

Intrinsic Dynamics and Logical Framework of Innovative Quality Productivity Enabling High Quality Development of Festival Tourism

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Abstract: Under the Chinese-style modernisation, the innovative quality productivity as a driving engine is an important focus point for the promotion of high-quality tourism development. In the evolutionary process of productivity development, the reality of productivity development promotes the emergence of festivals, and influences the change of travel patterns until contemporary festivals become a form of tourism, which is the historical context of the innovative quality productivity-enabled festivals tourism. In terms of intrinsic motivation, festivals have become an effective carrier for the construction of new relationships between people, nature and society driven by the Innovative quality of productivity. On the logical framework, the innovative quality productivity empowers the high-quality development of festival tourism, mainly relying on the optimal combination of the three major elements of the innovative quality producers, means of production and production objects, and with science and technology, culture and policy as the three major strategic support, through the scientific and technological “empowerment” and festival “enablement” combination, to promote the development of festival tourism, and to promote the development of festival tourism. Through the combination of science and technology “empowerment” and festivals “enabling”, it promotes the innovation and integration of the industrial chain, and facilitates the development of the new and old productive forces in accordance with local conditions and synergistic progress.

Keywords: Innovative quality productivity; Festival Tourism; High quality development

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1. Introduction

In September 2023, General Secretary Xi Jinping mentioned the new quality productive forces twice during his inspection tour in Heilongjiang, with key terms mainly involving “strategic emerging industries” and “future industries”^[1]. In January 2024, General Secretary Xi Jinping further pointed out that developing new quality productive forces is an inherent requirement and a crucial focal point for promoting high-quality

development^[2]. In March 2024, Secretary Xi Jinping emphasized during his participation in the deliberation of the Jiangsu delegation that it is essential to firmly grasp the primary task of high-quality development and foster new quality productive forces in line with local conditions^[3]. The concept of “new quality productive forces” represents a form of productivity that corresponds to and matches high-quality development under the new development paradigm. Guided by technological innovation, it is characterized by high technological content, high added value, high efficiency, high quality, and strong sustainability, embodying new trends and stages in the development of productivity. It serves as a key force driving economic and social transformation and upgrading, as well as achieving high-quality development. The promotion of industrial transformation by new quality productive forces is an inevitable requirement for high-quality industrial development^[4].

Meanwhile, the integration of culture and tourism represents a crucial pathway for achieving high-quality development in China’s tourism industry, as well as an inherent need for the industry to advance its transformation and upgrading. Currently, driving the high-quality development of cultural and tourism industries with new quality productive forces has become a crucial topic in the tourism sector. Festivals and events not only constitute an important part of China’s excellent traditional culture but also serve as significant carriers for people to express their aspirations for a better life. Interacting symbiotically with tourism, festival and event tourism has emerged as a new form of tourism.

Against the backdrop of new quality productive forces, how to empower the high-quality development of festival and event tourism has become an urgent issue to explore. Based on the theoretical connotations and core elements of new quality productive forces, as well as the developmental characteristics of festival and event tourism, this paper reveals the internal impetus and logical framework for new quality productive forces to empower the innovative and high-quality development of festival and event tourism by examining the capabilities, such as policies and technologies, conferred by new quality productive forces in the process of promoting the establishment of new relationships among people, nature, and society.

2. The dynamic relationship between productive forces and tourism: The historical context of new quality productive forces empowering festivals and events

Marx posited that productive forces represent human labor capacity and serve as the fundamental driving force behind social and historical development. They manifest as the objective material forces through which humans utilize and transform nature during the labor process to meet their own survival and development needs, namely, material production activities. Its productivity system primarily consists of three fundamental elements: workers, means of labor, and objects of labor. During the modernization process of any society, transformations and innovations in these three foundational elements are inevitable. Consequently, the state or development level of productivity varies across different eras and stages of development. The enhancement of productivity is accompanied by economic prosperity, growth in per capita income, and an increase in leisure time, directly fostering an improvement in residents’ consumption capacity and willingness. This includes changes in tourism motivation, travel modes, and demand for tourism services.

As people’s living standards rise, their needs for spiritual and cultural life, leisure and entertainment, and experiences in different locales intensify, with tourism becoming a significant indicator of improved quality of life. The development of social productivity and the continuous evolution of production relations provide a solid economic foundation and consumer demand for the expansion of the tourism market. Human productivity can

be divided into four stages: periods dominated by natural productivity, labor productivity, capital productivity, and technology-driven social productivity, respectively ^[5]. Different periods of productivity determine distinct production relations, which in turn reciprocally affect productivity. The continuous transformation in the relationship between the two also leads to the ongoing evolution of the development modalities of the tourism industry (Table 1).

Table 1. Evolution of social productivity development and tourism development modalities segmented by technological revolutions

Stage of social development	Productive forces characterization	Stage of tourism development	Primary travel motivations	Scale and form of tourism
End of primitive society- Formation of slave society	Rise of agriculture, animal husbandry, and handicrafts	Individual consumption	Commercial trade purposes	Spontaneous economic activities by merchants
Slave /feudal systems	Widespread use of tools for agriculture, animal husbandry, handicrafts; irrigation projects; initial commercial development	Individual consumption / official organization	Commercial trade / pilgrimage / leisure motives	Trade activities by merchants; leisure-focused travel by nobility; religious pilgrimages
Industry 1.0	Steam age	Modern package tours	Sightseeing	Group tours primarily for the bourgeoisie
Industry 2.0	Electricity & automation age	Modern mass tourism	Diplomacy / leisure / vacation	Massification & internationalization
Industry 3.0	Information age	Post-industrial tourism	Experience / services / comprehensive	Personalization & customization

Improvements in production tools and increases in production efficiency have expanded the scope of social division of labor, leading to a gradual increase in labor surplus and making travel possible. The advent of industry has spurred the rise of package and mass tourism in modern times, aimed at sightseeing, vacations, and other purposes. The dynamic evolution of tourism development reveals a transition in human activities from primitive forms of travel based on survival and economic exchange to modern tourism phenomena encompassing diverse value pursuits and experiences. This transformation is closely linked to the level of productivity development, with productivity and production relations interacting to jointly shape the physiological and psychological foundations of human travel needs.

Festivals and events, which originated in traditional societies, essentially reflect the relatively backward state of productivity at the time and represent ancient people's aspirations for a better life. In modern times with developed productivity, festivals and events have become important tourism resources and vehicles for people to showcase their pursuit of a better life. Focusing on tourists' pursuit of in-depth experiences, personalized expressions, and spiritual fulfillment, festival and event tourism emphasizes the planning and provision of activities with significant differences, distinct themes, and profound cultural connotations to cater to tourists' strong desires for unique experiences, participatory innovation, and social interaction.

In its initial stages, festival and event tourism focused on traditional folk festivals such as the Water-Splashing Festival, with the core aim of showcasing and preserving local indigenous cultures and attracting tourists to personally experience and gain a deeper understanding of the unique characteristics of the destination. As advancements in productivity drive the continuous optimization and upgrading of the industrial structure, the forms of event tourism products have taken on a rich and diverse innovative trend. Emerging events such as film

festivals, music festivals, anime expos, esports competitions, and marathons have sprung up, not only reflecting the fruitful outcomes of innovative development in the cultural industry but also precisely attracting various specific consumer groups.

This has effectively broadened the coverage of the event tourism market and, at the same time, deepened the layers of tourism experiences vertically. Furthermore, with the introduction of the concept of “cultural and entertainment tourism,” event tourism has gained new opportunities. By leveraging and promoting local cultural heritage or tourism resource advantages, a variety of diverse activities such as festivals, cultural and arts festivals, and sports events are meticulously planned. This achieves a deep integration of culture and entertainment, creates engaging scenarios, and constructs new tourism services and models, thereby enhancing the overall experience for tourists.

The development from events to event tourism essentially represents the progression of productivity and production relations. Event tourism is a crucial component of the tourism system, vividly demonstrating the specific practical forms of cultural and entertainment tourism. Within the framework of modern tourism demands for in-depth experiences, personal expression, and spiritual fulfillment, event tourism exhibits a powerful consumption-driving effect and broad development prospects. It can be said that the emergence of events, market innovation, and policy guidance have all provided the context for the new quality productive forces to empower event tourism.

3. The internal driving force of new quality productive forces empowering event tourism

3.1. Relationship reconstruction: The core key to empowering event tourism with new quality productive forces

New quality productive forces differ from traditional productive forces in that they emphasize the leap in “newness” and “quality” during the development process of productive forces. They no longer rely primarily on traditional factors of production such as labor, capital, and land. Their core characteristics lie in innovation-driven development as the key driving force and high-quality development as the value orientation, aiming to continuously enhance the overall efficiency of productive forces. In other words, innovation-driven development becomes the key to “newness,” while high-quality development serves as the anchor point for “quality,” with the goal of continuously improving “productive forces”^[6].

Based on this, the “new” elements of new quality productive forces are reflected in technological advancements that innovate the constituent elements of productive forces, enabling new types of workers, objects of labor, and means of labor to mutually depend on each other and undergo optimized combinations and leaps, thereby driving a significant increase in total factor productivity. The “quality” of new quality productive forces is grounded in high-quality development, emphasizing the new development philosophy of “innovation, coordination, green development, openness, and sharing.” It not only pursues sustainable development but also facilitates efficient resource allocation and industrial chain optimization. The organic integration and development of “newness” and “quality” aim to reconstruct and optimize the relationships between people, between people and nature, and between people and society through the dual drives of innovation and high-quality improvement, thereby promoting comprehensive upgrades and sustainable development of the socioeconomic system.

In the specific field of event tourism, the interactions among people, nature, and society exhibit rich diversity and deep interweaving characteristics. Driven by current productivity, event tourism is no longer merely a simple

sightseeing and leisure activity. It has evolved into a complex and dynamic system. This system not only meets the diverse needs of modern tourists for social interaction, cultural experiences, and closeness to nature but also actively promotes community economic development, ecological environmental protection, and the fulfillment of social responsibilities. Specifically, as a medium for reconstructing social relationships, event tourism facilitates the diversified expansion of interpersonal networks through emotional and interest resonance as well as cross-cultural exchanges, establishing new social models based on shared interests and values. This model deepens understanding and connections among people from different backgrounds, fostering social inclusivity and cultural diversity.

Concurrently, event tourism activities can incorporate eco-friendly designs, such as eco-music festivals, which not only enhance tourists' awareness and sense of responsibility towards ecological conservation but also enable practical participation in nature conservation. This demonstrates a new interactive paradigm of harmonious coexistence between humans and nature, promoting the development of sustainable tourism. Furthermore, event tourism acts as a catalyst, fostering collaborative efforts among communities, governments, businesses, and tourists.

Community residents are no longer bystanders but active participants in the planning and execution of events and festivals. Through these celebrations, they showcase local culture and strengthen community cohesion. The government formulates encouraging policies to guide events and festivals towards green and intelligent development, while ensuring that local residents benefit, achieving dual economic and social benefits. Enterprises, through the integration of technological innovation and cultural creativity, develop novel tourism products, drive industrial upgrading, and fulfill their social responsibilities. This multi-party participation model has constructed a social ecosystem based on shared goals, promoting the efficient and equitable allocation of social resources.

Thus, the core essence of new quality productive forces and the inherent characteristics of event tourism exhibit a high degree of alignment in promoting harmonious interactions among people, between humans and nature, and within society. This provides important theoretical guidance for the effective empowerment of new quality productive forces in the field of event tourism.

3.2. Internal mechanism: New quality productive forces empower event tourism to promote profound transformation and integration of relationships

3.2.1. Human-to-human: Social connections and relationship reshaping

Technological advancements drive innovation in information exchange and collaboration models, giving rise to new forms of social division of labor and interactive networks. Over more than four decades of reform and opening-up, China has achieved the “First Centenary Goal” of building a moderately prosperous society in all respects. New-quality productive forces emphasize technological innovation, enabling productivity to serve people's better lives and fostering the formation of new social and production relations among individuals. Contemporary socializing methods have diversified, with young people demonstrating a strong inclination towards shared interests and a sense of belonging in their social needs, both online and offline. This is manifested in the “new tribes” characteristic of event tourism^[7]. Compared to traditional tribes based on blood ties or geographical location, the most essential feature of new tribes is that they come together based on shared hobbies.

Furthermore, new tribes are characterized by emotional connections, non-directionality, and selective socializing^[8]. From this perspective, human relationships are being reshaped within individual and group contexts. The empowerment of event tourism by new-quality productive forces not only reflects the deep integration and

innovation of technology and event culture but also vividly illustrates the changes in interpersonal relationships and group structures in a tech-driven society. Technological empowerment enables people from different social strata and interest groups to transcend barriers and participate together in the same events, which not only helps to alleviate social conflicts but also provides motivation for new-quality workers to innovate based on the personalized experience needs of event tourists.

3.2.2. Human and nature: Ecological wisdom and sustainable practices

Technological advancements drive improvements in resource utilization efficiency, reductions in environmental pollution, and enhancements in ecological governance capabilities, fostering the construction of a harmonious coexistence between humans and nature. From Marx's perspective, productivity primarily pertains to the relationship between humans and nature, and in any era, the application of productivity involves understanding and managing this relationship. During the process of economic development, a series of ecological issues inevitably arise. These issues, as lingering challenges from historical evolution, continuously constrain the healthy development of the socio-economy.

Based on this, the construction of an ecological civilization becomes a crucial link in resolving deep-seated contradictions between humans and nature and promoting sustainable development. New-quality productivity represents advanced productivity and can be seen as the material foundation and innovative impetus for resolving conflicts between humans and nature in this process. Its development contributes to achieving the goals of ecological civilization construction, promoting the symbiosis between humans and nature, and advancing the realization of ecological priority and green development. General Secretary Xi Jinping pointed out, "Protecting the ecology and developing ecotourism complement each other, and this path should be firmly pursued."

As the first World Expo hosted by China, the 1999 Kunming International Horticultural Exposition not only unveiled the charm of horticultural art to global visitors but also profoundly demonstrated the government's recognition of the value of exploring local characteristic tourism resources and strengthening the ecological environment as the foundation of horticulture. Another example is live-action tourism performances such as Impression Liu Sanjie, which skillfully employ modern light and shadow technology to vividly present Guilin's ecological landscapes to viewers, offering not only a platform for deeply immersive experiences of natural beauty but also, driven by economic benefits, further inspiring local governments to prioritize regional ecological environmental protection.

Various events, whether international exhibitions or local masterpieces, strongly confirm that event tourism is not only a visual window for intuitively displaying the importance of ecology but also an effective vehicle for subtly disseminating ecological awareness. With the infusion of green productivity characterized by high technology, high efficiency, and high quality, event tourism places greater emphasis on green strategies, utilizing innovative technological means to endow events with ecological aesthetic expression and ecological education functions.

By leveraging elements such as local culture and traditional knowledge, it promotes ecological wisdom that respects and conforms to nature, while simultaneously demonstrating respect and care for the ecological environment, highlighting its contemporary responsibility in ecological civilization construction. This, in turn, subtly strengthens the construction of the relationship between humans and nature.

3.2.3. Man and society: Cultural inheritance and community co-construction

Scientific and technological progress leads the innovation of social governance models, which is not merely confined to iterative updates at the technological level, but also lies in how it profoundly influences and reshapes the interactive relationship between humans and society. There exists a close intrinsic connection and dynamic interaction between the level of productivity development and the socioeconomic foundation and structure: advancements in productivity shape the evolutionary trajectory of social structures and economic relations, while human social behaviors and subjective creativity, in turn, drive leaps in productivity and overall societal progress.

In this process, new-quality productivity not only promotes the optimized reorganization of production factors and technological innovation to enhance economic efficiency but also, from the dimensions of humanistic care and social justice, emphasizes that the fruits of technological innovation should serve the people, opening up new pathways for the transformation and optimization of social structures. The widespread application of digital and intelligent technologies not only enhances the effectiveness of public services but also, imperceptibly, builds a bridge connecting individuals with society, and tradition with modernity, fostering the formation of a more equitable, open, and collaborative social ecosystem.

Tourism has traditionally been regarded as an act of individual exploration and self-actualization. Today, catalyzed by new quality productive forces, it is gradually becoming a powerful means of fostering cultural, social, and even national identity. Event tourism, in particular, with its profound cultural and identity attributes, has become a stage for multi-dimensional and multi-themed interactions, where not only governments, businesses, and communities actively participate, but tourists also become active contributors to the process of cultural inheritance and innovation.

The Harbin Ice and Snow Festival serves as a vivid example. It not only showcases the unique charm of the “Ice City” and the warm hospitality of its residents but, more importantly, provides an opportunity for the Oroqen ethnic group to step into the public spotlight and present its rich cultural traditions to the world, achieving a dual enhancement of cultural pride and social integration. This is a direct manifestation of how event tourism promotes inclusive social growth.

The process of “empowering” the intellectualization of event tourism through new quality productive forces is not merely a simple superposition of technological applications. Rather, it offers boundless possibilities for constructing new relationships between humans and society through data-driven approaches and intelligent services. This includes the deep involvement and self-renewal of communities: community members enhance their attention to and participation in public affairs during the preparation and participation in events, which not only strengthens internal community cohesion but also promotes positive interactions and optimal adjustments between policies and social structures through practice.

As the fundamental unit of society, communities serve as a bridge connecting individuals to the broader social network, driving profound changes in human-society relationships and constructing a new vision of a more harmonious, vibrant, and sustainably developing society. Furthermore, the proactive “enabling” role of event tourism can enhance tourists’ experiences, turning every trip into a profound journey of cultural exploration and self-discovery, while also creating conditions for improving the quality of the workforce. Driven by the intelligent transformation of event tourism, workers are required to continuously learn new technologies and knowledge.

This process not only promotes the transformation and upgrading of human resources but also gives rise to a greater number of new-quality workers equipped with digital skills, injecting new vitality into socio-economic development. It can be said that the rapid development of new-quality productive forces, through the unique

window of event tourism, not only accelerates the intelligent transformation of the tourism industry but also profoundly influences the interaction patterns between humans and society, fostering the formation of more open, inclusive, and cooperative social relationships and providing a vivid practice for building a community with a shared future for mankind (**Figure 1**).

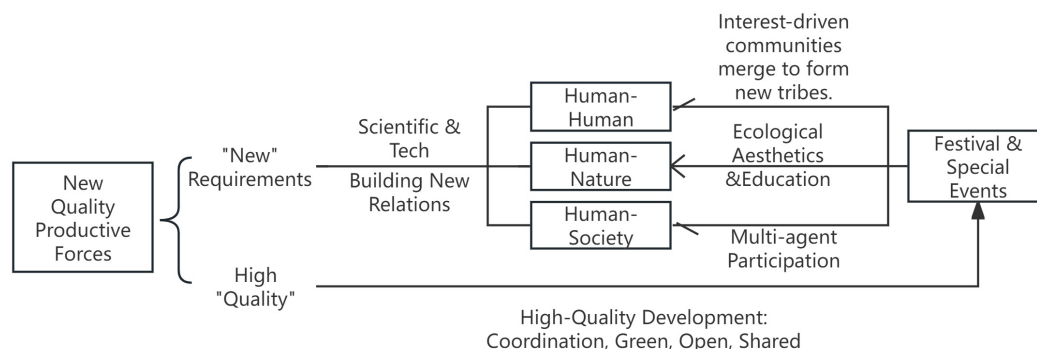


Figure 1. The intrinsic connection between new-quality productive forces and event tourism.

The core of new quality productive forces lies in reconstructing new modes of connection among people, nature, and society driven by technological innovation. Event tourism, as a crucial arena in this process, has significantly promoted the innovation of the relationships among the three. The integration of technology has enriched the social dimension of event tourism, giving rise to “new tribes” communities that transcend traditional boundaries. Based on shared interests and emotional resonance, these communities have strengthened the diversity and flexibility of social networks, laying the foundation for enhancing social inclusiveness and cultural diversity.

At the level of environmental protection, new quality productive forces lead event tourism to adopt green strategies. Through efficient and environmentally friendly practices, they not only promote the sustainability of tourism but also deepen the public’s awareness of the importance of ecological conservation, embodying the modern development concept of harmonious coexistence between humans and nature. Furthermore, while enhancing the intelligence of event tourism, new quality productive forces provide new pathways for social governance structures and cultural heritage, increasing community participation and public service efficiency, facilitating the effective alignment of policy practices with social needs, and contributing to the optimization of social structures and the strengthening of cultural identity.

4. Logical framework for empowering high-quality development of event tourism with new quality productive forces

The application of innovative technologies serves as the core driving force for empowering event tourism with new quality productive forces. Strategic emerging industries or future industries are committed to original technological innovations that “create something out of nothing,” whereas the focus of technological innovation in the cultural and tourism industry lies in the in-depth application and transformation of existing scientific and technological achievements, with a greater emphasis on the integration of cultural and tourism products and the innovation of business formats.

Rather than focusing on original innovation, it aims to achieve disruptive improvements that “elevate the existing to excellence” through the integration and fusion of technologies, thereby promoting the transformation,

upgrading, and high-quality development of the cultural and tourism industry. Therefore, it necessitates the “empowerment” of new quality productive forces and the proactive “enabling” of event tourism, allowing new technologies, services, and models to be integrated into events, fostering the development of new relationships, and achieving high-quality development in event tourism (**Figure 2**).

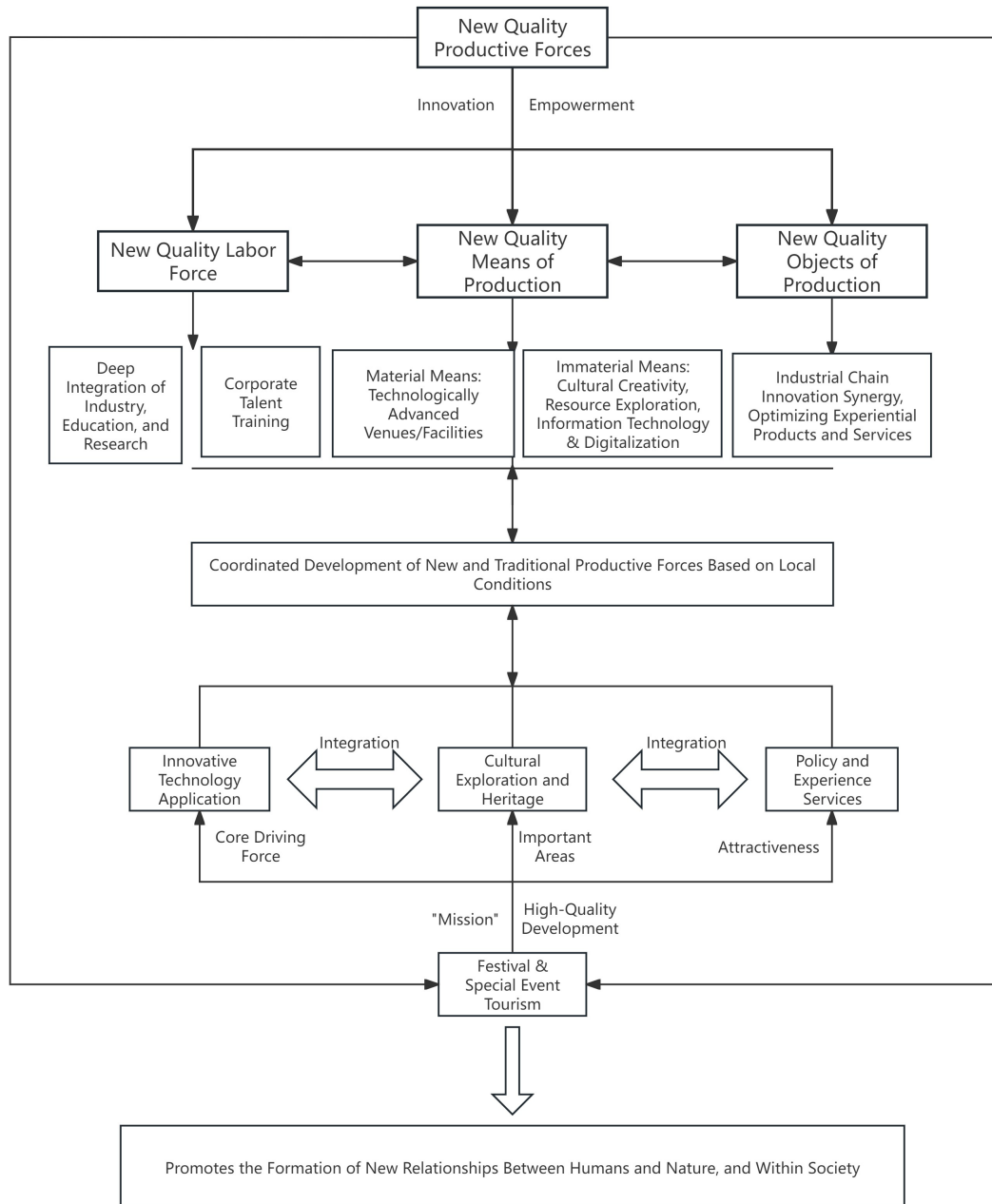


Figure 2. Logical framework for empowering high-quality development of event tourism with new quality productive forces.

4.1. Cultivating a new quality workforce: Promoting deep integration of industry, education, and research, enhancing digital literacy, and transforming development philosophies

With the application of scientific and technological innovation as the core driving force, this includes building a

workforce of new quality laborers and applying innovative technologies to event planning and operations. This implies cultivating a cadre of professionals with digital skills, innovative thinking, and interdisciplinary knowledge to drive the intelligent transformation of the event tourism industry chain. Event activities constitute a systematic project that encompasses the entire process from preparation to conclusion. The integration of new elements into each stage relies on new-quality workers equipped with corresponding skills. For instance, in new marketing, relevant personnel are required to possess keen digital insights and be familiar with and effectively utilize various platforms for precise marketing.

In terms of new services, the venue layout and facility setup involve the deployment of communication equipment, the application of high-tech display methods, and complex traffic organization and planning, necessitating the participation of workers with expertise in communication technology, intelligent hardware operation, and traffic engineering. In new management, the handling of large-scale crowd control, security monitoring, and emergency response requires the indispensable application of technologies such as artificial intelligence, big data analysis, and the Internet of Things, demanding that on-site management personnel possess the ability to efficiently schedule crowds and provide risk warnings using technological means. Each stage calls for the active participation of new-quality workers, with a comprehensive and multi-level demand for such talent.

From this, it can be inferred that the characteristics of new-quality workers in event activities are their adaptability to digital equipment platforms, proficiency in utilizing modern information technology, and possession of information decision-making capabilities, making them high-caliber composite talents who integrate cutting-edge technological knowledge with practical application wisdom. Therefore, promoting the deep integration of industry, academia, and research, as well as enhancing the digital literacy of corporate employees, represent effective approaches to cultivating new-quality workers and aligning with industrial development.

These efforts are also a practical necessity for ensuring the high-quality organization of events and festivals, improving social service efficiency, safeguarding public security, and facilitating the transformation and application of technological innovation achievements. Specifically, it is advisable to encourage universities and research institutions to strengthen their collaboration with the events and festivals industry, establishing an educational system and talent pool that meet the development requirements of new-quality productive forces.

Enterprises should be guided to increase their investment in training and conduct specialized training programs covering digital thinking, the application of emerging technologies, and data-driven decision-making capabilities through a combination of online and offline methods, thereby enhancing the overall digital literacy of the enterprise. Additionally, enterprises should adapt their future development philosophies in a timely manner, leveraging the current rise of the experience economy and interest-based consumption to reasonably utilize innovative technologies and drive the differentiated supply of events and festivals to match individual needs.

4.2. Integration of old and new elements and technological innovation: Revitalizing regional resources and expanding the connotations of events and festival tourism

The development of new-quality productive forces represents an innovative continuation of traditional development models. From the perspective of traditional productivity, the means of production for event tourism encompass a series of material foundations and non-material conditions used for organizing events, such as event venues and facilities, transportation tools, communication equipment, promotional media, stage construction materials, sound and lighting equipment, as well as non-material conditions like cultural connotations, information technology, and management systems. To achieve an innovative continuation and development of event tourism,

the key lies in “quality.” This “quality” does not merely refer to optimization and progress at the material or non-material level but rather signifies a shift from the traditional emphasis on scale expansion and quantitative accumulation to a development model that prioritizes rich connotations, distinct characteristics, and strong sustainability.

In the past, event content was often monotonous, with severe homogenization competition and an excessive pursuit of short-term traffic effects. Leveraging consumer-oriented cultural forms, there was a tendency to imitate popular event content, neglecting factors such as regional cultural compatibility, which ran counter to concepts such as low-carbon, ecological, harmonious, culturally sustainable, and high-quality development. To reverse this situation, cultural innovation and heritage should serve as the driving forces. During the development process, one should not abandon something beneficial for fear of minor drawbacks. It is essential to both uphold and disseminate local characteristic cultures while also being bold in innovation, infusing them with a new era spirit through innovative thinking and technological empowerment. By organically connecting old and new productive forces and driving them with technology, we can activate regional characteristics, enrich the event tourism experience, and provide resource and content support for the high-quality development of event tourism.

Strive to achieve high-quality event tourism that features the simultaneous development of ecology, economy, and society. We should fully leverage the technologies developed through the advancement of new quality productive forces and the new-quality laborers cultivated thereby, explore local cultures according to local conditions, or innovate cultural connotations to inject momentum into the high-quality development of events. We should preserve the essence of traditional culture while infusing it with the spirit of the new era: thoroughly explore how to integrate innovative elements into traditional events, enabling both the old and the new to develop in tandem.

This involves incorporating modern aesthetics, technological elements, and social responsibility into event design, so that it can not only meet tourists’ needs for traditional cultural experiences but also showcase the contemporary style that keeps pace with the times. We should advocate for an ecological, equitable, and free participation philosophy: break away from the traditional one-way communication model and encourage tourists to deeply participate in the design, organization, and dissemination processes of events. Through co-creation, social interaction, engagement, and technology, we should empower tourists with greater voice, agency, and immersive experiences, especially enhancing the quality of event tourism by meeting the needs of the younger generation.

4.3. Strengthen policy support and guidance to enhance participation and experience: Build a high-quality development system for event tourism

The high-quality development of event tourism constitutes a complex system, encompassing multiple dimensions such as innovation-driven growth, green development, talent cultivation, industrial integration, and collaborative development. This makes policy support and guidance the essential “climatic conditions” for its healthy progress. For local events, the government should not only encourage community residents to actively participate in event activities but also lead by example and play an exemplary role. Active regulation by government departments has enhanced the online image of event activities, boosted offline service reputation, and improved the tourist experience. The proactive involvement and effective management of the government provide strong guarantees for the orderly conduct and brand image building of event activities.

Meanwhile, it is essential to strengthen policy implementation to create a favorable development environment for events and stimulate the innovative vitality and enthusiasm of market entities. In general, when constructing

a system for high-quality development of events, priority should be given to policy services and experiences. High-quality policy services serve as an effective guarantee for tourist satisfaction and a key driving force for enterprises to adapt to the development of new quality productive forces. By utilizing policy tools to promote deep engagement of tourists, a positive interaction can be fostered, establishing a dual-driven mechanism of policy and market that facilitates innovation in event tourism, optimizes services, and enhances tourist satisfaction. This approach also inspires enterprises to engage in innovative thinking and explore new business models and technological applications.

5. Conclusion

The development of new-quality productive forces has paved a path of high-quality development for festival and event tourism. Under the innovation-driven strategy, it is hoped that festival and event tourism can deeply integrate innovation, digital technology, and cultural innovation resources to achieve experience reconstruction, combining personalization with intelligence. Let technology serve as a medium to spread awareness of ecological conservation, making festival and event tourism a vivid representative of the harmonious coexistence of nature and culture. By fully leveraging the opportunities brought about by the leap in new-quality productive forces and taking technological application, culture, and policy as the three strategic pillars, we can promote the high-quality development of festival and event tourism, making it an important vehicle for building new harmonious relationships among people, nature, and society.

Disclosure statement

The authors declare no conflict of interest.

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