



# Research on New Quality Productivity Empowering High Quality Development of Sports Tourism

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**Abstract:** New-quality productivity, a new type of productivity based on science and technology, supported by new factors of production such as knowledge, information and data, and driven by innovation, is developing rapidly around the world. The new quality productivity greatly improves the total factor productivity, enhances the quality and efficiency of economic growth, and strongly promotes the development of various industries. As an important content of modern service industry, the high-quality development of sports tourism industry is also inseparable from the new momentum of quality productivity. This paper analyzes the connotation of the new quality productivity empowering the high-quality development of sports tourism, explains its value of the times, and puts forward the practical path of its high-quality development, with a view to providing theoretical support and practical significance for the new quality productivity to help the high-quality development of sports tourism industry.

**Keywords:** new quality productivity, sports tourism, high quality development

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## Introduction

The report of the twentieth CPC National Congress emphasizes that high-quality development is a top priority in the comprehensive construction of a modern socialist country. At present, China has entered the stage of high-quality development, and a series of new revolutionary technological breakthroughs, innovations in the way factors of production are allocated, profound changes in industrial transformation and modernization, and accelerated transformation of the new way of economic development are colliding fiercely, and new types of productive forces are being formed in line with the formation of a new way of development and the realization of Chinese-style modernization. The CPC Central Committee emphasizes that "we should actively cultivate new energy, new materials, advanced manufacturing, electronic information and other strategic emerging industries, and actively cultivate future industries, so as to accelerate the formation of new productive forces and enhance the new impetus for development", and for the first time puts forward the concept of "new productive forces", which is aimed at responding to the global scientific and technological revolution and industrial changes. The concept of "new quality productivity" was proposed for the first time, aiming to cope with the new challenges of the global scientific and technological revolution and industrial changes and lead China's economy to realize high-quality development. The sports tourism industry has gradually developed under the support and guidance of national policies. At the 14th National Congress, Premier Li Qiang repeatedly emphasized the importance of new quality productivity, promoting industrial innovation and optimizing the industrial chain and supply chain through science and technology<sup>[1]</sup>. Subsequently, the State General Administration of Sports has strengthened scientific and technological

innovation in the field of sports and improved the modern sports industry system in order to realize the sustainable development of sports and enhance the ability of sports public services.

The development of sports tourism can not only promote economic development and increase employment opportunities, but also promote the overall development of human beings, promote traditional culture, protect cultural heritage, and has a significant social effect and the potential to promote the integration of multi-industry development. The government has increased its support for the sports tourism industry and introduced incentives to promote the in-depth integration of the sports and tourism industries. At the same time, legislation should be enacted to strengthen industry regulation, establish standards and rules, and provide institutional safeguards for the high-quality development of the sports tourism industry. Effectively promote the sustainable, rapid and healthy development of the sports tourism industry and contribute to the realization of the goal of building a strong sports nation. Establish a mechanism for regional coordination and policy formulation, and promote resource sharing and complementary advantages among different regions to achieve balanced development and utilization of sports tourism resources. Improve sports tourism infrastructure and public service quality to ensure the safety and comfort of tourists. Simplify administrative procedures, optimize the business environment and stimulate the vitality of market players to promote the healthy development of the sports tourism market<sup>[2]</sup>.

## **1. New quality productivity and basic concepts of sports tourism**

### **1.1 Concept of the new quality of productivity**

New-quality productivity is a concept covering various aspects such as scientific and technological innovation, industrial upgrading and high-quality development, which represents a new direction and a new stage in the development of productive forces, and is an advanced form of productive forces adapted to the requirements of the new era. New-quality productivity refers to the productivity generated in the context of a new round of scientific and technological revolution and industrial change, led by scientific and technological innovation and realizing key disruptive technological breakthroughs. It transcends the traditional productive forces and requires new production relations to adapt to them, and is the development and innovation of Marxist productivity theory, reflecting the important theoretical proposition of the Chineseization of Marxist political economy<sup>[3]</sup>. The key features of the new quality productivity include the new development concept as the ideological guide, scientific and technological innovation as the fundamental driving force and industrial cultivation as the main focus. As the latest innovative category of Chineseized Marxism, the new quality of productivity contains rich connotations and characteristics. In this paper, we consider that the new quality productivity is the ability to recognize, transform and protect nature through new factor agglomeration, high-tech innovation, new industry derivation, and new track development under the new situation, based on the law of productivity evolution and the long-term consideration of the national security situation<sup>[4]</sup>.

### **1.2 Connotation of sports tourism**

The connotation concept of sports tourism can be analyzed from several dimensions. Firstly, sports tourism is a new type of industry combining sports activities and tourism activities, which involves not only participating in sports activities but also watching sports events or visiting sports attractions. Secondly, sports tourism has the basic characteristics of strong specialization, low safety factor, high cost, outstanding timeliness and significant social effect. In addition, sports tourism is also regarded as a cross-discipline and emerging composite industry, involving multiple components such as destinations, tourism products and consumers, forming an organic social system. Sports tourism plays a key role in improving international competitiveness. The special combination of sports and tourism embodies the core idea of sports tourism culture and is also an important factor in enhancing the comprehensive competitive strength of sports tourism. The development of sports tourism not only promotes economic and cultural development, but also contributes to the promotion of international friendship and the improvement of national competitive standards.

### **1.3 The significance of high-quality development of sports tourism for social and economic development**

High-quality development of sports tourism is of great significance to social and economic development, which can not only promote economic growth and industrial upgrading, but also enhance consumption power, promote social harmony and enhance international image. As an important representative of the emerging tertiary industry, sports tourism plays an important role in optimizing the national economic structure and promoting economic development. It can stimulate domestic demand for sports tourism, activate the domestic sports tourism market, and cultivate new momentum for economic development. The development of sports tourism industry helps to promote the optimization and upgrading of industrial structure, especially in the context of consumption upgrading, the scale of sports tourism industry is gradually expanding and the quality is increasingly improving. With the expansion and improvement of the quality of residents' consumption and the upgrading of the consumption demand of sports tourism has promoted the structural reform of the supply side. The development of sports tourism not only meets people's needs for physical and mental health, leisure and entertainment, but also promotes changes in consumer behavior and attitudes. The development of sports tourism helps to promote traditional culture and protect cultural heritage. The establishment of a collaborative governance system for sports tourism and the promotion of local residents' participation in sports tourism services can help realize social harmony. As a special leisure lifestyle, sports tourism can demonstrate a country's cultural charm and openness and enhance its international image<sup>[5]</sup>.

## **2. The contemporary value of new quality productivity empowering the high-quality development of sports tourism**

New quality productivity is a new concept based on China's current national conditions, which is consistent with the economic thinking of keeping abreast of the times on the new road of Chinese modernization, and compatible with the new development theory of innovation, coordination, respect for the environment, openness and sharing. The relationship between new quality productivity and high-quality development is closely linked, with the former providing theoretical guidance and practical paths for the latter and the latter providing broad development opportunities and conditions for the former. The two are dialectically unified, closely linked and mutually reinforcing. In order to realize the high-quality development of sports tourism, it requires the synergy between various means and factors to achieve new results. Therefore, it is very important to locate the value of new quality productivity for the high-quality development of sports tourism to provide the background and basic ideas for future research.

### **2.1 Ecological value**

New quality productivity replaces traditional factors of production such as natural resources and energy with new factors of production such as knowledge and technology, which reduces damage to the ecological environment and injects a new impetus for green and sustainable development. High-quality green development of sports tourism reflects China's growing concern for sustainable development and environmental protection in the new era and takes into account the ecological value created by high-quality development. For example, sports tourism consumers are encouraged to choose environmentally friendly sports products and services and adopt low-carbon travel modes in order to reduce energy consumption and waste generation and promote the ecological transformation of sports tourism<sup>[6]</sup>. Sustainable and environmentally friendly development is not only the driving force for the development of quality sports tourism but also incorporates the ecological value of sports tourism. It is necessary to continue to develop quality sports tourism in economic terms, but it is more important to focus on protecting the environment and effectively utilizing resources.

### **2.2 Economic value**

New quality productivity is of great significance in guiding the sustainable and high-quality development of China's economy. The new quality productivity not only clarifies the new requirements of high-quality development, emphasizes

the four dimensions of technological innovation, institutional innovation, model innovation and structural innovation but also highlights the concept of promoting quality development with novelty. To realize the economic value of the new quality productivity to strengthen the quality development of sports tourism, it is necessary to carry out scientific and technological innovation and focus on high-efficiency and high-quality development. Scientific and technological innovation is the driving force for the quality development of sports tourism, accelerating the construction of the national sports and cultural big data system through the level of intelligent generation, mobile dissemination, immersive experience, and scenario-based consumption, and promoting the development of artificial intelligence services generated in the field of culture and tourism, as well as other artificial intelligence services<sup>[7]</sup>. At the same time, reconstructing sports tourism resources and constructing a new mechanism of comprehensive development based on the high-quality development of the industry, realizing the efficient use of resources and synergistic development of the industry, paving the way for the new industry and new development, and gaining new strengths and advantages in realizing the emerging and future industries and obtaining a new impetus for economic development.

### **3. The practical path of new quality productivity empowering the high-quality development of sports tourism**

#### **3.1 Innovative allocation of factors of production, optimizing the allocation of resources to achieve balanced development**

Supply and demand, innovation and application are the problems that need to be solved for the high-quality development of sports tourism, and they are also the driving force for high-quality development. On the basis of strengthening high-level design, allocating production factors according to the real demand of tourism consumers is an important measure to promote the quality development of sports tourism. At the same time, optimize and innovate the resource allocation and production process to realize the efficient operation of the sports tourism industry, and improve the overall operational efficiency of the sports tourism industry to provide tourists with better experiences and services while reducing operational costs.

Scientific and technological innovation is an important axis for sports tourism to realize innovative development and quality development, and the development of sports tourism and the promotion of science and technology complement each other. Strengthening human resources development to ensure the quality of new productivity and consolidate the high quality foundation of sports tourism development. Strengthen the construction of the sports tourism workforce, improve the professionalism of the workforce, and optimize the management and innovation capabilities to ensure that the sports tourism industry employees master cutting-edge knowledge and skills. Establish multiple talent cultivation channels such as academic studies, professional training and high-level exchanges to meet different levels and types of training and talent supply and improve the overall level of the sports tourism industry<sup>[8]</sup>. To optimize the resource allocation mechanism of the sports tourism industry and improve the flexibility and effectiveness of resource allocation, it is necessary to improve the responsiveness of resource allocation and link the actual situation of the existing resources with the tourism goals and intentions of tourists to scientifically and reasonably provide resources<sup>[9]</sup>.

#### **3.2 Rational use of digital technology to accelerate industrial digitalization and intelligent transformation**

Maximizing the role of smart digital technologies in the sports tourism industry and improving the level of digital intelligence and the quality of experience is an important initiative to accelerate the smart digital transformation of the sports tourism industry. The introduction of advanced science and technology, such as 5G communication technology, intelligent navigation, virtual reality and augmented reality technology, is an important support for the smart digital transformation of the sports tourism industry. Information and communication technology (ICT) plays a key supporting and driving role in integrating scientific and technological development into the process of promoting sports tourism

development and exploring the vertical integration of science and technology. In promoting the integration and development of sports tourism and science and technology, new ideas, ways and means of exploring the in-depth integration of science and technology and vertical fields and mutual promotion are being explored.

#### **4. Conclusion**

With science and technology innovation as the core driving force, the new quality productivity will play a decisive role in breaking away from the constraints of the traditional development mode and realizing the high-quality development of the economy. The inheritance and application of new quality productivity will become the driving force for the high-quality development of sports tourism and industrial transformation and modernization. This paper analyzes the contemporary value of new quality productivity for the high-quality development of sports tourism, puts forward the practical way of new quality productivity for the high-quality development of sports tourism, and provides support for realizing the high-quality development of new quality productivity for sports tourism.

#### **Conflicts of interest**

The author declares no conflicts of interest regarding the publication of this paper.

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