ISSN 2616-5902 Vol. 7, Issue 11: 83-90, DOI: 10.25236/AJBM.2025.071112

Research on the Driving Mechanism and Sustainable Path of Jingdezhen's Cultural Tourism Industry from the Perspective of Brand Rebuilding

Jianren Yang[1,a,*], Tong He[1,b]

[1]*School of Management and Economics, Jingdezhen Ceramic University, Jingdezhen, Jiangxi, China*
[a]*yangjianren@jci.edu.cn*, [b]*check2325@163.com*
**Corresponding author*

Abstract: *In the context of global cultural industry upgrading, the competitiveness of the cultural tourism industry increasingly relies on brand value rebuilding. Jingdezhen, known as the "Millennium Porcelain Capital," possesses advantages in ceramic cultural resources but also faces challenges such as brand aging and industrial homogenization. Based on brand rebuilding theory and local practices, this paper explores the driving mechanism and sustainable path for Jingdezhen's cultural tourism brand rebuilding. The research indicates that brand rebuilding is the core driving force for activating ceramic cultural resources and promoting industrial upgrading. Jingdezhen needs to achieve a brand transition from "traditional to contemporary to future" through cultural renewal, industrial integration, digital empowerment, and policy support. This study provides a reference for the cultural tourism development of heritage-based cities.*

Keywords: *Brand Rebuilding, Jingdezhen, Cultural Tourism Industry, Driving Mechanism, Sustainable Development*

1. Introduction

The deep integration of culture and tourism has become a core path for urban transformation and cultural inheritance. As a key symbol for differentiation, brand value reconstruction directly affects industrial sustainability [1]. Brand rebuilding refers to a systematic project. It innovates cultural narratives, optimizes product supply, upgrades communication channels, and improves institutional guarantees. This process is based on the original brand. It aims to achieve brand perception iteration, value enhancement, and industrial synergy. In cultural tourism, its core is to transform local cultural resources into sustainable tourism attractiveness and industrial competitiveness. This helps cities transition from "resource dependence" to "value-driven" development [2].

Jingdezhen is a city with a thousand-year history of ceramics. Its cultural heritage and brand value enjoy high reputation both domestically and internationally. However, global tourism consumption demands are becoming increasingly diverse. Jingdezhen's "Porcelain Capital" brand now faces certain risks of rigidity and communication difficulties. On one hand, traditional ceramic cultural narratives struggle to fully align with the consumption psychology of younger groups. On the other hand, the local cultural tourism industry chain is relatively singular. Insufficient cultural and creative transformation limits brand extension and market communication effects. Therefore, re-examining the development driving mechanism of Jingdezhen's cultural tourism industry from a brand rebuilding perspective is necessary. Exploring its sustainable development path can help release the potential value of cultural resources. It also provides a reference for brand renewal of other cultural cities in China.

2. Literature Review

Domestic research on city brands focuses on a three-dimensional logic of "resource-institution-communication". Studies on Jingdezhen highlight its "ceramic attributes". Early research summarized its "trinity" ceramic heritage system (institutional, material, intangible). It pointed out problems like insufficient resource integration and vague brand personality [2, 3]. Recent studies focus on digital empowerment and the standardization of the "Made in Jingdezhen" brand. They

ISSN 2616-5902 Vol. 7, Issue 11: 83-90, DOI: 10.25236/AJBM.2025.071112

emphasize that cultural and tourism integration needs to avoid homogenization risks through IP development and industrial chain extension [4, 7].

In the field of cultural tourism integration, Jingdezhen's practices provide a typical sample for theoretical research. It needs to reconstruct product supply through immersive scenarios. It also needs to achieve the transformation from "traffic-retention-value" through cross-border models like "ceramics + tea & opera" and "ceramics + night economy" [6]. Although research on Jingdezhen's cultural tourism industry has achieved periodic results, three shortcomings remain. First, research on the micro-driving mechanism of brand rebuilding is weak [1, 2]. Second, studies on the interaction between interest coordination and ecological protection in cultural tourism integration are insufficient [4, 9]. Third, long-term effect evaluation of digital communication is lacking [6, 8]. Future research needs to adopt interdisciplinary methods. It should focus on exploring the value transformation path of Jingdezhen's cultural tourism IP, governance innovation for heritage protection and development, and the long-term operation mechanism of digital tools [1, 3, 10].

In summary, the core logic for Jingdezhen's cultural tourism development is clear. Its brand rebuilding cannot stay at the surface level of marketing. It must be rooted in ceramic cultural resources. Sustainable development should be achieved through the three-dimensional linkage of "resource integration-industrial chain extension-institutional guarantee" [3, 7, 10]. Deeply integrating cultural tourism with brand rebuilding is a practical choice for Jingdezhen to solve the transformation problem of the "Millennium Porcelain Capital". It is also an important exploration to enrich the development theory of heritage-based cities.

3. Discussion on the Driving Mechanism of Jingdezhen's Cultural Tourism Industry Development

In the context of globalization and consumption upgrading, the cultural tourism industry has become an important engine for regional economic development. As the world-renowned "Porcelain Capital," Jingdezhen is undergoing a crucial transformation in its cultural tourism brand. This shift is moving from "displaying traditional resources" to "providing modern experiences," and from a "local identity" to a "global symbol." This transformation involves not only the reinterpretation and representation of cultural resources but also the systematic upgrade of the city's overall image and industrial structure. This paper argues that the development of Jingdezhen's cultural tourism industry is primarily driven by three interdependent and synergistic dimensions: cultural value, industrial integration, and policy and capital. These three elements form an organic closed loop that collectively promotes the reshaping and sustainable development of Jingdezhen's cultural tourism brand.

3.1 Cultural Value Driving Force: The Foundation of Brand Rebuilding

Cultural value is the core element of Jingdezhen's cultural tourism brand. Its unique historical heritage and rich cultural resources create a competitive advantage that is difficult to replicate. A key challenge in brand rebuilding is transitioning from "static preservation" to "dynamic regeneration" to revitalize resources and enhance their value. In terms of resource endowment, Jingdezhen possesses the world's most complete system of porcelain industry heritage. This includes 12 Major Historical and Cultural Sites Protected at the National Level and over 3,200 inheritors of intangible cultural heritage for ceramics. This provides a solid foundation of skills and talent. Furthermore, the establishment of Jingdezhen's Ancient Ceramic Gene Bank has achieved significant results. It has collected 20 million ancient ceramic fragments and 300,000 pieces of official kiln data. This provides a strong material and informational basis for in-depth research, academic study, and innovative application of ceramic culture [3, 4].

From a practical perspective, Jingdezhen is actively promoting its "City of a Thousand Museums" strategy. This involves systematically integrating nearly 1,000 diverse cultural venues across the city, including intangible cultural heritage workshops, ancient stages, and private museums. This creates an extensive and varied public cultural service network. This initiative has effectively increased the visibility and accessibility of local cultural resources. It has also significantly enhanced the depth of cultural experiences for tourists. Statistics show that by 2025, this strategy helped achieve a 49.1% year-on-year increase in tourist visits. Notably, young tourists accounted for 85% of these visits, indicating a positive trend towards a younger brand image and optimized visitor demographics. At the same time, through international cultural promotion projects like the "Porcelain on the Silk Road" European tour, Jingdezhen has successfully shifted from a traditional "product export" model to a higher-level "value communication" model. This has further strengthened Jingdezhen's global

ISSN 2616-5902 Vol. 7, Issue 11: 83-90, DOI: 10.25236/AJBM.2025.071112

recognition as the core area of ceramic culture and enhanced its cultural influence [5].

3.2 Industrial Integration Driving Force: The Growth Engine for Brand Rebuilding

Industrial integration is the core force behind the leapfrog development of Jingdezhen's cultural tourism brand. By implementing a "culture + tourism + N" integrated development strategy, Jingdezhen has effectively broken down barriers between traditional sectors. It has established a complete industrial chain centered on "production display -experiential interaction -consumption conversion." This has significantly increased the added value and market competitiveness of its cultural tourism products. The success of several typical projects demonstrates the driving role of industrial integration. For example, Taoxichuan Cultural and Creative Block adopts a "industrial heritage + cultural creativity + tourism" model. Through the creative renovation and functional repurposing of former ceramic industrial sites, it has become a comprehensive cultural tourism destination. It integrates creative design, art exhibitions, and leisure tourism. This project now receives over 5 million tourist visits annually. Its derivative live-streaming e-commerce business for ceramics holds a 70% share of the national market in this segment. This shows strong industrial driving capacity and brand influence [6].

The Ancient Kiln Folk Customs Expo Area deeply integrates "intangible heritage skills + living experiences." It presents traditional ceramic production techniques to tourists in dynamic and contextualized ways. For instance, interactive events like the regular Mantou Kiln opening ceremony enhance visitor participation and cultural identity. They also effectively increase the site's attractiveness and repeat visitor rate. In 2024, the Expo Area received 3.03 million tourist visits, a 70% increase year-on-year. It has become a model for the living inheritance of intangible heritage and the integrated development of culture and tourism [7]. Furthermore, Jingdezhen actively promotes cross-border integration projects like "Ceramics-Tea-Opera-Tourism." By combining elements of ceramics, tea culture, and local opera, it enriches the content and form of cultural tourism products. This has extended the average length of tourist stays to 2.8 days, a 40% increase compared to 2019. This change indicates that Jingdezhen's brand perception is shifting from a singular "City of Ceramics" image towards a more inclusive and diverse "Ceramic Cultural Lifestyle Destination." This represents an expansion and upgrade of the brand's core meaning [3].

3.3 Policy and Capital Driving Force: The Guarantee for Brand Rebuilding

Policy and capital, as external driving forces, provide solid institutional guarantees and resource support for Jingdezhen's cultural tourism brand rebuilding. Policymaking establishes forward-looking and systematic regulations and plans, setting the direction for the industry's development. Capital investment, through diversified financing mechanisms, provides sustained momentum for major project construction and market entity development. Together, they form a virtuous cycle of "institutional guidance -capital aggregation -project implementation."

In terms of policy support, documents like the "Implementation Plan for the Jingdezhen National Ceramic Culture Inheritance and Innovation Pilot Zone" and the "Jingdezhen Zhi Protection Regulations" provide a legal basis and action guide. They support the protection, innovation, and brand building of ceramic culture. Driven by these policies, over 200 enterprises have officially used the "Jingdezhen Zhi" geographical indication. The recognition and market value of this regional public brand have significantly increased. This has helped the total output value of the ceramic industry exceed 90 billion RMB, demonstrating the positive impact of policy guidance on industrial upgrading and brand building [8]. Regarding capital investment, Jingdezhen's Key Project Plan includes 326 projects. These include strategically important cultural tourism facilities like the Ceramic Museum City and the Imperial Kiln Site protection project. The total planned investment is 275.2 billion RMB. From January to September 2025, 49.65 billion RMB of investment had been completed. Government investment played a role in leveraging social capital. For instance, 8 million RMB in government funds successfully attracted 150 million RMB in social capital. This also helped over 180 local businesses upgrade their operational models and product services [9].

Additionally, Jingdezhen's 144-hour transit visa-free policy has greatly facilitated visits by international tourists. This has promoted the rapid development of the inbound tourism market. From January to August 2025, Jingdezhen received 110,800 inbound tourists. The export value of ceramic products grew 3.2 times compared to 2020. This shows the dual promoting effect of open policies on cultural tourism internationalization and ceramic foreign trade [10].

ISSN 2616-5902 Vol. 7, Issue 11: 83-90, DOI: 10.25236/AJBM.2025.071112

3.4 Synergistic Logic of the Driving Mechanisms

The three driving dimensions for Jingdezhen's cultural tourism brand rebuilding—cultural value, industrial integration, and policy & capital—do not exist in isolation. Instead, through deep interaction and systematic coupling, they form a dynamic closed-loop mechanism: "Culture lays the foundation -Industry realizes value -Policy provides support."

In this mechanism, cultural value serves as the foundation, providing Jingdezhen with an irreplicable core identity. It determines the brand's depth, uniqueness, and lasting appeal. Industrial integration is the key path for value realization. Through the crossover and innovation of various sectors, it transforms profound cultural meaning into marketable products and services that can be perceived, experienced, and consumed. It determines the brand's vitality, reach, and market penetration. Policy and capital act as the external support system. Through institutional design and resource injection, they provide the necessary environmental support and momentum for the protection of cultural resources and the integrated development of industries. They determine the speed, scale, and long-term stability of brand building.

In terms of actual results, this multi-dimensional synergistic driving mechanism has achieved significant breakthroughs. In 2024, the total number of cultural tourism visits to Jingdezhen exceeded 60 million, and total tourism revenue reached 75.3 billion RMB. This represents growth of 120% and 95% respectively compared to 2020. Meanwhile, the brand value of "Jingdezhen Zhi" continues to rise with ongoing industrial upgrading and international promotion. This driving mechanism not only reveals the inherent development logic for cities relying on cultural heritage resources during brand rebuilding from a theoretical perspective. It also provides a valuable practical framework and implementation path for similar cities worldwide to achieve a virtuous cycle of "cultural protection - industrial development -brand value enhancement."

4. Analysis of Sustainable Development Paths for Jingdezhen's Cultural Tourism Industry

Guided by the strategic goal of brand rebuilding, achieving sustainable development for Jingdezhen's cultural tourism industry requires building systematic pathways. This demands a focus on both protecting cultural resources and promoting their economic value and social benefits during urban development. A dynamic balance must be found between "resource protection" and "value transformation." Therefore, this paper proposes a sustainable development pathway system with four dimensions: cultural renewal, industrial integration, digital empowerment, and community co-construction. These four dimensions support each other and work together, forming a complete framework for sustainable development.

4.1 Cultural Renewal Pathway: Innovating Brand Narrative

Cultural renewal is a key pathway for making the brand younger and more international. Jingdezhen needs to move beyond its traditional "Porcelain Capital" image. It should build a new narrative system that is more inclusive and contemporary, combining "traditional craftsmanship + contemporary aesthetics + international expression." Specifically, one approach is hosting major cultural events like a high-level International Ceramic Art Biennale. This can attract over 500 artists from 32 countries. Overseas cultural promotion activities covering 15 key international cities can also strengthen the brand's global reach and influence [5]. Another approach is actively promoting the diversified development and commercial operation of cultural IPs. For example, the ceramic-themed animation Porcelain Capital Youth has garnered over 300 million online views. Related IP derivative products have achieved annual sales exceeding 520 million RMB. This significantly enhances young people's sense of identity and connection with ceramic culture [3].

Furthermore, Jingdezhen upgrades its cultural expression by creating innovative cultural experience scenarios. The "Jingdezhen Ceramic Art Week" carefully creates mixed cultural consumption scenes, such as "exhibitions by day, performances by night." The immersive live-action show Millennial Kiln Fire attracted average audiences of over 3,000 per show during the National Day holiday. This successfully shifts the cultural experience from passive "viewing" to deep "participation," offering tourists a richer experience [6]. These initiatives form a complete chain of cultural renewal, injecting lasting vitality into the brand.

ISSN 2616-5902 Vol. 7, Issue 11: 83-90, DOI: 10.25236/AJBM.2025.071112

4.2 Industrial Integration Pathway: Extending the Ceramic Value Chain

Industrial integration is the core pathway for extending the ceramic value chain and improving industrial returns. Using "ceramic culture" as the key link, Jingdezhen connects related industries like tourism, tea, and digital creativity horizontally. Vertically, it extends the complete value chain of "creative design-scene experience-consumption conversion." This builds an industrial ecosystem where multiple sectors thrive together. In terms of business model innovation, the "ceramics + study tour" model is very successful. The Ancient Kiln study tour base receives over 5,000 groups annually, contributing 28% of total cultural tourism revenue. The "ceramics + night economy" is also effective. The Taoxichuan night market generates annual transactions of 860 million RMB, becoming a major driver of nighttime consumption [7, 10].

In cross-border integration, Fuliang County innovatively promotes tea tourism. Using its 206,500 acres of tea plantations, it has created special experience routes like "tea picking-painting porcelain cups." This industrial linkage has increased the value of local tea brands to 4.022 billion RMB. Participating farmers have seen their incomes rise by over 20% [3]. These industrial integration practices expand the forms of ceramic culture and create significant economic benefits. They provide solid industrial support for sustainable development.

4.3 Digital Empowerment Pathway: Breaking Time and Space Boundaries

Digital empowerment is a key pathway for overcoming traditional industry bottlenecks and expanding cultural dissemination. Jingdezhen focuses on "digital protection + experience + dissemination" to fully activate the value of ceramic cultural resources. In digital protection, the Imperial Kiln Site digital modeling project has received over 50 million online visits. This achieves permanent preservation and global sharing of cultural heritage. In digital experience, the Ancient Kiln VR ceramic-making experience attracts 800,000 participants annually with a 96% satisfaction rate, innovating cultural engagement [4, 7].

In smart services, the "Enjoy Jingdezhen" digital platform offers 12,000 personalized tour routes. Online bookings account for 68% of the total, and tourist complaints have dropped by 42%. This significantly improves service quality and management efficiency [4, 7]. Additionally, the "Jingdezhen Ceramic Metaverse" platform has over 1.2 million registered users. Its digital ceramic art hall enables a fully online process from "design-customization -sharing." In 2025, the platform's transaction volume exceeded 180 million RMB. This opens new paths for digital dissemination and commercial realization of ceramic culture [10]. Digital technology is reshaping the development landscape of Jingdezhen's cultural tourism industry.

4.4 Community Co-construction Pathway: Strengthening Ecological and Social Foundations

Community co-construction is the social foundation and ecological guarantee for sustainable cultural tourism development. Jingdezhen uses innovative governance mechanisms to balance "development" and "protection." It encourages communities to change from "bystanders" to "participants" and even "beneficiaries." In ecological protection, it has implemented a 28-kilometer ecological restoration project along the Nanhe River banks. Greenery coverage around porcelain heritage sites has reached 65%. The city's excellent air quality rate remains high at 98.2%. This provides a high-quality environmental base for tourism development [9].

Regarding community participation, 3,200 local tourism businesses directly or indirectly provide 150,000 jobs. Residents independently operate over 800 homestays, with an average annual household income increase of 120,000 RMB, sharing the industry's benefits. For benefit-sharing mechanisms, a 200 million RMB cultural tourism feedback fund was established. An innovative "compensate first" consumer protection mechanism handles over 3,000 complaints annually, with a 91% consumer satisfaction rate. This builds a harmonious business-consumer relationship [5, 10]. A typical example is the Sanbao International Ceramic Art Village. Using a "government restoration + enterprise operation + resident management" model, it achieves dual goals: annual tourism revenue of 120 million RMB (60% of which goes to residents) and zero ecological pollution. It is a successful model of community co-construction [8].

ISSN 2616-5902 Vol. 7, Issue 11: 83-90, DOI: 10.25236/AJBM.2025.071112

4.5 Synergistic Effects of the Pathways

Jingdezhen's four sustainable development pathways do not operate in isolation. They form a deeply synergistic mechanism: "Cultural renewal sets the direction, industrial integration enhances benefits, digital empowerment expands boundaries, and community co-construction strengthens the foundation." In this mechanism, cultural renewal provides the core content and value direction for industrial integration. Digital empowerment reduces costs and improves efficiency for cultural dissemination and industrial operation. Community co-construction provides the environmental guarantee and social foundation for the smooth implementation of the first three. Ultimately, this achieves a unity of cultural, economic, social, and ecological values.

In terms of actual results, Jingdezhen's cultural tourism industry achieved a qualitative leap in 2024: total tourist visits reached 60 million, and comprehensive tourism revenue hit 75.3 billion RMB. This represents increases of 120% and 95% respectively compared to 2020. At the same time, the protection rate for ceramic cultural heritage reached 92%, and the proportion of resident income related to tourism rose to 35%. This forms a virtuous cycle of "protection-development -benefit-renewed protection" [3, 5, 9]. This systematic pathway system not only strongly supports Jingdezhen's goal of becoming a "World Ceramic Cultural Tourism Destination" but also provides a replicable model for the sustainable development of other heritage-based cities globally.

5. Conclusion and Policy Recommendations

5.1 Research Conclusions

Driving Mechanism: Jingdezhen's cultural tourism industry is driven by multiple dimensions: "cultural value + industrial integration + policy & capital". The scarcity of ceramic culture is the foundation, industrial integration is the growth pole, and policy & capital are the guarantee. Their synergy promotes brand upgrading.

Role of Brand: Brand rebuilding runs through the entire chain of "cultural activation - industrial transformation - international communication". It is the core link to solve the rigidity of the "Porcelain Capital" brand and achieve the transformation from "production base" to "cultural experience center".

Key to Sustainability: Synergy among cultural renewal, industrial integration, digital empowerment, and community co-construction is needed. This balances cultural protection, economic growth, and ecological coordination, avoiding alienation and overdraft.

5.2 Policy Recommendations

5.2.1 Strengthen Cultural Digitalization and Build an IP Ecosystem

It is important to systematically advance the development of the Ancient Ceramic Gene Bank. This involves integrating data on ceramic bodies, glazes, shapes, decorations, and techniques. The goal is to build a national-level digital foundation for ceramic cultural relics. The application of Virtual Reality (VR) and Augmented Reality (AR) in demonstrating pottery-making techniques should be greatly expanded. This will help create immersive virtual workshops. It is also crucial to innovatively use short videos and metaverse technologies. These efforts will help continuously incubate the "Jingdezhen Ceramics" super IP. The industrial chain development of high-quality IPs, such as Porcelain Capital Youth, should be deepened. This will form a new online-offline integrated cultural IP ecosystem

5.2.2 Promote Industrial Integration and Cultivate New Consumption Growth Points

Priority should be given to developing new business formats like "ceramics + cultural creativity + digital economy." The role of creative design in enhancing product added value must be strengthened. Supporting supply chains for e-commerce live-streaming bases should be improved. This will help build a digital marketing system. The product structure of "study tours by day + experiential activities by night" needs optimization. Projects such as ceramic-themed night tours and creative markets should be developed. These measures can effectively extend tourist stays. They also increase overnight visitor rates and per capita spending. This achieves a transition from sightseeing tourism to an experience-based economy.

ISSN 2616-5902 Vol. 7, Issue 11: 83-90, DOI: 10.25236/AJBM.2025.071112

5.2.3 Deepen Technology Integration and Enhance Smart Service Capabilities

The deep application of AR/VR technologies in showcasing cultural heritage, like ancient kiln sites, should be promoted. This enables the visual reconstruction of historical scenes. The functions of smart cultural tourism platforms need upgrading. They should integrate real-time guiding, intelligent ticketing, and big data analysis. A scientific evaluation index system for digital communication should be established. This system would allow for continuous monitoring and optimization of communication effectiveness, user engagement, and conversion rates. The aim is to achieve precise marketing and efficient operations.

5.2.4 Optimize Regional Coordination and Promote Collaborative Development

Special policy support for rural cultural tourism should be increased. Efforts are needed to link resources and tourist routes between the urban core and counties like Fuliang and Leping. The goal is to build a regional tourism community. Compensation and incentive mechanisms for ecological and cultural protection must be improved. The co-construction, co-governance, and shared benefits model, exemplified by Sanbao Village, should be widely promoted. This will motivate community residents, artists, and market entities to participate in governance. It creates a joint force for sustainable development.

5.2.5 Expand Global Cooperation and Build an International Industry Network

The regular operation and international influence of the International Ceramic Exposition should be enhanced. The construction of overseas ceramic culture centers should be steadily advanced. These centers will serve as forward bases for cultural export. Dialogue and collaboration with internationally renowned ceramic cities, such as Faenza in Italy, should be deepened. A transnational cooperation network should be built focusing on technological research, talent development, and market expansion. This will comprehensively strengthen Jingdezhen's influence in the global ceramic sector.

5.3 Conclusion

Guided by its brand revitalization strategy, Jingdezhen's cultural tourism industry is undergoing a significant transformation. It is shifting from relying on traditional resources to being driven by innovation. Brand revitalization is not only a key method for promoting industrial upgrading but also the "strategic core" for achieving sustainable development. Through the combined effects of multiple drivers—cultural value, industrial integration, policy, and capital—and the systematic implementation of development pathways, Jingdezhen is building a new cultural tourism ecosystem. This ecosystem possesses cultural heritage, industrial competitiveness, and international influence.

The effective implementation of this systematic project will help Jingdezhen accelerate its strategic transition from the "Millennium Porcelain Capital" to a "World Porcelain Capital." In this process, Jingdezhen does more than just demonstrate the contemporary value of outstanding Chinese traditional culture through its cultural innovation practices. With its unique "Protection-Development-Sharing" model, it has become an important window displaying China's cultural confidence and innovative spirit. Furthermore, the sustainable development path explored by Jingdezhen successfully balances cultural heritage protection with economic and social benefits. It provides a valuable "Chinese example" for global heritage cities facing modernization challenges. This showcases the unique contribution of Eastern wisdom to global cultural governance.

References

[1] Liu Bingfeng, Cao Jiaqi, Yang Jianren, et al. Building an Industrial Ecosystem to Enhance the Energy Level of Jingdezhen's Advanced Ceramic Industry [J]. Journal of Ceramics, 2023, 44(05): 1036-1040.

[2] She Yajie. Research on the Development of Jingdezhen Ceramic Cultural Tourism Industry from the Perspective of Aesthetic Ecology [J]. China Ceramics, 2019, 55(6): 112-114.

[3] Wu Chu, Huang Yong, Li Songjie. Perseverance in Continuation and Innovation in Inheritance------Review of the 2023 Jingdezhen National Ceramic Culture Inheritance and Innovation Pilot Zone Development Forum [J]. Journal of Ceramics, 2024, 45(02): 423-428.

[4] Huang Liping, Wang Yuqiang. Exploration on the Integration Mode of Jingdezhen Tourism Industry and Cultural Creative Industry [J]. Price Monthly, 2013, (08): 87-90.

[5] Xu Yawen. The Evolution Process and Mechanism of Gentrification in Industrial Cities under the

ISSN 2616-5902 Vol. 7, Issue 11: 83-90, DOI: 10.25236/AJBM.2025.071112

Background of Heritagization------A Case Study of Jingdezhen, the "Porcelain Capital" [J]. Human Geography, 2025, 40(04): 57-65+87.
[6] Zhang Junna, Chen Ning. A Quantitative Analysis of Ceramic Cultural Heritage Research in Jingdezhen in the Past Two Decades [J]. Ceramic Studies, 2019, 34(05): 7-12.
[7] Fang Lili. The Jingdezhen Model------A New Development Model Using Art as the Lever to Activate Endogenous Driving Force from Heritage Resources [J]. National Arts, 2025, (03): 151-168.
[8] Wang Xiaoxi. Research on Cultural and Creative Industry Empowering Industrial Heritage Renewal from the "Scene-Field" Perspective------A Case Study of the "Ten Major Porcelain Factories" in Jingdezhen [J]. Hundred Schools in Arts, 2024, 40(03): 59-65.
[9] Liu Jiansheng, Hu Shen'ao, Shen Xinmeng, et al. Construction Status and Measures of Jingdezhen Ceramic Cultural Ecological Protection Experimental Zone [J]. China Ceramic Industry, 2023, 30(01): 63-68.
[10] Cheng Zhiying. Research on Digital Empowerment for the Transformation and Upgrading of Jingdezhen's Ceramic Intangible Heritage Industry [J]. Ceramic Studies, 2023, 38(05): 15-17.