

Research on How New-Quality Productive Forces Empower the High-Quality Development of the Cultural Tourism Industry in Jingdezhen from the Perspective of the New Diamond Model

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Abstract: New-quality productive forces serve as a pivotal catalyst for high-quality development within the cultural tourism industry. Theoretical analyses reveal an intrinsic correlation and reciprocal enabling dynamic between new-quality productive forces and the cultural tourism industry. Applying the theoretical framework of the New Diamond Model, this research investigates how advanced productive forces facilitate the sustainable and high-quality evolution of Jingdezhen's cultural tourism industry. Through various mechanisms—including enhancement of knowledge capital and innovation capacity, factor upgrading, demand restructuring, industry-competitor integration, and strategic realignment—these forces generate novel developmental momentum. Consequently, strategic recommendations encompass bolstering cultural creativity, reinforcing emergent productive factors, stimulating market demand, cultivating collaborative industrial ecosystems, nurturing innovative market actors, and optimizing policy and institutional frameworks. The overarching goal is to delineate effective strategies for fostering innovation-driven, high-quality advancement in Jingdezhen's cultural tourism industry.

Keywords: New-Quality Productive Forces; Jingdezhen's Cultural Tourism Industry; New Diamond Model; High-Quality Development

1. Introduction

China is currently at a pivotal juncture in advancing socialist modernization through high-quality development paradigms. The Third Plenary Session of the 20th CPC Central Committee highlighted the imperative to refine institutional mechanisms for the synergistic integration of cultural and tourism sectors. Consequently, the cultural tourism industry has experienced a transformative shift from resource-driven, scale-oriented expansion to innovation-led, quality-centric development. The strategic convergence of “positive interplay between culture and tourism” has emerged as an inevitable trajectory for sustainable growth in the new era.

In recent years, Jingdezhen has strategically aligned itself with the objective of establishing a "National Ceramic Cultural Inheritance and Innovation Pilot Zone". Employing the principle of "upholding fundamental principles and breaking new ground", the city has made significant advancements in cultural tourism. Notably, Jingdezhen has implemented key conservation projects, including the systematic restoration of ancient ceramic kiln sites such as the Imperial Kiln Site. Concurrently, through initiatives like the "City of a Thousand Museums" program and the development of the Famous Kiln Park, Jingdezhen has effectively safeguarded traditional porcelain manufacturing techniques, transforming these cultural assets into museums, galleries, and public cultural institutions to facilitate community engagement and heritage dissemination. At the level of industrial integration, Jingdezhen has developed high-quality tourism products centered on ceramic culture, such as the “Fifteen Attractions, Three Banquets, and Three Performances.” The city has further expanded nighttime cultural and tourism activities, including evening tours, exhibitions, shopping, and homestay experiences. The Taoyangli Imperial Kiln Scenic Area, as a flagship project, has successfully implemented a new integrated development model that combines heritage conservation, cultural exhibition, commercial operations, and community engagement. This has established a benchmark for the high-quality advancement of Jingdezhen's cultural tourism sector. With enhanced industrial supply chains, market vitality has been significantly stimulated, resulting in a rapid increase in tourist numbers in recent years. Meanwhile, the cultural and creative e-commerce and live-streaming sales sectors in Jingdezhen have developed rapidly.

They have become vital channels for disseminating the city's cultural IP and driving product sales.

The recent rapid expansion of Jingdezhen's cultural tourism sector has concurrently masked underlying structural issues. Foremost among these is a deficit in innovation capacity, with insufficient development and diversification of culturally immersive tourism products. There is a deficiency of groundbreaking innovations capable of eliciting emotional engagement or delivering immersive experiential functionalities. The supply chain demonstrates pronounced standardization and convergence^[1], complicating the fulfillment of escalating consumer demand for personalized, high-quality products. Additionally, industrial integration remains superficial; despite a tourism boom increasing visitor numbers, the integration between ceramic manufacturing and tourism sectors is limited and lacks depth. The scope of integration is narrow, and the methods are outdated. The linkage and extension of the upstream and downstream industrial chains in ceramic-cultural tourism are short and limited, leading to short life cycles for many tourism products^[2]. Furthermore, foundational elements are lagging. With the increasing number of tourists, the city's carrying capacity is nearing or has even exceeded its limit. Key issues that constrain the overall tourist experience include regional transport accessibility, internal circulation, the supply of high-quality accommodation, and an intelligent public tourism service system. Additionally, the overall branding and positioning of the city's cultural tourism remain vague. Marketing and promotion models are relatively traditional, failing to effectively utilize digital means to accurately understand, reach, and guide diverse consumer groups. A persistent brain drain further aggravates the situation, as local talent migration to more economically advanced regions hampers sustainable development^[3]. Addressing these interconnected challenges is essential for fostering high-quality advancement in Jingdezhen's cultural tourism.

2. Theoretical Foundation

2.1 The Connotation of New-Quality Productive Forces

New-Quality Productive Forces represent a leap in productivity, where technological innovation plays a leading role^[4]. They represent more than isolated technological innovations; they exemplify the synergistic integration and cohesive progression of technological advancements, economic restructuring, and industrial upgrade strategies. Fundamentally, they constitute productive forces driven by emergent technologies, novel economic paradigms, and innovative business models. Anchored in an innovation-centric development approach, they catalyze transformative momentum in economic evolution via core technological breakthroughs. This encapsulates a cohesive unification of technological innovation, economic restructuring, and industrial modernization. As emphasized in the report of the 20th CPC National Congress, high-quality development remains the primary objective for the comprehensive construction of a modern socialist nation. The acceleration of the emergence of new high-quality productive forces is an essential pathway toward achieving high-caliber economic growth.

2.2 Theoretical Analysis Framework of the New Diamond Model

The Porter Diamond Model emphasizes the importance of four key determinants, including production factors and demand conditions, providing a classic framework for analyzing industrial competitiveness. However, as the global economy advances into the knowledge-driven epoch, the primary competitive advantage for contemporary service sectors such as cultural tourism has transitioned from reliance on conventional resource assets to the capacity for dynamic innovation, a paradigm shift that the conventional Porter Diamond framework inadequately explicates. Professor Rui Mingjie augmented the Porter Diamond Model by incorporating knowledge absorption and innovation capacity, arguing that Chinese industries must cultivate these very capabilities to maintain and develop their competitiveness within the global economy^[5]. Jingdezhen's cultural tourism is currently at a pivotal stage of structural transformation and strategic upgrading. Its future progression will no longer depend solely on its historic ceramic heritage but will increasingly rely on the reinterpretation of its cultural connotations, the reinvention of tourism product offerings, and the innovation of management paradigms. Consequently, this study adopts the New Diamond Model as its analytical framework (Figure 1) to assess the current innovation capacity and developmental potential of Jingdezhen's cultural tourism industry. This methodological approach broadens the application of competitive advantage theory and introduces a new analytical methodology for sectoral research.

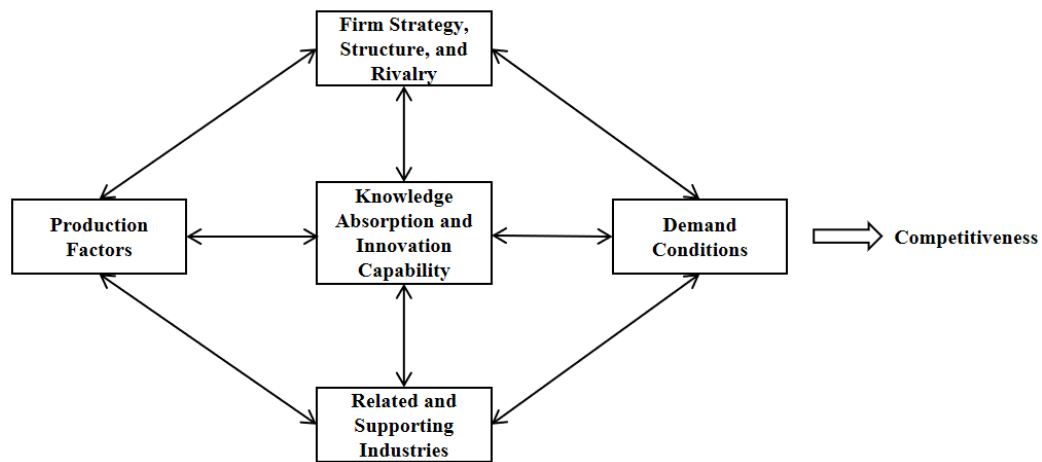


Figure 1: The Diamond Model Centered on Knowledge Absorption and Innovation Capability.

2.3 The Logical Relations between New-Quality Productive Forces and High-Quality Development of the Cultural Tourism Industry

As an inherent requirement and a key focal point for driving high-quality development, New-Quality Productive Forces share a relationship of inherent unity and mutual empowerment with the cultural tourism industry. This linkage exemplifies a robust alignment at the overarching theoretical framework, further evidenced by reciprocal reinforcement within the industrial development paradigm (Figure 2).

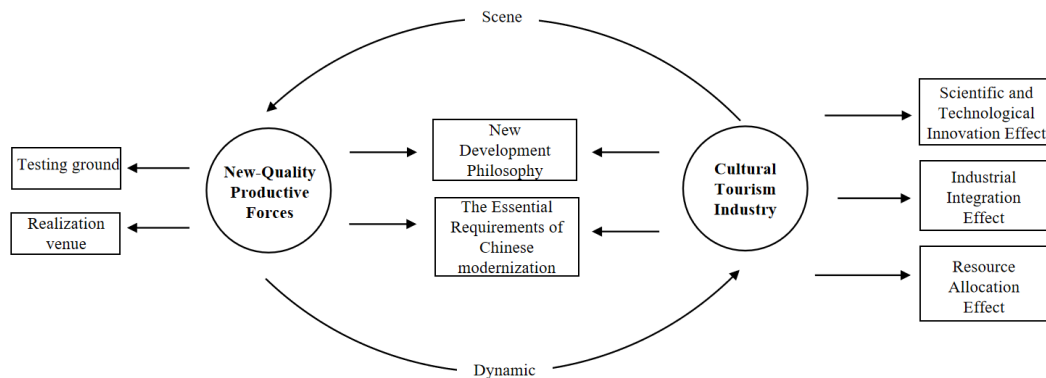


Figure 2: The Logical Relations between New-Quality Productive Forces and High-Quality Cultural Tourism Development.

Firstly, there is ideological congruence in their developmental paradigm, emphasizing the harmonious integration of human and natural systems, and promoting ecological sustainability as an intrinsic criterion for the evolution of new-quality productive forces essential for high-quality economic development. These new-quality productive forces constitute an advanced form of productivity aligned with the overarching developmental philosophy of innovation, coordination, ecological compliance, openness, and shared benefits. The cultural and tourism sector is intrinsically a green industry, characterized by resource conservation and environmental stewardship. They new-quality productive forces underpin the sustainable progression of this industry. Moreover, they also advance a people-centered ecological civilization, embodying fundamental requirements of Chinese modernization. The green and sustainable development of the cultural and tourism industry needs to implement a people-centric philosophy^[6]. The integration of these sectors necessitates that developmental frameworks emphasize the enhancement of societal needs for cultural and spiritual development through tailored, high-caliber, and diverse interventions. This strategy promotes the emergence of sustainable productive capabilities and a human-centric economic model, thereby advancing ecological sustainability while harmonizing material progress with spiritual well-being.

Secondly, the two mutually reinforce each other in their effects. New-Quality Productive Forces drive the development of the cultural tourism industry. This motivational force functions via multiple core mechanisms. The impact of technological innovation is particularly evident, with emergent technologies

such as artificial intelligence, big data analytics, virtual reality, and augmented reality transforming the development, dissemination, and experiential engagement of cultural tourism products. These advancements facilitate the emergence of novel tourism modalities, including digital performances, metaverse-enabled attractions, and intelligent museum systems, thereby driving paradigm shifts and pioneering innovations within the cultural tourism sector. Another mechanism is the industrial integration effect. Supported by new data systems and digital tools, New-Quality Productive Forces create new tourist experiences and improve service and management models^[7]. They also facilitate the integration of cultural tourism with other sectors such as technology, education, and agriculture, thereby broadening the industry's scope and fostering the development of multi-sectoral industry clusters labeled as "culture tourism+". The strategic allocation of resources plays a crucial role, with the emergence of advanced productive forces enhancing the utilization of innovative production factors including data, creative ideation, and human capital within the cultural tourism domain. This development serves to optimize operational efficiency and elevate overall productivity metrics. Concurrently, the cultural tourism sector acts as a catalyst for the advancement of these New-Quality Productive Forces. Its diverse consumption scenarios and extensive user data collections continuously generate demands for personalized recommendations and immersive experiences, thereby driving and stimulating technological innovation within these emerging productive forces.

3. Mechanisms of How New-Quality Productive Forces Empower the High-Quality Development of Jingdezhen's Cultural Tourism Industry

New-Quality Productive Forces systematically reshape key elements of the competitiveness of Jingdezhen's cultural tourism industry, thereby enabling its high-quality development. Using the New Diamond Model, this section analyzes the internal mechanisms of this empowerment.

3.1 Empowerment through Knowledge Absorption and Innovation

Creativity, as a key cultural productive force, enhances the development and utilization of cultural and tourism resources^[7]. It encompasses the analysis and advancement of regional human resource cultural symbolism to establish a distinctive destination branding strategy. Employing New-Quality Productive Forces through digital and intelligent technologies, it innovates new operational scenarios and models for Jingdezhen's cultural tourism industry. Primarily, this approach facilitates the dynamic conservation and transmission of cultural heritage artifacts. For instance, the Jingdezhen Imperial Kiln Museum established an "Ancient Ceramic Gene Bank" and a digital platform. By utilizing augmented reality interactive displays, visitors can virtually feel ceramic surface textures and observe digitally reconstructed kiln firing processes. Additionally, product and service development becomes data-driven and intelligent, leveraging user analytics to facilitate personalized recommendations and tailored offerings. For instance, Tencent's "Tanyuan Project" incorporates "temporal-domain" technology to achieve micron-scale digital twins of ceramic textures, thereby establishing a tradable digital asset repository. This system is accessible and customizable through the "Thousand Museums, Ten Thousand Porcelains" application, enhancing supply-demand matching efficiency within the ceramic industry.

3.2 Upgrading of Production Factors

Traditional production factors in cultural tourism primarily involved basic tourism resources like accommodation and entertainment. More advanced factors include both direct economic generators like tourism capital and indirect ones like local cultural characteristics^[6]. New-Quality Productive Forces transform cultural resources into tradable, value-added digital assets. In the Jingdezhen cultural tourism industry, traditional laborers primarily comprised artisans skilled in specific craft techniques. Currently, the ecosystem has evolved into an open and diverse creative milieu, featuring a community of innovative talent—including young artists and designers—who constitute the most valuable and dynamic new productive elements in Jingdezhen.

3.3 Reshaping of Demand Conditions

New-Quality Productive Forces empower consumers to engage directly in cultural production through resource sharing, forming new cultural industry formats that meet rising demands for personalized, experiential, and interactive consumption^[6]. The proliferation of user-generated short videos showcasing the "The Silent Bodhisattva" sculpture has catalyzed the transformation of a

specialized museum artifact into a significant tourism attractor, fostering cultural engagement and stimulating youth travel interest. Concurrently, these phenomena generate new supply-side stimuli to facilitate emerging consumer behaviors. Annual exhibitions such as the "Spring and Autumn Culture Fair", "Taoran Ceramic Fair" and the innovative markets exemplify the evolution of retail environments into experiential urban spaces that integrate art exhibitions, creative scavenging, and social interaction.

3.4 Synergy with Related and Supporting Industries

Within the cultural tourism industrial chain, New Quality Productive Forces accelerate the extension and reorganization of cultural industries into the tourism sector^[6]. For instance, the national-level cultural industry demonstration park "Taoxichuan · CHINA Lane" integrates industrial chain services and management via an intelligent platform^[2], deepening the fusion of the industrial and innovation chains. Developing these forces also effectively promotes cross-border integration like "Culture Tourism+", catalyzing diversified new business forms in Jingdezhen. Fuliang County, for example, leverages its ceramic, tea, forest, and rural resources to build rural complexes like "Gaoling · Chinese Village", creating large-scale, integrated industrial-ecological systems.

3.5 Transformation of Firm Strategy, Structure, and Rivalry

New-Quality Productive Forces alter the operational models of micro-market entities, driving changes in corporate strategy, organizational structure, and competition. Cultural tourism enterprises increasingly use digital channels for promotion and sales, enhancing their competitive advantage in "digital marketing". Traditional ceramic workshops have established professional teams for storage, product selection, quality control, and logistics, transforming into live-streaming e-commerce hubs. Merchants registered at the Taoxichuan live-streaming base build professional teams, evolving from "selling porcelain" to "telling compelling ceramic stories" through content operations.

3.6 Driving Force of Government and Market Opportunities

To promote high-quality integrated development, strengthen the ceramic culture brand, and enhance tourism service quality, the Jingdezhen municipal government issued the "Opinions on Promoting the High-Quality Development of the Tourism Industry (Trial)." Policies like "Jing Drift Loans" and "Cultural Tourism Loans" provide financial support for startups, e-commerce platforms, and innovative projects. New-Quality Productive Forces also emphasize the digitalization of cultural and tourism resources. The city government has developed "Smart Tourism" initiatives like the "Easy Tour Jingdezhen Cultural Tourism Code", 5G base stations, and video passenger flow monitoring systems, offering convenient tourism information services. Advanced technologies further inject vitality into the industry, promising profound impacts on ceramic content creation and tourist cultural experiences, fostering a unique development pattern and business ecosystem.

3.7 Enhancement through International Events

The internationalization level of culture and tourism is a key indicator of a region's cultural soft power and global competitiveness. Digital technology empowers the international dissemination of Jingdezhen's ceramic culture. For example, the "China Porcelain" international communication and trade platform has amassed nearly 100 million overseas followers, helping Chinese ceramic culture reach a global audience. Developing New-Quality Productive Forces also promotes deeper international exchange and cooperation. Events like the "International Ceramic Art Biennale" and the "Crossover & Collaboration" academic symposium, hosted by Jingdezhen Ceramic Institute, have garnered widespread academic and international attention, providing valuable references and practical models for global ceramic cultural exchange.

4. Practical Pathways for New-Quality Productive Forces to Empower High-Quality Development of Jingdezhen's Cultural Tourism Industry

4.1 Enhancing Cultural Creativity

Strengthen the driving role of digital technology in the transformation and allocation of cultural and tourism resources, fully leveraging technology's productive momentum in the industry. The enhancement

of Jingdezhen's tourism competitiveness relies on giving full play to the leading role of the ceramic cultural and creative industry to strengthen its core attractiveness, thereby promoting the efficient transformation of Jingdezhen's tourism appeal from cultural value to industrial value. This process involves, on the one hand, integrating Jingdezhen's ceramic culture with diverse cultures and emerging forms of expression to cultivate influential ceramic cultural and creative industry brands; and, on the other hand, building an interactive and immersive cultural tourism content ecosystem by shaping diversified cultural and tourism scenarios in Jingdezhen, so as to enhance tourist immersion and interaction and meet the public's higher-level spiritual needs and emotional resonance. At the same time, it necessitates adhering to the baseline of cultural heritage protection, achieving creative transformation through preservation, and seeking a dynamic balance between inheritance and innovation.

4.2 Consolidating the New Factor Foundation

Closely follow the national cultural digitalization strategy, accelerate the promotion of digital transformation in cultural tourism, strengthen the digital integration and coordination of Jingdezhen's ceramic cultural and tourism resources, and build integrated public creative platforms and digital resource libraries. This will realize the assetization of digital cultural and tourism elements, resource sharing, and data circulation. Furthermore, the advancement of the cultural tourism industry requires improving talent working mechanisms in accordance with the requirements for developing New-Quality Productive Forces, formulating rational talent introduction policies, establishing dedicated talent funds, and placing emphasis on cultivating digital cultural tourism talents, cultural technology innovation talents, and cultural arts talents^[6]. It also entails building a comprehensive system for research and development, training, and management to foster local "new artisans", as well as upgrading infrastructure such as transportation and accommodation toward greater intelligence and sustainability, thereby enhancing the tourist experience and the city's capacity for sustainable development.

4.3 Stimulating Market Demand Vitality

Infiltrate ceramic aesthetic culture into public life, allowing the public to engage with Jingdezhen ceramic culture through fresh and intuitive means^[8]. Let the Eastern aesthetics and creative lifestyle it represents subtly influence the public, evoke emotional resonance, and reshape market perception. The development of the cultural and tourism sector relies on strengthening the identification of public consumption demands through digital technology, deeply exploring data resources, and conducting comprehensive analyses of individual tourist data and public data, while continuously innovating and improving cultural tourism products and service quality, so as to ensure that tourists' personalized and differentiated travel needs are met within emerging formats.

4.4 Building a Synergistic Industrial Ecosystem

Jingdezhen should develop an integrated tourism network and establish a smart tourism system to foster coordinated development across upstream, midstream, and downstream sectors, thereby forming a cultural and tourism industry cluster in Jingdezhen. It is essential to support and introduce business models with distinctive ceramic cultural features, such as themed performances, immersive theater, ceramic-inspired cuisine, and high-end art exhibitions. This approach will promote the integration of ceramic culture with the tourism industry and other tertiary sectors, unlocking deeper and more diverse tourism consumption demands. Furthermore, efforts should be made to enhance the ceramic cultural tourism industrial chain by encouraging cross-sector collaboration among cultural tourism enterprises, technology firms, design institutions, and financial organizations. Continuously innovating new business models for ceramic cultural tourism is crucial to advancing the industry's cluster-based development.

4.5 Cultivating Innovative Market Entities

On the one hand, execute a "leading enterprise" cultivation strategy. The optimization of the cultural and tourism industry structure depends on prioritizing support for regional cultural tourism organizations with strong IP operation and resource integration capabilities, enabling them to grow into industry "bellwethers" that drive industrial development through mergers and acquisitions. At the same time, it involves cultivating specialized, sophisticated, distinctive, and innovative clusters of small and medium-sized enterprises, reducing innovation costs, and guiding enterprises toward specialized, refined, and differentiated development by providing small and micro cultural and creative companies and studios with widely accessible digital tools, shared design platforms, and public marketing channels.

4.6 Optimizing the Institutional and Policy Environment

Jingdezhen ought to make use of the National Ceramic Culture Inheritance and Innovation Pilot Zone's development prospects. To maximize the investment and financial environment for ceramic cultural tourism initiatives, it should be at the forefront of investigating novel approaches in fields like intellectual property protection, cross-border data flow, and financial innovation in cultural tourism. The city should also raise its degree of contemporary urban government. The government should create an effective cross-departmental coordination system, enhance the intelligence of public services and market monitoring, and further the reform of "streamlining administration and delegating power, improving regulation, and upgrading services". For market participants, these initiatives will contribute to the development of an equitable, open, and effective business environment.

4.7 Promoting International Development

Create bilingual promotional materials that complement regional cultural practices and work with prominent international cultural tourism social media platforms to establish global branding and marketing strategies. By showcasing the city's rich cultural legacy to the globe, these initiatives seek to establish Jingdezhen ceramics as an internationally significant cultural intellectual property. The improvement of Jingdezhen's international tourism service capacity depends on enhancing official websites, travel applications, and multilingual signage to build an accessible global tourism service system, as well as collaborating with financial institutions and digital enterprises to provide diversified payment methods, including foreign e-wallets and credit cards. In addition, it involves offering foreign visitors internet access, convenient visa-related guidance, and emergency support, thereby improving their overall travel experience in Jingdezhen.

5. Conclusions

This research systematically investigates the pivotal role of New-Quality Productive Forces in empowering the high-quality development of Jingdezhen's cultural tourism industry. Applying the theoretical framework of the New Diamond Model, the study elucidates the intrinsic unity and mutual reinforcement between these advanced productive forces and the sector's upgrade. Theoretical analyses confirm that New-Quality Productive Forces systematically reshape the industry's competitiveness through multiple core mechanisms: enhancing knowledge absorption and innovation capacity, upgrading production factors, reshaping demand conditions, fostering synergy with related industries, transforming firm strategy and rivalry, and being driven by government action and market opportunities. Building upon this analytical foundation, the paper proposes a series of practical pathways for Jingdezhen. These strategic recommendations encompass enhancing cultural creativity, consolidating the new factor foundation, stimulating market demand vitality, building a synergistic industrial ecosystem, cultivating innovative market entities, optimizing the institutional and policy environment, and promoting international development. The overarching objective is to provide a structured framework for Jingdezhen to navigate its structural transformation, shifting from a reliance on its historic ceramic heritage towards an innovation-driven, high-quality development model.

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