

在世界乡村旅游理事会 2025 年世界乡村旅游理事会暨亚太乡村旅游
联盟二季度业务（学术）互动会上的发言提纲

新质生产力与乡村旅游运营创新

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**New Quality Productive Forces and Innovation in Rural Tourism
Operations**

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大家知道，新质生产力从 2023 年 9 月正式提出，到现在已经有一年多了，在这一年多的时间里面，“新质生产力”持续发酵、持续热门。As we all know, the concept of "New Quality Productive Forces" was officially introduced in September 2023, and it's been over a year since then.

In this past year, the term has continued to gain traction and has remained a hot topic.

可以说，新质生产力的提出和应用是革命性的、颠覆性的，具有划时代的意义，它将深刻改变我们的工作方式、生活方式和经济社会发展方式。

We can say that the emergence and application of these new productive forces are revolutionary and disruptive—they mark a new era.

They are set to profoundly transform the way we work, the way we live, and the overall trajectory of our social and economic development.

新质生产力对乡村旅游的作用与意义是不可估量的。所以，我们不但要弄清楚什么叫新质生产力？

When it comes to rural tourism, the impact and importance of these new productive forces are truly beyond measure.

That's why we must not only understand what "New Quality Productive Forces" actually mean,

更要知道它对乡村旅游创新会产生哪些作用？怎么利用新质生

产力来助力乡村旅游运营的突破？

下面我来谈一下本人对这些问题的认识和体会。

but more importantly, we need to explore what kind of influence they will have on innovation in rural tourism.

How can we harness these forces to drive breakthroughs in rural tourism operations?

Next, I'd like to share some of my own reflections and insights on these questions.

1. 什么叫新质生产力？

1. What Do We Mean by "New Quality Productive Forces"?

2023 年 9 月 7 日下午，习近平总书记在黑龙江省哈尔滨市主持召开新时代推动东北全面振兴座谈会时说，

On the afternoon of September 7, 2023, General Secretary Xi Jinping presided over a symposium in Harbin, Heilongjiang Province, focused on promoting the revitalization of Northeast China in the new era.

At that meeting, he stated:

“积极培育新能源、新材料、先进制造、电子信息等战略性新兴产业，积极培育未来产业，加快形成新质生产力，增强发展新动能。”

“We must actively foster strategic emerging industries such as new energy, new materials, advanced manufacturing, and electronic information. We must also proactively cultivate future industries, accelerate the formation of new quality productive forces, and strengthen new drivers of development.”

此为公开报道的首次提出“新质生产力”。

This was the first time the term “new quality productive forces” was officially mentioned in a public report.

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那么，什么叫新质生产力？

So, what exactly are “New Quality Productive Forces”?

“概括地说，新质生产力是创新起主导作用，摆脱传统经济增长方式、生产力发展路径，具有高科技、高效能、高质量特征，符合新发展理念的先进生产力质态。

In brief, *New Quality Productive Forces* are a form of advanced productivity where innovation plays a leading role.

They break away from traditional models of economic growth and conventional paths of productivity development.

They are marked by high technology, high efficiency, and high quality, and they align with China's new development philosophy.

它由技术革命性突破、生产要素创新性配置、产业深度转型升级而催生，以劳动者、劳动资料、劳动对象及其优化组合的跃升为基本内涵，以全要素生产率大幅提升为核心标志，

These new productive forces are driven by breakthroughs in science and technology, innovative allocation of production factors, and deep industrial transformation and upgrading.

At their core, they represent an elevation in the combination of labor, means of labor, and objects of labor.

The most essential hallmark is a significant rise in total factor productivity.

特点是创新，关键在质优，本质是先进生产力。”(习近平在中共中央政治局 2024 年 11 月 31 日下午就扎实推进高质量发展进行第十一次集体学习时的讲话)

Their defining feature is innovation.

Their key lies in quality.

And their essence is advanced productive capability.

This definition comes from General Secretary Xi Jinping's remarks during the 11th collective study session of the CPC Central Political Bureau on November 31, 2024, where the focus was on promoting high-quality development in a solid and steady manner.

2.新质生产力对乡村旅游创新会产生哪些作用？

2. What Impact Will New Quality Productive Forces Have on Innovation in Rural Tourism?

新质生产力主要通过技术渗透、业态重构和模式创新，推进乡村旅游从“传统观光”向“智慧体验”转型。

New Quality Productive Forces drive rural tourism innovation mainly through three pathways: technological integration, business model restructuring, and operational innovation.

They are helping to transform rural tourism from traditional sightseeing into smart, immersive experiences.

特别是随着 AI、元宇宙、区块链、大数据等技术的不断成熟，新质生产力在创新乡村旅游的作用将展现无限广阔的前景，

In particular, as technologies such as artificial intelligence, the metaverse, blockchain, and big data continue to mature, the role of New Quality Productive Forces in reshaping rural tourism is becoming increasingly expansive and full of potential.

主要表现在：

Their impact is primarily reflected in the following areas:

一是利用数字技术赋能体验升级，尤其在沉浸式乡村旅游体验、乡村旅游智能化服务优化、乡村旅游精准化营销引流等方面。

First, digital technologies are empowering an upgrade in rural tourism experiences—

particularly in areas like immersive rural tourism experiences, smart service optimization, and precision marketing to attract visitors.

二是用于产业融合与业态创新，如农业与数字化相结合的智慧农业，可以丰富研学等乡村旅游内容；

Second, they enable industrial integration and innovation in tourism models.

For example, smart agriculture that combines farming with digital technologies enriches the content of rural study tours.

利用 3D 扫描、数字孪生技术等可以开发乡村旅游线上古村落游数字化文创产品；通过开办远程办公民宿可以吸引数字游民入住乡村等，实现乡村旅游与工作相结合。

Technologies like 3D scanning and digital twin models allow the development of online cultural and creative products based on historic villages.

And by establishing remote work-friendly homestays, rural areas can attract digital nomads—blending tourism with work-life needs.

三是用于区域协同与品牌升级，如通过全域乡村旅游网络的构建，可以整合周边乡村旅游资源，设计智能推荐路线；

Third, New Quality Productive Forces support regional coordination and brand elevation.

By building integrated rural tourism networks, local resources can be unified and smart travel routes can be designed.

借助短视频、元宇宙打造乡村旅游超级 IP，形成差异化竞争力；开发“云旅游”订阅服务（如 24 小时慢直播乡村风貌、田园风光、山水景色等），提前吸引潜在游客等。

Short videos and metaverse platforms can help build strong rural tourism IPs that differentiate one region from another.

Cloud-based tourism subscriptions—such as 24-hour slow livestreams of rural life, pastoral scenes, or natural landscapes—can help attract and engage potential visitors in advance.

3.怎么利用新质生产力来助力乡村旅游运营的突破？

3. How Can We Leverage New Quality Productive Forces to Drive Breakthroughs in Rural Tourism Operations?

一是重构运营场景：从“人管”到“智控”。人力成本将越来越高。可以通过全域数字化管理平台、全程无人化服务闭环来减少乡村旅游服务人员的数量，控制成本。

First, **restructure operational scenarios**—moving from “manual management” to “intelligent control.”

As labor costs continue to rise, we can reduce the reliance on human staff by building fully digitalized management platforms and implementing end-to-end unmanned service loops.

This helps control costs and improve efficiency.

二是实现精准营销：从“大水漫灌”到“精细滴灌”。

Second, **achieve precision marketing**—shifting from “broad and shallow outreach” to “targeted and refined engagement.”

如通过分析 OTA 平台（在线旅行社）、社交媒体数据，识别高潜客群，包括亲子家庭、银发群体，年轻人，在细分市场的同时，做到极致服务。

By analyzing data from online travel agencies (OTAs) and social media platforms, we can identify high-potential customer groups—such as families with children, senior travelers, and young tourists—

allowing us to tailor services to niche markets while maximizing the quality of the experience.

三是搭建网络平台：构建乡村旅游运营创新生态体系。

如通过远程人才共享，城市设计师可以在线参与乡村景观改造，专家可以在线上进行技术指导；

Third, **build digital platforms**—to create an innovative ecosystem for rural tourism operations.

For example, with remote talent sharing, urban designers can participate online in rural landscape renovations, and experts can provide technical guidance remotely.

农特产品的营销是乡村旅游运营中的一个重要环节，通过供应链数字化，用区块链溯源土特产，城市社区团购平台直连乡村智慧菜园，实现“上午采摘、下午配送”，等等。

Marketing local agricultural products is also a key part of rural tourism. By digitizing the supply chain and using blockchain to trace product origins,

we can link smart rural farms directly with urban community group-buying platforms—making “picked in the morning, delivered in the afternoon” a reality.

2025 年 5 月 9 日