

# Reflections on the Development of Jingdezhen Ceramic Culture Industry

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**Abstract:** Under the new era conditions, the development of Jingdezhen ceramic culture industry faces opportunities and challenges. This paper analyzes the problems existing in the development of Jingdezhen ceramic culture industry and puts forward suggestions for the development of Jingdezhen ceramic culture industry.

**Keywords:** Jingdezhen; Ceramic Culture Industry; Development

## 1. Introduction

### 1.1. Development background of Jingdezhen ceramic culture industry

#### 1.1.1. Macro background of the development of Jingdezhen ceramic culture industry

In the “12th Five-Year Plan” of the “Cultural Industry Revitalization Plan”, it is clearly pointed out that the cultural industry should be regarded as the pillar industry of the national economy. Since the 16th National Congress of the Communist Party of China, especially at the Sixth Plenary Session of the 17th CPC Central Committee, the strategic goal of building a “cultural power” has been put forward, which indicates that China’s cultural industry construction has entered a golden period of prosperity and development. This provides a good macro policy support for the development of ceramic culture industry in Jingdezhen.

#### 1.1.2. Realistic background of the development of Jingdezhen ceramic culture industry

Jingdezhen is a world-famous millennium-old porcelain capital. It has a very deep ceramic culture and naturally has the advantage of developing ceramic culture industry. For a long time, this backward development concept of Jingdezhen has led to the proliferation of low-grade art porcelain works, and the design elements of daily-use ceramics are lacking. In terms of building sanitary porcelain, the production force is weak, and the influence of the brand is small. In the long run, Jingdezhen has gradually been surpassed by other local porcelain-making centers, and it has been severely marginalized in the industrialization of ceramics.

On the other hand, Jingdezhen is also one of the first resource-exhausted cities in the country. After nearly a thousand years of mining, the high-quality china clay mines in its area have been exhausted and cannot support large-scale porcelain production. The industrial transfor-

mation is imperative. Jingdezhen ceramic culture industry has made great achievements, and many ceramic industrial parks and ceramic cultural tourism scenic spots have been built. However, the development of Jingdezhen ceramic culture industry is still extensive. While the ceramic culture industry is developing, there are still some problems to be solved.

## 2. Problems in the Development of Jingdezhen Ceramic Culture Industry

The development of cultural industries should be a systematic project. The author analyzes the shortcomings of the development of Jingdezhen ceramic culture industry from the following aspects.

### 2.1. The protection of ceramic culture remains weak, and the ceramic culture display method is single.

In the course of the development of porcelain in Jingdezhen for a thousand years, it has created an extremely rich and excellent traditional culture. It is these cultural customs that constitute the core content of Jingdezhen ceramic culture. However, in the process of urban development of Jingdezhen, Jingdezhen ceramic culture display mode presents the important reasons for the simplification and homogenization of tourist attractions.

### 2.2. The tourism area is highly homogenized, and the tourist experience is poor.

As the focus of tourism development, the construction of tourist attractions should have very scientific planning, and the differences between the scenic spots should be obvious, so that each scenic spot can attract tourists from Jingdezhen. As a city with a long history of ceramics and cultural resources, Jingdezhen has a large number of ceramic cultural resources that have not yet been developed. A large number of ceramic cultural resources are still wasted and wasted. The tourism products that have been developed are also relatively simple, and the cultural

connotations are not profoundly and colorfully expressed. This is also why the current Jingdezhen has always been at a disadvantage in the competition with the surrounding tourist areas, just as a transit station, not as a destination for tourists.

### **2.3. The overall environment of the city is poor with insufficient construction of tourist reception hardware facilities.**

In the process of vigorously developing tourism, it is not only the scientific construction of tourist attractions, but also the ability to receive attention from the entire city. The urban construction of Jingdezhen is old, the roads are crowded, the road conditions are very poor, and even the road transportation infrastructure that enters the tourist attractions is poor. The soft environment construction of Jingdezhen's overall tourism service quality, environmental rectification and governance, and the improvement of the quality of service personnel in the entire industry needs to be further strengthened.

### **2.4. There is insufficient protection of intellectual property rights, the development of creative culture industry is not enough.**

At present, Jingdezhen has not yet established a sound intellectual property protection system. In addition, there are many intellectual property management institutions, and many organizations and departments are difficult to coordinate. Intellectual property infringement cases are also emerging one after another. What's more, some creative products, if the sales effect is very good, there will be many counterfeit products in a week, and the price is low. This not only caused great economic losses to the original creators, but also cast a shadow over the development of Jingdezhen ceramic culture and creative industries.

## **3. Measures to Improve the Current Status**

### **3.1. Develop the ceramic culture industry centered on tourism**

First of all, it is necessary to establish the development of cultural tourism as an important strategy for the development of Jingdezhen ceramic culture industry, with ceramic culture tourism as the core. The porcelain industry in Jingdezhen has never been interrupted for more than a thousand years. A large number of diverse ceramic cultural relics have left Jingdezhen still a very complete hand-made porcelain system. Jingdezhen not only has rich and colorful ceramic cultural relics, but also retains industry regulations such as "buy book book", "forbidden kiln" and "opening ban", as well as traditional pottery festivals such as "flower dynasty", "transformation festival" and "burning Taiping kiln". Together, these have built a unique and complete cultural heritage system in

Jingdezhen. Under the premise of tourism-centered development, the Jingdezhen ceramics historical and cultural resources are integrated, and the Jingdezhen ceramic culture is focused on, and presented to the audience in a deductive way. They can carry out a series of celebrations on major festivals, hold influential ceramic culture and art performances, create ceramic culture tourism brands, and promote the leap-forward development of Jingdezhen ceramic culture tourism industry, making it a leading industry.

Secondly, break through the existing tourism district development model and adopt a composite open model. Actively create a number of special neighborhoods and parks. On the one hand, they can take advantage of the existing Jinchangli and Jinghan Ceramic Buildings, which have the advantages of dense traffic, and increase the cultural tourism experience and experience as a whole. On the other hand, through cooperation with famous ceramic artists and ceramic enterprise parks, we can build a group of ceramic culture experience activities with experience, exhibition and sales as one to enrich the tourists' activities and enhance the tourists' interest in Jingdezhen ceramic culture.

### **3.2. Give full play to the guiding role of the government and scientifically plan the construction of tourist attractions**

First of all, we should give full play to the guiding role of the government, create a national tourism city as an opportunity, encourage social capital to participate in urban infrastructure construction, and enhance the tourism reception capacity of Jingdezhen city. Improve the city's environmental sanitation level, and refine the symbol of the material, spiritual and cultural significance of Jingdezhen, and create a first-class tourism city image.

Second, the government should play a leading role in the development of the ceramic culture tourism industry. Jingdezhen should take the construction idea of "big government" and the government as the whole concept of urban development, scientifically plan the construction of Jingdezhen ceramic culture tourist scenic spot and make use of the scale and good effect of existing ceramic culture tourist attractions. Focus on supporting and building several ceramic cultural tourism brand attractions with distinctive characteristics, so that it can adapt to the general preferences of most tourists. It can fully reflect the characteristics of Jingdezhen ceramic culture, and the simple ceramic culture project is combined with entertainment, shopping, catering and environmental beautification to form a new landmark of Jingdezhen tourism.

### **3.3. Encourage the development of creative industries based on design and strengthen intellectual property protection**

The creative ceramics market in Jingdezhen has been developing for more than ten years, and it has already achieved good reputation and benefits, but it also faces outstanding problems. Creative ceramic works are mixed, mostly reflecting glaze, painting, and novelty, and lack of modern design. Creative design is an important support for the development of creative culture industry. Without excellent design ideas, the creative industry will lose its soul. Therefore, Jingdezhen should base on the characteristics of ceramics and develop a creative ceramic culture industry with the theme of design. At the same time, we must encourage the combination of ceramic characteristics with other industries, and vigorously develop design-based cultural and creative industries focusing on R&D design, brand design, architectural design, landscape design and fashion design. Integrate innovation, creativity and creation into enterprise development and urban construction, promote industrial structure upgrading and urban construction, establish the new city coordinates of Jingdezhen, and realize the rapid improvement and development of Jingdezhen's urban charm.

The premise of the healthy development of Italian ceramic culture industry is to strengthen the protection of intellectual property rights. In this regard, the government should play a leading role in establishing and improving laws and regulations on intellectual property protection as soon as possible, and crack down on cases of infringement of intellectual property rights. With the advent of the era of big data, it also brings new opportuni-

ties for the protection of intellectual property in the creative culture industry, bringing creative design products into big data and connecting to the Internet so that people can inquire at any time. This not only allows designers to reduce detours, save resources, improve design efficiency, but also timely grasp the infringement, effectively protect intellectual property rights, and enhance the enthusiasm and consciousness of independent innovation of enterprises and designers.

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