 1. Evaluation index system for the driving mechanism of tourism development in cultural and creative industry clusters.

Target	First-level indicator	Second-level indicator	Third-level indicator
Driving mechanism of tourism development in cultural and creative industry clusters (A)	B1 Demand system	C11 Subjective factors	D111 Tourist consumption concepts
	B1 Demand system	C11 Subjective factors	D112 Tourists' individual characteristics
	B1 Demand system	C12 Objective factors	D121 Tourists' income level
	B1 Demand system	C12 Objective factors	D122 Tourists' travel time
	B1 Demand system	C12 Objective factors	D123 Tourists' occupational attributes
	B2 Attraction system	C21 Tourism resources within the cluster	D211 Popularity index of tourism resources in the cluster
	B2 Attraction system	C21 Tourism resources within the cluster	D212 Total amount of tourism resources in the cluster
	B2 Attraction	C21 Tourism resources within the	D213 Quality grade of tourism resources in the cluster

	system	cluster	
	B2 Attraction system	C22 Agglomeration level of the cluster	D221 Proportion of the leading industry in the cluster
	B2 Attraction system	C22 Agglomeration level of the cluster	D222 Proportion of leading-industry enterprises among all enterprises
	B2 Attraction system	C22 Agglomeration level of the cluster	D223 Proportion of cultural and creative enterprises linked to upstream and downstream businesses
	B2 Attraction system	C23 Creative enterprises and product development in the cluster	D231 Proportion of R&D enterprises among all enterprises
	B2 Attraction system	C23 Creative enterprises and product development in the cluster	D232 Proportion of creative talents absorbed by creative enterprises in the cluster
	B2 Attraction system	C23 Creative enterprises and product development in the cluster	D233 Number of creative products developed by creative enterprises
	B2 Attraction system	C24 Cultural and creative atmosphere of the cluster	D241 Number of cultural facilities in the cluster
	B2 Attraction system	C24 Cultural and creative atmosphere of the cluster	D242 Number of cultural exchange activities in the cluster
	B2 Attraction system	C24 Cultural and creative atmosphere of the cluster	D243 Utilization rate of public cultural spaces in the cluster
	B3 Intermediary system	C31 Service guidance	D311 Word-of-mouth rating of cluster tourism
	B3 Intermediary system	C31 Service guidance	D312 Quality of tourism product distributors
	B3 Intermediary	C31 Service guidance	D313 Quality of service industries in the cluster

	system		
	B3 Intermediary system	C32 Communication intermediaries	D321 Media communication index for cluster tourism
	B3 Intermediary system	C32 Communication intermediaries	D322 Proportion of emerging media in tourism communication
	B4 Support system	C41 Hard environment	D411 Infrastructure support
	B4 Support system	C41 Hard environment	D412 Locational advantage of the cluster
	B4 Support system	C41 Hard environment	D413 Quality of the natural environment in the cluster
	B4 Support system	C42 Soft environment	D421 Government policy
	B4 Support system	C42 Soft environment	D422 Human resources in the cluster
	B4 Support system	C42 Soft environment	D423 Social and cultural environment
	B4 Support system	C42 Soft environment	D424 Economic environment

4. Empirical Evaluation of the Driving Mechanism of Tourism Development in the Jingdezhen Ceramic Cultural and Creative Industry Cluster

4.1. Current Tourism Development of the Jingdezhen Ceramic Cultural and Creative Industry Cluster

Jingdezhen is located in northeastern Jiangxi Province. It borders Dongzhi County of Anhui Province to the northwest, Wannian County to the south, Poyang County to the west, Qimen County of Anhui Province to the northeast, and Wuyuan County to the southeast. With an advantageous location, abundant ceramic resources, and convenient transportation, Jingdezhen is known as China's porcelain capital. Although its thousand-year ceramic-making culture has been passed down to the present day, only a limited amount of cultural resources has been reasonably protected and utilized. Therefore, on the basis of both developed and undeveloped tangible and intangible resources in Jingdezhen, new development paths must be explored. By integrating tourism with the cultural and creative industries, rationally developing cultural resources, and upgrading tourism, Jingdezhen has sought to build ceramic cultural and creative industry clusters

and drive the development of ceramic cultural and creative tourism, thereby promoting the upgrading of tourism in these clusters.

At present, Jingdezhen has formed several cultural and creative industry clusters of varying sizes, including Taoxichuan and Sanbao International Ceramic Valley. Among them, the Taoxichuan Cultural and Creative Industry Cluster is located at the foot of Phoenix Mountain in the economic center of eastern Jingdezhen. It takes the former Universe Porcelain Factory, with a total construction area of 180,000 square meters, as its core start-up area. The area extends west to the Ceramic Machinery Factory, east to the Weimin Porcelain Factory, and north to the foot of Phoenix Mountain. The surrounding area contains a concentration of the ten major state-owned porcelain factories established in the 1950s, including the Weimin Porcelain Factory, Jianguo Porcelain Factory, and Sculpture Porcelain Factory. In order to protect and develop these rich ceramic industrial heritage resources, Jingdezhen has planned and constructed four cultural and creative industry development bases: the Ming-Qing kiln complex, Hongdian Street, Taoxichuan, and the Sculpture Ceramic Art Village. These four cultural and creative bases make effective use of the old workshops and equipment of former state-owned porcelain factories, including the Jianguo Porcelain Factory, Art Porcelain Factory, Weimin Porcelain Factory, Universe Porcelain Factory, Sculpture Porcelain Factory, and Jingdezhen Porcelain Factory, thereby creating landmark cultural and creative industry clusters.

According to the Jingdezhen Statistical Communiqués on National Economic and Social Development from 2011 to 2015, the number of tourist visits to Jingdezhen increased from 16.044 million in 2011 to 30.9883 million in 2015, exceeding 30 million, while total tourism revenue reached RMB 20 billion. The growth rate of tourist visits rose rapidly, and the scale of the tourism market continued to expand. The tourism economy developed quickly, and its share of GDP increased year by year. By the end of 2017, Jingdezhen received 67.3502 million tourist visits, an increase of 23.5% over the previous year; total tourism revenue reached RMB 68.370 billion, an increase of 29.3%, representing a growth of 37.5%. Overall, tourism in the Jingdezhen Ceramic Cultural and Creative Industry Cluster has provided a new source of momentum for the development of cultural and creative industries and for the construction of Jingdezhen as a tourism city.

4.2. Evaluation of the Driving Mechanism of Tourism Development in the Jingdezhen Ceramic Cultural and Creative Industry Cluster

A review of the literature shows that the analytic hierarchy process can systematically decompose research objects, conduct comparative judgments, and use statistical data to determine index weights clearly and accurately. It is also convenient and concise in application, combining qualitative and quantitative methods, decomposing complex systems, and quantifying multi-objective and multi-criterion problems. In addition, AHP requires relatively limited quantitative information. Data can be obtained through expert scoring, and experts can make rational judgments and analyses based on their understanding of the nature of the problem. Compared with ordinary quantitative methods, AHP places greater emphasis on qualitative analysis. Therefore, this study applies AHP to conduct an empirical analysis of the tourism development driving mechanism of the Jingdezhen Ceramic Cultural and Creative Industry Cluster.

A scoring questionnaire titled “Scoring Form for the Tourism Driving Mechanism of the Jingdezhen Ceramic Cultural and Creative Industry Cluster” was designed. Eighty experts in related fields were invited to score each risk indicator on a scale from 1 to 9. A higher score indicates a stronger driving effect of the indicator on tourism in the Jingdezhen Ceramic Cultural and Creative Industry Cluster, whereas a lower score indicates a weaker effect. The participating

experts included industry practitioners and scholars in cultural tourism research.

AHP divides the target structure into multiple levels, including the target layer, indicator layer, and factor layer, thereby forming a hierarchical structure and constructing a multi-level analytical model. Expert subjective judgments are then quantified, the weights of each factor are calculated, and the weighting results are analyzed to derive final strategies.

4.2.1. Constructing the Hierarchical Structure Model

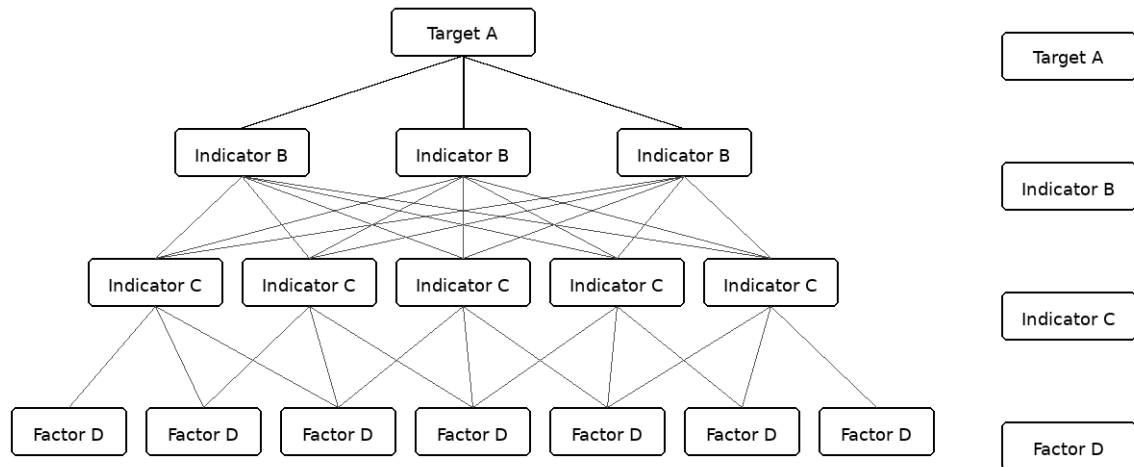


Figure 2. Hierarchical structure model.

4.2.2. Constructing the Judgment Matrix

According to the designed scoring form, expert consultation and questionnaire survey methods were used to judge the importance of factors at each level. Scores were assigned according to the degree of importance, and a judgment matrix was constructed.

Table 2. Judgment matrix.

A	B1	B2	...	Bn
B1	1	B12	...	B1n
B2	B21	1	...	B2n
...	...	...	1	...
Bn	Bn1	Bn2	...	1

In this matrix, B_{ij} denotes the numerical representation of the relative importance of B_i and B_j with respect to target A. The value of B_{ij} is determined according to Saaty's 1-9 scale.

Table 3. Scale of the judgment matrix.

Scale i/j	Interpretation
1	Factor i and factor j are equally important.
3	Factor i is slightly more important than factor j.
5	Factor i is moderately more important than factor j.
7	Factor i is strongly more important than factor j.
9	Factor i is absolutely more important than factor j.
2, 4, 6, 8	Intermediate values between the adjacent levels above.
Reciprocals	The reverse comparison of factor i and factor j.

4.2.3. Calculation and Analysis

Let A denote the first-level indicator of the tourism development driving mechanism of the Jingdezhen Ceramic Cultural and Creative Industry Cluster, and let the demand system, attraction

system, intermediary system, and support system be denoted by B1-B4, respectively. The judgment matrix C is constructed as follows:

$$C = \begin{bmatrix} 1 & 1/3 & 1/4 & 3 \\ 2 & 1 & 1/3 & 2 \\ 4 & 3 & 1 & 6 \\ 1/3 & 1/2 & 1/6 & 1 \end{bmatrix}$$

Each column of judgment matrix C is normalized. The mean value of each row in the standardized pairwise comparison matrix is then calculated to obtain the normalized eigenvector W_i , and the maximum eigenvalue is calculated accordingly:

$$\lambda_{\max} = \sum[(BW)_i / (nW_i)] = 4.0104$$

Finally, a consistency test is conducted on judgment matrix C. Only after the consistency test is passed can matrix C be regarded as logically reasonable and used for further analysis. The consistency test proceeds as follows.

First, the consistency index (CI) is calculated:

$$CI = (\lambda_{\max} - n) / (n - 1) = 0.0104 / 3 = 0.0035$$

Second, the corresponding random index (RI) is obtained from the RI table according to the order of the judgment matrix.

Table 4. Random index (RI) table.

Matrix order n	1	2	3	4	5	6	7
RI	0	0	0.58	0.90	1.12	1.24	1.32

Third, the consistency ratio (CR) is calculated and evaluated:

$$CR = CI / RI = 0.0038 < 0.10$$

When $CR < 0.1$, the consistency of the judgment matrix is considered acceptable. When $CR > 0.1$, the judgment matrix does not meet the consistency requirement and must be revised. The calculation above shows that $CR = 0.0038$; therefore, the consistency test is passed. Owing to space limitations, the specific calculation procedures for other judgment matrices in the evaluation index system of the tourism development driving mechanism of the Jingdezhen Ceramic Cultural and Creative Industry Cluster are omitted.

Through the above calculations, the total hierarchical weights of indicators at all levels can be obtained. The total hierarchical ranking of indicators also requires a consistency test, which is conducted layer by layer from top to bottom. After the calculations, the pairwise comparison judgment matrices composed of the factors related to B_j at the second-indicator level passed the consistency test in the single ranking. Let the single-ranking consistency index be CI_j and the corresponding random index be RI_j . The random consistency ratio of the total ranking at the second-indicator level is then calculated as follows:

$$CR = (0.0268 \times 0.1455 + 0.0053 \times 0.2310 + 0 \times 0.5430 + 0 \times 0.0805) / (0.58 \times 0.1455 + 0.9 \times 0.2310 + 0.58 \times 0.5430 + 0 \times 0.0805) = 0.0175 < 0.10$$

Thus, the consistency test is passed. Based on the above calculations, the weights of the evaluation indicators for the tourism development driving mechanism of the Jingdezhen Ceramic Cultural and Creative Industry Cluster can be obtained, as shown in Table 5.

Table 5. Weights of the evaluation indicators for the driving mechanism of tourism development in the Jingdezhen Ceramic Cultural and Creative Industry Cluster.

Target	First-level indicator	Weight	Second-level indicator	Weight	Third-level indicator	Weight
Evaluat	B1	0.	C11	0.	D111 Tourist	0.

ion index system of the tourism development driving mechanism in the Jingdezhen Ceramic Cultural and Creative Industry Cluster (A)	Demand system	4009	Subjective factors	6666	consumption concepts	50
	B1 Demand system	0.4009	C11 Subjective factors	0.6666	D112 Tourists' individual characteristics	0.50
	B1 Demand system	0.4009	C12 Objective factors	0.3334	D121 Tourists' income level	0.49
	B1 Demand system	0.4009	C12 Objective factors	0.3334	D122 Tourists' travel time	0.20
	B1 Demand system	0.4009	C12 Objective factors	0.3334	D123 Tourists' occupational attributes	0.31
	B2 Attraction system	0.2753	C21 Tourism resources in the cluster	0.3792	D211 Popularity index of cluster tourism resources	0.40
	B2 Attraction system	0.2753	C21 Tourism resources in the cluster	0.3792	D212 Abundance index of cluster tourism resources	0.40
	B2 Attraction system	0.2753	C21 Tourism resources in the cluster	0.3792	D213 Quality grade index of cluster tourism resources	0.20
	B2 Attraction system	0.2753	C22 Agglomeration level of the cluster	0.3284	D221 Proportion of the leading industry in the cluster	0.49
	B2 Attraction system	0.2753	C22 Agglomeration level of the cluster	0.3284	D222 Proportion of leading-industry enterprises among all enterprises	0.31
	B2	0.	C22	0.	D223 Proportion	0.

	Attraction system	2753	Agglomeration level of the cluster	3284	of cultural and creative enterprises linked to upstream and downstream businesses	20
	B2 Attraction system	0.2753	C23 Creative enterprises and product development	0.1713	D231 Proportion of R&D enterprises among all enterprises	0.60
	B2 Attraction system	0.2753	C23 Creative enterprises and product development	0.1713	D232 Proportion of creative talents absorbed by creative enterprises in the cluster	0.20
	B2 Attraction system	0.2753	C23 Creative enterprises and product development	0.1713	D233 Number of creative products developed by creative enterprises	0.20
	B2 Attraction system	0.2753	C24 Cultural and creative atmosphere of the cluster	0.1211	D241 Number of cultural facilities in the cluster	0.43
	B2 Attraction system	0.2753	C24 Cultural and creative atmosphere of the cluster	0.1211	D242 Number of cultural exchange activities in the cluster	0.14
	B2 Attraction system	0.2753	C24 Cultural and creative atmosphere of the cluster	0.1211	D243 Utilization rate of public cultural spaces in the cluster	0.43

Table 5. Continued.

Target	First-level indicator	Weight	Second-level indicator	Weight	Third-level indicator	Weight
	B3 Intermediary system	0.1479	C31 Service guidance	0.6666	D311 Word-of-mouth rating of cluster tourism	0.40
	B3 Intermediary system	0.1479	C31 Service guidance	0.6666	D312 Quality of tourism product distributors	0.40
	B3	0.	C31	0.	D313 Quality of	0.

	Intermediary system	1479	Service guidance	6666	service industries in the cluster	20
	B3 Intermediary system	0.1479	C32 Communication intermediaries	0.3334	D321 Media communication index for cluster tourism	0.83
	B3 Intermediary system	0.1479	C32 Communication intermediaries	0.3334	D322 Proportion of emerging media in tourism communication	0.17
	B4 Support system	0.1759	C41 Hard environment	0.6666	D411 Infrastructure support	0.55
	B4 Support system	0.1759	C41 Hard environment	0.6666	D412 Locational advantage of the cluster	0.21
	B4 Support system	0.1759	C41 Hard environment	0.6666	D413 Quality of the natural environment in the cluster	0.24
	B4 Support system	0.1759	C42 Soft environment	0.3334	D421 Government policy	0.48
	B4 Support system	0.1759	C42 Soft environment	0.3334	D422 Human resources in the cluster	0.20
	B4 Support system	0.1759	C42 Soft environment	0.3334	D423 Social and cultural environment	0.22
	B4 Support system	0.1759	C42 Soft environment	0.3334	D424 Economic environment	0.12

5. Results and Discussion

As shown in Table 5, the effects of driving factors differ across levels. Within the tourism development driving mechanism of cultural and creative industry clusters, the demand system has the highest weight, with a value of 0.4009, indicating that it plays the most important role. It is followed by the attraction system, with a value of 0.2753, and the support system, with a value of 0.1759. The driving effect of the attraction system is therefore greater than that of the support system. The intermediary system has a value of 0.1479, indicating that its driving effect is relatively weaker than those of the demand, attraction, and support systems.

5.1. Evaluation Results of Demand-System Factors

The demand system contains two types of factors: subjective and objective factors. The weight of subjective factors is 0.6666, while that of objective factors is 0.3334, indicating that tourists' subjective factors are more important. Subjective factors include tourist consumption

concepts and tourists' individual characteristics, each with a weight of 0.50. This indicates that, in terms of subjective tourist consumption, consumption concepts and individual characteristics are equally important. Among the objective factors, tourists' income level has a weight of 0.49, occupational attributes have a weight of 0.31, and travel time has a weight of 0.20. These results show that tourist income is the main factor influencing tourism consumption in the cluster, whereas occupation and travel time have relatively smaller effects. Therefore, in selecting and promoting target tourist groups, emphasis should be placed on tourists with stronger economic capacity, while groups with more leisure time should also be cultivated.

5.2. Evaluation Results of Attraction-System Factors

Within the attraction system, tourism resources in the cluster have the largest weight, with a value of 0.3792, indicating a relatively strong driving effect. The agglomeration level of the cluster follows with a weight of 0.3284. These data indicate that the role of agglomeration level should not be ignored. Therefore, in the development process, attention should be paid to integrating tourism resources, strengthening cluster construction, cultivating and developing cluster-related industries, and improving the overall level of agglomeration. In addition, product development among Jingdezhen ceramic-related enterprises should be emphasized. While developing enterprises, it is also important not to neglect the cultivation of a cultural and creative atmosphere within the cluster. A favorable creative atmosphere can promote innovation and generate new products.

Specifically, first, in the process of integrating tourism resources in the cluster, the popularity index and abundance index of tourism resources have equal weights. This indicates that both well-known resources and resource-rich clusters are conducive to resource integration. Second, among the factors for improving the agglomeration level of the cluster, the proportion of the leading industry in the cluster has the largest weight, followed by the proportion of leading-industry enterprises among all enterprises, with a value of 0.31. The factor with a relatively smaller effect is the proportion of cultural and creative enterprises linked to upstream and downstream businesses. Therefore, when improving the agglomeration level of the cluster, priority should be given to developing the ceramic industry, giving full play to its leading role, and driving the synchronous development of upstream and downstream related industries and enterprises. Third, among the factors of creative enterprises and product development, the proportion of R&D enterprises among all enterprises has the largest weight. The proportions of creative talents absorbed by creative enterprises and the number of creative products developed have equal weights. Accordingly, attention should be paid to the number and scale of creative enterprises in the Jingdezhen Ceramic Cultural and Creative Industry Cluster. The absorption of creative talent and product development are also particularly important. Each year, the cluster generates a considerable number of new intellectual property achievements and new products. This is due partly to competition and cooperation among enterprises, which create an attractive environment for firms to locate in the cluster, and partly to the role of outstanding talents in promoting innovation and creativity. Creativity and products can stimulate tourists' enthusiasm and thereby enhance the attractiveness of the cluster. Fourth, within the cultural and creative atmosphere of the cluster, the number of cultural facilities and the utilization rate of public cultural spaces have equal weights. This indicates that, in building the cultural and creative atmosphere of the cluster, having more cultural facilities and increasing the utilization rate of public cultural spaces can better create a favorable creative environment and atmosphere. Attention should therefore be paid to constructing cultural infrastructure, planning effective spaces rationally, and ensuring that activities are held in different areas and time periods to enhance attractiveness.

5.3. Evaluation Results of Intermediary-System Factors

Within the intermediary system, service guidance has a larger weight and thus the most obvious driving effect. Therefore, in optimizing the driving mechanism, attention should be focused on strengthening the role of service guidance. Communication intermediaries have a smaller value and a relatively weaker driving effect. Service guidance includes the word-of-mouth reputation of cluster tourism, the quality of intermediaries, and the quality of services. The word-of-mouth reputation of the cluster and the quality of intermediaries have equal weights, indicating that emphasis should be placed on the role of intermediaries and on improving the reputation of the cluster. In cluster construction, all links should be fully utilized to guide tourist consumption effectively and to transmit useful information to each system, thereby promoting the development of the entire system. Within service guidance, the role of communication media should not be neglected. Effective media can improve the efficiency of information transmission. Among the relevant indicators, the media communication index for cluster tourism has the largest weight, indicating that media intermediaries have the strongest influence on tourism. Tourism development in the cluster cannot be separated from communication intermediaries. A good communication intermediary can effectively disseminate tourism information, and the communication index is the most direct representation of such efficiency. In addition, the development of new media platforms should not be ignored.

5.4. Evaluation Results of Support-System Factors

Within the support system, the hard-environment factor has the highest weight and the strongest driving effect. Therefore, the level of hard-environment development has a more direct influence on tourism development in the cluster. The soft-environment factor has a weight of 0.3334, indicating that its effect is relatively smaller than that of the hard environment.

The hard environment includes infrastructure support, the locational advantage of the cluster, and the quality of the natural environment. Among these, infrastructure has the largest weight, with a value of 0.55. Therefore, infrastructure construction must be emphasized. The weights of locational advantage and natural environment quality are 0.21 and 0.24, respectively; the difference between the two is small, suggesting that they play similarly important roles.

The soft environment includes government policy, human resources, the socio-cultural environment, and the economic environment. Government policy has the largest weight, indicating that government plays an irreplaceable role in constructing the soft environment of the support system for cluster tourism. The socio-cultural environment follows with a weight of 0.22, suggesting that a favorable socio-cultural environment is more conducive to the development of cluster tourism. Human resources in the cluster have a weight of 0.20, indicating that human-resource support is also an important factor in tourism development. The economic environment has the smallest value, suggesting a relatively weaker supporting effect.

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