Article

Research on the protection of intangible cultural heritage and sustainable development of city brands—Taking Jingdezhen as an example

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Abstract: This research aims to examine the intricate connection between the preservation of intangible cultural assets and the promotion of city brands, using Jingdezhen, known as the "Porcelain Capital" of China, as a case study. Through an exploratory investigation, the study highlighted two distinct yet significant issues: the recognition of Jingdezhen's intangible cultural assets, encompassing folklore, rituals, traditional ceramic skills, and artwork, and the economic effects resulting from cultural tourism. The research delineates the obstacles encountered by Jingdezhen in relation to urbanization, industrialization, and globalization subsequent to its establishment as the principal production hub for Chinese blue and white porcelain. Additionally, it highlights the decline of traditional ceramic skills and expertise, as community members who relied on handicrafts for their livelihoods were affected by the closure of companies. Subsequently, it elucidates the potential prospects arising from cultural tourism and the consequential economic influence of this progress on the local economy and the community's quality of life. The report delineates community engagement initiatives and collaborative partnerships with local enterprises, colleges, government agencies, and Jingdezhen communities to use the city's abundant cultural legacy. This research provides a comprehensive overview and assessment of the most effective methods, as identified by international studies, for incorporating the safeguarding of intangible cultural assets into sustainable urban development. Concisely, the paper offers guidance to stakeholders, the local administration, and its legislators. The statement emphasizes the necessity of implementing a comprehensive policy framework in Jingdezhen to safeguard its intangible cultural heritage and promote urban development. The objective is to achieve sustainable growth by leveraging the city's cultural assets. The results serve as a benchmark for other cities and towns to use their cultural legacy in order to establish a sustainable city brand. Additionally, they make a valuable addition to the worldwide discourse on striking a balance between cultural preservation and economic development.

Keywords: intangible cultural heritage; sustainable development; city branding; cultural tourism; community engagement

1. Introduction

The state's attempts to preserve Intangible Cultural Heritage and to support the creative and cultural sectors are bringing about a considerable revival and rebirth of numerous crafts in China. As we previously discovered, China does not acknowledge and uphold the many principles of craft in a balanced manner (Suhartanto et al., 2019). This indicates that while the other components of craft's value are sometimes overestimated, the economic benefits of craft are frequently overstated (Zhan, 2019). Jingdezhen has a rich history spanning over two millennia, marked by numerous renowned historic structures, villages, and tales, as well as an abundance of intangible

cultural property (Biennial, 2020). Because it is included in China's list of nationally famous historical and cultural cities, this city is protected. It is well known that the texture of the porcelain is "white like jade, bright as a mirror, thin as paper, sound like a chime" (Zaw, 2018). The city's participation in the program is largely due to the advancement of artistic porcelain, and the city is deserving of this recognition. Furthermore, a significant portion of Jingdezhen's intangible cultural assets (such as the city's handcrafted porcelain industry) enhances regional traditional culture (Zhang et al., 2020). Jingdezhen's tangible and intangible cultural treasures include folk customs, craft culture, kiln heritage, and traditional architecture found in the city's streets, guild halls, folk homes, temples, and other buildings (Wang and Ap, 2013). Based on approximate data, there are five cultural relic protection zones at the national level, more than 1500 cultural relics, and 98 cultural relic protection units that is, five cultural relics per square kilometer in the urban district (Liu and Feng, 2018). Three main impacts might be summed up as follows from his thesis on the network society: (1) the emergence of new economies centered on information rather than the production of tangible products (Walshe, 2008); (2) the internationalization of businesses and government agencies, which has resulted in a move of power away from the conventional nation-state (Putri et al., 2022); and (3) the creation of new networks that reshape economic activity, politics, and labor relations, among other things (Brown, 2005). The existence of the rich and priceless traditional Chinese intangible cultural heritages is under jeopardy due to the impending information era, increased globalization, and modernization (Van Tran and Woodside, 2009). Oral traditions, traditional performing arts, fork rituals, and traditional craftsmanship are examples of intangible cultural heritages that are quickly losing their existential spaces. Simultaneously, with the significant transformations in the cultural ecology, intangible cultural heritages are being affected on a scale never seen before in history (Zhou et al., 2019). Many verbal and physical cultural legacies are vanishing, along with a great deal of traditional workmanship that is nearing the end of its useful life and a significant amount of priceless objects and papers that have historical and cultural significance that are being thrown away or lost overseas. Misuse and overuse of intangible cultural heritages are frequent occurrences (Dinnie, 2010). It is past time to safeguard China's intangible cultural treasures. One of the most important roles in the protection of intangible cultural heritages is played by the application of modern information technologies in their promotion and preservation (Wang and Zheng, 2015). The management of tangible and intangible cultural heritage assets is a developing topic of investigation and research, with a focus on how these assets might support sustainable development processes (Pham and Kim, 2019). Numerous scholarly journals that address management, heritage, conservation, and/or cultural studies have scattered published pertinent articles on the subjects of sustainable development and cultural heritage management (Snieška et al., 2014). However, neither the function of cultural heritage in the process of sustainable development nor the effects of development on cultural heritage assets were the main topics of discussion in any of the scientific publications that were surveyed (Pereira et al., 2011). The term "sustainable development" has two definitions: "Sustainability" refers to preserving the objective regularity and potential for both the natural and human societies' sustainable development in order to prevent artificial disruption (Zhang et

al., 2020). It is imperative to safeguard extant material and cultural resources to provide equal usage rights to present and future generations. In order for human society to advance toward a more civilized and forward-thinking state, "development" refers to the pursuit of an appropriate development route founded on guaranteeing "sustainability" (Biennial, 2020). Whether material or immaterial, heritage serves as a means of recalling the past. As Rodney Harrison notes, forgetting is a necessary component of remembering. Parts of memories must also be forgotten in order to be able to generate or keep them. Remembering is a cognitive process in which individuals consciously store and preserve information that they find important or valuable. Recalling every single detail is an insurmountable task, hence we must intentionally disregard the things we deem insignificant. It provides space for both personal and collective memories that can be easily handled (Liu and Feng, 2018). This post highlights our collaborative efforts with a local cultural arts organization. To examine the ways in which community members utilize technology to improve community engagement, we implemented a design intervention (Putri et al., 2022). Our study contributes to the growing body of interaction design literature that supports the idea of empowering community members. We propose a design process that enables individuals to express their participation in the community through their desired outcomes (Ryan and Patrick, 2001). In this scenario, design researchers begin by giving community members the opportunity to define involvement. The next step is to work together with the community to construct workshops that focus on relevant civic action aspects using design activities (Chen and Rahman, 2018). To develop a set of design interventions that are relevant to the community, we collaborated closely with our partners during the initial planning phases of the project, even though we had differing perspectives on what constitutes meaningful community engagement compared to our community collaborators (Fox and Le, 2014).

Table 1. Research questions and objectives.

Research Questions	Research Objectives
What are the specific elements of intangible cultural heritage in Jingdezhen, including traditional ceramic techniques, artistry, folklore, and rituals?	Conduct a comprehensive analysis to identify and describe the specific elements of intangible cultural heritage in Jingdezhen, focusing on traditional ceramic techniques, artistry, folklore, and rituals.
What challenges does Jingdezhen face in preserving its intangible cultural heritage, particularly in the context of urbanization, modernization, and globalization?	Investigate the challenges faced by Jingdezhen in preserving its intangible cultural heritage, particularly considering the impacts of urbanization, modernization, and globalization on traditional skills and knowledge.
How does the protection of intangible cultural heritage contribute to the sustainable development of Jingdezhen and enhance its city brand, specifically in terms of economic impact and cultural tourism?	Explore and analyze how the protection of intangible cultural heritage in Jingdezhen contributes to the sustainable development of the city, with a specific emphasis on economic impact and cultural tourism.
What initiatives and collaborations exist between government bodies, local businesses, and communities in Jingdezhen to engage in the preservation and promotion of intangible cultural heritage?	Assess the effectiveness of initiatives and collaborations involving local communities, government bodies, and businesses in the preservation and promotion of intangible cultural heritage in Jingdezhen.

With an emphasis on the problems that come with urbanization and globalization, the study intends to draw attention to how crucial it is to preserve cultural heritage in order to uphold identity, promote community pride, and draw in cultural tourists. The study investigates how Jingdezhen's rich cultural heritage supports sustainable development and city branding through an examination of economic effects and

community involvement programs. The following research objectives, as given in **Table 1**, are the goal of this study.

The objective of the study is to assess the impact of preserving Jingdezhen's intangible cultural assets on the city's sustainable development, particularly in terms of its economic influence and cultural tourism. The study will analyze community engagement initiatives and collaborations in the advancement and safeguarding of intangible cultural assets within local businesses, government organizations, and communities. The study will evaluate existing national and local initiatives and policies to identify potential areas for improvement and successful case studies. Understanding guests' preconceived notions prior to their arrival in the city is quite beneficial. These data can enhance the travel experience. Gaining insight into the emotions, behaviors, and regulations regarding the movement of tourists is essential for the efficient management of a certain area. It is crucial to comprehend the factors that must be considered while selecting a specific location, including transportation, culture, environment, and people flow. Gaining insight into the perspective of visitors is essential for the development of tourism. To discover authenticity, one must comprehend the perceived behavior of tourists (Zhang et al., 2023). The field of Chinese archaeology plays a crucial role in the discovery and preservation of China's historical and cultural heritage. This resource aids scientists and scholars in acquiring a deeper understanding of the development of Chinese culture, which includes various aspects such as architecture, art, religion, technology, governance, and daily living. Public cultural participation, in a broader context, encompasses the implementation of methods and procedures that enable individuals to benefit from public cultural events and actively contribute to government decision-making and the establishment of public cultural organizations. Culture encompasses substantial elements of knowledge, and the engagement of the public in cultural activities can enhance civic education (Williams, 1992).

This study takes Jingdezhen as a case study for intangible cultural asset conservation and city brand improvement. First, it addresses intangible cultural components like traditional ceramic expertise, folklore, rituals, and artwork, which are vital to preserving history. These traits help preserve a community's identity and history. According to the study, cultural heritage creates a sense of connectedness and continuity among communities, indicating its value beyond economics. The second contribution of this study is to illuminate the economic benefits of cultural tourism and the possibility of sustainable development through cultural assets. This study will help policymakers, local governments, and stakeholders use cultural assets for economic development while preserving them. Showing the economic effects of cultural tourism in Jingdezhen yields several conclusions. The report also addresses Jingdezhen's problems, including urbanization, industrialization, and globalization, providing a comprehensive understanding of the complexity of balancing cultural preservation with economic advancement. In addition to advising Jingdezhen on best practices and policy changes, this research provides a model for other cities and towns looking to incorporate cultural asset protection into their urban development plans. This study adds to the discussion on sustainable city branding, cultural preservation, and economic resilience. Thus, stakeholders, legislators, and academics interested in cultural preservation and urban sustainability will find it beneficial.

2. Literature review

2.1. Intangible culture heritage preservation

The growth of urban tourism and the sustainable development of cities are significantly aided by cultural heritage. Studies have indicated how Canada's resources for cultural and heritage tourism support sustained access to attractions. The research updated sustainable marketing contracts for historical tourist organizations, pointing out that these contracts mostly addressed present survival and short-term planning (Sánchez et al., 2006). Surprisingly, managers were not addressing traffic or congestion-carrying capacity management issues at the time the English Heritage research was conducted (Hongwei, 2022). Even though the number of visitors to the WHS has increased significantly, not much is known about these visitors. Planning tourism routes appears to be crucial to its sustainability, so further study is required. There are valid arguments for both the idea that information increases intelligence and that our identity is greatly influenced by our historical background (Wahyono and Hutahayan, 2020). One of the main arguments in favor of protecting the cultural legacy of the world is that societies with higher levels of education are more resilient, intelligent, and healthy. There is no denying archaeology's societal significance. It is hard to ignore the time period in which we live, and we are all curious about it. Computers provide a wide range of tools for accurately capturing, archiving, preserving, and sharing our cultural history (Rasoolimanesh et al., 2019). The complexity of society increases along with the rate of innovation and the new moral conundrums that sometimes arise from seemingly insignificant advancements (Wilhelmsson and Backlund, 2020). Policymakers are never-ending in their search for ways to improve the social and economic well-being of their cities and regions. International research indicates that a region's competitiveness and wealth are directly correlated (Wang and Ap, 2013). In keeping with this, there is a rising realization that areas can increase their competitiveness by utilizing their cultural history. Similarly, there is broad agreement that tourism is essential to the growth and competitiveness of some regions, particularly when it comes to the enhancement of cultural heritage through tourism in cluster arrangements (Hurst et al., 2021). Given that they support innovative processes, foster relationships with other institutions, better enable customer wants, and channelize the knowledge and information required for development, clusters are thought to boost regional competitiveness (Alberti and Giusti, 2012). Excavation of structures and features involves carefully removing layers of soil and sediment. Each discovery is meticulously documented and analyzed in place. Some of the methods used to determine the age of archaeological objects are radiocarbon dating and thermos luminescence dating. Conservators and archaeologists collaborate closely to conserve and restore uncovered objects and structures. Preservation techniques have progressed tremendously, safeguarding cultural heritage's long-term integrity. The implementation of city branding is a significant problem in this text. Our approach begins with the governance framework in which city branding occurs, combining the two distinct academic disciplines of urban governance and branding (Bonakdar and Audirac, 2020). The underlying presumption is that urban governance encompasses city branding, or, to put it another way, that city

politics and city branding are inextricably linked. This conceptual study aims to unearth implementation-affecting elements or, more precisely, characteristics that facilitate professionals' easier implementation of municipal branding (de Jong et al., 2018). These elements have a direct bearing on urban government, but the essay also examines certain branding decisions that have a strategic impact on political decision-making and public support (Braun, 2012).

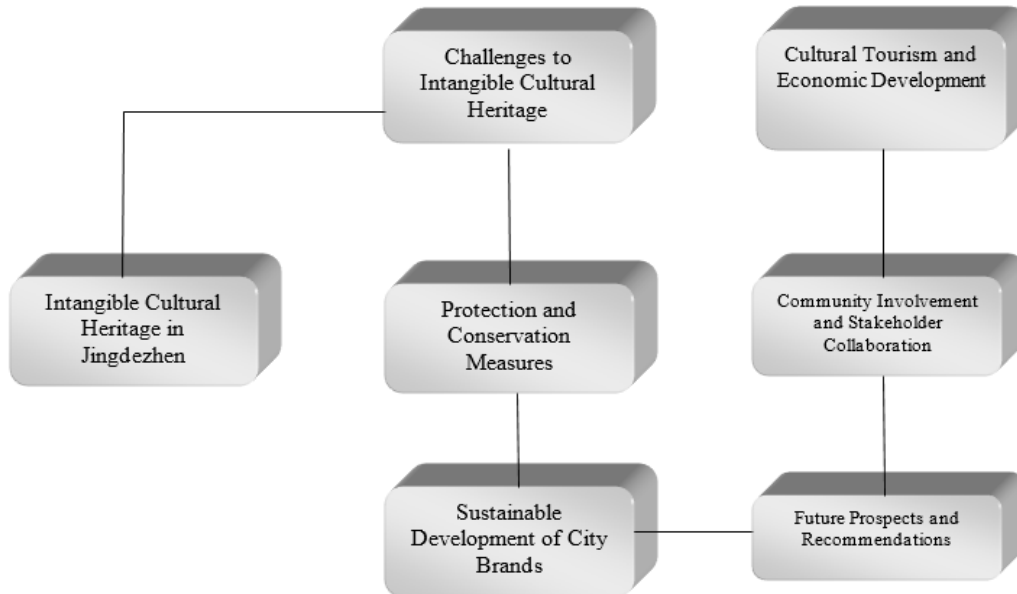## 2.2. Sustainable development and city branding

Debates on the meanings of heritage, conservation ideologies, and the motivations behind management strategies are common. Global cultural frameworks provide widely accepted definitions of cultural heritage, which we maintain for the purposes of this paper. Definitions of cultural heritage and the social dimension have evolved, moving from a conventional perspective that prioritized material aspects and fundamental societal requirements to one that includes immaterial aspects like intangible heritage and well-being (Zhang et al., 2020). The social advantages of cultural heritage have been linked to raising the standard of living for residents by fostering a feeling of community, fostering pleasant surroundings, reducing overcrowding, and assisting with climate change adaptation (Guzmán et al., 2017). One of the economic sectors with the quickest rate of growth is tourism, which also plays a significant role in global sustainable development. It is commonly acknowledged that the well-managed tourism industry may provide incentives for environmental preservation (Zhu et al., 2021). However, due to the lack of investment and protection, the industry's explosive growth will put more strain on tourism destinations' ecosystems and biodiversity. At the local and international levels, there have been persistent attempts over the last few decades to create laws and policies pertaining to tourism that will support the industry's sustainable growth (Du Cros et al., 2005). Because business and environmental interests are inherently at odds with one another and because the tourism industry and the environmental sector are seen as having opposing value systems, announcements of sustainable policies and regulations are sure to cause industrial concerns about lost revenue and slowed tourism growth (Zhu et al., 2021). As the global cultural and creative industries grow, businesses are dispersed around the nation and will continue to diversify. Without a doubt, it is to increase cultural creativity while adjusting to the environment (Graham, 2007). The environment of Poyang Lake depends on Jingdezhen, and Jingdezhen pottery is a type of "fresh" pottery. The company's delivery area and capabilities can be increased by promoting a range of products and enterprise models (Pereira Roders and Van Oers, 2011). It is critical to raise the cultural standard of ceramics, develop ceramic-related cultural and educational initiatives, design a personalized ceramic journey, investigate novel industrial modes, and establish more industrial chains (Jing, 2022). City brands deal with a lot of difficulties. Accra's and other cities' fast population development places enormous strain on the availability of housing, power and water supplies, and road networks (de Jong et al., 2018). For a city brand to effectively market itself as a desirable destination for investment, travel, or residence, these core problems must be addressed. Having little money is another obstacle that hinders efforts to build a powerful municipal brand. Many communities have thin municipal budgets and place

little to no emphasis on building their brand. Nonetheless, a few cities have made large financial investments in their city branding strategy, and they have seen measurable results as a result (Zhou et al., 2019).

2.3. Community engagement and cultural heritage

A rich history of ideas regarding the function of values in design was explicitly referenced in the investigation and performance of community identity. The idea that things take on multiple meanings at each stage of their design, construction, deployment, and use is one of the main ideas in this body of work. It is problematic to construct systems or products with universal or even stable associations to human values because different people have different values, and those values change and develop over time. The interpretation of artifacts and how they shape or are shaped by human values is dynamic (Fox and Le, 2014). The primary factor fueling the expansion of ceramic firms during this time was the Chinese economic reform of the 1980s, which permitted community branch offices, villages surrounding Jingdezhen, and other collective groups to open ceramic enterprises. As a result, the number of ceramic businesses increased quickly and peaked (Zhuang, 2011). Jingdezhen's ceramics sector, which includes family workshops and small businesses, has developed a decentralized corporate structure. Simultaneously, the Jingdezhen ceramics sector experienced disruptions to its controlled operation and large-scale production. This, together with fierce market competition, has seriously impeded the growth of the ceramics sector in Jingdezhen (He et al., 2023). Reiterative experiments in these workshops have led to the recovery and revival of old skills because of the small batch production model's flexibility and adaptability. Numerous artists and creative types have since been drawn to the highly talented craftspeople and their workshops (Gumah et al., 2021). These have created a new, cooperative society in the ancient town, along with local masters and artisans. We were quite shocked at how well these two very different types of people got along and were able to revive the ceramic sector in Jingdezhen to such a large extend (Zhan, 2019). In order to identify respondents from the general public and experts (such as representatives from the Jiangxi Province Ceramic Industry Corporation, the Jingdezhen City Planning Bureau, other experts and scholars, landscape park designers, and construction units), the Tao Sichuan industrial heritage landscape evaluation group was questioned (Damijanić and Šergo, 2013). The researcher used a variety of historical maps, photos, postcards, and promotional videos from different eras of Jingdezhen to gauge public awareness of the ceramics sector. Using a tick-box style, community members from various administrative areas of Jingdezhen city were asked to choose their preferred image from provided photos depicting Tao Sichuan's terrain (Arcos-Pumarola et al., 2023). A growingly significant component of sustainable environmental development is landscape justice. Nevertheless, there is a dearth of research on landscape justice of the industrial heritage value, and what is known has mostly to do with the planning and implementation of a particular landscape feature (Yu et al., 2017). Furthermore, a dearth of research and design practice grounded on audience perspectives characterizes extant literature, which primarily originates from the viewpoint of landscape architecture decision-makers (Meng et al., 2023). **Figure 1** shows the layout

of literature.

Figure 1. Layout of literature.

3. Materials and methods

This study carefully examined intangible cultural heritage (ICH) and its role in sustainable development and municipal branding. It sought input from local specialists, cultural practitioners, and community people. This interpretive phenomenological study clarified participants' complex daily experiences and perspectives. The research used purposive sampling to ensure a broad understanding across linguistic proficiency levels and cultural situations. This sample technique included people with diverse backgrounds and information relevant to the research goals. **Table 2** shows the demographic profile of participants. The sample size was carefully selected to include fourteen people with diverse skills, experiences, and viewpoints on intangible cultural assets, sustainable development, and city branding. Semi-structured interviews with children, parents, and instructors were the main research approach. These interviews sought to understand participants' thoughts, feelings, and experiences using a conversational reading intervention. The intervention was chosen because it may improve multilingual language skills, which are important to cultural heritage and community development. A well-designed interview guide encouraged in-depth discussions. The guide used precise questions to elicit deep thoughts and thought-provoking stories. The study examined participants' perspectives of the intervention, bilingual learners' language ability improvements, and cultural factors' role in language acquisition and development. A comprehensive theme analysis was performed on interview data. This qualitative data-gathering project sought to reveal hidden themes, patterns, and meanings. Iterative and data-driven coding allowed for the exploration of emergent themes and the production of new insights throughout analysis. The research approach prioritized participant rights and data confidentiality. After being told the study's goals and their data privacy rights, each participant gave consent. We assured the study's integrity and reliability by

strictly following ethical standards throughout the research process.

Table 2. Demographic profile of participants.

Participant	Gender	Age (years)	Selected Group
P1	Male	22	Local experts
P2	Female	20	Cultural practitioners
P3	Male	23	Community members
P4	Female	21	Community members
P5	Male	35	Cultural practitioners
P6	Female	28	Community members
P7	Male	40	Local experts
P8	Female	30	Local experts
P9	Male	28	Local experts
P10	Female	25	Local experts
P11	Male	65	Cultural practitioners
P12	Female	50	Cultural practitioners
P13	Male	42	Community members
P14	Female	36	Community members

3.1. Analysis

The analysis aims to understand economic impacts, especially in the realm of cultural tourism, and to gauge community perceptions and involvement. Ultimately, the analysis informs the development of practical recommendations for policymakers and stakeholders, aiming to strike a balance between the preservation of cultural heritage and the goals of sustainable city development. It involves the identification and documentation of specific cultural elements, an examination of challenges posed by urbanization and globalization, an assessment of contributions to sustainable development, and an analysis of community engagement initiatives and government policies.

3.2. Transcription and data preparation

As presented in **Table 3**, Table 3 shows the transcription and data preparation. The interview tapes was the initial stage in the data processing process. Every interview was painstakingly documented, including the subtleties of the participants' tones and facial expressions in addition to the words they said. The correctness of the comments made by the participants was ensured and preserved by the use of verbatim transcripts. To safeguard each participant's privacy and identity, all personally identifiable information was eliminated from the transcripts and they were all assigned pseudonyms. The replicas were meticulously organized and ready for scrutiny.

Table 3. Transcription and data preparation.

Step	Description
Transcription	Verbatim transcription of the interview recordings, capturing participants' responses and expressions in a textual format.
Removal of Identifying Information	All identifiable information of participants (names, locations, etc.) was removed to ensure confidentiality. Participants were assigned pseudonyms for anonymity.
Organization	Transcripts were carefully organized and labeled to facilitate easy access and retrieval during data analysis.

3.3. Coding and thematic analysis

Table 4 shows the coding and thematic analysis. The primary emphasis of data analysis was the coding procedure. The first coding scheme was developed based on the study's objectives and questions. After carefully reviewing the transcripts, the research team was able to gather pertinent data on a number of significant subjects. Every section was given a code that matched the concept or theme it presented. The reliability of the intercoder was developed in order to guarantee the regularity and dependency of coding. A subset of the interviews was coded separately by several researchers, and conflicts over coding were resolved by discussion and consensus. This iterative technique helped to continuously enhance the coding system. It led to the development of an entire set of codes that appropriately capture the breadth and depth of the participants' experiences. The research team then looked for reoccurring themes and patterns in the coded data using thematic analysis. The team examined how various codes related to the study's objectives by looking for connections and patterns between them. The framework for data analysis was established by the development and arrangement of themes into related categories.

Table 4. Coding and thematic analysis.

| Step	Description
Preliminary Coding	Development of a coding framework based on research questions and objectives. Identifying meaningful segments in the interview data and assigning codes to represent themes or concepts.
Inter-coder Reliability	Ensuring consistency in coding across multiple researchers. A subset of interviews was coded independently by different researchers, and any discrepancies were discussed and resolved to enhance the reliability of the coding process.
Refinement of Codes	Iterative process of refining and improving the coding framework based on discussions and consensus-building among the research team.
Thematic Analysis	Systematic analysis of the coded data to identify recurring themes and patterns. Exploring relationships between different codes and understanding their relevance to the research objectives.
Organization	Organizing themes into meaningful categories for a comprehensive understanding of the data. Providing a basis for interpreting the data and drawing conclusions.

4. Results

Following a thorough examination of the interview material, three primary themes emerged from the participant narratives: (1) The Value of Customary Ceramic Methods and Cultural Rituals and Folklore (2) Cultural tourism, community pride, and sustainable development's economic effects (3) Partnerships with neighborhood companies, assistance from the government, and community development This section offers thorough descriptions of the impacts of customs, cultural folklore, and

traditional pottery skills on sustainable development, community pride, and cultural tourism. These themes help to implement government assistance, community empowerment, and collaborations with local enterprises when combined with purposeful cooperation.

Theme 1: The Importance of Traditional Ceramic Techniques and Cultural Folklore and Rituals

Folklore, customs, and old ceramic methods are significant components of cultural heritage that sustain the identity, economics, and social cohesion of towns like Jingdezhen (**Figure 2**). The continuation of artistic expression, cultural knowledge, and financial stability is ensured by the preservation of traditional ceramic techniques. Besides their aesthetic worth, these practices represent the community overseas through their cultural ambassadorship. However, customs are essential for upholding cultural values and creating a sense of community with one's forebears. They foster communal cohesion, spiritual importance, and emotional expressiveness by crafting a story that unites every individual in the community. These components hold significance as they represent dynamic aspects of a community's past, present, and future, complementing its creative and cultural attributes.
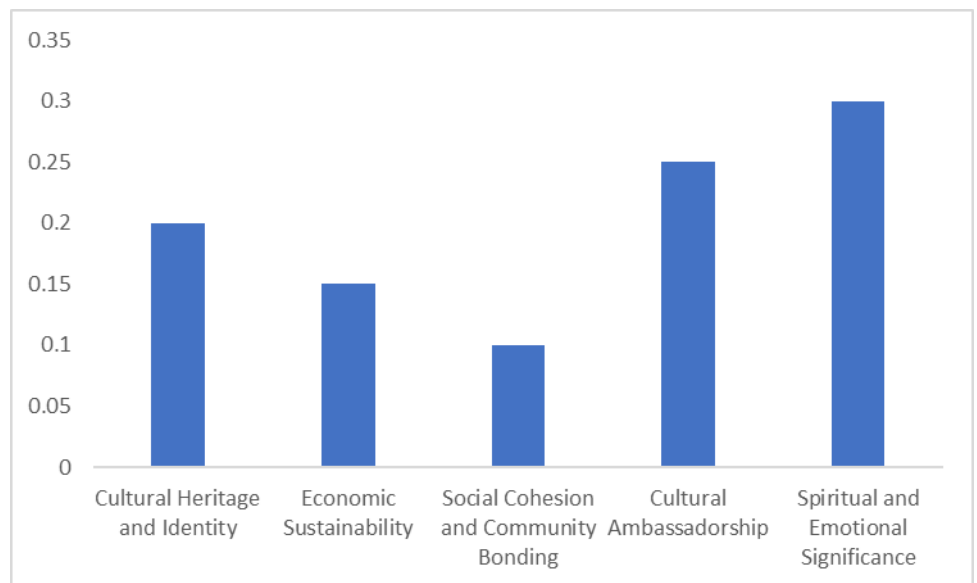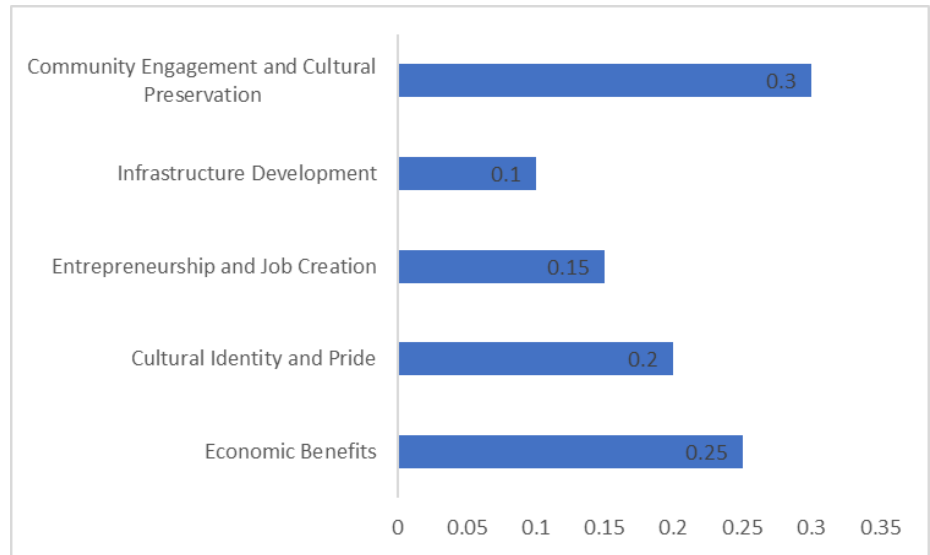

Figure 2. Weightage analysis of sub-themes of importance of traditional ceramic techniques and cultural folklore and rituals.

Theme 2: Economic Impact of Cultural Tourism and Community Pride and Sustainable Development

Especially in cities like Jingdezhen, promoting the economic benefits and local pride of cultural tourism are essential elements of sustainable development (**Figure 3**). In addition to bringing in multi-money, cultural tourism promotes entrepreneurship, job creation, and infrastructure development. Through showcasing specific cultural resources such as customs and ceramics skills, cultural tourism serves as a driving force for economic expansion. As well as, cultivating a sense of community pride creates a social foundation that promotes a sense of responsibility for harmonious community involvement and protecting intangible cultural assets gives. In addition to

strengthening community resilience. This sense of pride enables people to take an active role in programs that support the long-term preservation of their cultural identity. The symbolic relationship between the economic impact of cultural tourism and the power of community pride drives sustainable development, which shows the uncoordinated relationship between cultural heritage and the general welfare of the community.

Figure 3. Weightage analysis of sub themes of economic impact of cultural tourism and community pride and sustainable development.

Theme 3: Collaborations with Local Businesses and Government Support and Community Empowerment
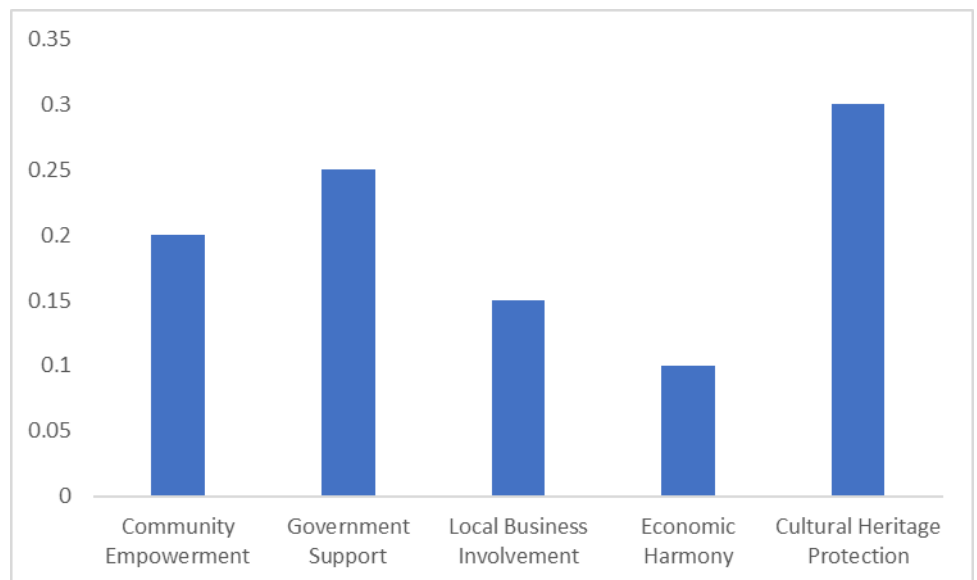
Figure 4. Weightage analysis of sub themes of Collaborations with local businesses and government support and community empowerment.

For community empowerment and sustainable development especially when it comes to protecting intangible cultural heritage, local institutions and government

assistance should cooperate (**Figure 4**). In addition to gaining more exposure and revenue, locally owned companies that use traditional methods, such as ceramics, they also support the protection and promotion of cultural heritage by creating economic harmony. These partnerships promote cultural business, open up business prospects, and generally improve the passenger experience. The favorable environment for sustainable development is largely determined by resource allocation, funding and support policies from the government. This includes programs aimed at increasing capacity, comprehensive procedures for making decisions, and laws that place a high priority on the protection of cultural assets. These partnerships and government-supported initiatives strengthen towns such as Jingdezhen as a whole by balancing economic development with the protection of their distinctive cultural character Work together to do.

5. Discussion

5.1. Interpretation of finding

A number of approaches emerge by interpreting the results of studies on the sustainable development of Jingdezhen and the preservation of intangible cultural heritage. Reviewing initiatives to protect cultural heritage reveals both achievements and difficulties, especially in light of urbanization and globalization. Traditional ceramic skills are a key draw for travelers, and the economic impact of cultural tourism is to generate income, create jobs, and highlight its importance in promoting economic stability. Collaborating with nearby companies and receiving government backing can foster community participation, which highlights the importance of community pride in maintaining cultural heritage. The assessment of regional business partnerships places a strong emphasis on the financial benefits and potential for entrepreneurship that result from the blending of cultural customs. The protection of cultural heritage is acknowledged to benefit from government assistance and legislation, but it is clear that more inclusive decision-making processes are required. Overall, the results highlight the connections between community empowerment, economic growth, and cultural preservation; these connections serve as the foundation for useful suggestions that support Jingdezhen's sustainable development objectives.

5.2. Comparison with literature

Notable correlations can be found when comparing the study's findings with previous research on Jingdezhen's sustainable development and preservation of intangible cultural heritage. Chinese classical architecture emphasizes the pinnacle of symmetry. The creation of the main center line is the most significant component in Chinese architecture (Xie et al., 2021). The research that highlights the importance of traditional ceramic techniques in preserving cultural heritage and drawing in tourists is consistent with the economic value of these skills. Excavation of structures and features involves carefully removing layers of soil and sediment. Each discovery is meticulously documented and analyzed in place. Some of the methods used to determine the age of archaeological objects are radiocarbon dating and thermos luminescence dating. Conservators and archaeologists collaborate closely to conserve

and restore uncovered objects and structures. Preservation techniques have progressed tremendously, safeguarding cultural heritage's long-term integrity. The study's focus on the financial benefits of cultural tourism, community involvement, and empowerment also aligns with current debates about the development of jobs, income, and the beneficial effects of government assistance for the preservation of cultural heritage. Even before the establishment of "analog computer archeology" in the first half of the twentieth century, archaeologists were at the forefront of modern survey and mapping techniques in the 19th century as well as the development and implementation of field photography. Surprisingly, archaeologists have been at the forefront of modern media and communication technology (Dobie, 2007). The results emphasize the interdependence between community empowerment, economic vitality, and cultural preservation, reiterating and enhancing major themes found in the literature. In its broader sense, public cultural participation refers to measures and procedures that allow individuals to take advantage of public cultural presentations or engage in government decision-making and the formation of public cultural institutions. Culture includes significant knowledge components, and civic education can be strengthened through public cultural involvement (Williams, 1992). Raising public awareness of culture, enhancing the public sense of the presence of the subject and the subject in culture, strengthening the public identity of national and ethnic culture, improving public cultural literacy and quality of life and increasing public participation in culture are important in the current era to integrate education into people's lives culturally relevant (Cai and Liu, 2022). The study's contribution to the scholarly debate is enhanced by this comparative analysis, which provides insightful information about the difficult balance that cities like Jingdezhen must strike between sustainable development and cultural legacy.

5.3. Implications

For many stakeholders, the Jingdezhen study on sustainable development and the preservation of intangible cultural assets has important ramifications. The results can be used to inform policies that support the preservation of cultural heritage, and community empowerment initiatives should emphasize on engagement and pride in one's community. Policy makers can incorporate cultural heritage into urban planning in a way that aligns with the Sustainable Development Goals. The report also emphasizes the possibility of intercultural cooperation, which can lead to an international debate on the complex interaction between economic development and cultural preservation. Overall, the effects provide a complete framework to help stakeholders strike a balance between protecting Jingdezhen's cultural character and advancing sustainable development.

5.4. Limitations and recommendations for future research

Although Jingdezhen's research on intangible cultural assets preservation and sustainable development offers valuable insights, it is not perfect. There is little space for generalization because the outcomes can be specific to Jingdezhen's cultural milieu. Temporary scope introduces the risk of compatibility altering over time. Inadequate community representation can hide the complexity of community

dynamics, and a heavy dependence on secondary data can jeopardize the study's credibility. Budgetary constraints and the absence of long-term effect studies highlight the need for cautious interpretation and provide recommendations for additional research. It is necessary to acknowledge these limitations in order to fully comprehend the study's conclusions.

A variety of areas are suggested for further research in the domains of intangible cultural treasure preservation and Jingdezhen's sustainable development. Referencing studies with other cities may provide a more comprehensive viewpoint, and longitudinal study is advised to track changes over time. Improving cultural conservation efforts can be achieved by testing intercultural collaboration, especially with regard to technology and online platforms. Thoroughly analyzing the socio-economic effects of cultural tourism, assessing the effectiveness of legislation, and putting comprehensive community engagement techniques into practice are all recommended. Evaluate cultural business models, look into urban adaptation strategies, and conduct research on community-based conservation programs. These recommendations have been completed through creative educational initiatives and the study of the potential for economic diversification beyond tourism, the aim of which is to lead future research towards cultural heritage conservation and comprehensive knowledge of sustainable development in Jingdezhen.

6. Conclusion

Overall, Research conducted in Jingdezhen regarding the conservation of intangible cultural resources and sustainable development offers important perspectives on the complex interaction between cultural preservation and urban development. The findings highlight the importance of traditional ceramic practices and cultural activities from an economic perspective, especially when considering cultural tourism. To empower community and promote engagement and support the city's sustainable development, community pride emerges as a key component. The preservation and economic development of cultural history must be balanced, and can be achieved through partnerships and government assistance with nearby companies. Although studies increase our understanding of these processes, it is important to recognize its limitations, such as outcomes that are specific to a specific environment and the potential long-term influence of external influences. Research results in communities, businesses, Local government agencies and lawmakers offer practical ways to advance sustainable development while strengthening the protection of intangible cultural assets. Possible recommendations of the study include intercultural cooperation, evaluation of policy efficacy, and longitudinal studies are included to further improve our understanding of the changing dynamics at Jingdezhen. Scholars and interested parties fill these research gaps in creating a more important approach to sustainable development and preservation of cultural heritage in Jingdezhen and other cities can help. This research provides a solid foundation for continuous dialogue and initiatives that strike a balance between maintaining cultural identity and promoting economic development in metropolitan areas.

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