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Research on Innovative Development Mode of Integration of Ceramic Culture and Ancient Town Tourism

-- A Case Study of Jingdezhen City, Jiangxi Province, China

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Abstract: This study aims to deeply explore the role of ceramic culture in ancient town tourism innovation, and the impact of integration and innovation development mode on ancient town tourism innovation. The paper used a wide range of data analysis methods, including frequency analysis, descriptive statistics, reliability and validity analysis, correlation analysis, independent sample T-test, analysis of variance, parameter estimation, and mediation analysis, to test three main hypotheses. Firstly, the direct impact of ceramic culture on ancient town tourism innovation is verified (H1). The results show that ceramic culture has a significant positive effect on the ancient town tourism innovation. Secondly, explore the intermediary role of ceramic culture and ancient town tourism innovation integration and innovation development mode (H2). The data analysis results show that the integration and innovation development model mediate the relationship between ceramic culture and ancient town tourism innovation to a certain extent, but the mediating effect is relatively small. Finally, the author analyzes the direct influence of other factors on the ancient town tourism innovation (H3). The research results strongly support this hypothesis, indicating that other factors have a significant positive impact on ancient town tourism innovation. To sum up, this study provides important insights for ancient town tourism innovation, highlighting the promoting role of ceramic culture, integrated innovation development mode and other factors on ancient town tourism innovation. The research results provide valuable guidance for tourism managers and policy makers to promote and support tourism innovation in ancient towns.

Keywords: Ceramic Culture; Ancient Town Tourism; Innovation; Integration and Innovation Development Mode; Tourism Management.

1. Introduction

In the increasingly fierce market competition, only continuous innovation can make tourism enterprises get a lasting competitive advantage. Tourism enterprises with small and medium-sized enterprises as the main body are limited by scale, capital and other factors, and it is difficult for them to innovate by themselves. Therefore, the innovation of enterprises increasingly needs to rely on various resources in the external social network, such as knowledge and information. Therefore, the relationship network of enterprises is very crucial. In the tourism industry, networking is an important way to enhance its innovation ability [1]. And the most important manifestation is "relationship embedding". Many scholars believe that the "relationship embeddedness" among enterprises has a positive effect on the innovation performance of enterprises, and the higher the degree of relationship embeddedness among enterprises, the higher the innovation performance of enterprises. Many researches at home and abroad have studied the relationship embeddedness and innovation performance from multiple perspectives. The research shows that relationship strength, reciprocity, stability and resource abundance all have positive effects on the innovation performance of the firm. The research shows that the network strength and reciprocity have a significant positive effect on the technological innovation behavior of enterprises. Starting from the structural characteristics, relational dimensions, and heterogeneity of relational resources of tourism enterprises' social networks, some scholars put forward the methods to realize collaborative innovation of tourism enterprises, thus improving the innovation performance of tourism enterprises. It has been proved that there exists a certain degree of embedding between enterprises and suppliers, customers, peers and other organizations, which is of great significance for improving the innovation performance of enterprises. Through the review and analysis of relevant literature, most scholars believe that "relevance embedding" has a positive effect on the innovation behavior of tourism enterprises [2]. However, because the uniqueness and difference of the network are not fully reflected, what are the differences in innovation performance among different scenic spots? What are the reasons for the differences in innovation performance among different scenic spots?

China cultural tourism has gradually become a new hot spot. As far as cultural tourism is concerned, the pottery of Jingdezhen, known as the "porcelain capital", should be a precious treasure in the eyes of people who love pottery all over the world. Jingdezhen is a historical and cultural resource gradually precipitated in the process of thousands of years of porcelain production, which is integrated with the local natural scenery to form a complete whole, showing the characteristics of non-isomorphism, non-seasonality, high commodity and so on. There are very rich tourism projects that can be developed. Jingdezhen has unique advantages and relatively wide development space in the development of pottery culture tourism [3]. It is beneficial to improve the level of cultural maintenance system to study the influence

factors and mechanism of residents' cultural maintenance behavior and enhance residents' cultural maintenance consciousness. The research on residents' cultural protection behavior can be divided into two levels: one is the protection of traditional culture, the other is the protection of traditional culture; The second is the cultural protection of tradition. In addition, in the "community participation tourism", which is currently a hot topic in tourism research, most scholars focus their attention on the operation and development of local tourism with "community participation", while there are few researches on "participation in the protection of cultural resources". But so far, there are few researches on the influencing factors and mechanism of cultural protection behavior, and there is a lack of empirical test.

2. Current Development Status of Pottery Culture Tourism in Jingdezhen

2.1. Favorable Conditions for the Development of Jingdezhen Pottery Culture Tourism

2.1.1. Pottery has a Long History

Jingdezhen is a city famous for pottery, with a long history and a long history, known as the "millennium porcelain capital". For thousands of years, Jingdezhen's ceramic historical relics, precious ceramic art, exquisite ceramic craft and rich regional flavor have formed a unique ceramic culture and tourism culture [4]. There are still more than 30 pottery cultural relics, such as the existing ancient mines, ancient streets, ancient wharves, ancient monuments, ancient pavilions, quiet mountains and rivers, unique and unique, is the main source of raw materials of ancient Chinese porcelain and the world's main name of kaolin village; Hutian ancient Kiln is the oldest and largest ceramic cultural heritage rarely found at home and abroad [5]. There are ancient porcelain workshops, kilns, and typical Ming and Qing civil architecture, which once again presents the entire process of handmade porcelain production for thousands of years in front of the world, located in Fengshan Panlong Longgang, there are pottery history exhibition. "Porcelain Capital" is the crystallization of Chinese civilization, Jingdezhen is a kind of commodity with "Chinese character", "millennium porcelain capital" is Jingdezhen's unique trademark, is Jingdezhen's "golden signboard", and is also the cornerstone of Jingdezhen's tourism development.

2.1.2. Excellent Natural Environment

Jingdezhen is located in Huangshan - Huaiyu mountain - Poyang Lake junction, the territory is mostly medium and low mountains, the mountains are not high but beautiful, the water is not deep but clear, the ecological condition is superior, there are Hongyuan Fairyland, Zhuxian Cave, Yao Li Scenic spot, Cuiping Lake, Yutian reservoir and so on. The forest coverage rate here has reached 58.6%, which is an important forest area in Jiangxi Province [6]. The natural environment here is very good, with various types of nature reserves and forest parks everywhere. The natural scenery and cultural scenery here are integrated.

2.1.3. Advantages of Geographical Location

As a porcelain capital, Jingdezhen is located at the junction of Jiangxi, Anhui and Zhejiang provinces [7]. Huangshan, Lushan, Jiuhua, Sanqing, Longhu, Wuyi, Poyang Lake, Qiandao Lake, Jingdezhen is adjacent to the most beautiful countryside in China - Wuyuan County, which has a good complementarity and a good tourist traffic environment. In addition, Jingdezhen City railway, road, air, water is very convenient, has initially built a three-dimensional transportation network, is a main channel connecting northern Jiangxi and southern Anhui. In 1982, Jingdezhen was identified by The State Council as one of the 24 state-level historical and cultural cities, in 1977, it was identified as one of the 35 famous scenic spots, and in 1998, it was recommended by the National Tourism Administration as a major national route.

2.1.4. National Policies are Favorable to its Development

In the "Twelfth Five-Year" development Plan, China proposed to vigorously develop tourism, vigorously develop inland tourism, vigorously develop overseas tourism, and gradually develop overseas tourism [8]. It is necessary to pay attention to the preservation and development of tourism resources, increase the construction of tourism supporting facilities, and accelerate the construction of key regions and tourist routes. The development of tourism promotes the development of ecotourism as a whole. Through improving the service system of travel agencies, strengthening the self-restraint of travel agencies, integrity management and other measures to improve the service level of travel agencies. Secondly, the "Poyang Lake ecological economic Circle construction plan" was approved, which provides a good development opportunity for Jingdezhen pottery culture tourism.

2.2. Several Problems Restricting the Development of Jingdezhen Pottery Culture Tourism

2.2.1. Lack of Supporting Sightseeing Equipment

With the development of Jingdezhen's urbanization and people's demand for tourism increasing day by day, the shortage of Jingdezhen's urban tourism infrastructure has become increasingly prominent, which has become an important factor restricting its tourism development [9]. The roads here are very narrow, and even on weekends, there are often congestion, and with the increase of tourists, the congestion will be more and more, so the tourism industry in Jingdezhen has been greatly restricted. At present, the development of Jingdezhen scenic area is not perfect enough, it does not fully reflect its own tourism characteristics, and there is a lack of innovation in the pottery culture of the scenic area. Jingdezhen also needs to improve the overall appearance of the city, improve social living standards and social security levels. This has caused Jingdezhen city and modern, civilized, modern, Jiangnan "mountains and rivers" there is still a big gap.

2.2.2. Lack of Appropriate Supervision

At present, the ceramic culture tourism resources in Jingdezhen area still have some problems, such as inadequate development and inadequate management, which makes its development face great challenges [10]. At present, China's tourism industry has the phenomenon of emphasizing development, light protection, heavy economic benefits and light social benefits. There are extensive management modes for the unreasonable utilization and development of tourism resources. In Jingdezhen scenic area, the number of tourists that appear occasionally is large, which often exceeds the capacity that it can bear, thus causing some damage to the ecology of the scenic area. The lack of greenery, the problem of garbage, the pollution of rivers, these are all very common.

2.2.3. The Focus of Tourism is not Prominent

Jingdezhen enjoys a high reputation in the world, which can be compared with Beijing and Xi 'an. "Capital of Ceramics" is a "capital of ceramics" with thousands of years of history, enjoying a high reputation at home and abroad [11]. If you know porcelain, you will know Jingdezhen, and if you know China, you will know Jingdezhen. As the English "China" has two meanings of "China" and "porcelain", Jingdezhen as China's four ancient cities, its world-famous status, so that Jingdezhen enjoys a high reputation in the international community, becoming the most favorable conditions for its development of tourism. Jingdezhen has a rich historical and cultural heritage that rivals the rest of the world. With a long history of ceramics, a thousand years of royal kilns, official kilns, a brilliant ceramic culture, precious ceramic monuments, exquisite porcelain making skills, outstanding ceramic masters of ancient and modern times, exquisite ceramic products, and unique porcelain industry customs, these are the formation of a unique tourism resources. It is not only unique to China, but also a monopoly resource on a global scale. However, despite its good brand advantage, Jingdezhen's tourism industry has not been developed as it should be, nor has it achieved its goals [12]. This is mainly due to the fact that the maximum favorable conditions were not brought into play at that time, and sometimes this favorable condition was violated for the sake of immediate benefits, resulting in the present irrationality. Therefore, the development of pottery tourism is based on the development of Jingdezhen tourism, only with pottery tourism as the main line, Jingdezhen tourism can be developed.

3. Research Hypotheses and Models

This study conducted a sex market questionnaire survey on the Internet. A total of 420 questionnaires were sent out and 420 effective questionnaires were recovered, with a total efficiency of 100%. The results of the survey are divided into three aspects: statistical characteristics of tourism products, interest degree of products, and morphological needs of products [13]. Among them, gender, age, educational level, annual income, travel frequency and so on are the influencing factors. The results show that consumers' interest in goods is divided into 5 levels, corresponding to the scores of 5, 4, 3, 2 and 1. Taking 10 types of tourism as an example, the data were collected by multiple choice method, and SPSS21 software was used to make statistics. The rates for boys and girls were 39.0% and 61.0% respectively. The study subjects were mainly 20-29 years old (47.0%). In terms of education level, junior college and undergraduate accounted for 70.1%; Fifty-three percent of the respondents had not been to Jingdezhen. In this study, SPSS21 statistical software was used to conduct mean difference test (t test) and one-way ANOVA on tourist questionnaire survey data, and then to determine group differences in product creative preferences. Through the analysis of two types of data, the results of two types of tourists' evaluation and choice of travel are obtained. Difference analysis can compare the mean value of a test variable between more than two types of grouped data, such as whether consumers of different ages have the same satisfaction with travel places. P is the significance of the test results [14]. The smaller the P value, the higher the significance. The significance of t test and multivariate analysis of variance were 0.05 and 0.01, respectively.

H1: Ceramic culture has a significant positive effect on ancient town tourism innovation

H2: The integration and innovation development mode mediate the relationship between ceramic culture and ancient town tourism innovation to a certain extent

H3: Other factors have a significant positive impact on ancient town tourism innovation

3.1. Preference of Cultural Tourism Product Types

In this paper, the data collected from the survey were analyzed in frequency and Table 1 was obtained. It shows the popularity of various forms of cultural tourism products [15]. As can be seen from the data in the table, more than 60% of the respondents will choose two types of cultural tourism projects: historic sites sightseeing, cultural relics viewing or viewing or art learning; more than 40% of the respondents will choose pedestrian street and museum projects. Compared with the other five types of projects, these four types of projects are favored by the majority of customers.

Table 1. Statistics on preferences of different forms of cultural tourism products

ranking	Product form	Be fond of		I don't like it	
		N	Frequency	N	Frequency
1	Historic site sightseeing, cultural relics appreciation	279	66.43%	141	33.57%
2	Watch or learn traditional skills	278	66.19%	142	33.81%
3	Pedestrian street	191	45.48%	229	54.52%
4	museum	180	42.86%	240	57.14%
5	Big live action show	160	38.10%	260	61.90%
6	Theme Park	157	37.38%	263	62.62%
7	Stage performance	152	36.19%	268	63.81%
8	3D or 4D movie	148	35.24%	272	64.76%
9	Tourism festival	142	33.81%	278	66.19%
10	other	32	7.62%	388	92.38%

3.2. Preference for Product Creativity in the Sample Population

Through the average comparison of the data obtained from the questionnaire survey, the preference degree of the respondents for the design concept is confirmed. As can be seen from the cumulative average value in Table 2, both men and women have preference averages above 3.9, indicating high satisfaction [16]. These figures show that the design of the 12 ceramic cultural tourism products is relatively successful and attractive, and the satisfaction of the surveyed people on the 12 tourism products is also relatively high. Therefore, this study has conducted an effective study on consumer choice degree, and put forward some suggestions. By comparing the two categories of men and women among the 12 categories in Table 2, both men and women have the highest preference for the two categories of "handmade pottery" experience and "Ceramic Street". This shows that both men and women have a high preference for these two types of tourism products, and the development of these two types of products largely depends on the ceramic cultural resources of the tourist destination. Jingdezhen and other "porcelain capitals" can rely on their own ceramic resources to develop pottery cultural tourism commodities with their own characteristics.

Table 2. Differences between male and female travelers in their choice of travel modes

detection variable	Male			The female sex			Total		
	Mean value	N	Standard deviation	Mean value	N	Standard deviation	Mean value	N	Standard deviation
4D movie	4.406	166	0.915	4.229	255	0.955	4.292	421	0.943
A thousand-year stage play	4.198	164	1.024	4.083	254	0.898	4.125	418	0.950
Tao porcelain Street	4.479	165	0.876	4.469	261	0.828	4.479	426	0.846
Ceramic Academy	4.271	163	0.977	4.188	259	0.867	4.219	422	0.910
Hand-made pottery experience	4.500	168	0.891	4.635	259	0.788	4.583	427	0.831
Time tunnel porcelain kiln bus tour	4.313	166	0.958	4.396	259	0.876	4.365	425	0.908
Porcelain rhyme life food experience	4.208	166	0.954	4.354	255	0.900	4.302	421	0.923
Mid-Autumn Festival kiln fire party	4.365	166	0.904	4.406	259	0.853	4.396	425	0.873
The porcelain music is melodious	4.229	166	0.954	4.229	257	0.890	4.229	423	0.914
Visit the ancient streets	4.198	165	1.045	4.167	258	0.953	4.177	423	0.989
The flower arrangement school	4.052	165	1.043	4.375	258	0.897	4.250	423	0.968
China capital Folk art	4.135	163	0.972	4.031	258	1.006	4.073	421	0.994

3.3. Group Differences in Product Creative Preferences

Multivariate statistical method (T-test) and multivariate statistical method were used to investigate the differences of 12 types of tourism innovation behaviors in different groups under the influence of different gender, travel experience, income, age, education level, etc.

3.3.1. The Influence of Men and Women on the Level of Product Creative Tendency

t test was applied to the data collected from the questionnaire survey to determine the choice level of male and female tourists for tourism products [17]. The data in Table 3 shows that the P-value for flower arrangement schools is 0.001. This means that there is a big difference in preference between men and women for this type of product. The other 11 categories of samples were tested by t test, and the P-value was above 0.05 with no significant difference.

Table 3. Differences in the level of creative tourism product selection between male and female tourists

test variable	Levene test of variance equation		T-test for mean equation	
	F	Sig.	t	Sig. (both sides)
4D movie	0.238	0.659	1.920	0.069
A thousand-year stage play	2.386	0.136	1.272	0.232
Tao porcelain Street	1.011	0.339	0.033	1.015
Ceramic Academy	7.663	0.007	0.891	0.409
Hand-made pottery experience	2.477	0.129	-1.722	0.103
Time tunnel porcelain kiln bus tour	1.563	0.230	-0.944	0.380
Porcelain rhyme life food experience	0.041	0.878	-1.567	0.139
Mid-Autumn Festival kiln fire party	0.122	0.764	-0.465	0.683
The porcelain music is melodious	1.499	0.241	-0.001	1.041
Visit the ancient streets	3.419	0.074	0.316	0.794
The flower arrangement School	3.893	0.056	-3.402	0.001
China capital Folk art	0.815	0.393	1.080	0.313

3.3.2. The Influence of Travel Experience on the Tendency of Product Conception

The T-test method is used to analyze the choice preference of tourists who have been to Jingdezhen and those who have not been to Jingdezhen to determine how the tourist experience evaluates the product innovation in Jingdezhen [18]. Firstly, the average level of the respondents who have visited Jingdezhen is compared with that of those who have not visited Jingdezhen. It is found that the average level of the respondents who have visited Jingdezhen is higher than that of the respondents who have not visited Jingdezhen. The average level of the respondents who have visited Jingdezhen is above 4. This shows that the average level of respondents who have visited Jingdezhen for 12 types of goods is much higher than that of respondents who have not visited Jingdezhen.

Secondly, the 12 categories of samples were compared, and the 12 categories in Table 5 were T-tested. It was found that the P-values of ceramic living appliance experience, flower arrangement school experience, antique street experience, and porcelain Duqu art were all 0.069,0.054,0.102, and 0.307 were all >0.05, and there was no significant difference in the selection tendency between them [19]. There are two different types of kiln fire villages, P <0.05, and the preference level of each type of kiln fire village is significantly different; The p values of 4D movie, millennium kiln fire stage play, handmade experience, ceramic Academy, porcelain kiln time tunnel bus tour, porcelain music Meloyang and other indicators are all lower than 0.01, which indicates that whether to visit Jingdezhen has a very significant impact on the preference of the above five types of goods.

Table 4. Average method of preference difference of people who have been to Jingdezhen for sightseeing

test variable	Have you ever visited Jingdezhen	N	Mean value	Standard deviation	Standard error of the mean
4D movie	is	197	4.427	0.864	0.063
	no	223	4.177	0.994	0.068
A thousand-year stage play	is	194	4.271	0.918	0.067
	no	226	4.010	0.963	0.066
Tao porcelain Street	is	198	4.573	0.791	0.057
	no	222	4.396	0.885	0.060
Ceramic Academy	is	194	4.375	0.838	0.061
	no	226	4.094	0.951	0.065
Hand-made pottery experience	is	201	4.698	0.768	0.055
	no	219	4.469	0.871	0.059
Time tunnel porcelain kiln bus tour	is	200	4.573	0.781	0.056
	no	225	4.188	0.976	0.067
Porcelain rhyme life food experience	is	196	4.385	0.923	0.067
	no	224	4.219	0.919	0.063
Mid-Autumn Festival kiln fire party	is	197	4.500	0.861	0.063
	no	223	4.302	0.873	0.059
The porcelain music is melodious	is	196	4.396	0.873	0.064
	no	224	4.083	0.925	0.063
Visit the ancient streets	is	197	4.260	1.021	0.074
	no	225	4.104	0.956	0.065
The flower arrangement School	is	197	4.344	0.956	0.070
	no	225	4.167	0.972	0.066
China capital Folk art	is	196	4.125	1.007	0.073
	no	224	4.021	0.981	0.067

Table 5. The difference T test of tourists' choice of innovative tourism products whether they have visited Jingdezhen

test variable	Levene test of variance equation		T-test for mean equation	
	F	Sig.	t	Sig. (both sides)
4D movie	0.043	0.875	2.832	0.007
A thousand-year stage play	1.004	0.341	2.882	0.006
Tao porcelain Street	1.261	0.283	2.233	0.034
Ceramic Academy	0.957	0.352	3.345	0.001
Hand-made pottery experience	5.641	0.021	2.923	0.005
Time tunnel porcelain kiln bus tour	1.665	0.216	4.453	0
Porcelain rhyme life food experience	0.505	0.506	1.897	0.072
Mid-Autumn Festival kiln fire party	0.628	0.456	2.426	0.021
The porcelain music is melodious	0.392	0.563	3.628	0.001
Visit the ancient streets	1.233	0.289	1.705	0.106
The flower arrangement School	0.011	0.953	2.017	0.056
China capital Folk art	0.424	0.546	1.065	0.320

3.3.3. Influence of Different Age Groups on Design Concept Tendency

In this paper, the homogeneity of variance test was conducted for samples of all ages and Table 6 was obtained. Table 6 shows the variance consistency test results of each age group. It can be seen that the Sig. (significant P value) corresponding to the variance consistency test of the 4D film is 0.40<0.05, while the variance consistency test of several other variables has the corresponding significant P. All are above 0.05. Therefore, at the significance level of 0.05, 4D films, as a variable, have significant differences in the variance of their categories, and do not meet the condition of homogeneity of variance. The other factors are consistent with variance. The results can be used as a prerequisite for the subsequent use of multiple comparison methods.

From the empirical analysis, it can be found that in terms of preference for tourism projects, tourists are more inclined to cultural relics, folk culture and traditional craft products, the proportion of these two items is about 60%. This shows that Jingdezhen has a rich historical and cultural heritage, ceramic culture, ceramic craft, folk culture and so on have a strong charm. Based on the ideas of creative tourism and experience economy, the 12 types of tourism products designed also have different appeal to different groups, but the average value of their preference degree is greater than 3.8, which indicates that these 12 types of tourism products are in line with the preferences of most tourists and have exploable value. The results showed that different genders of visitors had very different preferences for flower arrangement schools, and girls were more interested than boys. People who have visited Jingdezhen prefer to visit Jingdezhen, such as the ceramic Street, such as the Mid-Autumn Festival kiln fire party, such as the 4D movie, such as the millennium kiln fire stage play, ceramic Academy, porcelain kiln time tunnel, porcelain kiln bus, porcelain music and so on. The successful implementation of these projects will greatly improve the return rate of Jingdezhen. There are significant differences in age, income and educational level in people's preferences for

Folk art. Students under the age of 20, with an annual income of less than 30,000 yuan, and those with a high school education have a higher interest in different categories. Therefore, the creation of Folk art, whether in the design of the work, or in the pricing of the work, or in the marketing of the work, must take into account the corresponding object. As people's incomes vary, so do their preferences. These two types of goods are more attractive to people under 30,000 years, so when formulating market strategies, it should pay attention to the audience. There is no significant difference between people with an annual income of more than 150,000 yuan and other income groups, and their preference for other products is also high. This further shows that when the purchasing power of consumers is higher, the frequency of their purchasing behavior will be higher, and the more experienced and creative products can attract people with high purchasing power. For 4D films, the higher the level of education, the higher the "choice tendency". The study found that the higher the educational level, the easier to choose high-tech tourism products. In the future development process, it can attract people with higher education by improving its technical content and improving its service quality.

Table 6. Variation homogeneity test

test variable	Levene statistics	df1	df2	Significance
4D movie	2.64	4.17	415.63	0.04
A thousand-year stage play	2.01	4.17	412.50	0.11
Tao porcelain Street	0.39	4.17	420.83	0.86
Ceramic Academy	0.64	4.17	416.67	0.68
Hand-made pottery experience	0.36	4.17	421.88	0.89
Time tunnel porcelain kiln bus tour	0.63	4.17	419.79	0.69
Porcelain rhyme life food experience	0.79	4.17	415.63	0.57
Mid-Autumn Festival kiln fire party	0.22	4.17	419.79	0.97
The porcelain music is melodious	1.51	4.17	417.71	0.23
Visit the ancient streets	0.51	4.17	417.71	0.78
The flower arrangement School	1.56	4.17	417.71	0.21
China capital Folk art	1.22	4.17	415.63	0.34

4. Discussion

The combination of tourism and culture in Jingdezhen is neither "Lalang pairing" nor "1+1=2". In the process of implementation, to the regional characteristics of the local and different cultural tourism industry development characteristics, to find the development law of the industrial chain related to pottery and tourism and the connection point of the key nodes, around the two key issues of "what to integrate" and "how to integrate", so that "some integration, some not integration", to avoid being complacent or blind integration.

4.1. Economic Benefit Drive of "Extended Integration" of Cultural Tourism

This mode means that driven by market interests, various industries achieve functional complementarity and integration and optimization by breaking through the original boundaries and in the process of mutual integration, thus continuously extending the value chain of the industry. Finally, the additional functions of the original industry are upgraded, thus improving the supply capacity and competitiveness of the tourism market. With the development of tourism, the development of cultural industry, which is embodied in the cultural production demonstration base and cultural creative park. In Jingdezhen, Tao Xichuan China Workshop, as a national cultural industry demonstration park, is a project with great influence in this model. According to the principle of this integration, in the future, Tao Xichuan needs to continue to exert the publicity and agglomeration effect of park tourism, improve the brand influence of the park, improve the supply capacity of the park's culture and tourism, continue to carry out various interactive and innovative activities, expand the industrial chain related to the park, and focus on "ceramic culture". To build a comprehensive park integrating "culture and education, leisure, entertainment, market, food, sightseeing and experience." In the process of expanding the cultural industry to the tourism industry, this way also uses a variety of expressions to "animate" the originally stationary tourism resources. For example, through the digital way, the excellent cultural elements are integrated into the traditional tourism industry, thus realizing the transformation from the "ticket economy" to the "industrial economy". In the first year of Jingdezhen's success, a series of large-scale drama programs such as "Shangzhen", "Seishan" and "Jingdezhen Memories" will be staged. In the future, the theater can use online questionnaires, interviews and other forms to solicit suggestions from all walks of life and professionals to better grasp the audience's thoughts. By adjusting the content of the performance and making full use of digital technology to increase the stay time of tourists in Jingdezhen, it broke the "vacuum period" after the closure of the scenic spot, brought new vitality to the "night tour economy", and made the global audience feel a "spiritual journey".

4.2. "Reorganization and Integration" of Tourism and Cultural Tourism Needs to Drive

This model is a closely interrelated cultural and tourism industry. In order to meet the diversified needs of tourists at various levels, the original industrial value chain is first dismantled and the core value-added parts of each industry are extracted, and then innovation is carried out in terms of capital, content, structure and business model. Thus, a new form of business was formed. It is characterized by the integration and optimization of people flow, capital flow, technology flow and information flow based on festivals, events, exhibitions and art exhibitions, so as to create a variety of new and diversified tourism formats. So far, the large-scale success of Jingdezhen restoration has been "World Pottery Exhibition" and "Taoxichuan Spring and Autumn Fair", and has attracted wide attention across the country. In the future, Jingdezhen will continue to explore the core cultural resources unique to the region, and actively develop other

cultural tourism products, in order to increase the cultural experience of tourists and various activities outside the scenic spots, and drive the economic development of the surrounding areas. Continue to enrich the structural level of ceramic tourism products, expand its connotation and system in depth and breadth, and inject functional, consumer value, experience, and participation elements into traditional tourist attractions and products, so as to meet the spiritual needs of personalized, quality, and high-end tourists. Holding "Pottery Biennale", "Tea Culture Festival", "Ancient stage Culture Festival", etc., to carry out active inheritance and protection of intangible heritage.

4.3. Technology-driven Tourism Culture and "Multidimensional Integration" of Tourism Culture

The main features of this model are the use of advanced scientific and technological means, the adoption of advanced management policies, and the investment of huge funds. Both cultural and tourism industries use certain technical means, production skills and virtual reality technology to integrate various elements originally belonging to the two industries in one or all ways, so as to create a new tourism product or service. Then, the large-scale and orderly development of transportation, information communication, public service facilities, etc., will be developed, and finally, the region will be built into an "integrated" regional scale gathering place with unique themes and characteristics. In this way, typical product forms are theme parks, animated parks, and other cultural tourism villages. At present, Jingdezhen still lacks the "trinity" innovation example, which is matched only by projects such as Gaolin China Village (launched in 2021). In the future development process, Jingdezhen should integrate science and technology with traditional tourism resources, promote the development of smart tourism and "cloud tourism" during the epidemic period, and creatively display the essence of China's excellent pottery culture.

5. Conclusion

This paper tries to provide some experience for other "porcelain capital" cities in China through the practice and exploration of ceramic art culture innovation tourism. This study made innovative planning for 12 kinds of ceramic culture tourism products, and put them into the market by using questionnaires, and conducted a survey on the demand of tourism consumers for product creativity based on the theory of innovative tourism and tourism marketing, and drawing lessons from the successful experience of innovative tourism at home and abroad. The results show that Jingdezhen's cultural heritage, folk culture and handicrafts are the most popular cultural heritage in China. According to the findings of this study, both male and female tourists have a considerable tendency to choose and have a high interest in the overall experiential tourist products of "pottery experience" and "pottery shopping". There are obvious differences in the selection of pottery cultural tourism products among different age groups, different income levels and different educational backgrounds. The research results show that tourism products with strong experience and high creativity are more attractive to people with higher consumption power. The more educated they are, the more they tend to travel in high-tech ways. This paper combines these data with data, extracts 12 innovative concepts of tourism products, and suggests some targeted development measures of ceramic culture tourism from the perspective of the government, so as to ensure the effective development of tourism in this region.

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