

The Logical Mechanism and Practical Path for Digital New Quality Productivity to Empower the Development of Rural Tourism

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Abstract

The deep integration of digital technology and traditional productivity has produced digital new quality productivity, which has become the key driving force for promoting the transformation and upgrading of rural industries. In the field of rural tourism, digital new quality productivity realizes the comprehensive empowerment and in-depth transformation of rural tourism through logical mechanisms such as innovation-driven, advantageous transformation, integration promotion, infrastructure support, and intelligent customization. At present, rural tourism still faces many difficulties in using digital new quality productivity. The lack of digital literacy of practitioners hinders the innovative development of rural tourism, the phenomenon of data islands significantly restricts the optimal utilization of rural tourism resources, the lack of digital infrastructure restricts the digital transformation of the rural tourism industry, and the asymmetry of industrial digital supply and demand shackles the service upgrade of rural tourism. To break through this dilemma, it is necessary to improve the digital literacy of rural subjects and enhance their digital cognition and innovation capabilities; build a platform government for tourism resources to promote resource sharing and optimal utilization; clarify the planning and construction of digital infrastructure, strengthen the overall layout and basic support; Promote the digital transformation of industrial supply and promote the use of technology and service upgrades.

Keywords

New Quality Productive Forces; Digital New Quality Productive Forces; Rural Tourism

1. Origin of Research

Digital new quality productivity is a new type of productivity that drives scientific and technological innovation through the digitization of the "trinity" of the three

elements of productivity, and then realizes the leap and upgrading of traditional productivity, and is composed of "high-quality" workers who master digital technology, "new media" labor materials after digital intelligence, and "new materials" labor objects after digital intelligence [1]. With scientific and technological innovation as the core, digital new quality productivity has significant advantages such as improving production efficiency, reducing production costs, and increasing product added value, bringing unprecedented opportunities for the development of all walks of life. The report of the 20th National Congress of the Communist Party of China pointed out that "efforts should be made to promote high-quality development, comprehensively promote rural revitalization, build a new system of high-quality and efficient service industry, and promote the deep integration of modern service industry and modern agriculture" [2]. The 14th Five-Year Plan for Tourism Development (2022) points out that it is necessary to accelerate the development of rural tourism, adhere to the innovation-driven development strategy, and take specific measures to promote the development of smart tourism, accelerate the application of new technologies and technological innovation, and improve the comprehensive efficiency of the innovation chain. As an important starting point of rural revitalization, the development quality of rural tourism is directly related to the implementation effect of the rural revitalization strategy. However, there are still many problems in resource development, product innovation, and service quality in rural tourism, which restrict its high-quality development. Therefore, it is urgent to introduce new productivity and development concepts to promote the transformation and upgrading of rural tourism. With its efficient, intelligent and green characteristics, digital new quality productivity provides new opportunities for the development of rural tourism. By introducing new digital quality productivity, refined management, personalized customization and intelligent services for rural tourism resources can be realized, and the overall competitiveness of rural tourism can be enhanced. Promote the deep integration of rural tourism with modern agriculture, cultural and creative industries, and expand the development space of rural tourism. At present, the research on the application of digital new quality productivity in rural tourism is still in its infancy, and there is a lack of systematic theoretical analysis and practical guidance. In view of this, this study aims to provide theoretical support and practical reference for the transformation and upgrading and high-quality development of rural tourism through in-depth analysis of the logical mechanism and practical path of digital new quality productivity empowering rural tourism development.

2. The Relationship Mechanism Between Digital New Quality Productivity Empowering Rural Tourism Development

2.1. Innovation-driven: Promote The Intelligent Upgrading of Tourist Attractions with Smart Services and Product Innovation

Driven by new digital productivity, the intelligent upgrading of rural tourist attractions has become an inevitable trend. As the core driving force, innovation-driven has brought unprecedented changes to rural tourist attractions through smart services and product innovation. Digital new quality productivity provides technical support and innovation power for rural tourism. With the help of advanced technologies such as the Internet of Things, big data, and artificial intelligence, tourist attractions can realize real-time monitoring and analysis of tourist behavior, thereby providing a more personalized and convenient service experience [3]. Rural tourism can use these advanced technologies to achieve service upgrades and model innovation. In addition, the introduction of new digital productivity has prompted the continuous iterative upgrading of rural tourism products. Traditional rural tourism products are often limited to single forms such as sightseeing and picking, but with the help of digital technology, more diversified and interactive tourism products can be developed. Create immersive rural experience projects to increase the fun and participation of tourism, enrich the connotation of rural tourism, and enhance its market competitiveness.

2.2. Transformation of Advantages: Promote Intelligent Management of Tourism Resources Through Data Utilization and Platform Construction

Powered by new digital productivity, strengthen the in-depth utilization of data and the construction of efficient platforms to promote the intelligent management of rural tourism resources. As a new factor of production, the value of data has been fully explored in rural tourism management. By collecting multi-dimensional data such as tourist behavior, consumption preferences, and scenic spot traffic, and using big data analysis tools for in-depth mining, we can accurately grasp market dynamics, predict tourism trends, and provide a scientific basis for the optimal allocation of tourism resources. Because the data elements themselves are shareable, replicable, and infinitely growable, the owners of data assets can participate in multiple income distribution at the same time, thereby greatly increasing the income of rural residents [4]. In addition, platform construction is an important carrier for intelligent management of tourism resources. By building a unified tourism information management platform, resources such as scenic spots, hotels, catering, and transportation can be integrated to achieve information sharing and collaborative management. This platform not only provides a one-stop service entrance for tourists, but also provides managers with comprehensive data monitoring and decision support tools. With the help of the platform, managers can grasp the use of tourism resources in real time and adjust resource allocation in a timely manner.

2.3. Integration Promotion: Promote the Digital Transformation of the Tourism Industry with Structural Upgrading and Efficiency

Improvement

New quality productivity breaks the boundaries between industries, strengthens the integration of rural tourism with cultural, agricultural, ecological and other industries, enriches the connotation of rural tourism and broadens its development space [3]. Digital new quality productivity has further deepened the integration of digital technology and various elements of the industry. Traditional tourism businesses such as travel agencies, hotels, and scenic spots have realized online and intelligent business processes through the introduction of digital tools. Emerging tourism formats such as online travel platforms and smart tourism solution providers have risen rapidly, injecting new vitality into the tourism industry. The deep integration of these emerging formats and traditional businesses has promoted the optimization and upgrading of the tourism industry structure, forming a more diversified and efficient industrial pattern. In addition, through big data analysis, tourism entities can accurately predict tourist demand, optimize product design and pricing strategies, and reduce inventory backlog. Monitor tourist flow in real time through intelligent management, dynamically adjust the reception plan, and improve tourist satisfaction. By optimizing resource allocation, reducing operating costs, and improving service quality, the operational efficiency of the tourism industry has been significantly improved. It has boosted the industrial integration and digital transformation and upgrading of rural tourism.

2.4. Infrastructure Support: Promote the Intelligent Innovation of Tourism with Digital Infrastructure and Intelligent Transformation

As an important part of new infrastructure, digital infrastructure provides solid support for the digital development of rural tourism. Rural tourism areas are accelerating the construction and popularization of digital infrastructure such as high-speed broadband networks, 5G communication technology, and cloud computing centers, making the collection, transmission and processing of tourism information more efficient and convenient, which not only improves the informatization level of rural tourism, but also provides reliable technical support for smart tourism services. Under the foundation of digital infrastructure, the rural tourism industry is undergoing a transformation and upgrading from tradition to wisdom. Through the introduction of advanced technologies such as the Internet of Things and artificial intelligence, rural tourist attractions, hotels, catering and other places have achieved intelligent innovation. use face recognition technology to achieve quick entry to the park and reduce queue waiting time; Provide personalized tour route recommendations through intelligent tour systems to enhance tourists' sense of participation and satisfaction; Intelligent customer service robots answer tourist inquiries online to improve service efficiency and quality. Through the dual roles of digital infrastructure and intelligent transformation, digital new quality productivity has helped rural tourism usher in a

profound intelligent innovation.

2.5. Intelligent Customization: Promote the Comprehensive Improvement of Tourism Services with the Use of Technology and Precise Supply

Driven by new digital quality productivity, intelligent customization has become a key part of the comprehensive improvement of rural tourism services. Through the deep integration of technology application and precise supply, rural tourism services are gradually moving towards a new stage of personalization, precision and efficiency. Rural tourism services make full use of advanced technologies such as big data and artificial intelligence to deeply explore and analyze tourist needs. By constructing tourist portraits, we can accurately grasp the preferences, consumption habits and potential needs of tourists, and provide tourists with customized tourism products and services. Use the intelligent recommendation system to recommend suitable tourist routes and attractions based on tourists' historical tour records and points of interest, so as to improve tourists' visit experience and satisfaction. In addition, rural tourism services focus on the optimal allocation and efficient use of resources. By monitoring and analyzing the utilization of tourism resources in real time, the service supply is dynamically adjusted to ensure that tourists can get the best travel experience while enjoying tourism services. During the peak tourism period, through the intelligent scheduling system, the reasonable allocation of tour guides, vehicles and other resources can avoid long waiting times for tourists and improve service efficiency.

3. The Dilemma of Digital New Quality Productivity Empowering Rural Tourism Development

3.1. Insufficient Digital Literacy of Practitioners Hinders the Innovation and Development of Rural Tourism

With the tide of industrial transformation, a new round of scientific and technological revolution, and the complex economic situation at home and abroad, digital technology is profoundly changing the way tourists travel and the development model of traditional tourism [5]. In the digital age, the needs and behavior patterns of tourists are becoming increasingly diverse, and rural tourism practitioners need to use digital technology to accurately capture market demand and provide personalized services. This requires rural tourism operators to have digital application capabilities, be proficient in new digital technologies such as artificial intelligence, blockchain, and big data, and transform the obtained first-hand data into social and economic benefits in a timely and accurate manner. At present, most of the practitioners of rural tourism are local villagers, front-line staff of scenic spots, tour guides and other personnel, with low comprehensive education, and most of the practitioners lack knowledge and skills in digital

operation management and digital marketing. The lack of digital literacy of rural tourism practitioners limits the keen perception and rapid response ability of tourism operators to changes in market demand, hinders the transformation and upgrading of rural tourism empowered by new digital productivity, and makes it difficult to improve the quality and efficiency of rural tourism services.

3.2. The Phenomenon of Data Islands Significantly Restricts the Optimal Utilization of Rural Tourism Resources

At present, the phenomenon of data silos in the field of rural tourism in China is widespread, which hinders the scope of digital new quality productivity to empower the development of rural tourism. This phenomenon is mainly manifested in the difficulty of sharing and circulating data between different rural tourism-related institutions or platforms, forming isolated data islands. Due to the different development stages of each region, a collaborative mechanism for data sharing and information circulation has not been established. The fragmentation of the tourism management system and industry barriers coexist, and the lack of effective communication mechanisms among various departments; Data monopolists, represented by various online travel operators, have established data barriers and refused to share various tourism data, hindering the free flow of data [6]. The existence of data islands limits the integration and optimization of rural tourism resources, resulting in the duplicate construction and waste of rural tourism resources, and the lack of scientific basis for overall planning and layout. Due to the lack of comprehensive data support, it is difficult to accurately design and promote products according to market demand and tourist preferences, which reduces the attractiveness of rural tourism, leads to the simplification and homogenization of tourist experience, and restricts the improvement and intelligent development of rural tourism services.

3.3. The Lack of Digital Infrastructure Restricts the Digital Transformation of the Rural Tourism Industry

As the cornerstone of supporting the digital transformation of the rural tourism industry, the lack of scale and quality of digital infrastructure directly affects the digital level of rural tourism. In rural areas, the construction of digital infrastructure is relatively lagging behind due to limited capital investment and low technology popularization. In particular, the popularization of tourism-specific digital infrastructure faces challenges such as high construction costs, long return on investment and revenue, lack of enthusiasm for technology research and development investment by tourism enterprises, and weak technological innovation application capabilities [7]. The lack of digital infrastructure has led to significant shortcomings in rural tourism at the digital level, such as incomplete network coverage, low data transmission rate and lack of intelligent facilities, which hinder

the effective implementation of online promotion and marketing strategies of rural tourism, and restrict the improvement of service quality and tourist experience. Due to the unstable network connection, it is difficult for rural tourism enterprises to update tourism information in a timely manner through online platforms, and they cannot provide tourists with convenient online booking services. At the same time, the lack of intelligent facilities makes it difficult for rural tourist attractions to achieve efficient and intelligent management, and tourists may encounter many inconveniences during the tour, which further affects the overall tourism experience. In addition, the lack of digital infrastructure restricts the industrial integration and development of rural tourism, and it is difficult for the rural tourism industry to achieve data sharing and interconnection with other industries, limiting its integrated development and digital transformation and upgrading.

3.4. Industrial Digitalization, Asymmetric Supply and Demand, Shackles Rural Tourism Service Upgrades

The development of rural tourism has brought a huge tourism consumer group, but the shortage of rural tourism products and services has led to a structural imbalance between industrial supply and demand. With the entry of new digital technologies into the rural tourism industry, the demand for digital services is increasing, and they hope to improve service quality and tourist experience through digital means, and develop and produce digital products on a large scale, leading to product homogenization [8]. Due to the vast rural area, there are often multiple experience projects of the same type operating at the same time in similar areas, and the competition for homogeneous services is fierce, while innovative service projects such as virtual reality pastoral tours, augmented reality agricultural experience and other digital applications are in short supply. In addition, there is a mismatch between the supply of digital services in the rural tourism market and the actual needs of tourists. Although rural tourism enterprises have tried to introduce digital services, they lack in-depth market research and demand analysis, resulting in a mismatch between the service content provided and the actual needs of tourists. Some companies may pay too much attention to online publicity and ignore the improvement of offline services, or the digital services provided are too simple to meet the diverse needs of tourists. This asymmetry between supply and demand not only limits the upgrading of rural tourism service quality, but may also lead to a decline in tourist satisfaction and a loss of visitors.

4. The Practical Path of Digital New Quality Productivity Empowering Rural Tourism Development

4.1. Improve the Digital Literacy of Rural Subjects and Enhance Digital Cognition and Innovation Capabilities

4.1.1. Carry Out Digital Skills Training to Improve the Ability of Subject Information Application

The key to improving the digital literacy of rural residents is to improve their cognition, willingness, and ability [9]. To strengthen the digital literacy and skills education and training of rural residents, it is necessary to establish a digital training and education system guided by the government and with enterprises, associations, and schools as the main body. In training practice, it is not only necessary to teach rural subjects how to use digital tools, but also to comprehensively cultivate their digital general capabilities, digital social skills, digital innovative thinking and digital security protection awareness. Through comprehensive training, we will gradually guide rural subjects to form personal digital concepts and comprehensively improve digital literacy. At the same time, combined with the actual situation of rural tourism in various places, guide rural residents to apply digital technology to online booking, intelligent tours, online payment and other aspects of rural tourism, so as to comprehensively enhance the attractiveness and convenience of rural tourism.

4.1.2. Strengthen the Popularization of Digital Culture and Stimulate the Vitality of Rural Tourism Innovation

The popularization of digital culture is the basis for improving the efficiency of digital productivity. Increase the ways of publicity and education, by organizing digital culture lectures and seminars, invite experts and scholars to explain the relevant knowledge of digital technology to rural residents, produce and distribute publicity materials on the application of digital technology, and guide villagers to understand the importance and value of digital technology. Secondly, we should guide universities, research institutes, enterprises, organizations, and high-end digital talents to give full play to their own advantages and develop and set up digital literacy and skills training websites, mobile applications, and public accounts to provide diversified access channels for digital resources [10]. In addition, digital technology application exhibitions, online courses and interactive workshops were held to allow villagers to intuitively experience the convenience of digital technology. Establish a rural digital culture center as a fixed place for learning and exchange, promote experience sharing and technical mutual assistance among villagers, improve the digital literacy of rural communities as a whole, and inject innovative impetus into rural tourism.

4.2. Build a Platform Government for Tourism Resources and Promote the Sharing and Optimal Utilization of Resources

4.2.1. Establish a Digital Resource Database to Realize Resource Integration and Sharing

The establishment of digital resource databases requires extensive collection of various tourism resource information, through the multi-level linkage management platform of villages, counties and townships, relying on the government website to establish a rural tourism big data center platform, to realize the integrated

development of various tourism-related information and service platforms, and promote the gathering of various resource data to the central platform. In terms of resource integration, the database should realize cross-regional and cross-industry information sharing, break down administrative divisions and industry barriers, and establish a dynamic data collection system with multiple structures based on tourists' pre-trip booking, in-line needs, and post-trip feedback, so as to realize the comprehensive integration and analysis of data and promote the service quality and efficiency of rural tourism. In addition, to strengthen the construction of sharing mechanisms, the government should formulate relevant policies to encourage tourism enterprises, social organizations and individuals to participate in the co-construction and sharing of resource databases, forming a synergistic situation of multi-party participation and mutual benefit and win-win results.

4.2.2. Explore and Strengthen the Data Supervision System to Improve the Efficiency of Resource Management

Too powerful digital platforms will not only seriously interfere with fair competition in the market, but also hinder technological innovation [11]. In the era of digital economy, where data has become a key factor of production, data supervision is particularly important. The government should take the lead in accelerating the establishment of a multi-level, all-round and three-dimensional regulatory mechanism, formulate strict standards for data collection, storage, use and sharing, standardize the behavior of tourism management departments and enterprises at all levels, and prevent data leakage and abuse. Improve the intelligent level of data supervision, and promptly discover and solve problems such as uneven resource allocation and overexploitation through real-time monitoring and analysis of tourism resources, so as to provide a scientific basis for government decision-making. In addition, establish and improve the legal and regulatory system for data supervision, clarify the responsibilities and authority of tourism management departments at all levels in data supervision, increase the punishment of violations of laws and regulations, and form an effective data supervision mechanism.

4.3. Clarify the Planning and Construction of Digital Infrastructure, and Strengthen the Overall Layout and Basic Support

4.3.1. Formulate Digital Infrastructure Development Plans and Build a New Infrastructure System

The construction of a new infrastructure system needs to fully consider the technological frontier and actual needs. The "Overall Layout Plan for the Construction of Digital China" issued by the Central Committee of the Communist Party of China and the State Council on February 27, 2023 pointed out that it is necessary to comprehensively improve the integrity, systematicness and synergy of the construction of digital China, promote the deep integration of the digital

economy and the real economy, and drive the transformation of production, life and governance with digitalization. In terms of network construction, we should accelerate the collaborative construction of 5G networks and gigabit optical networks, promote the large-scale deployment and application of IPv6, and strengthen the construction and application of mobile Internet of Things and Beidou systems. In terms of computing power infrastructure, the layout of computing power should be optimized, the efficient complementarity and collaborative linkage of computing power between the east and the west should be promoted, and the rational echelon layout of data centers, supercomputing centers, and intelligent computing centers should be promoted. Realize infrastructure upgrading and improving quality and efficiency.

4.3.2. Consolidate the Guarantee of Infrastructure Capital Investment and Ensure the Orderly Implementation of the Plan

In the process of promoting the construction of digital infrastructure, financial security is the key to ensuring the orderly implementation of various construction tasks. The government should increase financial investment in digital infrastructure. Provide a stable source of funds for digital infrastructure by setting up special funds and increasing budget allocations. It can also guide social capital to participate in digital infrastructure through multiple financing methods such as PPP models and industrial funds. Strengthen the supervision and inspection of the use of funds, improve the performance evaluation system of fund use, regularly evaluate the effect of fund use, and adjust and optimize fund allocation in a timely manner. Financial institutions should also be encouraged to provide financial support for digital infrastructure. Provide long-term and stable financial support for digital infrastructure projects by innovating financial products and optimizing credit structures. In this way, the construction and implementation of digital infrastructure will be guaranteed.

4.4. Promote the Digital Transformation of Industrial Supply, and Promote the Use of Technology and Service Upgrading

4.4.1. Accurately Identify Consumer Needs and Guide Product and Service Upgrades

Rural tourism enterprises should focus on new tourism consumption needs, with the help of big data, artificial intelligence and other advanced technologies, conduct in-depth analysis of consumer behavior, preferences and needs, build a more accurate consumer portrait, and then gain insight into their potential needs. On this basis, rural tourism operators can adjust product design and service processes in a targeted manner to provide products and services that are more in line with tourists' expectations. In addition, it is necessary to establish a close interaction mechanism with tourists, collect feedback in a timely manner and make corresponding adjustments. By continuously optimizing products and services, we

will keep up with the new needs of tourists and guide the upgrading of products and services.

4.4.2. Cultivate Digital Tourism Enterprises and Promote Industrial Collaborative innovation

Accelerate the overall layout of the digitalization of the rural tourism industry, deeply integrate rural tourism service products with culture, media, science and technology and other industries, actively cultivate emerging formats of "rural tourism +" such as rural cultural experience, rural health and wellness vacations, and rural sports and leisure, enhance interactive innovation between industries, promote collaborative innovation between upstream and downstream enterprises in the tourism industry chain, and form an industrial ecosystem. At the same time, it will strengthen cooperation with other tourism enterprises, scientific research institutions, and universities, jointly carry out technology research and development and application of achievements, form an innovation system integrating industry, education, research and application, and accelerate the digital transformation of the tourism industry. Through resource sharing, complementary advantages, and win-win cooperation, the overall upgrading and optimization of the industrial chain is realized, and the types and connotations of service products are enriched.

5. Epilogue

With the rapid development of digital technology, digital new quality productivity has become an important force driving human social and economic development. Under the guidance of the party's important policies, China is actively promoting the deep integration of digital technology and the real economy, and striving to build an internationally competitive digital industrial cluster. In the context of this era, the combination of rural tourism industry and digital new quality productivity has not only become an inevitable trend of industrial upgrading, but also a key path to promote the high-quality development of rural tourism. This paper deeply analyzes the logical mechanism of digital new quality productivity empowering rural tourism development, and reveals the comprehensive empowerment and deep transformation of rural tourism from multiple dimensions. In view of the current difficulties faced by rural tourism in the use of digital new quality productivity, a practical path is proposed, aiming to provide wisdom support and theoretical reference for the rural tourism industry to better integrate into the digital economy era, and contribute to the prosperity and sustainable development of the rural economy.

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