

The Implications of Humanistic Economics of New Quality Productive Forces: Theoretical Characteristics, Development Elements and Practice Approaches of Cultivating New Quality Productive Forces by Promoting Industry Through Culture

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ABSTRACT

New quality productive forces are important manifestations of advanced productivity, which harmonize science, technology and innovation with green development. Promoting industry through culture is to drive the high-quality development of urban industries towards green and intelligent growth by exploring the cultural heritage of cities and utilizing cultural tourism resources, which aligns with the essential requirements of new quality productive forces. Therefore, the path of promoting industry through culture to foster new quality productive forces and promote the development of urban humanistic economy is realistically feasible. This path is rich in the theoretical traits of "innovation" and "high quality," with cultural heritage, technological innovation, and the financial market as core development elements. Urban development can embark on the pathway of high-quality development through innovative practices that drive technology-led cultural economy, utilizing existing resources in cultural practices, and green practices for ecological revitalization of quality environments.

Keywords: *New quality productive forces, Xi Jinping Thought on Socialist Economy with Chinese Characteristics for a New Era, High-quality development, Humanistic economics.*

1. INTRODUCTION

Morgan once said in his book "Ancient Society" that as long as progress remains a law of the future, merely pursuing wealth cannot be humanity's ultimate destiny. Truly transitioning towards a green production and lifestyle will propel human civilization forward significantly. It is known to all that material productive forces are the material foundation of all human social life and the most active and revolutionary element propelling social progress. Xi Jinping's concept of new quality productive forces represents an important form of advanced productive forces. The essence of nurturing new quality productive forces, in simple terms, is a development model that integrates technological innovation with green development. In February 2024, General Secretary Xi Jinping once again proposed the cultural development concept of

"nurturing the city with culture and promoting industries with culture" in Tianjin. This idea aims to drive the high-quality development of urban industries towards green and intelligent processes by harnessing cultural tourism resources that unearth the historical and cultural characteristics of different cities. This aligns perfectly with the inherent requirements of new quality productive forces. Therefore, the path of nurturing new quality productive forces through "nurturing the city with culture and promoting industries with culture" is realistic and feasible. It represents the fusion of Xi Jinping's economic and cultural ideologies, serving as a significant innovative practice in the modern humanistic economic form.

2. THE THEORETICAL CHARACTERISTICS OF "PROMOTING INDUSTRIES WITH CULTURE" TO CULTIVATE NEW QUALITY PRODUCTIVE FORCES

2.1 *Innovation Is the Core Characteristic of "Promoting Industries with Culture" to Cultivate New Quality Productive Forces*

Cultivating new quality productive forces is a new path to unleash and invigorate the economic development potential of China. It represents a philosophical reflection on the path of Chinese-style path to modernization for sustainable development and provides a significant theoretical innovation from China to address the crises and contradictions surrounding "modernization" in the world today.

First, the "new" in new quality productive forces lies in new technologies. The digital cultural industry serves as a tangible manifestation of the latest science and technology within modern cultural industries. As a high-tech product of the information civilization era, the digital industry, like all scientific and technological advancements before it, emerges in response to the real-world needs of transforming the world through human production and lifestyle practices, continuously driving changes in human production methods, lifestyles, and modes of thinking. The core of today's digital industry revolves around algorithmic engineering based on big data. This can achieve intelligent transformations of the cultural tourism industry and cultural products through digital technology.

Through this approach, many new digital cultural technologies have already demonstrated remarkable social application rates and value realization in the cultural industry and social practices of modern society. There are numerous real examples of how emerging science and technology promote the transformation of the cultural industry and nurture new quality productive forces. For instance, the management and construction of digital intelligent scenic areas, cultural development through data media and audio-visual content, digital collaboration in cultural tourism development, and platform support for intelligent operational spaces are all illustrative instances of this trend.

Second, the "new" in new quality productive forces lies in new development concepts. The development approach of nurturing urban cultural productive forces within the cultural tourism industry is an important concept innovation in promoting

high-quality development. The path to cultivating new quality productive forces through "promoting industries with culture" is fundamentally different from traditional forms of productive force development in the past. It shapes the emerging face of urban culture by innovating and enriching cultural tourism scenes, thereby driving local economic development. This includes using new technologies to protect and restore cultural heritage, promoting cultural and creative products to engage more people in exploring historical stories, thus bringing urban cultural relics and heritage to life.

2.2 *High Quality: Key Characteristics of Cultivating New Quality Productive Forces Through "Promoting Industries with Culture"*

The key to nurturing new quality productive forces lies in high quality. In the process of integrating information technology with future emerging industries, it breaks away from the traditional mode of urban development that relies on natural resources as consumables. It continuously upgrades from a "high-energy consumption" model to "green development." Therefore Culture, as a distinctive new green resource, epitomizes the boundless potential of high quality development.

Friedrich Engels said, "Science is a revolutionary force that drives history forward."(Engels, "Nature Dialectics") Science and technology are the primary driving forces behind the development of productive forces. They respond to the needs of human reality, in the process of transforming nature, by discarding outdated scientific ideas and obsolete technological methods. They continuously innovate human life, production, and ways of thinking. The path of cultivating new quality productive forces through "promoting industries with culture" aims to empower the cultural productive forces within the city's cultural tourism industry based on data and information computation.

However, this process is not achieved overnight. It faces many challenges, including the clash and interaction between tradition and modernity, culture and technology. Undoubtedly, the cultural tourism industry will significantly reduce its "consumption" of natural material resources. And traditional material consumption will transform into environmental protection and technological innovation. This difference in emphasis on "quality" contrasts with traditional modes of productive force development.

3. KEY DEVELOPMENT ELEMENTS OF CULTIVATING NEW QUALITY PRODUCTIVE FORCES THROUGH "PROMOTING INDUSTRIES WITH CULTURE"

3.1 Cultural Heritage: Nurturing the Soul of "promoting Industries with Culture"

With the deep iteration of the changing era and the disruptive innovation of science and technology, the connotation and extension of culture are also constantly undergoing transformation. The core soul of cultivating new quality productive force in urban cultural economy and providing the path to release cultural resources and activate the development potential of cultural heritage lies in deeply exploring the cultural heritage of the city.

"Culture carries the way, culture revitalizes the city." In his speech during his visit to Tianjin in February 2024 to see grassroots cadres and masses, General Secretary Xi Jinping emphasized, "To cultivate people with culture, benefit people with culture, enrich the city with culture, and promote industries with culture to showcase the cultural characteristics and spiritual temperament of the city, which is the purpose of inheriting and developing urban culture and nurturing urban civilization." "Promoting industries with culture" is the fundamental principle to showcase the cultural characteristics and development background of the city, the practical path to nurture urban spiritual civilization and inherit historical and cultural heritage, and the key guideline to invigorate cultural undertakings and industries and create a sound public cultural service system.

The Chinese nation has a profound historical and cultural heritage. Protecting and inheriting cultural resources and promoting the ingenious combination of traditional cultural elements with modern technology are important approaches to interpreting the development model of the cultural tourism industry in the new era and the construction of high-quality urban development. They are also the realistic manifestations of stimulating the creative transformation and innovative development of excellent traditional Chinese culture. In the process of cultivating new quality productivity by "promoting industries with culture," it is necessary to grasp the core development element of urban cultural heritage, deeply explore and fully utilize the existing cultural tourism resources of the city, and on this basis, innovate the supply of cultural products to meet the

deep-seated needs of the people, enriching cultural tourism forms to promote the cultural and economic vitality of the city.

3.2 Technological Innovation: The Main Driving Force for Cultivating New Productive Forces Through "Promoting Industries with Culture"

Technological innovation is the primary driving force for the formation of new productive forces. According to the national strategy for digital cultural development, the digital and intelligent implementation of the cultural and tourism industry requires technological power as the fundamental support. In the future, a comprehensive push for the intelligent digital development of industrial structure, organizational methods, product systems, consumer behavior, and interaction relationships is needed.

The first is to fully explore the value of the cultural industry in the context of big data, and use creative thinking to trigger new business forms and the generation of cultural blockchain. The second is to strive to build an operation and media promotion system, providing efficient promotion and publicity through internet media platforms. The third is to create digital experience scenes supported by AIGC application technology, enriching smart tourism, digital museum visits, and metaverse experiences. The fourth is to form an intelligent development pattern for scenic area protection and management, relying on visually presented electronic memorial halls to create a new type of protection and management platform. Fifth, promote the construction of a culture and tourism collaboration mechanism platform, using cloud computing technology and technological assistance to develop a convenient transportation and surrounding city cooperation high-speed rail cultural tourism life circle, and forge parallel connections with other industries to complement each other. Technological innovation and model innovation driven by in-depth cultural experience scenarios will support the intelligent development of the cultural and tourism industry, thereby cultivating new productive forces.

3.3 Consumer Market: The Source of Vitality for Cultivating New Productive Forces Through "Promoting Industries with Culture"

Cultivating new productive forces through "Promoting Industries with Culture" depends on how to transform the attractiveness of culture and tourism

into real economic growth. This is the logical purpose of the cultural tourism industry. The consumer market is closely related to the development of the cultural tourism industry, acting as the blood that ensures and promotes development, providing necessary financial support and growth space for the innovation and development of the cultural tourism industry. The combination of culture, technology, and market elements stimulates cultural innovation, promotes cross-factor innovation, continuously improves the supply chain, industrial chain, and management chain, and leverages the significant role of market resource coordination and financial circulation to build an innovative cultural tourism industry ecosystem.

Cities promote cultural and economic vitality by leveraging the scale effect of the cultural tourism industry and activity-based scenes, using "explosive points" to open up the source market, enriching tourists' cultural and tourism consumption experience while realizing the value of cultural productivity resources. This increasingly attracts more consumers, enriching the city's cultural and economic vitality and achieving direct consumption conversion. Additionally, this will in turn force the comprehensive upgrading of urban infrastructure and various service industries, enhancing reception capacity and transportation attractiveness and meeting consumer demand for cultural and tourism needs, thereby shaping a city with vibrant cultural and economic development.

4. PRACTICE APPROACHES OF CULTIVATING NEW QUALITY PRODUCTIVE FORCES BY PROMOTING INDUSTRY THROUGH CULTURE

4.1 Utilizing Technology Innovation for Cultural Economy Development

The key to forming new productivity is to increase efforts in technological innovation, accelerate the industrialization of advanced technologies, and thus lay out the development of strategic emerging industries and future industries. Therefore, it is necessary to deepen the integration of technological innovation and the cultural tourism industry, utilizing high-tech digital and intelligent technologies to promote the innovative upgrade of cultural tourism products and comprehensive services in the cultural tourism industry, thereby enhancing the overall competitiveness of the cultural tourism industry and the cultural influence of the city. More

high-quality development elements should be concentrated in the key scientific and technological innovation fields of the cultural tourism industry, allowing more original and disruptive independent innovative practices to emerge competitively in production, life, and industrial development paths.

At the same time, cities should introduce and cultivate high-end talents, increase investment in scientific research and innovation in the cultural tourism industry, and promote the transformation of scientific and technological achievements in the cultural tourism field into real social application rates, injecting new vitality into the cultural tourism industry. The role of knowledge-based human resources in the high-quality development of cities is crucial, especially high-end technical talents and professional researchers in various fields, who often play a leading role in the development of urban productivity. They need to explore and develop, manage and maintain, innovate and promote urban resources.

In addition, the application of digital technology in the cultural tourism industry, the birth of technological cultural tourism entertainment projects, and other multimedia results all reflect the close relationship between new productivity and strategic emerging industries and future industries, connecting the communication bridge between social people and urban cultural heritage. In the future, the development of new productivity will give rise to more new models of the cultural tourism industry, and more new formats of cultural tourism industry development will emerge. Through the innovative practice of technology-driven cultural economy, taking on the cultural mission of the new era, cultivating and forming new productivity, and becoming the leader in the integration of cultural tourism.

4.2 Fully Tapping into Local Cultural Resources of City

The history and culture of a city are the soul of the cultural and tourism industry. It is rooted in the local regional cultural resources, natural geographical environment, and long-standing human traditions of the city, encompassing aspects such as the city's history, cultural heritage, and cultural industries. These elements are passed down through generations, witnessing the rise and fall and cultural transformations of the local city over thousands of years, and due to the sedimentation of historical processes, they present distinctive features that are entirely different from other cities. Therefore, fully

tapping into local cultural resources of a city is the key foundation for fostering new quality productivity through “culture-driven enterprises.”

First, the historical continuity of urban culture can stimulate local citizens’ sense of identity and cultural identity with the city itself. General Secretary Xi Jinping clearly stated, “History and culture are the soul of a city. We should protect the city’s historical and cultural heritage as we cherish our own lives,” and “We should inherit the historical context with a spirit of being responsible to history and the people, and handle the relationship between urban redevelopment and the protection and utilization of historical and cultural heritage, so as to achieve development in protection and protection in development.” Only in this way can local residents better spread the city’s cultural characteristics widely to visiting tourists with their own cultural experiences, thereby enhancing the city’s influence and allowing more people at home and abroad to see the history and modern appearance of the local city.

Second, due to differences in development processes and geographical environments, urban cultures have formed unique characteristics throughout history. This is reflected in the grandeur of artistic architectural complexes, various folk rituals, and cultural relics, as well as many famous historical figures and anecdotes. These diverse urban cultures have not perished over time but have enriched their cultural and economic forms by continuously integrating with distinctive cultural landscapes from other regions, thereby shaping outstanding urban cultural charm and urban individual attractiveness.

Third, the development of the cultural and creative industries can be described as the exclusive business card of urban civilization. When cultural nutrients are combined with creative thinking, the influence of urban culture will expand more broadly, and it will also enhance the city’s cultural international influence and competitiveness. The simultaneous development of modern urban culture and the protection of urban cultural heritage, walking the path of deep integration of traditional culture and modern information science and technology, promotes the conversion rate of resource value in urban cultural productivity, providing solid cultural guarantees for the process of cultivating new quality productivity.

4.3 Green Practices for Quality Environment through Ecological Revitalization

Marx once said: "History itself is a real part of natural history, that is, a real part of the process of nature becoming human." Humans depend on nature for survival, develop and proliferate with the help of natural resources, and all development of material and cultural productivity relies on nature. In the excellent traditional Chinese culture, there is wisdom such as "Heaven and earth coexist with me, and all things are one with me," which contains the concept of harmonious coexistence between humans and nature and cultural genes. Green development is the background color of high-quality urban development and an emerging path that follows the concept of sustainable development and cultivates new productivity. This concept aims to cultivate a community concept of harmonious coexistence between humans and nature, breaking the mindset of exchanging "clear waters and green mountains" for "golden and silver mountains," transcending the narrow vision of the traditional productivity development perspective that solely focuses on GDP, breaking through the original conventional competition pattern of traditional industries, and inspiring green practices for cultural tourism development in a high-quality ecological environment.

"Clear waters and green mountains" and "golden and silver mountains" can coexist in the model of high-quality urban development and sustainable development, transforming the ecological and cultural advantages of a city into productivity development advantages, and supporting the grand blueprint of high-quality urban development with a high-quality ecological environment. By leveraging green resources to drive urban development and promoting the transformation of economic and cultural productivity models, fully utilizing the city's existing natural environmental resources and unique historical and cultural relics, and developing eco-revitalization and eco-cultural tourism industries with the primary goal of resource protection, a harmonious coexistence of economic and cultural development can be achieved. In the process of urban ecological development, the cultural tourism industry serves not only as an important engine for cultivating new productivity but also contributes to the high-quality economic development of the city and plays an important guiding role in the sustainable development of the natural environment. Therefore, the "green" characteristic of the "culture-driven industry" path

can be fully utilized to promote and lead the transformation and upgrading of traditional productivity and production relationships towards green practices.

5. CONCLUSION

The material productive forces are the material foundation of all social activities of mankind, and also the most revolutionary element driving social progress. The level of development of productive forces is a key criterion for measuring social progress, and new quality productive forces are an important manifestation of advanced productive forces. Cultivating new quality productive forces is a brand-new path to unleash and activate the potential for economic development in China. It reflects a philosophical reflection on the path of Chinese-style modernization for sustainable development, and it provides a significant theoretical innovation as a Chinese solution to the crises and contradictions faced by the world in achieving "modernization".

The comprehensive development of modern cultural industries, market systems, and public cultural service systems is a fervent hope put forward by General Secretary Xi Jinping in the context of cultural industry development and urban civilization construction. The cultural tourism industry is evolving towards a digitally intelligent, green, and sustainable development industry, embodying the germination of emerging and future industries within its cultural creativity. The core of cultivating new quality productive forces lies in technological innovation and green development, which inherently align with the characteristics of the cultural tourism industry. Therefore, the path of cultivating new quality productive forces through "nurturing the city with culture, promoting industry with culture" is practically feasible.

Through the nurturing of cultural heritage, support of technological innovation, and the vibrancy of financial markets, cities have embarked on new quality paths in the process of high-quality development. This includes innovative practices of technology-driven cultural economy, utilizing existing resources for cultural practices, and the green practices of ecological revitalization for high-quality environments. It embodies the integration of Xi Jinping's economic and cultural ideologies, representing an important innovative practice in the modern cultural economic forms.

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