

Construction of a Driving-Mechanism Model and Optimization Paths for Tourism Development in the Jingdezhen Ceramic Cultural and Creative Industry Cluster

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Abstract

With the integrated development of tourism and the cultural and creative industries, tourism in cultural and creative industry clusters has become a new driver of urban economic growth. Tourism in the Jingdezhen ceramic cultural and creative industry cluster has developed rapidly, yet it still lags behind more developed regions. Identifying the driving factors and driving mechanism that shape its tourism development is therefore a meaningful research issue. This study first clarifies the connotation and characteristics of cultural and creative industry cluster tourism. It then analyzes the current situation of tourism development in the Jingdezhen ceramic cultural and creative industry cluster, summarizes the key driving factors, and constructs a driving-mechanism model for tourism development in this cluster. Finally, optimization paths are proposed from four dimensions: the demand system, attraction system, intermediary system, and support system.

1. Introduction

Promoting the integration of culture and tourism not only helps optimize the industrial structure but also contributes to strengthening cultural confidence. The cultural and creative industry has emerged in recent years as a new and increasingly popular form of industry. As cultural and creative industries generate clustering effects, the emergence of cluster areas has injected new vitality into their development, while cluster-based tourism provides a new pathway for cluster construction (Liao, W. J. 2015). At present, tourism in the Jingdezhen ceramic cultural and creative industry cluster is undergoing a period of rapid development. Research on its driving mechanism has therefore become a focal issue for the tourism sector, industry, cultural circles, and government at various levels. Effectively identifying the elements of the driving mechanism, integrating

resources, and improving the coordination among the demand, attraction, intermediary, and support systems can create more favorable conditions for tourism development in the Jingdezhen ceramic cultural and creative industry cluster and, in turn, promote the healthy development of Jingdezhen's ceramic cultural and creative industry.

2. Connotation and Characteristics of Cultural and Creative Industry Cluster

Tourism

Cultural and creative industry cluster tourism refers to the use of a cluster area as both a tourism destination and a space for creative activities. By applying modern science and technology, new design concepts and creative elements are integrated into cultural industries, thereby providing tourists with participatory cultural-knowledge tourism experiences. Compared with traditional tourism and conventional cultural tourism, cultural and creative industry cluster tourism has unique advantages. Its integrative and inclusive nature gives cluster resource development and product production considerable development potential (Yu, Z., & Zhao, M. T. 2013). Cultural and creative industry cluster tourism has four main characteristics: the coexistence of knowledge and culture, the coexistence of experience and participation, the coexistence of added value and integration, and the coexistence of new technology and intelligence (Table 1).

Table 1. Characteristics of cultural and creative industry cluster tourism

Characteristic	Meaning
Coexistence of knowledge and culture	The creative industry integrates knowledge into culture and connects it with the economy, thereby enabling the industry to perform its economic and cultural functions.
Coexistence of experience and participation	Cultural and creative industry cluster tourism emphasizes tourist experience and participation and integrates tourists' participatory behavior with experiential behavior.
Coexistence of added value and integration	In the process of tourism activities, cultural and creative elements are incorporated into tourism products to enhance their added value.
Coexistence of new technology and intelligence	Relying on modern technology and networks, the cluster area pursues intelligent development, supports infrastructure construction, and strengthens interactive forms of smart tourism.

3. Construction of the Driving-Mechanism Model for Tourism Development in the Jingdezhen Ceramic Cultural and Creative Industry Cluster

3.1. Current Situation of Tourism Development

According to the Opinions on Promoting the Construction of a Strong Tourism Province issued by the Jingdezhen Municipal Committee, Jingdezhen should be regarded as a resource-depleted city. Although Jingdezhen's thousand-year ceramic-making culture has been passed down to the present day, few cultural resources have been properly protected and utilized. Based on the city's existing developed and undeveloped tangible and intangible resources, Jingdezhen must seek alternative paths for cultural development. Through the integrated development of tourism and the cultural and creative industries, the construction of the Jingdezhen ceramic cultural and creative industry cluster has initially promoted the upgrading of both the

ceramic cultural and creative industry and the tourism industry.

Table 2. Tourism development indicators of Jingdezhen, 2010-2018

Year	Tourist arrivals (10,000 person-times)	Total tourism revenue (RMB 100 million)	Growth rate of total tourism revenue (%)
2010	1324.59	66.63	24.75
2011	1604.60	83.80	25.70
2012	2001.28	125.22	49.50
2013	2242.45	152.29	21.60
2014	2585.08	200.87	31.90
2015	3098.83	261.32	30.10
2016	3981.37	359.26	37.50
2017	5454.87	528.89	47.20
2018	6735.02	683.70	29.30

Source: [Details] Jiangxi Statistical Yearbook(2010-2018)

As shown in Table 2, tourist arrivals in Jingdezhen increased year by year from 13.2459 million in 2010 to 67.3502 million in 2018. Total tourism revenue grew from RMB 6.663 billion in 2010 to RMB 68.370 billion in 2018. Tourist arrivals increased rapidly, the scale of the tourism market expanded continuously, and the tourism economy developed quickly. Since 2012 in particular, the Jingdezhen municipal government has strongly supported the development of the ceramic cultural and creative industry, combined ceramic culture with the construction of the porcelain capital, and strengthened the construction of ceramic cultural industry clusters, yielding significant results. Jingdezhen currently has 18 cultural and creative industry clusters of a certain scale, including six national-level projects. These clusters vary in scale and function. Their product-based economy has injected strong vitality into the tourism economy, and the diversity of products and services has attracted large numbers of visitors.

3.2. Driving Factors of Tourism Development

3.2.1. Resource Factors

The development of any industry depends on the effective allocation of resources. As the foundation on which the tourism industry survives and develops, tourism resources determine the value of tourism products and constitute the core element that forms destination attractiveness. Resource endowment directly influences the scale and demand of the tourism market as well as the structural form and development direction of the tourism industry (Nian, S. F., & Li, D. H. 2011)). Jingdezhen possesses unique tourism resources, and the ceramic cultural industry has become the lifeblood of the city. At present, Jingdezhen has developed abundant tangible and intangible cultural heritage resources centered on ceramic culture (Table 3).

Table 3. Tangible ceramic cultural resources in Jingdezhen

National A-level rating	Cultural resource	Cultural features
5A	Ancient Kiln Folk Customs Museum Area	Displays ancient kilns, ceramic history, and ceramic culture in different sections, presenting the development of China's thousand-year ceramic culture.
4A	Imperial Kiln Factory	Contains kiln-industry remains from the Ming and Qing dynasties, including kiln remains, walls, road relics, ancient wells, ancient trees, kiln-industry deposits, government-office buildings, and related ancillary remains.

4A	Splendid Changnan - China Porcelain Garden	Integrates ceramics with history, culture, tourism, commerce, workshops, leisure, and residence, recreating the glory of the ancient town of Changnan.
4A	Gaoling-Yaoli Scenic Area	An important raw-material origin for ancient Jingdezhen porcelain production, known as the “source of porcelain, home of tea, and sea of forests”. Its primary forests, rural landscapes, ceramic production sites, and Yaoli black and green teas further enrich its tourism features.
4A	China Ceramic Museum	Presents exhibitions, publicity, and cultural displays of ancient ceramics, showcasing the beauty of Chinese ancient ceramics to the world and disseminating ceramic history and culture.
4A	Taoxichuan	A comprehensive cultural and creative industry cluster that combines industrial heritage renovation with tourism and integrates cultural exhibition halls, museums, restaurants, hotels, and art shops.
3A	Sanbao International Ceramic Valley	A cluster that integrates cultural creativity, ceramic culture, catering, and entertainment.
3A	Mingqing Garden	An emerging ceramic market developed from the site of the Sculpture Porcelain Factory in the 1990s, combining factory culture with modern ceramic art to create a new cultural and creative block.
3A	Jianguo Ceramic Cultural and Creative Park	A model of industrial heritage renovation that integrates heritage reuse with tourism, cultural creativity, catering, handicrafts, and other industries, forming a creative center for ceramic creation, production, display, and sales.

Jingdezhen is also rich in intangible resources. Data from the Jingdezhen Intangible Cultural Heritage Protection Center show that there are 62 registered intangible heritage projects, including three national-level projects, 24 provincial-level projects, and 35 municipal-level projects. These cover a wide range of fields, including traditional ceramic production, paper cutting, bamboo weaving, and other arts and crafts, as well as traditional food production. Projects related to ceramic painting techniques, glaze making, and body forming account for a relatively large share. There are 309 registered inheritors of intangible cultural heritage, including 10 national-level inheritors, 58 provincial-level inheritors, and 253 municipal-level inheritors.

The abundant tangible and intangible resources provide momentum for cluster construction and related tourism development in Jingdezhen, becoming a core force for the tourism economy of the ceramic cultural and creative industry cluster.

3.2.2. Market Demand Factors

With cultural diversification, economic development, improvements in population quality, and technological progress, people’s tourism concepts have changed accordingly. Traditional scenic sightseeing can no longer fully satisfy tourists’ needs. Cultural and artistic cultivation, spiritual satisfaction, rich humanistic spirit, and advanced social civilization all have strong appeal to modern tourists. The development of cultural and creative industry tourism is therefore consistent with current psychological demand in tourism. Cultural and creative industry tourism

not only highlights the inheritance of local and representative cultures, but also gives new meanings to historical culture during development, forming a new modern civilization in tourism destinations. Cultural and creative industry parks, themed exhibition halls, theme parks, and tourism performances have become popular forms of cultural and creative industry tourism.

Jingdezhen's ceramic historical and cultural resources are unique and monopolistic. Ceramic industrial sites can be found throughout the city, and the traditional ceramic industry increasingly has the character of a "fossil specimen". In recent years, emerging ceramic cultural and creative industry clusters have attracted many domestic and international tourists. As a high-grade form of tourism, they can satisfy tourists' desires for novelty, difference, knowledge, and enjoyment, thereby increasing the potential for tourism market development. Jingdezhen has basically formed a multi-level and three-dimensional tourism supply system capable of meeting the needs of tourists from different regions and social levels. Domestic tourists come from across China, while the number of international tourists is gradually increasing, including visitors from South Korea, Japan, Southeast Asia, Russia, Europe, and the United States. This broad tourism market provides highly favorable demand-side support for the development of tourism in the Jingdezhen ceramic cultural and creative industry cluster.

3.2.3. Government Factors

Ceramic cultural and creative industry cluster tourism is a strongly public-oriented industry that requires a high degree of government attention. Government policy support is the basic guarantee for its orderly development in Jingdezhen. The 2009 Guiding Opinions of the Ministry of Culture and the National Tourism Administration on Promoting the Integrated Development of Culture and Tourism further promoted the integration of the cultural and creative industry with the tourism industry. In 2014, the state issued the Several Opinions on Promoting the Integrated Development of Cultural Creativity, Design Services and Related Industries, which clearly stated that the development of cultural and creative industries can promote product and service innovation, foster emerging business forms, create employment, and meet diversified consumption needs. The reports of the 18th and 19th National Congresses of the Communist Party of China also emphasized this issue. As early as 2010, the Jingdezhen municipal government issued the Implementation Opinions on Accelerating the Transformation and Sustainable Development of Resource-Based Cities, focusing on building a ceramic industry led by high technology, optimizing the traditional industrial structure, implementing the "Greater Ceramics" strategy, linking tourism with primary and secondary industries, and promoting the coordinated development of the primary, secondary, and tertiary sectors.

In its 2017 government work report, the Jingdezhen municipal government proposed promoting reform of the tourism management system, issuing industrial support policies, creating high-quality ceramic cultural tourism and distinctive industrial tourism routes, and accelerating the construction of a national all-for-one tourism demonstration zone. By formulating relevant policies and regulations and implementing social security management measures, the government has improved the market order of cultural and creative industry cluster tourism, promoted the management capacity of business operators, safeguarded enterprise images, protected the basic interests of residents, and ensured the sustainable development of the local natural environment. The government has also publicized ceramic cultural and creative industry clusters and creative industry bases through the media. To better serve and retain talent, Jingdezhen has established a Talent Recruitment and Intelligence Introduction Bureau to attract creative professionals and creative enterprises. In 2018, the Jiangxi provincial government work report proposed strongly supporting the creation of the Jingdezhen National Ceramic Culture Inheritance and Innovation Pilot Zone and striving for national support to establish a Jingdezhen Ceramic Culture

Comprehensive Bonded Zone.

3.2.4. Enterprise Factors

Enterprises are the main actors and core driving force in the development of ceramic cultural and creative industry cluster tourism, a role determined by their own economic interests. In 1995, Jingdezhen's original ten state-owned porcelain factories were restructured under the unified arrangement of the municipal Party committee and government. Owing to various reasons, most of these enterprises failed to transform successfully, leaving many large factory buildings abandoned and idle. However, these industrial heritage sites have accumulated rich historical meaning for the city, and many ceramic enterprises have relied on such buildings to establish ceramic cultural and creative industry clusters and develop industrial heritage tourism. Developing ceramic cultural and creative industry cluster tourism helps enterprises create attractive garden-style work units, expand their influence, increase economic benefits, promote transformation and upgrading, and address employment problems for former workers. Moreover, the demonstration effect of cluster tourism has encouraged enterprises to invest in industrial heritage tourism development. Taoxichuan in Jingdezhen, for example, has become a successful case of industrial heritage protection and industrial culture revival through industrial renovation and transformation, and its second phase is being constructed rapidly. Jingdezhen has many medium-sized and large enterprises with a long history and rich industrial heritage, which gives them an internal motivation to develop industrial heritage tourism.

3.2.5. Related Industry Factors

For cluster tourism supported by the ceramic cultural and creative industry, the development of tourism must be promoted through the integration of ceramic culture with multiple industries on the basis of the traditional ceramic industry. Existing ceramic cultural and creative industry clusters in Jingdezhen have evolved from the foundation of the ceramic industry. This foundation determines the development of technology, capital, talent, and institutions in ceramic production. At the same time, tourism development in the Jingdezhen ceramic cultural and creative industry cluster is closely related to other industries, such as information services, transportation, agriculture, culture, and marketing. The development level and model of these industries directly or indirectly influence cluster tourism. Currently, Jingdezhen has 32 cultural media enterprises, 42 ceramic production enterprises of a certain scale, hundreds of ceramic workshops and shops, as well as multiple transport modes including rail, air, and road transport. These conditions provide convenience for the development of tourism in the Jingdezhen ceramic cultural and creative industry cluster.

3.3. Construction of the Driving-Mechanism Model

The driving system for tourism development in the Jingdezhen ceramic cultural and creative industry cluster is itself a complex system, mainly consisting of the demand system, attraction system, intermediary system, and support system. In other words, the structural mechanism of driving forces serves as the link within the driving mechanism, mainly reflecting symbiotic, coordinated, and interactive relationships among the subjects of the driving system. The function of the driving system is the final result of this mechanism (Peng, H. (1999).

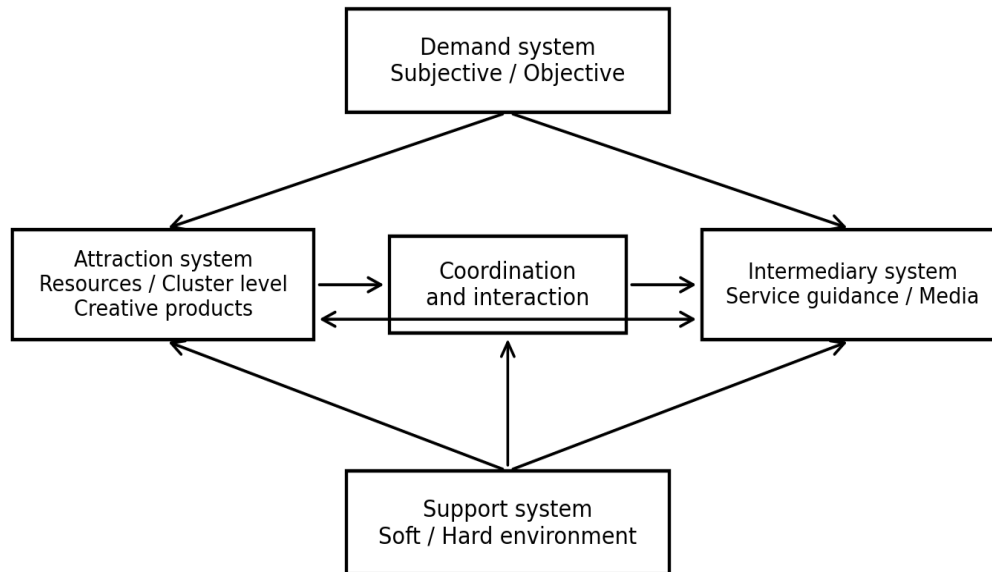


Figure 1. Driving mechanism for tourism development in the Jingdezhen ceramic cultural and creative industry cluster

First, the demand system starts from tourists' needs. As a driving force, demand can directly and actively attract and promote the construction of the supply system. As the attraction system of tourism in the Jingdezhen ceramic cultural and creative industry cluster, the supply system can cooperate with ceramic manufacturers, cultural and creative enterprises, tourism enterprises, service enterprises, and related organizations. It can expand production, improve supply, and meet the needs of both domestic and international ceramic and tourism markets, thereby exerting a guiding feedback effect on the demand system. Second, the intermediary system functions as a bridge between the demand system and the attraction system. It plays a key role in guidance and connection by bringing products to the market and guiding consumption. It also feeds market demand information back to producers, thereby encouraging them to improve supply quality. Conversely, the intermediary system is itself optimized and developed through the internal feedback of the demand and attraction systems. Finally, the support system, composed of the soft and hard environments, interacts with the internal systems and promotes their development; in return, the internal systems also encourage the construction and improvement of the external support system. In short, the driving force for tourism development in the Jingdezhen ceramic cultural and creative industry cluster is an interactive and coordinated system driven by tourism demand, attracted by tourism products, connected by the intermediary system, and supported by the support system.

3.4. Analysis of the Driving-Mechanism Model

3.4.1. Demand System

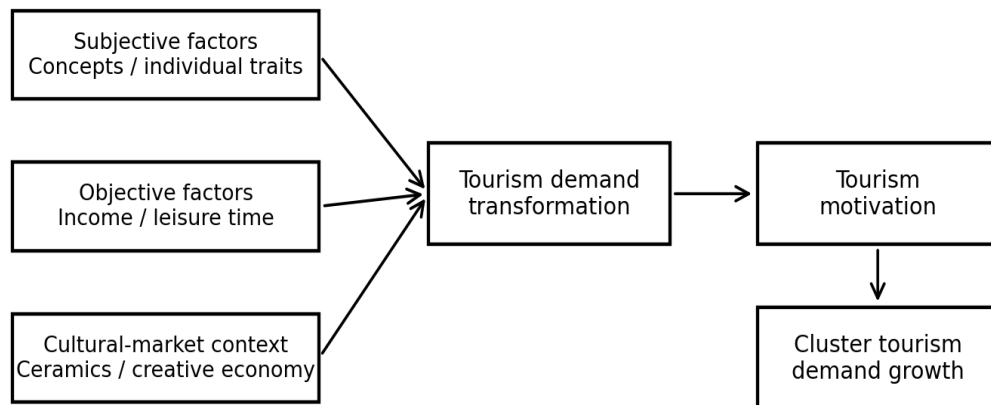


Figure 2. Demand system for tourism development in the Jingdezhen ceramic cultural and creative industry cluster

Maslow's hierarchy of needs suggests that after people satisfy certain material needs, they pursue higher-level spiritual needs and self-realization. After satisfying traditional tourism needs, cluster tourism turns toward higher-level spiritual consumption. In the 1990s, most tourists selected famous mountains, rivers, and historic sites as their destinations. By the early 21st century, however, similar sightseeing experiences could no longer fully satisfy tourists' needs. Long travel distances and monotonous travel experiences pushed tourists toward short-distance urban and suburban tourism. Cluster areas, as bases of innovation and creativity, carriers of historical culture, and important supports for tourism development, have strong attraction and can satisfy modern tourists' needs for cultural experience and relaxation. As shown in Figures 1 and 2, the demand system mainly includes subjective and objective dimensions. Subjective factors include tourists' consumption concepts and individualized characteristics such as gender, age, occupation, and education level. Objective factors include disposable income, leisure time such as weekly and monthly holidays, travel duration, job attributes, and family structure. Under the influence of these subjective and objective factors, new and higher-level tourism motivations emerge. With its unique ceramic cultural charm, creative economic innovation, and technological advantages, the Jingdezhen ceramic cultural and creative industry cluster can satisfy these motivations and thereby promote cluster tourism development.

3.4.2. Attraction System

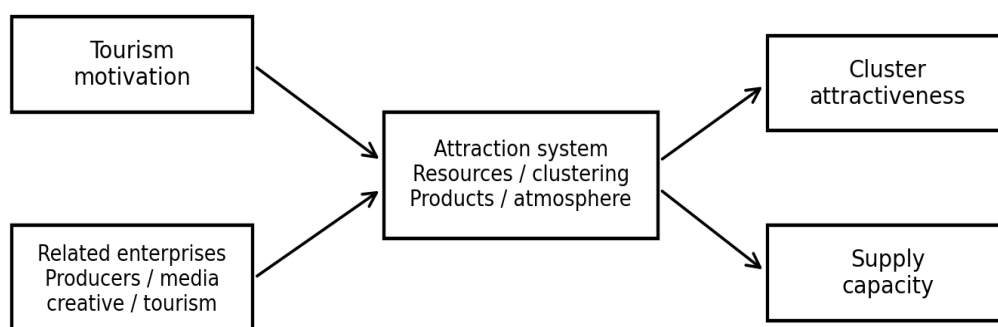


Figure 3. Attraction system for tourism development in the Jingdezhen ceramic cultural and creative industry cluster

Definitions and classifications of attraction systems vary in the literature. After reviewing

relevant materials, this study holds that the attraction system for tourism development in the Jingdezhen ceramic cultural and creative industry cluster should include four core subsystems: cluster tourism resources, the clustering level of the cluster area, creative enterprises and creative product development, and the cultural and creative atmosphere of the cluster area. As shown in Figure 3, the basic function of the attraction system is to provide attractive tourism services and tourism products through cluster construction, upgrading of tourism products and services, and resource protection, thereby attracting tourist consumption. On the other hand, the attraction system draws ceramic manufacturers, cultural and creative enterprises, intermediary enterprises, tourism enterprises, and other firms into specific cluster areas, forming clustering effects and promoting cluster construction and tourism development.

3.4.3. Intermediary System

As a bridge connecting the demand system and the attraction system, the intermediary system links products and consumption and transmits information so that the roles of different components can be fully realized. The intermediary system mainly includes two subsystems: intermediary media and service guidance. On the one hand, through media publicity and online information transmission, the intermediary system brings products to the market, guides consumption, and transforms tourism demand into tourism activities. On the other hand, it feeds demand information back to suppliers, guides production, and encourages supplier innovation in products. As an independent third party situated between providers of tourism products, such as scenic areas, hotels, and merchants, and demanders, namely tourists, the intermediary system can reduce transaction costs and improve transaction efficiency. As the demand and attraction systems develop, demand for the intermediary system also increases.

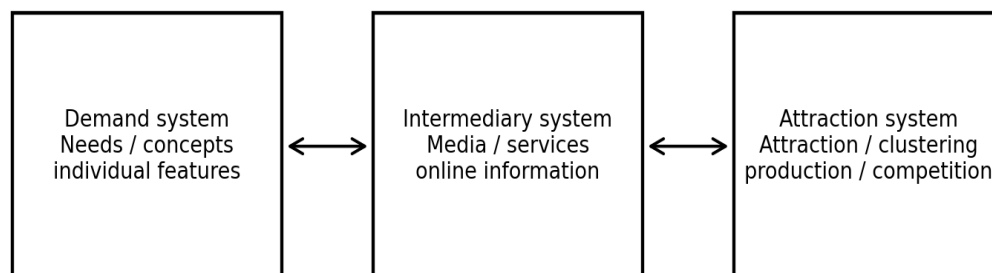


Figure 4. Intermediary system for tourism development in the Jingdezhen ceramic cultural and creative industry cluster

3.4.4. Support System

The support system is the external environment for tourism development in the Jingdezhen ceramic cultural and creative industry cluster. It consists of two dimensions: the soft environment and the hard environment. The soft environment mainly includes government policy, human resources, the social and cultural environment, and the economic environment. The hard environment mainly includes infrastructure, the location of the cluster area, and its natural environment. The social and cultural environment provides strong support for cultural and creative industry cluster tourism and assists in the production and supply of creative tourism products. It also has a profound influence on tourists' decision-making behavior and tourism quality. From another perspective, the support system itself can become a tourism attraction. Favorable policy and ecological environments, for example, can influence both tourists' destination choices and enterprises' choices of production locations.

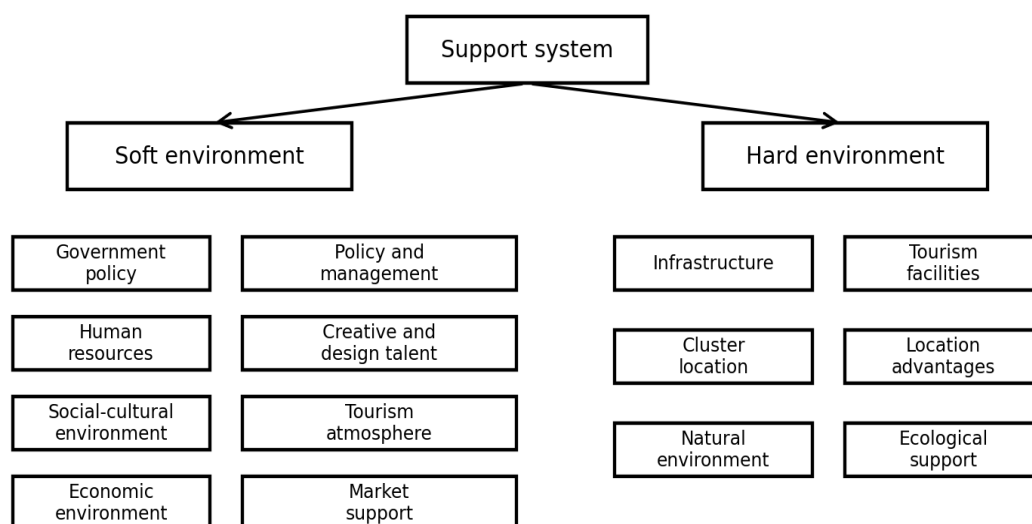


Figure 5. Support system for tourism development in the Jingdezhen ceramic cultural and creative industry cluster

4. Optimization Paths for Tourism Development in the Jingdezhen Ceramic Cultural and Creative Industry Cluster

4.1. Optimization of the Demand System

The tourism market is mainly determined by demand structure and demand volume (Richards, G. 2011, Yin, H. G., Yao, Y. G., & Xiong, L. Y. 2017). The growth of total demand depends on the trend of national economic growth, while demand structure is a major driving force for tourism in the Jingdezhen ceramic cultural and creative industry cluster. Analysis of demand structure focuses on spatial structure, temporal distribution, demand types, and consumer structure. With economic and social development, consumer demand has become increasingly diversified. Providing highly segmented and heterogeneous products and experiences has therefore become a key element in developing cluster tourism. To meet tourists' needs, the Jingdezhen ceramic cultural and creative industry cluster must follow the laws of the tourism market, be guided by tourism market demand, conduct in-depth market research, carry out targeted market segmentation, cultivate and expand the market scope of cluster tourism, and identify potential tourist needs. It should build a reasonable consumption and service system, continuously optimize the tourism product structure, connect tourism products with tourists' diverse needs, and improve both supply capacity and supply quality.

However, it must be emphasized that market-demand orientation does not mean blindly following the consumer market. Rather, it requires guiding consumption according to the tendencies of consumer demand, using innovative thinking and creating sustainable tourism products to satisfy consumers' higher-level needs (Wang, X. Z., Wang, Y., & Chang, F. 2017). The integration of modern technology with Jingdezhen's traditional ceramic culture and regional culture can promote the optimization of the tourism industrial structure. Targeted development of tourism products in the Jingdezhen ceramic cultural and creative industry cluster can guide and cultivate a stable consumer market.

4.2. Optimization of the Attraction System

To stimulate consumption demand for tourism in the Jingdezhen ceramic cultural and creative industry cluster, it is necessary to improve the supply quality of cultural tourism products.

4.2.1. Optimize Resource Integration and Deeply Explore the Connotation of Ceramic

Culture

Cluster optimization should be based on cluster areas and cultural resources, with creativity as the core and science and technology as important means. Attention should be paid to mining and integrating local resources and creating exclusive tourism IP (Huang, L. P., & Wang, Y. Q. 2013). The essence of cultural and creative industry tourism is the experience of the “self-liberation and return of humanistic spirit”. Ceramic culture is the soul of Jingdezhen. The development of tourism in the Jingdezhen ceramic cultural and creative industry cluster must be rooted in traditional ceramic culture. It should carry forward traditional culture, absorb its essence, and explore deeper layers of ceramic culture. In the construction and design of tourism spaces in Jingdezhen’s cluster areas, creative elements representing local ceramic culture should be integrated, and functions such as cultural and creative exchange and cultural experience should be improved. Modern means should be used to fully present the historical, traditional, and customary cultural elements of cluster tourism, realize the integration of contemporary and traditional culture, establish the cultural value of the cluster tourism industry, promote innovation, realize the transformation and upgrading of the tourism structure, and enhance the core competitiveness of the tourism industry.

4.2.2. Follow a Brand-Oriented Development Path

Cluster brands embody the geographic characteristics and historical-humanistic origins of a cluster and represent the refinement and condensation of the brands of many enterprises within it. Historical legends and ceramic cultural heritage are valuable features that distinguish Jingdezhen, and “Jingdezhen ceramics” has become a widely known regional brand. However, few individual enterprise brands, especially tourism brands, are well known. Therefore, brand-oriented development should be firmly pursued in product design and tourism development. First, in the design and production of tourism products in the Jingdezhen ceramic cultural and creative industry cluster, the contradiction between mass production and product uniqueness should be properly addressed. Cultural connotations should be fully explored, the user experience of tourism products should be emphasized, product quality should be improved, and first-class tourism brands should be built. Hongye Ceramics, for example, inherits traditional production techniques and uses modern technological innovation. In tourism product design, it respects traditional culture, emphasizes artistry and education, and produces large quantities of both practical and artistic ceramics. Second, Jingdezhen can classify cultural tourism products into different themes and combine sites such as personal art museums of ceramic masters, Sanbao village communities, ceramic art centers, Mingqing Garden in the Sculpture Porcelain Factory, and the Pottery Workshop. In this way, diverse ceramic cultural tourism routes can be constructed. Heterogeneous tourism products can complement one another through joint development; therefore, tourism products themed around porcelain music, tea music, porcelain dance, and porcelain opera can be developed through a cooperative model (Gao, M., & Wang, Y. 2012).

4.2.3. Strengthen Enterprise Technological Innovation

Technological innovation can change the production and technical characteristics of cultural and tourism products, optimize factor allocation, and foster new business forms (Wang, Z. F. 2011). Jingdezhen has many ceramic cultural and creative enterprises and tourism enterprises, but most are small in scale and have weak innovation capabilities. Cultivating leading enterprises, strengthening technological innovation, and enhancing enterprise competitiveness are of great significance for advancing tourism development in the Jingdezhen ceramic cultural and creative industry cluster. First, enterprises should rely on all available resources and improve their innovation capacity through technological transformation and talent introduction. Taking Jingdezhen Hongye Ceramics as an example, employees have opportunities every year to communicate and study with domestic and international ceramic enterprises, thereby enhancing

their innovation capabilities. Second, in product design and production, intellectual property protection should be strengthened, innovation should be protected, and innovation should be respected. Ceramic manufacturers, in particular, should pay attention to confidentiality in product modeling, appearance, decorative design, and material application.

4.3. Optimization of the Intermediary System

4.3.1. Cultivate Market Intermediary Organizations and Create a Favorable Market Environment

The market intermediary system can maintain orderly competition in the tourism market and ensure the fair, legal, and effective allocation of factors, thereby promoting tourism development (Zhou, Z. 2016). Jingdezhen has ceramic industry associations, ceramic chambers of commerce, law firms, accounting firms, notary offices, asset appraisal institutions, information services, and technical consulting agencies. However, these organizations have not fully played an intermediary role. Market intermediary organizations cannot independently conduct business or operate according to market principles. Their functions and responsibilities have not been fully realized, and their service functions remain relatively limited. Many social intermediary organizations are still functionally separated from government agencies in disguised form and lack authority and unity. At present, intermediary organizations in Jingdezhen are still at an initial stage of development. The key to cultivating and developing intermediary organizations in the ceramic industry lies in support and regulation. A favorable environment should be created for intermediary organizations, and supervision should be innovated. At the same time, a scientific evaluation system for intermediary organizations should be established, and a long-term mechanism for their standardized construction should be improved. High-quality intermediary talent should be cultivated by establishing incentive, competition, and restraint mechanisms and by strengthening strict qualification certification and management of social intermediary organizations and their practitioners.

4.3.2. Standardize the Management of Intermediaries

Intermediaries are important service links in tourism, and their standardization is particularly important. They are involved in multiple sectors related to tourists' clothing, food, accommodation, transportation, culture, entertainment, and shopping. Ensuring a high-quality service image among intermediaries is therefore of great significance for tourism development in the Jingdezhen ceramic cultural and creative industry cluster. At present, there are coordination problems among tourism operators such as travel agencies, tourists, tourism transport providers, star-rated hotels, and scenic areas in Jingdezhen. There are also serious imbalances in benefit distribution among stakeholders in the tourism service supply chain, resulting in the inability to provide timely feedback and reasonable solutions to problems encountered by tourists during their trips. From a comprehensive and systematic perspective, it is necessary to re-examine the current development and existing problems of the tourism service supply chain, regulate intermediary behavior, and improve intermediary service levels.

4.4. Optimization of the Support System

4.4.1. Strengthen Government Policy Support

The institutional environment mainly includes market-oriented reform and government regulation (Wang, C. P., Xu, H. G., & Zhang, P. 2015). Market-oriented reform can ensure competition and factor mobility in the cultural tourism market, thereby promoting the integration of culture and tourism. Government can enhance the competitiveness of culture and tourism through legal regulation, public service provision, policy guidance, and other measures. Therefore, to develop tourism in the Jingdezhen ceramic cultural and creative industry cluster, the government should transform its functions, build a service-oriented and law-based government, and strengthen

its guidance, regulation, and governance capacity. It should innovatively apply regulatory measures related to market access, public resource allocation, intellectual property protection, institutional construction, and credit support, thereby promoting the integration of ceramic culture and tourism as well as business innovation.

4.4.2. Strengthen Human Resource Development

The development of any industry depends on intellectual support from talent. As a form of cultural tourism, tourism in the Jingdezhen ceramic cultural and creative industry cluster relies even more heavily on talent. Therefore, the priority for tourism development in this cluster is to strengthen the cultivation of professionals in creativity, tourism, culture, production and manufacturing, and enterprise management. Talent cultivation should rely on Jingdezhen's existing advantages in ceramic education, scientific research, and human resources. It should focus on cultivating creative professionals, interdisciplinary and cross-specialty compound talents, and entrepreneurs with innovative awareness and pioneering spirit.

4.4.3. Improve Basic Service Facilities

Tourism infrastructure has external, public, and service-oriented characteristics and rarely generates direct economic returns. As a result, some cluster areas do not attach sufficient importance to infrastructure construction, which seriously restricts the development of cluster tourism (Zhao, N. 2013). Basic supporting facilities and public service systems are an important support for tourism development in the Jingdezhen ceramic cultural and creative industry cluster. Improving basic service facilities requires, first, the construction of a tourism transport network. Within the tourism infrastructure system, the tourism transport system is the most basic component. National roads, provincial tourism trunk roads, and scenic-area roads should be upgraded, while internal roads and parking systems within scenic areas should be accelerated. Second, a tourism service network should be built. A comprehensive all-for-one tourism service center should be established, integrating tourism consultation, tourism distribution, tourism product exhibition and sales, tourism management, and smart tourism. Third, a tourism internet system should be developed by building a local tourism basic data platform and big-data tourism system. Emphasis should be placed on informatization facilities, forming a comprehensive information service platform that integrates transport, meteorology, public security, and visitor-flow information, and promoting the sharing of tourism data.

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