

Research on Strategies for New-Quality Productive Forces to Promote the High-Quality Development of Dalian's Event Economy

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ABSTRACT

Against the backdrop of scientific and technological innovation driving industrial transformation, new-quality productive forces, led by scientific and technological innovation and emerging from breakthroughs in critical and disruptive technologies, provide important guidance for the high-quality development of Dalian's economy. Dalian's event industry urgently needs to take new-quality productive forces as a driving force to achieve a breakthrough from "scale" to "quality", thereby driving the high-quality development of the regional economy and related industries. This paper systematically explains the core connotations of new-quality productive forces and Dalian's event economy, and in-depth analyzes the internal mechanism of new-quality productive forces promoting the high-quality development of Dalian's event economy. Based on this, the following strategies are proposed: promoting the application of scientific and technological achievements to build an intelligent event ecosystem; advancing high-level opening-up to create Dalian's event brand; adhering to the concept of green development to promote the transformation of Dalian's event economy towards green and low-carbon development; and emphasizing shared development to release the multiplier effect of Dalian's event economy. It is expected to better play the enabling role of new-quality productive forces in the high-quality development of Dalian's event economy.

KEYWORDS

New-quality productive forces; Dalian; Event economy; High-quality development

1 Introduction

In September 2023, the concept of "New-Quality Productive Forces" was put forward at the Symposium on Promoting the Comprehensive Revitalization of Northeast China in the New Era ^[1], which points out the direction for the high-quality economic development of Northeast China. Under the guidance of new-quality productive forces, Dalian's event industry is gradually transforming from the traditional model to digitalization, intelligence, and greenization. By promoting the application of scientific and technological achievements in event, an intelligent event ecosystem is being built. At the same time, the green and low-carbon transformation of Dalian's event economy not only conforms to the national sustainable development strategy but also enhances its competitiveness in the international event market.

However, Dalian's event economy faces many challenges in the process of integrating new-quality productive forces. For example, the insufficient exploration of innovative elements of new-quality productive forces, the limited application capacity of new technologies in event scenarios, the shortage of high-end professional talents, and the need to improve the international influence of event brands. These problems restrict the in-depth integration and efficiency release of new-quality productive forces in Dalian's event economy. Therefore, Dalian's event economy urgently needs to take practical and effective measures.

2 Interpretation of the connotations of New-quality Productive Forces and Event Economy

2.1 New-quality productive forces

Productive forces, also known as "material productive forces", refers to the material strength formed in the production process by workers with certain production experience and labor skills using production tools to process labor objects. With the continuous progress and development of science and technology and the expansion and upgrading of the connotation of productive forces, new-quality productive forces emerge against the background of the new round of scientific and technological revolution and industrial transformation. Led by scientific and technological innovation and emerging from breakthroughs in critical and disruptive technologies, they surpass traditional productive forces, but their essence remains productive forces ^[2]. In terms of characteristics, new-quality productive forces have prominent innovation, wide penetration, efficient quality improvement, obvious dynamics, and significant integration, which are conducive to promoting the innovation of production methods and economic models and driving high-quality economic development.

From the perspective of the mechanism of action, new-quality productive forces and economic development have a logical relationship of "production factors - organizational form - industrial system - technological innovation". In Dalian's event economy, new-quality productive forces improve the scientific and technological content and innovation level of

production factors, cultivate high-end event professionals, optimize the allocation of event resources, give birth to new event formats such as intelligent event and green events, and promote the transformation of the event industry from the traditional model to modernization, intelligence, and greenization.

2.2 Event economy

The event economy is an economic form derived from the event industry and an important part of the high-quality development of China's national economy. In the market economy system, the event industry, as an emerging industry, has the characteristics of a wide coverage, a long industrial chain, and high product added value. It can drive regional economic development, promote industrial integration, optimize the industrial structure, and shape the city's brand image^[3]. In other words, as a platform economy, the event economy gathers products, technologies, and services in various fields, which can achieve strong visibility in a short period and obtain high economic and market benefits. With policy support, institutional guarantees, and technical support, China's event industry has ranked among the top in China in terms of growth rate and scale, and has demonstrated a strong economic radiation effect and spatial spillover effect.

Driven by the event economy, Dalian's traditional industries such as industry, agriculture, and manufacturing, as well as new fields such as artificial intelligence, new energy, new materials, high-end equipment, and low-altitude economy, all use the event platform to showcase their advantages and promote exchanges and cooperation between industries. The vigorous development of Dalian's event economy has not only enhanced the city's popularity and influence but also injected new vitality into the city's economic development, becoming a new engine for promoting the high-quality development of Dalian's economy.

3 Mechanism of Dalian's Event Economy promoting the high-quality development of Dalian's Event Economy

3.1 New-quality productive forces promote technological innovation and empowers the reconfiguration of the event economy ecosystem in Dalian

Scientific and technological innovation is the source of the formation and development of new-quality productive forces. In recent years, China's scientific and technological innovation atmosphere has become increasingly strong, and significant progress has been made in the integrated development of science and technology and industry. New-quality productive forces have developed vigorously, continuously spawning new industries, new models, and new drivers, and helping China build a modern industrial system. In the field of the event economy, energy-saving, environmental protection, and green technologies such as solar photovoltaic panels and carbon footprints; digital technologies such as the metaverse, the Internet of Things, big data, AI, and blockchain; and materials generated along with scientific and technological innovation, such as paper-based materials, bio-based materials, lighting materials, and structural support materials, are widely used in all aspects of the development of the event economy and transformed into the actual production capacity of Dalian's event economy. This powerful productive force, different from traditional events, has generally promoted the intelligent, digital, and green transformation and upgrading of Dalian's event economy, empowered the reconstruction of Dalian's event economic ecosystem, and further brought about the improvement of the event industry and economic system, promoting its high-quality development.

3.2 New-quality Productive Forces improve total factor productivity and create a new growth pole for the development of the Event Economy

Under the influence of new-quality productive forces, Dalian's event economy has been injected with more high-quality workers, labor materials with higher technological content, and labor objects in a wider range of fields, thereby promoting a new qualitative leap in total factor productivity. Taking labor materials with higher technological content as an example, advanced technologies and software equipment such as cloud exhibition halls, face recognition technologies and equipment, guidance robots, immersive interactive technologies and equipment, AI voice customer service, robot writing, positioning and data monitoring and analysis systems are widely used in the whole process of Dalian's events. From exhibition display to marketing promotion, from event management to intelligent operation, and from exhibition construction to health protection, they have greatly improved the service quality of events, expanded the business scope and market space, and become a new driving force for the development of Dalian's event economy. This transformation has effectively promoted the convenient flow, networked sharing, collaborative development, and efficient utilization of more production factors such as capital, land, knowledge, technology, management, and data in Dalian's event economy, reduced transaction costs, improved resource allocation efficiency and total factor productivity, and thus promoted the

high-quality development of Dalian's event economy.

3.3 New-quality Productive Forces drive the development of event-related industries and promote the high-quality development of the Event Economy

The event industry has a strong economic linkage effect and spillover effect, and is closely related to the development of industries such as tourism, hotels, catering, and transportation. The development of related industries provides strong support for the high-quality development of the event economy. New-quality productive forces give birth to new technologies, new materials, new models, and new products, helping the optimization and upgrading of Dalian's event-related industries and laying a solid foundation for the high-quality development of the event economy. For example, the application of Beidou navigation technology in transportation can realize precise positioning and navigation, intelligent scheduling and route planning, and real-time monitoring and safety management. This can not only provide personalized services for exhibitors and tourists but also provide data support for subsequent event planning and operation.

4 Countermeasures for New-quality Productive Forces to promote the high-quality development of Dalian's Event Economy

4.1 Promote the application of scientific and technological achievements and build an intelligent event ecosystem

Provide an immersive exhibition experience by using VR, AR, AI, multimedia interactive sensing technology, holographic projection technology and other means. The rise of new-quality productive forces has promoted scientific and technological innovation, providing a solid technical support for the informatization, intelligence, and digitalization of the event economy^[4]. Dalian's event industry should actively use cutting-edge technologies such as VR and AR to create an immersive exhibition space for tourists, optimize the exhibition experience, enhance the interactivity and participation of events, and thereby improve the attractiveness and satisfaction of events. For example, AR technology can be used to superimpose virtual text descriptions, video explanations, and animation demonstrations on exhibits, showing the production process and cultural background of the exhibits at multiple levels, and helping tourists feel the charm of the events in an all-round and in-depth manner.

Deeply integrate cutting-edge technologies such as big data, cloud computing, the metaverse, AI, and large language models into event scenarios to achieve refined operations. Firstly, the organizers can accurately depict the portraits of exhibitors and audiences and make behavior predictions; secondly, provide scientific suggestions for exhibitors such as booth design, audience flow prediction, and precise marketing strategies; thirdly, provide personalized navigation, real-time translation, and other services for the audience. This model of "online data accumulation and offline experience drainage" can effectively improve the operation efficiency of events and the satisfaction of participants. In addition, AI technology can help organizers monitor the key indicators of the event site in real time, accurately predict market changes, and automatically optimize the agenda, thereby comprehensively empowering the high-quality development of Dalian's event economy.

4.2 Promote high-level opening-up and build Dalian's event brand

Relevant government departments in Dalian should actively optimize the business environment, market supervision, and service processes, minimize approvals, optimize processes, and improve services, continuously improve service efficiency and quality, so as to attract international well-known event brands to settle in. Besides, promote the agglomeration of high-energy event projects in Dalian, regularly hold international forums, salons, business negotiations, symposiums, and other international event exchange activities, and invite international event experts, scholars, and entrepreneurs to share experience and exchange achievements. Learn the latest international event concepts, operation experience, and cutting-edge technologies, and promote the international development of Dalian's events in terms of project planning, service upgrading, event organization, brand operation, and capital operation, thereby improving the influence and competitiveness of Dalian's event economy in the international event market, creating a event brand, and promoting the upgrading of Dalian's event industry and the growth of the event economy.

Relevant departments in Dalian should take the lead in conducting overseas inspections and negotiations. On the basis of consolidating and expanding traditional markets, actively explore new international markets for Dalian's event brands. In addition, Dalian's event brands should be encouraged to participate in large-scale international professional exhibitions to achieve the brand development of event IP. This can not only comprehensively display the achievements of Dalian's industrial development but also provide opportunities for exhibitors and purchasers to negotiate cooperation

and conduct in-depth exchanges, thereby improving the popularity and influence of Dalian's event brands.

4.3 Adhere to the green development concept and promote the transformation of Dalian's event economy towards green and low-carbon

On the one hand, build green venues. Guided by the concept of green development, Dalian's event industry should promote venue construction and promote the green and low-carbon transformation of the event economy. In the selection of venue building materials, more renewable, recyclable, and environmentally friendly materials should be used, such as bamboo steel, aluminum veneer, environmentally friendly coatings, and natural stone, to effectively reduce the consumption of primary resources and alleviate carbon emissions and ecological environment problems. In addition, special attention should be paid to the application of clean energy technologies and the optimization and improvement of energy systems. For example, the use of solar photovoltaic panels, rainwater collection systems, wind power generation devices, etc., to achieve energy self-sufficiency and zero-emission goals; the introduction of LED lighting, passive solar heating systems, intelligent temperature control systems, etc., to effectively reduce energy consumption. At the same time, do a good job in the green transportation planning of the venue. It is necessary to focus on strengthening the public transportation capacity guarantee, and proactively equip new energy vehicle charging piles and scientifically configure "P+R" transfer parking lots, etc., to encourage exhibitors and tourists to travel in a green and environmentally friendly way and further reduce carbon emissions.

On the other hand, carry out green exhibition planning, booth construction, and exhibition dismantling. In terms of exhibition planning, the organizers need to respond to the call of the times and strategic requirements for green, low-carbon, and energy-saving, hold environment-friendly convention and exhibition projects, plan characteristic activities such as "green theme exhibition hall tours", and set up green development topics in relevant forums, so as to implement the concept of green development in a novel and interactive way. In terms of booth construction, green construction should be promoted. The exhibition booths should adopt modular design to facilitate easy disassembly and reassembly of materials, reducing resource waste and environmental burden. In terms of exhibition dismantling, strengthen the cleaning of logistics vehicles, recycling tools, and materials, classify and recycle the solid waste generated during the exhibition, properly store the exhibitors' materials that can be reused, and carry out recycling treatment of non-reusable plastic materials.

4.4 Emphasize shared development and release the multiplier effect of Dalian's event economy

Guided by the new development concept of "innovation, coordination, green, openness, and sharing", new-quality productive forces indicate that the high-quality development of Dalian's event economy needs to focus on the actual situation of the local industry, take shared development as the path, and open up new development space. For this reason, based on Dalian's key industries and advantageous industries, hold characteristic events to achieve the goal of "running a good event, activating an industrial chain, and upgrading a city". Dalian's event economy should rely on the advantages of the local industrial foundation, create more event projects that are highly compatible with key industries, advantageous industries, and characteristic industries, and promote the integrated development of the event economy and the local industry. Promote production through exhibitions and integrate exhibitions with production to boost the high-quality development of Dalian's event economy.

At the same time, promote the linkage development of conferences, commerce, culture, tourism, and sports ^[5]. Events can gather a large number of people, logistics, information flow, and business flow. To meet the diverse needs of exhibitors and tourists ^[6], Dalian's event industry needs to combine consumption scenarios in different fields such as commerce, culture, tourism, and sports, and accelerate the promotion of high-quality integrated development of diversified consumption formats, so as to better release the multiplier effect of Dalian's event economy and achieve a win-win situation between the event economy and urban development. For example, provide tourism packages related to event activities for exhibitors and tourists, and provide personalized customized tourism routes according to their interests and needs, fully integrating local famous scenic spots, cultural experiences, leisure activities, characteristic blocks, etc., thereby extending people's stay time and driving consumption growth ^[7].

5 Conclusion

New-quality productive forces are a key variable in building a new market economic development pattern, which indicates that Dalian's event industry needs to consolidate the foundation for development, continuously improve the level of intelligence, promote the integrated development of multiple industries, promote changes in the quality, efficiency, and momentum of events, and enhance the endogenous driving force of the market economy. In the process

of the development of new-quality productive forces, the driving force, conditions, and market goals of the event economy are in a dynamic change process. Therefore, it is also necessary to build a sound institutional guarantee mechanism and accelerate the cultivation of professional talents to stimulate the market vitality of the event industry and promote the high-quality development of Dalian's event economy.

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