

A Research on Cultural Study Tour in Jingdezhen Ceramic Museums: Maximizing Visitor Engagement and Experiences through the ASEB Framework

Linglin Wu

Jingdezhen Ceramic University, Jingdezhen, China
wulinglin2021@163.com

Abstract: This paper aims to investigate the current situation of cultural study tours in Jingdezhen ceramic museums based on the ASEB framework (Activity, Setting, Experience, and Benefit) and figure out strategies to enhance visitors' experience. The findings of this research provide profound insights into the current state of cultural study tours and identify areas for improvement in terms of activity offerings, setting design, experiential elements and visitor benefits. The research outcomes contribute to the development of effective strategies based on ASEB to enhance the cultural study tour experience in Jingdezhen ceramic museums, which will ultimately attract a wider audience and promote a deeper appreciation for Jingdezhen's ceramic heritage.

Keywords: Cultural Study Tour; ASEB Framework; Jingdezhen Ceramic Museums

1. Introduction

As a means to promote cultural understanding and provide immersive learning experiences for visitors, cultural study tours have become increasingly popular in recent years. In Jingdezhen, the Capital of Porcelain of China, the cultural significance of its ceramic museums presents a unique opportunity to engage visitors and enhance their experiences. This research focuses on exploring the potential of maximizing visitor engagement and experiences in cultural study tours through the ASEB framework, which has four key elements: Activity, Setting, Experience, and Benefit [1].

2. Introduction to ASEB Framework

The ASEB framework, comprising activity, setting, experience and benefit, focuses on creating engaging activities within an immersive setting which deliver transformative experiences and tangible benefits to visitors. By incorporating the ASEB principles into the development of cultural study tour in Jingdezhen ceramic museums, visitors can enjoy a meaningful journey and deepen their understanding and appreciation of Jingdezhen's ceramic heritage[2].

Activity is the first element of the ASEB framework. It refers to the interactive and participatory experiences that visitors engage in during their tour. Activities are diversified, and can range from hands-on workshops, guided tours, and demonstrations to interactive exhibits and immersive experiences. The goal of these activities is to create opportunities for visitors to actively engage with the cultural content, artifacts, and narratives, allowing visitors to explore, question, and learn in a dynamic and interactive manner.

The "S" of the ASEB framework is *Setting*, which encompasses the physical environment where the cultural study tour takes place. It includes the architectural design, exhibition layout, lighting, sound and overall environment. The setting plays an important role in creating a conducive atmosphere to enhance visitor's experience and emotional connection with the content. A well-designed setting can evoke a sense of authenticity, immersion, and cultural context, enabling visitors to experience the historical or cultural period being explored [3].

The third element is *Experience*, focusing on the overall visitor experience throughout the cultural study tour. It refers to the emotional, intellectual, and sensory dimensions of the visit. A successful experience involves engaging the visitor's senses, stimulating curiosity, and providing opportunities for personal connection with the cultural content. By designing experiences which are meaningful,

interactive, and emotionally resonant, cultural institutions can bring deeper learning, long-lasting memories, and a desire for continued engagement.

The final element is *Benefit*, referring to the outcomes and benefits that visitors get from the cultural study tour. These benefits can be categorized into various aspects, such as educational benefits, social benefits, emotional benefits and cultural benefits. Educational benefits help visitors with increased knowledge, understanding, and critical thinking skills. Social benefits involve fostering connections, promoting dialogue, and building relationships between visitors and cultural practitioners. Emotional benefits can be feelings of inspiration, joy, and awe arising from engagement with cultural heritage. Cultural benefits involve promoting cross-cultural understanding, appreciation and respect.

With the four elements of ASEB, cultural institutions can create well-rounded cultural study tours to maximize visitor engagement and experiences and enhance the overall effect of their cultural study tours, leaving a everlasting impression on visitors[4].

3. The limitations of Cultural Study Tour in Jingdezhen Ceramic Museums

Although cultural study tours in Jingdezhen ceramic museums can offer valuable opportunities for visitors to know the rich history and artistic traditions of the city called the Capital of Porcelain, there are still some limitations needed to be removed. Recognizing these limitations is the basic for the improvement of cultural study tours in Jingdezhen ceramic museums. Generally speaking, there are 5 limitations to face if Jingdezhen ceramic museums want to develop its business of cultural study tour.

(1) Lack of interactivity: Cultural study tours in Jingdezhen ceramic museums take traditional guided tours and static displays as the primary means, which limits the visitors' ability to actively engage with the artifacts, techniques, and cultural narratives. Without interactive activities such as hands-on activities, demonstrations, or opportunities for visitor participation, the cultural study tours can not provide a truly immersive and engaging experience to visitors.

(2) Limited cultural context: Cultural study tours should not only focus on the artifacts and techniques but also provide a broader cultural context. Visitors are more interested in the historical, social and economic factors that shaped the development of ceramic industry in Jingdezhen. Without sufficient contextual information, visitors can not grasp the significance of the artifacts and the cultural heritage associated with them.

(3) Lack of personalization: Cultural study tours should cater to the diverse interests and preferences of different visitors. However, cultural study tours in Jingdezhen ceramic museums just offer a same experience to all audience which may not resonate with every visitor. Personalization can attract more audience through interactive activities, customized itineraries, or the inclusion of specialized workshops or activities based on visitors' interests.

(4) Limited visitor engagement: It is essential to engage visitors throughout the cultural study tour for their overall experience. But now cultural study tours in Jingdezhen ceramic museums have no effective engagement strategies in this aspect. In fact, interactive technologies, storytelling techniques, or interactive exhibits can greatly enhance visitors' engagement and promote a more profound understanding and connection between visitors and artifacts.

(5) Lack of evaluation and feedback: Continuous evaluation and feedback mechanisms are important to improve cultural study tours in Jingdezhen ceramic museums. Without regular assessment and feedback from visitors, it is difficult for museums to identify areas which need improvement. Methods such as visitor surveys or feedback forms are enough to provide valuable insights and help the museums to find the limitations of their cultural study tour [5].

Recognizing these limitations in cultural study tours in Jingdezhen ceramic museums will help to improve visitor engagement, foster cultural understanding and appreciation, and offer more meaningful experiences.

4. Strategies to Improve Cultural Study Tours in Jingdezhen ceramic museums based on ASEB

Cultural study tours in Jingdezhen ceramic museums can be greatly enhanced by applying the ASEB framework, including activity, setting, experience and benefit.

4.1. Interactive workshops and guided demonstrations

Interactive workshops and guided demonstrations aim to provide visitors with opportunities to actively engage with the ceramic-making process, learn about various techniques, and gain a deeper understanding of the craftsmanship involved. Introducing interactive workshops is a powerful way to immerse visitors in the world of ceramics. These interactive workshops will allow visitors to go beyond passive observation and become active participants in ceramic art. Hands-on experiences such as clay molding, glazing or porcelain painting will enable visitors to develop a tangible connection to ceramics. Skilled artisans and instructors can guide visitors through the techniques, explaining the process step by step and sharing their expertise. All this not only enhances the learning experience but also ignites visitors' creativity and allows visitors to express their own artistic talent.

Moreover, implementing guided demonstrations will add another way of engagement to the cultural study tours. These demonstrations involve skilled ceramic artists or craftsmen showcasing various techniques and processes of ceramic artworks. By witnessing the experts at work, visitors can gain a firsthand understanding of the precision, skill, and patience required in ceramic making. The guided demonstrations will allow visitors to appreciate the complexity and mastery involved in making ceramic pieces. In addition, the demonstrations can be interactive, offering visitors opportunities to ask questions and engage in discussions with the artists. This direct interaction can deepen the connection between visitors and ceramic art, therefore creating a more immersive and educational experience for visitors [6].

With interactive workshops and guided demonstrations, cultural study tours in Jingdezhen ceramic museums can provide visitors with good chances for active learning, creative expression, and a deeper understanding of ceramic craftsmanship.

4.2. Immersive exhibition environment and Multi-sensory elements

The strategies to improve the setting aspect of cultural study tours in Jingdezhen ceramic museums are to create an immersive exhibition environment and to incorporate multi-sensory elements.

Creating an immersive exhibition environment can engage visitors with activities and enhance their cultural study tour experience. By designing exhibition spaces that resemble ceramics workshops or historical periods, Jingdezhen ceramic museums can create an authentic and immersive setting. The use of replica kilns, traditional tools, and historical artifacts will add a sense of realism and make visitors immersed in the time when these ceramics were made. The exhibition environment should be carefully designed to reflect the aesthetic and cultural elements of Jingdezhen's ceramic heritage, helping visitors to better understand the cultural context where these artworks were produced.

Then the museums can make use of multi-sensory elements to further enhance the immersive setting and enrich visitors' experience. Jingdezhen ceramic museums can make full use of the senses of sight, sound, smell, and touch to create a more engaging and memorable experience. For instance, the lighting can be designed to highlight the intricate details of the ceramics and create a vividly visual display. The museums can also mimic the sounds of ceramics workshops, such as the rhythmic sounds of artists at work to improve visitors' experiences. Introducing scents, such as the aroma of fresh clay or the fragrance of flowers often used in traditional ceramic decoration, can bring a sensory connection to the artistic process. The museums should also encourage visitors to touch the surface of certain ceramic wares to experience their different textures and then appreciate the craftsmanship.

4.3. Personal connections and Contextual information

If Jingdezhen ceramic museums want to improve the experience element, they can foster personal connections between visitors and ceramic craftsmen, and at the same time provide contextual information about the ceramic wares on display.

Fostering personal connections between visitors and ceramic craftsmen is a good way to enhance the experience of visitors in cultural study tours. The museums can arrange some activities such as meet-and-greet sessions or Q&A sessions with the artists, which will provide visitors with the opportunity to engage in meaningful conversations and interactions with craftsmen. Through this way, visitors can learn directly from the creators themselves, know more about the artistic process, inspirations, and challenges faced by craftsmen. These personal connections will form a direct connection between visitors and the artworks, creating a sense of authenticity and appreciation.

If Jingdezhen ceramic museums want to improve visitors' experience, providing contextual information about the artworks on display is useful. Museums can incorporate informative signage, multimedia presentations, or audio guides to offer comprehensive and accessible information about the ceramics, which will help visitors understand the historical and cultural significance of the artworks, the techniques in their creation and the stories behind them. Contextual information can also shed light on the social, economic, and historical aspects of Jingdezhen's ceramic heritage, giving visitors a chance to have a more profound knowledge of ceramic arts.

4.4. Educational programs and cultural exchange

These two strategies can provide visible benefits to visitors, such as learning opportunities and cross-cultural experiences, and at the same time enrich visitors' overall experience and understanding of the ceramic heritage.

Offering educational programs designed according to different age groups and educational levels help to enhance the benefits of cultural study tours. These programs can be guided tours, workshops, lectures and educational materials which can all promote learning and facilitate visitors' understanding of ceramics. By catering to the diverse needs and interests of visitors, Jingdezhen ceramic museums can ensure that each visitor gains valuable knowledge and insights. Educational programs can be designed to provide historical context and explain the techniques used in ceramics creation, highlighting the cultural significance of the artworks and encouraging critical thinking and appreciation of the art form. Then Jingdezhen ceramic museums can work together with local schools, universities and educational institutions to provide valuable learning experiences that align with curriculum objectives.

The other way is to foster cultural exchange. Jingdezhen ceramic museums can provide opportunities for visitors to engage with the local community and explore the broader cultural landscape of Jingdezhen, which may include visits to ceramic studios, local markets, or nearby historical sites. By facilitating interactions between visitors and local artisans, Jingdezhen ceramic museums can promote cross-cultural understanding and appreciation for visitors. Through this way, visitors will know the broader cultural context in which ceramics are created. Cultural exchange experiences will not only enhance the visitors' understanding and appreciation but also contribute to mutual respect, dialogue, and the preservation of ceramic cultural heritage. With these two strategies, cultural study tours in Jingdezhen ceramic museums will definitely provide tangible benefits to all visitors, for these two strategies will promote learning, cross-cultural understanding as well as personal growth.

5. Conclusion

The present situation of cultural study tour in Jingdezhen ceramic museums reflects that more and more visitors have a growing interest in cultural tourism. In recent years, the government and museum authorities have made great efforts to increase visitor numbers and improve infrastructure development. However, there is still a need to find out challenges faced by these museums, such as the demand for innovative experiences, effective marketing strategies and improved visitor amenities. The ASEB framework (Activity, Setting, Experience, and Benefit) provides a comprehensive and effective method to maximize visitors' engagement and experiences on cultural study tours in Jingdezhen ceramic museums. With the help of all the above strategies based on ASEB, cultural study tours in Jingdezhen ceramic museums can be transformed into immersive and enriching experiences, leaving a lasting impact on visitors.

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