

The Internal Logic and Realization Path of the Innovation and Dissemination of Shaoyuan Intangible Cultural Heritage Driven by New Quality Productivity

Cui Wanqing, Chen Leiman

Sias University, Zhengzhou, Henan, China

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Abstract: Intangible cultural heritage (ICH) serves as a vital link in the revitalization of rural culture, yet it faces significant challenges in inheritance during the modernization process. This article uses the ICH of Shaoyuan as a case study to explore how new productive forces can drive its innovative dissemination. The article analyzes the intrinsic logic of the deep integration of new productive forces with cultural tourism, highlighting that high-quality workers, new media for labor, and new materials for labor collectively form the core driving force behind the high-quality development of cultural tourism. To address the practical challenges in the innovative dissemination of Shaoyuan's ICH, the article proposes strategies such as deepening the reform of element recombination, innovating humanistic service provision, and enhancing digital technology empowerment. These strategies aim to provide practical guidance for the dissemination and sustainable development of ICH in rural areas.

1. Introduction

In recent years, China's tourism industry has seen robust growth and is increasingly becoming a strategic pillar of the national economy. In the era of rapid information development and big data, achieving high-quality development in the tourism sector is crucial for its integration into the national strategy, supporting rural revitalization, promoting traditional culture, and optimizing the economic structure. In July 2024, a significant national meeting adopted a decision to advance Chinese-style modernization, proposing to 'improve the mechanisms and systems for developing new productive forces based on local conditions, "enhance cultural confidence, improve the mechanisms and systems for the deep integration of culture and tourism, and accelerate the development of new cultural industries.' These tasks provide strategic guidance for the deep integration and high-quality development of intangible cultural heritage (ICH) and tourism in rural areas.

The new quality productivity, proposed based on the inheritance of Marxist productivity theory and in line with China's current development stage, focuses on innovation and quality improvement. It aims to promote high-quality economic development through technological innovation and the optimization of production factors. This paper, grounded in the unique intangible cultural resources of the Shao Yuan Mythological Group, explores the internal logic that drives the high-quality development of agriculture, culture, and tourism through new quality productivity. It examines the

pathways to achieve this, which is of significant practical importance for promoting the dissemination of intangible cultural heritage in rural areas, achieving sustainable development, and supporting rural revitalization.

2. Core concepts

2.1 Discussion and connotation of new quality productivity

In 2023, the General Secretary first introduced the concept of 'new quality productive forces' during a local inspection tour. This concept was later systematically explained at a collective study session of the Central Political Bureau and officially included in the government work report in 2024. The introduction of this theory represents an innovative development of Marxist productivity theory in the context of the new era. According to Marxist productivity theory, the growth of productive forces primarily stems from capital accumulation, labor force expansion, and technological investment [1]. With the widespread application of electronic information technology, the pace of technological revolution has accelerated, and technology is increasingly empowering new industries and fostering new business models. In this context, the iterative upgrade of productive forces has become inevitable. New quality productive forces represent the direction of advanced productive forces' development and align with the new development philosophy.

The new quality of productive forces is characterized by innovation as the leading force, breaking away from traditional economic growth models and paths of productivity development. It is marked by high technology, high efficiency, and high quality. Ultimately, it focuses on enhancing productivity. Marx believed that productive forces are the capabilities of people to transform and conquer nature and to acquire material resources. The development of human society is a process where advanced productive forces continuously replace backward ones. Generally, the production of material resources in human society requires three basic elements: labor, objects of labor, and means of labor [2]. From Marx's construction and explanation of productive forces, it is evident that the growth of productive forces is closely linked to science and labor, with the enhancement of productive forces primarily reflected in the development and changes of production factors. With the surge of the technological revolution, data has been officially recognized as a production factor, signaling the rapid development of the new era of the digital economy. Data, as a high-quality element, drives the qualitative transformation of productive forces through its development, representing the dynamic process of new productive forces evolving from backward ones. This also elucidates the essence of new productive forces, which involves achieving a leap through the optimal combination of production factors to form advanced new quality productive forces.

2.2 Deep integration of culture and tourism

Since the reorganization of the Ministry of Culture and Tourism in 2018, the pace of cultural and tourism integration has accelerated, and the scope of integration has expanded. As the integration deepens and high-quality development advances, China's cultural and tourism sectors have developed into a multi-level, comprehensive integration. The goal has shifted from simple industrial integration to deeper areas such as rural revitalization and all-domain tourism, evolving from mere integration to deep integration [4]. A key national report has proposed the principle of 'shaping tourism with culture and highlighting culture through tourism,' which provides fundamental guidance for further development in the cultural and tourism sectors.

Intangible cultural heritage (ICH) is a form of traditional culture. The integration of ICH and tourism is not merely a simple combination of 'ICH + tourism.' Instead, it involves delving into the essence of ICH and integrating it into the tourism industry to achieve optimal resource allocation.

The deep integration of ICH and tourism can transcend the boundaries of traditional single industries, creating a comprehensive 'ICH + tourism' framework. This approach optimizes and integrates various resources within scenic areas, fostering a 'sightseeing-dining-accommodation-trinkets' industrial chain. It also spurs the emergence of new cultural and tourism sectors, revitalizes ICH, boosts cultural and tourism consumption, and drives the high-quality development of the cultural and tourism industry.

3. The internal logic of the new quality productive forces driving the deep integration of culture and tourism

The fundamental driving force of new quality productivity lies in innovation, which emphasizes the qualitative state of advanced productivity generated by revolutionary breakthroughs in technology, innovative allocation of production factors and deep transformation and upgrading of industries.

The deep integration and development of culture and tourism driven by new productive forces refers to the creation of new cultural and tourism sectors, the expansion of new scenarios, and the provision of momentum for the sustainable development of culture and tourism, through the leap in the optimization of workers, labor materials, and labor objects, thereby achieving high-quality development in culture and tourism. The internal logic of this deep integration and development is primarily explored from three dimensions: innovation in workers, labor materials, and labor objects (Figure 1).

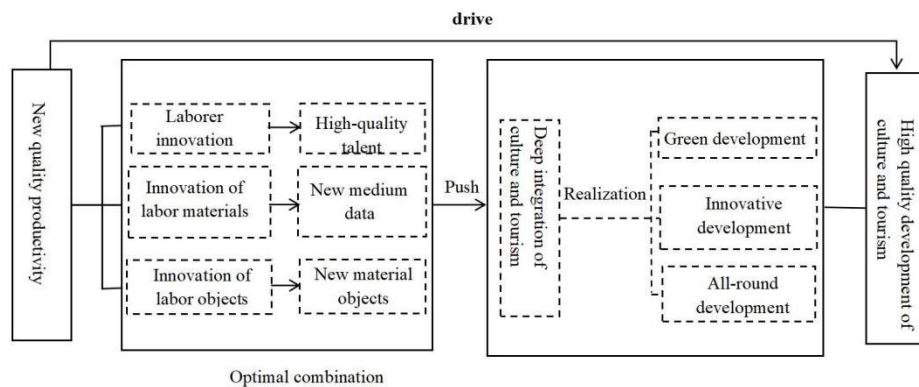


Figure 1: The internal logic of the deep integration of culture and tourism driven by new productive forces

3.1 High-quality labor force is the foundation of high-quality development of culture and tourism

In the composition of productive forces, workers are the proactive and dynamic elements in production. As the most active and positive factor, people always hold a central position in the labor process. The foundation for developing new productive forces lies in cultivating high-quality workers. The President of the country has emphasized, "Innovation is the primary driver of development" and "Talent is the primary resource for innovation." High-quality workers encompass both innovative and applied talents. In summary, high-quality workers are highly skilled, versatile professionals who possess a solid theoretical foundation, extensive knowledge, professional skills, and an innovative mindset.

In the process of deep integration and development of culture and tourism, it is essential for workers to continuously learn and adapt to the rapid development of the tourism industry. They must also enrich their knowledge and cultural reserves. Moreover, in the era of widespread information

technology, they need to align with the trend of digitalization, enhance their intelligence, and provide differentiated services by accurately analyzing the cultural and tourism market and identifying customer needs. The high-quality, versatile nature of new workers is the fundamental guarantee for the innovative development of culture and tourism.

3.2 New media labor materials are the driving force for high-quality development of culture and tourism

New media labor materials primarily refer to new production tools, such as artificial intelligence and VR, as well as digital technologies like big data, the Internet of Things (IoT), and cloud computing. In the development of new productive forces, these tools exhibit characteristics of new media, characterized by intelligence and efficiency. Artificial intelligence, big data, IoT, and cloud computing are the core drivers of modernization.

As the new wave of technological revolution deepens, China's digital economy has seen rapid growth. The scale of digital infrastructure has significantly expanded, and the digital industry system is becoming increasingly sophisticated. Technological advancements have accelerated the emergence of advanced and efficient production tools, providing a continuous boost to the high-quality development of the cultural and tourism sector. Workers can leverage computer networks and intelligent algorithms to segment the cultural and tourism market and conduct quantitative analyses of tourist flow, travel patterns, and consumer behavior preferences, thereby improving business decisions and operational efficiency. Additionally, by collecting and analyzing vast amounts of data, such as tourist satisfaction and feedback, resources within the region can be optimized, reducing homogenization, offering differentiated services, enhancing service quality, and achieving sustainable development in the cultural and tourism sector.

3.3 New material labor object is the resource for high-quality development of culture and tourism

The new type of labor object primarily refers to the digital and intelligent transformation of traditional labor objects. In the process of developing new productive forces, these objects exhibit new material characteristics, such as digitalization, intelligence, virtualization, and diversification. The expansion of the scope of digital and intelligent labor objects provides more efficient resources for the high-quality development of cultural tourism. As the core of the information age, the widespread use of the Internet has made it easier for tourists to access tourism information, reshaping the channels through which such information is disseminated. Tourists can now obtain relevant information based on their needs and engage in online interactions, which, due to their timeliness and interactivity, can best meet the diverse needs of tourists. Additionally, companies can collect and analyze data to understand tourist preferences, thereby grasping tourist demands, optimizing business strategies, and reasonably allocating cultural tourism resources within the region, thus promoting the comprehensive development of cultural tourism.

Culture embodies a nation's history and traditions, playing a vital role in shaping national identity. Utilizing new productive forces to produce high-quality content that meets the needs of the public and effectively promoting culture is a key focus for the innovative dissemination of intangible cultural heritage (ICH). Henan, one of the cradles of Chinese civilization, boasts particularly rich cultural resources. The Shaoyuan Mythological Group, a significant ICH project in Henan, is highly distinctive in its regional characteristics. By actively integrating this group with the tourism industry, we can accelerate the transformation of ICH resources and achieve the goal of 'cultural foundation and tourism prosperity.' Currently, there are still many challenges in applying new productive forces to promote the innovative dissemination of Shaoyuan ICH in practice. To address these issues, it is

essential to conduct a thorough analysis based on the current situation and solve the problems encountered in empowering the innovative dissemination of Shaoyuan ICH through new productive forces, thereby unleashing the powerful potential of new productive forces.

4. The practical dilemma of the innovative dissemination of Shaoyuan's intangible cultural heritage under the drive of new quality productivity

4.1 The integration of culture and tourism is not deep, and the efficiency of resource development and utilization is low

The development of cultural and tourism resources should be grounded in the local environment, future plans, and human needs, with a focus on preserving cultural landscapes, continuing cultural memories, and fostering personal growth. However, the integration of Shaoyuan's intangible cultural heritage (ICH) and tourism resources remains at the stage of 'resource patchwork', lacking deep collaboration. On the one hand, the development of cultural resources exhibits a 'museum-like' characteristic. For instance, while the Shaoyuan Myth Cluster Exhibition Hall houses a large number of physical objects and documents, it has not been integrated with homestays, educational tours, handicraft experiences, and other business formats, leading to low visitor engagement and difficulty in converting resource advantages into industrial momentum. On the other hand, the development model overly relies on 'original ecology' displays, lacking digital interpretation and immersive experience design for myth IPs. The current tourism products and services are blindly commercialized, neglecting local cultural characteristics and ecological sustainability. For example, although the Xiaogoubai Scenic Area has developed the situational song and dance drama 'The Call of Ancient Times' (Figure 2), the surrounding cultural and creative products are still primarily traditional foods, without developing new items that meet modern consumer demands, such as low-sugar and cartoon-shaped products, and without integrating with ecological agriculture and digital collectibles, severely limiting the extension of the industrial chain. The development of the Nuwa Valley Scenic Area lacks insight into cultural and tourism consumption demands, with products and services detached from the overall local image. The scenic area adopts a 'company + cooperative + farmer' development model, although it has built facilities such as a catering service area, central service area, homestay experience area, ecological agriculture leisure area, folk custom experience area, and expansion training base, it has not combined local characteristics and the ICH culture of the Shaoyuan Myth Cluster for promotion and design of experiential projects, resulting in insufficient appeal.



Figure 2: Real scene performance "Call of the Ancient" in Xiaogoubai Scenic Area

4.2 Homogenization of product services and rigid development mode

Shao Yuan's intangible cultural heritage (ICH) products and services face challenges of insufficient innovation and rigid models. Currently, the cultural and tourism industry in Shao Yuan is still dominated by sightseeing attractions. However, the growing trend towards personalized and high-quality consumption has led to a loss of appeal for these attractions, resulting in a 'price war' and a lack of innovation in product and service offerings. Additionally, similar cultural and natural scenic spots suffer from severe homogenization, lacking high-quality, experiential, and interactive offerings. This results in low integration between tourism product supply and consumption, as well as underutilization of service space. In terms of products, traditional foods and handicrafts do not reflect local characteristics or cultural attributes. Most products sold in scenic spots are local specialties and traditional souvenirs (Figure 3), lacking distinctive designs to meet diverse needs. On the service side, inheritance activities are primarily performance-based, lacking interactivity and experiential elements. In contrast, other regions, such as Zhenhu Street in Suzhou, have developed multiple products through the 'ICH + cultural and creative' model, attracting young people through live streaming and educational tours. Shao Yuan's ICH innovation remains at a basic processing stage.



Figure 3: Real scene shooting of local products in Xiaohuang Valley Scenic Area

4.3 The mode of communication is single, lacking innovation and attraction

The transmission of the Shao Yuan mythological group primarily relies on oral and mental transmission, lacking the immersive experience of intangible cultural heritage (ICH). Currently, the main methods for preserving the ICH of the Shao Yuan mythological group are oral storytelling and written documentation, without the establishment of an image database or VR/AR scene reconstructions, which poses a risk of cultural memory being lost. Additionally, the dissemination of the ICH of the Shao Yuan mythological group is insufficiently utilizing new media, with short video platforms lacking the creation of IP images and limited online influence. This results in the dissemination model of the Shao Yuan ICH remaining at a traditional stage, with a narrow audience reach. In the context of the rapid popularization of new media and digitalization, the application of digital technology in the Shao Yuan ICH and tourist attractions remains largely at the level of convenient services. For example, scenic spots like Xiaogoubai and Wuhuang Valley only promote

themselves through WeChat official accounts and TikTok official accounts, without integrating the ICH of the Shao Yuan mythological group into their promotional efforts, making it difficult to leverage the potential of digital technology to innovate business models, modes, and ecosystems.

4.4 Shortage of talent supply restricts and structural fault is prominent

Shao Yuan's intangible cultural heritage (ICH) faces the dual challenges of a talent gap and insufficient professional skills. Currently, the ICH bearers are aging, but learning and preserving ICH requires significant time investment, which conflicts with the fast-paced modern lifestyle, leading to low willingness among young people to participate. Most of the tour guides in scenic areas are part-time villagers who lack a deep understanding of the cultural significance of myths. Shao Yuan's ICH remains largely unknown, with limited content and a lack of immersive experiences. Emerging fields such as digital content creation and cultural technology application also lack interdisciplinary talent and a supporting talent development mechanism. Most scenic area operations are run by local villagers who lack proficiency in information technology, hindering the technological innovation and market promotion of Shao Yuan's ICH, thus constraining the living inheritance of ICH.

4.5 The lack of coordination between green development and digital transformation has hindered sustainable development

Digital transformation offers new opportunities for the cultural and tourism industry, breaking geographical and temporal barriers to provide users with richer and more convenient cultural tourism experiences. However, Shao Yuan's intangible cultural heritage (ICH) faces technical bottlenecks and funding shortages in its green development and digital transformation. The application of digital technology in scenic areas is primarily focused on convenience services, lacking innovation in business models and formats. There are no online virtual exhibition halls or interactive platforms, which limits user experience. In contrast, other regions have expanded their cultural markets through digital technology, promoting ICH to reach a global audience. Shao Yuan's digital applications remain at a basic level, not deeply integrated with e-commerce and social media platforms, which hinders the dissemination and commercial value of ICH. Additionally, the scenic area lacks the development of green tourism products such as eco-tourism and agritourism, which can effectively utilize and protect natural resources, meeting the public's demand for a healthy lifestyle. However, Shao Yuan still faces numerous challenges in the coordinated development of green development and digital transformation.

5. The realization path of the innovation and dissemination of Shaoyuan's intangible cultural heritage under the drive of new quality productivity

5.1 Deepen the reform of factor reorganization and optimize the allocation of production factors of intangible cultural heritage

From the perspective of new productive forces, the innovative dissemination of Shaoyuan's intangible cultural heritage should focus on supply-side structural reform, optimizing resource allocation through the integration of cultural resources and the restructuring of the industrial chain. To innovate the dissemination of Shaoyuan's intangible cultural heritage, it should be grounded in the local environment and future development plans, addressing the dual challenges of 'original ecology' utilization and excessive commercialization. On one hand, promoting deep collaboration among industry, academia, and research can involve partnering with universities, research institutions, and tourism enterprises to jointly establish a 'Shaoyuan Intangible Cultural Heritage Digital Resource

Library.' This would include developing a metaverse virtual exhibition hall and an AR real-scene navigation system, integrating the digital representation of natural landscapes like Aobai Mountain and Dailuo Ridge with mythological scenes. On the other hand, a collaborative mechanism linking 'cultural value, ecological value, and commercial value' should be established. For example, the scenic area of Xiaogoubai could integrate the scenario song and dance drama 'The Call of Ancient Times' with low-sugar flower steamed buns and eco-agricultural cultural and creative products, forming a closed loop of 'performance, product, and scene' in the industrial chain, thereby transforming resource advantages into industrial strengths. The Nuwa Valley scenic area, centered on the mythological theme as its core IP, could design an immersive main task check-in system around different mythological themes, deeply integrating cultural experiences, digital technology, and visitor interaction.

5.2 Innovate the supply of humanistic services and build a people-oriented industrial value chain

Based on the principle of 'people's needs and creative sovereignty', Shao Yuan's intangible cultural heritage (ICH) innovation and dissemination aim to reshape the ecosystem of cultural products and services, promoting cross-sector integration between the ICH industry and related fields. On the product side, integrating mythological elements with modern aesthetics into traditional crafts, they have developed a series of unique products such as the 'Nuwa Patches the Sky' jewelry and the 'Fuxi Trigram' smart cultural and creative lamps. They have also collaborated with designers to launch the 'Shao Yuan ICH + live e-commerce' model, cultivating a local team of hosts who showcase the craft process through short videos, creating an 'internet celebrity ICH workshop.' On the service side, they are deepening the integration of culture and tourism by designing the 'Mythology Exploration Tour' educational route. This route combines the mythological systems of Nuwa Patches the Sky and Fuxi Draws the Eight Trigrams with natural landscapes such as Aobai Mountain and Dailuo Ridge, developing 'ICH Skills Study Tours' with interactive projects like pottery making experiences and solving puzzles in the Eight Trigram Maze. They also host the 'Shao Yuan ICH Cultural Festival,' which integrates various activities such as scenario song and dance performances, ICH markets, and academic forums, enhancing visitor engagement. Additionally, they are creating experiential communication scenarios by developing ICH workshop experience projects, designing a 'learning-creation-take away' closed loop. For example, visitors can learn the skills of making flower steamed buns and create personalized mythological-themed works in the workshop. They are also developing a live performance 'Nuwa Patches the Sky-Creation Legend,' based on mythological legends, combining role-playing and interactive puzzles to enhance immersive cultural identity. Furthermore, they are promoting the establishment of a 'regular performance + night light show' mechanism in Xiaogoubai Scenic Area, using holographic projection technology to recreate ancient mythological scenes, extending visitor stay times, and overcoming the challenge of declining appeal in traditional sightseeing areas.

5.3 Strengthen the empowerment of digital technology and innovate the immersive communication mode of intangible cultural heritage

Digital technology has become the core driving force in reshaping the ecosystem of intangible cultural heritage (ICH) dissemination. Shao Yuan must adhere to the principle that 'science and technology are the primary productive forces,' promoting digital information construction and expanding channels for the dissemination and marketing of ICH cultural industry information. On the one hand, by leveraging big data and artificial intelligence, Shao Yuan can develop ICH cultural recommendation algorithms, achieving precise dissemination through user behavior analysis. The

virtual restoration of the Nuwa Valley mythological scenes will create a 'cloud-based ICH museum,' integrating VR/AR technology to allow users to 'travel' into the world of creation myths. A series of short videos will be produced to live-stream ICH skill demonstrations, such as the making of Tujiaojiao steamed buns and the carving of Bagua patterns, to achieve 'breaking out of the circle' dissemination. On the other hand, Shao Yuan will design mythological IP images (such as the 'Nuwa' animated character), develop blind boxes and digital collectibles, and expand brand influence through e-commerce platforms and cultural tourism exhibitions. The official 'Shao Yuan Myth' IP image will be created, with a series of animated short films released on platforms like TikTok and B, along with WeChat emoticons and interactive mini-games to enhance online influence. Additionally, the 'Youth Inheritor Village Program' can be implemented to attract young designers and short video creators to reside and create, activating the vitality of inheritance through 'old leading new' workshops. In collaboration with university digital media majors, a 'Shao Yuan ICH Image Database' will be established, using VR technology to restore endangered skill processes, and a 'cloud-based ICH archive' will be created to ensure the permanent preservation of cultural memory.

5.4 Build a cross-border talent ecosystem and consolidate the foundation of intangible cultural heritage inheritance

To innovate and spread Shao Yuan's intangible cultural heritage (ICH), it is essential to build a cross-sector talent ecosystem and solidify the foundation for development. Shao Yuan can collaborate with vocational colleges to offer public courses on 'digital inheritance and protection of ICH,' 'inviting experts in digital content creation and cultural technology integration. This will innovate the model for nurturing inheritors, cultivating talents who are proficient in both traditional skills and digital technology. Additionally, by adopting the model of Suzhou Fan Yuming's studio, Shao Yuan can conduct 'ICH + employment' training to transform rural 'idle labor' into 'cultural productivity.' The local government can provide low-interest loans and tax incentives for digital cultural and creative projects and green tourism initiatives, creating a virtuous cycle that promotes project implementation. In today's new media era, leveraging online platforms to launch the 'Shao Yuan ICH Talent Show' 'short video challenge, with a traffic reward mechanism, can encourage self-media users to create content on ICH themes. Furthermore, collaborating with cultural and tourism bloggers and ICH inheritors, inviting well-known bloggers to experience ICH study tours and publish guides, can form a KOL (Key Opinion Leader) communication matrix. By deeply integrating with e-commerce and social media platforms, the dissemination efficiency and commercial value transformation of ICH can be enhanced, driving innovative development and creative transformation of Shao Yuan's ICH culture under the impetus of new productive forces.

5.5 Promote the evolution of green and intelligent collaboration and build a closed loop for sustainable development

The innovation and dissemination of Shao Yuan's intangible cultural heritage (ICH) should embrace the concept that 'green mountains and clear waters are as valuable as gold and silver,' 'promoting the deep integration of green technology with cultural preservation. This dual approach of 'green intelligence' will drive industrial upgrading. On the one hand, efforts will focus on transforming green tourism and culture by developing 'zero-carbon ICH tourism routes. This involves using renewable materials for creative packaging, promoting solar-powered navigation devices and eco-friendly toilets in scenic areas to reduce environmental pollution. Collaborating with nearby villages, they will create 'myth-themed ecological farms' to develop adoption agriculture and low-carbon homestays, achieving a harmonious coexistence of cultural and ecological values. On the other hand, the entire process will undergo digital transformation, with the establishment of the 'Shao Yuan

ICH Digital Platform. 'This platform will integrate functions such as product traceability, copyright protection, and e-commerce transactions, ensuring the authenticity of creative products through blockchain technology. Additionally, an 'online virtual exhibition hall' will be developed, incorporating AI interactive technology to allow global users to remotely participate in ICH workshop courses, thereby expanding international communication channels.

6. Conclusion

As one of the key cradles of Chinese civilization, Henan's intangible cultural heritage (ICH) is renowned for its profound historical roots, diverse forms, and distinct regional characteristics, making it a vital part of China's rich cultural heritage [3]. The Shao Yuan mythological cluster, a shining gem in Henan's ICH, plays a crucial role in preserving historical legacies and boosting cultural confidence through its inheritance and innovation. The rapid development of new productive forces has injected unprecedented momentum into the protection and revitalization of ICH, offering a historic opportunity to break traditional inheritance models and achieve innovative dissemination. We must deeply understand the core driving elements of new productive forces, deepen reforms to optimize resource allocation, innovate humanistic service provision to build an industrial value chain, enhance digital technology to empower immersive dissemination, construct a cross-border talent ecosystem, and promote green and intelligent collaboration to create a sustainable development loop. Through these systematic approaches, we aim to revitalize the contemporary vitality of Shao Yuan's ICH resources, enhance their dissemination effectiveness and influence, and ultimately achieve a positive interaction between the protection and inheritance of ICH and the high-quality development of regional economy and culture. This will contribute Shao Yuan's wisdom and practical solutions to writing a new chapter in Henan's cultural prosperity and development in the new era and to supporting the construction of a culturally strong country.

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