

## Development of Industrial Heritage Tourism in Jingdezhen From the Perspective of Industrial Transformation and Upgrading

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### Abstract

As a well-known porcelain capital, Jingdezhen has a good image, a global reputation, and a unique ceramic culture tourism resource. From the perspective of industrial transformation and upgrading, Jingdezhen has developed tourist attractions such as the Jingdezhen Ware History Expo Area, the Sanbao Ceramic Institute and the Jingdezhen Ware. Based on the present situation of industrial heritage tourism development in Jingdezhen, this paper finds out the existing problems and provides new ideas for the development and utilization of industrial heritage tourism in the city.

**Key words:** Industrial heritage; Tourism; Industrial transformation

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### INTRODUCTION

In 1982, China's State Council officially named Jingdezhen the historic and cultural city of the country. As one of the four ancient towns in China, Jingdezhen is famous for its ceramics and is known as the "porcelain capital". In the long history of thousands of years, it keeps its unique style and accumulates long-standing ceramic culture. Ceramic industry has been the leading industry

in the development of the city, not only witnessing the industrial development, but also bearing an urban history and culture.

However, after years of porcelain industry, the ceramic resources in Jingdezhen are being exhausted. For a resource-exhausted city, how to develop and make use of industrial heritage tourism, promote the transformation and revitalization of Jingdezhen, and realize the comprehensive protection and integrated reuse of industrial heritage, will be of great significance to the sustainable development of Jingdezhen's social economy and the continuation and reconstruction of the image for "porcelain capital".

### 1. CURRENT STATUS OF ANCIENT CERAMIC INDUSTRY SITES IN JINGDEZHEN

As a famous historical and cultural city, Jingdezhen has not only made achievements and contributions in porcelain making, but also preserved complete records and reflected the rich cultural connotation of some ancient sites and buildings related to porcelain making.

Hutian Ancient Porcelain Kiln Site: the Hutian ancient porcelain kiln site is located in Hutian village at the foot of the Nanshan Mountain in the outskirts of Jingdezhen. It covers an area of about four hundred thousand square meters and it is the oldest and largest site of firing porcelain in the ancient Jingdezhen kiln sites. Porcelain in Hutian emerged in the period of Five Dynasties, and from the Song to the mid-Ming, it continued to produce porcelain for more than 700 years. Its relics reflect the historical process from the primary to the advanced stage of porcelain making in Jingdezhen.

Nanshijie Ancient Porcelain Kiln Site: it covers tens of thousands of square meters, and it is the second largest ancient porcelain kiln site in Jingdezhen after Hutian kiln.

**Imperial Kiln Site:** Located in the center of the city, the factory straddles the Zhushan area, about 1.5 square kilometers. It is the Ming and Qing royal porcelain kiln, built in the Ming's Hongwu years. There were 20 kilns in the beginning. By the year of Ming's Xuande years, it had increased to 58. There were many kiln types, like wind-fire kiln, color kiln, large cylinder kiln. Imperial kilns competed with the civilian kilns and promoted the development of Jingdezhen's porcelain industry.

**Kaolin Ancient Porcelain Mine Site:** it is located in the northeast of Jingdezhen, Goose Lake Beach Township Kaolin Mountain. There are dozens of ancient mines, washing facilities and tailing deposits. It was mined in the Yuan dynasty until the middle of the Ming dynasty. It dominated Jingdezhen's porcelain industry for centuries. Jingdezhen porcelain began to use "dual formula" in the Yuan dynasty, and Kaolin became an important raw material for porcelain. When Kaolin was introduced into the porcelain body, the deformation of the products in the firing process was reduced; thus the cost was reduced, the use of porcelain stones was expanded, and the physical properties of porcelain were improved. It has the epoch-making significance in the ceramic history.

**Baihuwan Ancient Porcelain Ruins:** it is located in the east of Jingdezhen, 1 km away from Xianghu Lake. The total area of the site is about 10,000 square meters; it is a large-scale and well-preserved kiln site.

**Huangnitou Ancient Porcelain Site:** it is the most representative ancient kiln site from the period of Five Dynasties to the Northern Song dynasty in Jingdezhen. It is located in the back hill of Huangnitou Primary School in the east of the city; the site is rich and well-preserved, covering an area of about 5,000 square meters.

**Dragon Ball Pavilion:** it was an important symbol of the imperial kilns of the Ming and Qing dynasties. It was built in the Tang dynasty, and now the pavilion is a landmark building in Jingdezhen. The site displayed the restoration model of the Ming and Qing official kilns and was ranked as the top ten cultural relic series of the Ming dynasty unearthed at the peak of porcelain exhibition.

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## 2. JINGDEZHEN'S INDUSTRIAL HERITAGE TOURISM

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At present, the tourist sites of industrial heritage are mainly about ancient culture, including the Museum of Jingdezhen History, Ceramic Museum, Fu Liang Ancient County Government, etc., which are mainly to attract tourists from other places to Jingdezhen. Next is the comprehensive overall sightseeing, especially in the form of the creative industrial park. The most typical one is Taoxichuan. The concept is inspired by the industrial memory deposited behind the characteristic buildings, such as the ruins of the old factory building and the kiln, which is to set the museum, leisure shopping, ceramic

industry tourism in one. Then the Sanbao International Porcelain Valley, using the regional industrial sites and the surrounding non-industrial tourism resources, is also a typical overall model. The last is mainly concerning some ancient ceramic kiln sites, which are suitable for ceramic culture lovers and relevant professionals to exchange and inspect each other. The scientific research value of the ancient ceramic kiln sites is higher, but the viewing value is not prominent. In general, in terms of its form, there is no major flaw in the composition of Jingdezhen's tourism varieties. The main problems of the unsatisfied tourism development of Jingdezhen are as follows:

The cultural landscape is mainly composed of ceramics, which has local characteristics, and which has also certain cultural requirements for tourists at the same time. Most of the attractions on the regular route given by the travel agency are placed with rich cultural heritage, such as the Jingdezhen Cultural Museum and the Ceramic Museum. However, the general public's level of appreciation is limited and it is difficult to gain a deep understanding of ceramics through sightseeing. It's hard to arouse their interest.

The uneven quality of ceramics in the tourism commodity market also has a great negative impact on the development of Jingdezhen's tourism. Jingdezhen, founded on porcelain, should be based on porcelain, and should create the most influential and authoritative porcelain market. However, due to the lack of market supervision and regulation, some practitioners are pursuing profits rather than justice, leading to the proliferation of fake and inferior goods and confusion of market prices. This has not only adversely affected the tourism market, but also caused great losses to the market image of Jingdezhen. It is also an indirect cause of the exodus of the tourism professionals.

The tourism product is relatively simple and the participation is weak, which makes it difficult to attract tourists. As a result, the length of stay of tourists in Jingdezhen has been reduced, and their consumption is bound to be greatly reduced. Most of the routes are just sightseeing and shopping, and most of the tourists are just passing through Jingdezhen. They leave in a hurry only after sightseeing and purchasing. The rate of overnight visitors is not high. Due to the lack of knowledge of porcelain products, the visitors are often in a dilemma in the shopping process.

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## 3. THE DEVELOPMENT PATH OF INDUSTRIAL HERITAGE TOURISM IN JINGDEZHEN

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### 3.1 Cognitive Adjustment of Industrial Tourism

As one of the resource-exhausted cities, Jingdezhen also faces a shortage of resources and a lack of attractive

resources as for industrial transformation. Tourists' cognition of tourism is changing with the development of social economy. Rusting abandoned machinery and the once glorious ruins of ancient kiln production can arouse tourists' nostalgia for the traces of time; on the other hand, the city should restore the original appearance of industrial civilization, and deepen the understanding of the development of industrial heritage culture for future generations, so as to attract more visitors and pass on the traditional culture inheritance.

### 3.2 Forceful Protection of Industrial Heritage Tourism

The development of the ceramic industry in Jingdezhen has been integrated with the functional layout and transportation system of the city. The heritage of the ceramic industry cannot be protected in isolation, but should be protected as a whole with the surrounding roads, buildings, water systems and other environmental elements. For the core zone which is rich of the ceramic industry heritage, it should adopt relatively concentrated distribution; or as the core of the ceramic industry production, it might be named as "Industrial Heritage Protection Area", so it can reflect the traditional style and features of Jingdezhen ceramic industry in a certain historical period.

As an important part of the ceramic industry heritage, the protection and reuse of the non-material elements such as ceramic production technology, ceramic art, folk custom, can also clearly reflect the city's historical spirit and cultural characteristics, which should be paid attention to. Through the remains of the ceramic industry, Jingdezhen can show the non-material industrial culture such as the history and culture, the spirit of enterprise, folk customs and so on. Or on the basis of in-depth study of the cultural connotation of the ceramic industry, and through the establishment of public cultural facilities

(libraries, museums, exhibition halls, etc.), the elements that need to be preserved and that can be preserved in the collected and sorted intangible cultural heritage are effectively and centrally protected and displayed by means of scientific protection. At the same time, we can actively carry out extensive cultural exchange activities through different activities and plans, or organize relevant festival activities of ceramic industry culture. These means can integrate Jingdezhen's cultural contexts, protect the intangible industrial heritage, and highlight the cultural characteristics of the city.

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## CONCLUSION

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With the rapid development of social economy, the ever-changing layout of the city industrialization and the depletion of city resources, a large number of industrial heritages in Jingdezhen, especially the ceramic industry, are also facing challenges. Therefore, it is urgent to protect and reuse the industrial heritage. One of the best ways to reuse it is to develop industrial heritage tourism on the basis of protecting the original industrial heritage, so as to advertise Jingdezhen's porcelain, and to form the brand of Jingdezhen's industrial heritage tourism.

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