



# The Possibility of Multi-Cooperation in Jingdezhen Ceramic Handicraft Industry in the New Era

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**Abstract.** Jingdezhen, known as the "Porcelain Capital" with a 1,700-year history, has long been renowned for its ceramic handicraft industry. In 2014, Jingdezhen Ceramics joined the United Nations Creative Cities Network, further solidifying its global reputation. As industrialization and informatization advance, the ceramic handicraft industry in Jingdezhen faces both opportunities and challenges in adapting to the emerging creative economy. This study explores the possibilities and strategies for Jingdezhen's ceramic handicraft industry to achieve industrial transition and synergistic development through multi-party linkages with other industries in the new era. By employing data analysis, literature research, experience summary, and case analysis methods, the study examines the recent collaborative developments between Jingdezhen's ceramic handicraft industry and other sectors, particularly tourism, creative industries, and digital technologies. The findings underscore the importance of fostering multi-party cooperation to drive innovation, growth, and competitiveness in traditional handicraft industries. The successful case of Jingdezhen demonstrates the potential for leveraging cultural heritage, creative industries, and digital technologies to adapt and thrive in the face of contemporary challenges. This research contributes to the growing body of knowledge on the sustainable development and transformation of traditional handicraft industries in the context of the creative economy, providing valuable insights for policymakers, industry stakeholders, and researchers concerned with fostering the resilience, adaptability, and competitiveness of these industries in the new era.

**Keywords:** Jingdezhen ceramics, Traditional handicrafts, Creative economy, Multi-cooperation, Tourism economy

## 1 Introduction

Jingdezhen, an ancient porcelain town with a 1,700-year history, has long been renowned as the "Porcelain Capital" [1]. In 2014, Jingdezhen Ceramics joined the United Nations Creative Cities Network, further solidifying its global reputation [2]. As industrialization and informatization advance, the ceramic handicraft industry in Jingdezhen faces both opportunities and challenges in adapting to the emerging creative economy.

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Despite the challenges posed by the COVID-19 pandemic, Jingdezhen's ceramic handicraft industry has demonstrated resilience through continuous industrial adjustment and transformation. The city's open and inclusive character, coupled with its evolving urban landscape and well-established tourism pattern, has attracted college students and entrepreneurs, transforming Jingdezhen into a hub of humanity, art, youth, and innovation [3-5].

However, to sustain its growth and relevance, it is crucial for Jingdezhen to explore new avenues for industrial transition and multi-cooperation between its ceramic handicraft industry and other sectors. This study aims to investigate the possibilities and strategies for Jingdezhen's ceramic handicraft industry to achieve industrial transition and synergistic development through multi-party linkages with other industries in the new era.

The research question guiding this study is: How can Jingdezhen's ceramic handicraft industry realize industrial upgrading and transition through multi-party cooperation with other industries in Jingdezhen? By examining the linkages and collaborative developments between Jingdezhen's ceramic handicraft industry and other sectors, this paper seeks to contribute to the understanding of how traditional handicraft industries can adapt and thrive in the face of contemporary challenges and opportunities.

The significance of this research lies in its potential to provide insights and recommendations for policymakers, industry stakeholders, and researchers concerned with the sustainable development of traditional handicraft industries in the context of the creative economy. As Jingdezhen continues to forge its unique local characteristics and enhance its brand foundation, the findings of this study may offer guidance on leveraging multi-party cooperation to improve the city's affinity, business attractiveness, cultural influence, and industrial competitiveness.

## 2 Literature Review

A comprehensive search of online academic databases yielded 2,903 articles related to "Jingdezhen" and "Jingdezhen Ceramics" published within the past five years. However, no articles specifically addressing "Jingdezhen Industry Multi-party Collaboration" or "Jingdezhen industry multi-party linkage" were found, highlighting the significance and novelty of this study.

Yang examined successful instances of brand and national integration, offering valuable lessons for Jingdezhen's ceramic handicraft industry in infusing ceramics with national connotations [6]. Le [7] and Gillette [1] documented the historical transformation and development of Jingdezhen's ceramic industry, providing a foundation for understanding its ongoing evolution.

In the context of the new media era, Wen [8] and Huang et al. [9] explored the development, communication strategies, and challenges for the transformation and upgrading of Jingdezhen's ceramic craft brands. Liu examined the reconstruction of traditional porcelain culture in urban China, emphasizing the importance of understanding the spiritual and cultural dimensions of Jingdezhen ceramics [10]. Li et al. investigated the development strategies for Jingdezhen's ceramic cultural and creative industry,

highlighting the importance of fostering multi-party cooperation and industrial linkages [11].

While the reviewed literature offers valuable perspectives on various aspects of Jingdezhen's ceramic industry, there remains a notable gap in research addressing the multi-party linkages and collaborations between the ceramic handicraft industry and other sectors. This study aims to bridge this gap by exploring the possibilities and strategies for industrial transition and synergistic development through multi-party cooperation in the new era.

### 3 Methods

This study employed a multi-method approach, utilizing data analysis, literature research, experience summary, and case analysis to investigate the possibilities and strategies for multi-party linkages between Jingdezhen's ceramic handicraft industry and other industries.

Data analysis was conducted using official sources, such as the "Jiangxi Blue Book: Jiangxi Economic and Social Development Report (2022)" and statistics from the Jingdezhen Ceramics Industry Association, to establish a foundation for understanding the current state and recent developments in Jingdezhen's ceramic handicraft industry [12].

Literature research and experience summary methods were used to identify and synthesize relevant information on cooperation between Jingdezhen's ceramic handicraft industry and other industries, identifying research gaps and refining the study's focus.

Case analysis was employed to examine successful instances of multi-party collaboration and industrial transformation in Jingdezhen's ceramic handicraft industry, identifying best practices, challenges, and potential strategies.

To ensure robustness and reliability, data from multiple sources were triangulated. One limitation of the study is the reliance on secondary data sources, which may not capture the full depth and breadth of industry stakeholders' experiences and perspectives. Future research could benefit from incorporating primary data collection methods to further enrich the understanding of multi-party linkages and industrial transition in Jingdezhen's ceramic handicraft industry.

### 4 Results and Discussion

The analysis of data and case studies reveals a positive and optimistic outlook for Jingdezhen's ceramic handicraft industry in terms of multi-party linkages with other industries in the region. The findings suggest that collaborative efforts between the ceramic handicraft industry and other sectors, particularly tourism, have yielded significant benefits and growth opportunities.

#### **4.1 Linkage between Jingdezhen's Ceramic Handicraft Industry and Tourism**

The data on the linkage between Jingdezhen's ceramic handicraft industry and tourism demonstrates the synergistic potential of these two sectors. In 2023, the number of tourists visiting Jingdezhen increased by 50% year-on-year, while total tourism revenue grew by 65% compared to the previous year. These figures underscore the effectiveness of multi-party cooperation in driving economic growth and enhancing the attractiveness of Jingdezhen as a destination for both ceramic enthusiasts and general tourists.

The success of this linkage can be attributed to the integration of ceramic-related activities and experiences into the tourism offering, as well as the development of a comprehensive and visitor-friendly infrastructure. The establishment of the Jingdezhen Ceramic Culture Tourist Area has greatly enhanced the city's capacity to host and cater to a growing number of tourists, creating new opportunities for local businesses and entrepreneurs.

#### **4.2 Strengthening the Cultural and Spiritual Connotations of Jingdezhen's Ceramic Industry**

The results highlight the importance of leveraging Jingdezhen's rich cultural heritage and spiritual connotations in the context of multi-party linkages. The city's efforts to promote the inheritance and innovation of ceramic culture, as exemplified by the establishment of the Jingdezhen Ceramic Culture Inheritance and Innovation Experimental Zone, have played a crucial role in enhancing the appeal and competitiveness of its ceramic handicraft industry.

The Taoxichuan Ceramic Art Avenue project is a notable example of this approach, demonstrating the potential for leveraging Jingdezhen's cultural and spiritual connotations to drive innovation and growth in the ceramic handicraft industry. By embracing its history and traditions while also fostering a spirit of creativity and experimentation, Jingdezhen has positioned itself as a leader in the field of ceramic art and design.

#### **4.3 Integrating Traditional Skills with Modern Design and Branding**

The findings suggest that the integration of traditional ceramic-making skills with modern design and branding is key to the successful transformation and upgrading of Jingdezhen's ceramic handicraft industry. The Jingdezhen Ceramic Institute has played a pivotal role in bridging the gap between traditional craftsmanship and contemporary design, nurturing a new generation of ceramic artists and designers who are creating innovative and highly sought-after ceramic products.

The success of these ventures highlights the importance of investing in human capital and fostering a supportive environment for creativity and entrepreneurship. By providing aspiring ceramic artists and designers with the necessary skills, resources, and networks to succeed, Jingdezhen has created a virtuous cycle of talent cultivation and industry growth.

#### 4.4 Leveraging Digital Technologies and Creative Industries

The results underscore the importance of leveraging digital technologies and creative industries in the context of multi-party linkages. The creation of engaging and immersive digital content, such as the "Jingdezhen Ceramics: A Journey Through Time" digital exhibition, has demonstrated the potential for using cutting-edge technologies to promote and disseminate ceramic culture to a wider audience.

Furthermore, the development of ceramic-themed digital content and merchandise, such as animated series and fashion collections, highlights the potential for leveraging Jingdezhen's cultural assets to create new and appealing products for a global market. By collaborating with creative industries and harnessing the power of digital platforms, Jingdezhen's ceramic handicraft industry can tap into new sources of revenue and expand its reach beyond traditional markets.

#### 4.5 Policy Implications and Future Research Directions

The findings of this study have significant policy implications for the sustainable development and transformation of traditional handicraft industries in the new era. Policymakers and industry stakeholders should prioritize multi-party cooperation and industrial linkages as key strategies for driving innovation, growth, and competitiveness, while also investing in the development of cultural and creative infrastructure and promoting the use of digital technologies and platforms.

Future research could further enrich our understanding of these processes by conducting more in-depth case studies, comparative analyses, and longitudinal research. These efforts could provide valuable insights into the challenges, best practices, and success factors associated with multi-party cooperation and industrial transformation in the context of the creative economy.

## 5 Conclusion

This study has explored the possibilities and strategies for Jingdezhen's ceramic handicraft industry to achieve industrial transition and synergistic development through multi-party linkages with other industries in the new era. Despite the limitations of relying on secondary data sources, the findings underscore the importance of fostering collaborative efforts between the ceramic handicraft industry and other sectors, particularly tourism, creative industries, and digital technologies. The successful case of Jingdezhen's ceramic handicraft industry demonstrates the potential for traditional industries to adapt and thrive in the face of contemporary challenges and opportunities by leveraging their rich cultural heritage, skilled artisans, and innovative spirit. The multi-party linkage model exemplified by Jingdezhen serves as an inspiration for other regions and industries seeking to drive innovation, growth, and competitiveness in traditional sectors. As such, this research contributes to the growing body of knowledge on the sustainable development and transformation of traditional handicraft industries in

the context of the creative economy, providing a foundation for future studies and policy initiatives aimed at fostering the resilience, adaptability, and competitiveness of these industries in the new era.

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