Research on the Development Path of Jingdezhen Ceramic Culture Industry-from the Perspective of Big Data

Hui Xu

Jingdezhen Ceramic Institute, Jingdezhen, 333403, China

Abstract: The era of big data brings both opportunities and challenges to society. Therefore, it is urgent to consider the problem as how to use big data more reasonably and lead the healthy development of Jingdezhen ceramic culture industry. Based on this, this paper analyzes and discusses the development of Jingdezhen ceramic culture industry in the age of big data.

Keywords: Big data; Jingdezhen; Ceramic culture industry

1. Introduction

With the rapid development of informatization, data information is becoming more and more important in our social life, infiltrating every bit of our life. In today's era, data is an invisible asset and where value lies. The big data era has initiated a major era transformation. Data is changing our lives and the way we understand the world. It is a source for people to gain new cognition and create new value, and it is having a huge impact on industry, academia and education. Especially for the industry, big data is a brand new business model. Therefore, in the current development of Jingdezhen ceramic culture industry, it is urgent to consider how to find value from massive information, find business application models hidden in big data, and discover data value.

2. Characteristics of the Era of Big Data

Mayr-schoenberg and Cooke in his co-authored book Big Data made three distinct points about big data: The characteristics of big data are "not random samples, but whole data" [1] "not precision, but hybridity" [2]. It is "not a causal relationship, but a related relationship" [3].These views express very clearly a series of major changes brought about by big data. The first change is to change our understanding of data. When we want to analyze a certain thing, it is not a small number of data samples, but all data related to this thing. The second change is a change in thinking. In the era of big data, we have to learn fault tolerance, accept the uncertainty of data, and no longer pursue accuracy, because big data will be more effective. The third change is the change of thinking mode, from tandem thinking of causality to parallel thinking of related relations. Big data will tell us "what" instead of "why". In the era of big data, we do not need to know the reason behind the phenomenon, because the

data itself will contain a certain amount of information. This means that by finding a good correlation of a phenomenon, the correlation can help us capture the present and predict the future. Therefore, big data is not only a technology, but also a brand new business model. The significance and value it brings is that through social media tools, mobile platforms, various social, shopping software can analyze and tap the real needs of consumers' potential and possibility so as to promote the decision-making process of enterprises and companies from passive to predictive development. This is the value of data, which is also an inevitable development trend in the future. Let's take a look at the development status of Jingdezhen ceramic culture industry under big data.

3. Development Status of Jingdezhen Ceramic Culture Industry

As a world-famous porcelain capital, Jingdezhen has a long and splendid history of ceramic culture development and has the natural advantage of developing the ceramic culture industry. However, in fact, Jingdezhen ceramic culture industry has been developing slowly. What are the main problems?

3.1. A single way of displaying ceramic culture

As the world-famous thousand-year porcelain capital, Jingdezhen has a splendid history of ceramic culture. This culture includes not only the ceramic artists of all generations and all the works created by it, but also the ancient ceramic workshops, ancient kiln pottery sites, ceramic art, ceramic folk customs and the surrounding cultural and geographical landscapes. These together constitute Jingdezhen's unique ceramic cultural heritage. However, in the urban development process of Jingdezhen, some ancient cultural relics have disappeared, and the few ancient kiln sites left behind have only become

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the signature attractions of the current Jingdezhen tourist attractions. Moreover, there is a serious homogenization phenomenon in Jingdezhen tourist scenic spots. The ceramic culture display in each scenic spot is the same and single. The difference between the scenic spots is not obvious. The ceramic cultural connotation is not displayed sufficiently, and the tourist experience is not profound. This is one of the reasons why Jingdezhen's tourism has always been at a disadvantage in the competition with the surroundings.

3.2. The sales model of ceramics is outdated, and the brand power declines

At present, most of the domestic ceramic enterprises' sales model generally adopts the old store and public relations sales model. In today's fierce market competition, the survival of enterprises has been seriously challenged. The disadvantage of this old product sales model in the era of big data has already appeared, and it is impossible for enterprises to adjust the status quo in a timely manner. The information update speed in the big data era is very rapid. The information that the sales staff just feedback from the market may become outdated information in a flash, and it cannot allow the ceramic enterprises to make timely adjustments to avoid market risks. In addition, the world-famous Jingdezhen ceramics has always enjoyed a high reputation. However, in recent years, Jingdezhen ceramics have encountered serious counterfeit and shoddy products, the reputation of the brand has been declining year by year, and the product quality has also been declining. On the one hand, this is related to the lack of brand awareness of the Jingdezhen ceramics company itself, and secondly, it is also closely related to the lack of product innovation awareness. Most enterprises rely too much on inheritance, the market awareness is relatively weak, and most of their product designs lack contemporary elements, and the products have no sense of the times. In addition, the phenomenon of using shoddy goods for quality goods has occurred from time to time, and product quality is difficult to guarantee. These phenomena have greatly damaged the influence of Jingdezhen ceramic brand.

3.3. The overall tourism environment construction of the city is not complete

To develop the ceramic cultural industry, we must focus on tourism. Only the great development of tourism can attract more people to Jingdezhen, understand Jingdezhen ceramic culture, and spread ceramic culture, so that the ceramic culture industry can develop and grow. The tourism industry first tests the reception capacity of a city, including accommodation, catering, transportation, safety, entertainment and other aspects. "Eat, live, travel" is the basic condition. Looking at Jingdezhen's tourism infrastructure, we can find that Jingdezhen's number of high-

and mid-range hotels is obviously inadequate and its reception capacity is seriously insufficient. Moreover, the transportation facilities are relatively poor, roads are congested, urban construction is outdated, and the individual environment of the city is dirty, chaotic, and poor. The overall environmental governance of the city needs to be greatly improved. The Jingdezhen government should take the overall development of the city as the lead and take the "double-creation and double-repair" as an opportunity to make Jingdezhen truly a business card for displaying Chinese culture, a platform for telling Chinese stories, and a window for transmitting Chinese voices. [4]

4. Development Path of Jingdezhen Ceramic Culture Industry in Big Data Era

4.1. Develop new sales model

The era of big data calls for the emergence of new sales and management models. In order to meet the requirements of the era of big data, companies must do a good job of data marketing based on products and services. The advantage of the big data model is that it can change according to the consumer's consumption data from the past to the present and in combination with various other factors. Through analysis, we can draw the consumer's consumption trends, so that we can make targeted changes and change from passive to active. We will no longer be as blind and subjective as the traditional model. The big data model has a huge role in promoting the online sales of ceramic products. Therefore, the collection, analysis, and utilization of data by companies are particularly important. For example, Walmart, the world's largest retailer, successfully used big data to become the world's largest "consignment shop". Big data is also suitable for the sale of ceramic products. In accordance with the previous browsing habits of customers, it is recommended that related ceramic products appear on the website. We will manufacture and display what the market consumers like. This can greatly increase product sales.

4.2. Encourage the development of creative ceramic culture industry

In recent years, Jingdezhen's creative ceramic market has developed rapidly, and it has faced a series of outstanding problems while achieving good reputation and benefits. First, the shortage of talent. For Jingdezhen's creative cultural industry to achieve substantial development, it first needs a large number of creative talents, and talents are the key. Creative ceramics are dominated by creative design, and modern design sense is the biggest selling point of creative ceramics, while works without design sense are like furnishings that have lost their soul. At present, Jingdezhen's brain drain is more prominent, and there are not many high-level talents with innovation

and creativity. Secondly, we should fully consider marriage with other possible industries, use big data to fully tap the industry potential, and expand the product value chain. Furthermore, to vigorously develop Jingdezhen's creative cultural industry, it is also necessary to strengthen the protection of property rights in creative design. The arrival of the big data era just provides a good protection mechanism platform for the development of creative ceramic cultural design products. An online ceramic query platform can be established by the government, and all creative design products can be connected to the ceramic database for people to query. While improving the sales of creative ceramic products, we can also combat counterfeit and shoddy products and prevent the occurrence of infringements, thereby enhancing the creativity and work enthusiasm of enterprises and creators.

4.3. Create a ceramic cultural industry centered on tourism

It is necessary to establish a strategic goal with ceramic culture tourism as the core to promote the development of Jingdezhen ceramic culture industry. While making full use of traditional media to spread Jingdezhen, we also need to use online media and big data to widely spread Jingdezhen ceramic culture so that more people can know and understand Jingdezhen. This can lay a good foundation for the development of Jingdezhen's ceramic cultural tourism industry and inject new vitality. At the same time, we should give full play to the government's guiding role, scientifically plan the construction of existing ceramic cultural scenic spots, create ace tourist attractions, highlight the rich connotation of ce-

ramic culture, build a ceramic impression cultural city, and promote the integration of Jingdezhen ceramic art, culture and economic industry process. We also need to make full use of the related characteristics of big data to promote the simultaneous development of various industries such as catering, transportation, education, and cultural communication.

5. Conclusion

The changes brought by big data have already occurred and will continue to deepen. The application potential of data in industrial development is undoubtedly huge, and the benefits brought to the development of enterprises are also huge. First-in-first testers may be the first to benefit, or they may be the first to get lost. While science and technology promote the progress of human society, there are still many issues worthy of our further thinking and research.

References

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