

Development Pathways for New-Quality Productive Forces in Public Sports Services in the Context of Chinese-Style Modernization

Hao Li*, Yong Lai, Tailong Xu, Yuhao Liu, Shuaifei Gu

College of Sports and Art, Jiangxi University of Science and Technology, Ganzhou, Jiangxi, China

**Corresponding Author*

Abstract: Chinese-style modernization aims to promote common prosperity and the all-round development of people. New-quality productive forces can serve as an important driver for the transformation of public sports services. They can improve service quality, service efficiency, and development momentum, while also supporting the intelligent and inclusive upgrading of public sports services. These changes may help cultivate a healthier population, support the sustainable development of new-quality productive forces, and further advance Chinese-style modernization. This paper clarifies the relationship among Chinese-style modernization, new-quality productive forces, and public sports services. It also examines major constraints on the development of new-quality productive forces in public sports services, including limits in scientific and technological innovation, institutional barriers, and imbalances in talent supply. The study proposes an integrated pathway that strengthens independent innovation, improves institutional reform, and optimizes the talent system. These measures aim to support the formation and development of new-quality productive forces in public sports services and provide reference for building a leading sports nation and advancing Chinese-style modernization.

Keywords: Chinese-Style Modernization; Public Sports Services; New-Quality Productive Forces

1. Introduction

The report to the 20th National Congress of the Communist Party of China identified the direction for comprehensively advancing the great rejuvenation of the Chinese nation through Chinese-style modernization and clarified the task requirements for accelerating the building

of a leading sports nation. As an important landmark undertaking in national rejuvenation, sports occupies a key position and plays an important role in national modernization. The Outline for Building a Leading Sports Nation clearly states that constructing a higher-level public service system for national fitness is an important foundation for accelerating the building of a leading sports nation and an important component of achieving substantial progress in Chinese-style modernization. As an important part of building a leading sports nation, balanced and widely accessible basic public sports services play a key role in safeguarding basic needs within the development of sport. As public sports services continue to deepen, high-level independent innovation in sports science and technology has become an important engine for building a modern public sports service system, providing a solid and continuously iterating material basis and strong developmental momentum for the high-quality development of public sports services.

In September 2023, at the symposium on promoting the comprehensive revitalization of Northeast China in the new era, General Secretary Xi Jinping emphasized that Northeast China should develop strategic emerging industries such as new energy and new materials, prepare future-oriented industries in advance, accelerate the formation of new-quality productive forces, and create new momentum for regional development. New-quality productive forces take innovation as their core driver. They move beyond traditional models of economic growth and path dependence in productivity development. They are marked by advanced technology, efficient operation, and high-quality output. New-quality productive forces represent a higher-level form of productive forces. They fit the new development philosophy and reflect an important stage in productivity development. In public sports services, they are the concrete

expression of contemporary advanced productive forces. Their development depends on three main supports: major technological progress, the reorganization of production factors, and the upgrading of related industries. These supports work together to form a new type of productivity in public sports services. Since the concept of new-quality productive forces was proposed, scholars have conducted early studies on its driving factors [1], basic meaning [2], practical paths [3], and development momentum [4]. These studies have provided useful theoretical support for later research on new-quality productive forces in public sports services. Research on this topic is still at an early stage. Many ideas still need further explanation. Many practical problems also need more discussion. At the same time, China's public sports services still have strong potential for development. Science and technology can help turn this potential into high-quality growth. They can also provide new support for Chinese-style modernization.

Therefore, this paper takes Chinese-style modernization as its main background. It explains the value of new-quality productive forces in public sports services. It also analyzes the main problems that affect their development. Based on this discussion, this paper follows three key aspects: scientific and technological innovation, institutional support, and talent development. It then proposes practical ways to promote new-quality productive forces in public sports services. This study aims to provide useful ideas and practical reference for the high-quality development of public sports services.

2. Connotative Requirements for Developing New-Quality Productive Forces in Public Sports Services in the Context of Chinese-Style Modernization

2.1 New-Quality Productive Forces in the Context of Chinese-Style Modernization

The report to the 20th National Congress of the Communist Party of China states that, without a solid material and technological foundation, it is impossible to fully build a modern socialist country. From the perspective of Marxist theory of productive forces, the level and development of productive forces directly determine the potential for social progress and influence the process of national modernization. The improvement of productive forces provides

society with more efficient means of production, technological innovation, and conditions for optimizing industrial structures, thus promoting the transformation of society from traditional modes of production toward modernization, intelligence, and efficiency. Therefore, to promote the substantive development of Chinese-style modernization with Chinese characteristics and to create a new form of human civilization characterized by coordinated material, political, cultural, social, and ecological advancement, it is necessary to continually liberate and innovate productive forces. It is also necessary to seek core drivers for high-quality development and the continued advancement of Chinese-style modernization in such areas as new materials, new fields, new energy, and next-generation information technologies. In September 2023, during his inspection tour in Heilongjiang, General Secretary Xi Jinping first proposed the innovative theoretical concept of new-quality productive forces. New-quality productive forces represent a new form of productivity centered on improving the quality and speed of scientific and technological innovation, distinct from traditional productive forces and marked by the characteristics of intelligence, informatization, and digitalization. The report to the 20th National Congress of the Communist Party of China clearly defined the central mission of the Communist Party of China on the new journey of the new era, namely to unite and lead the people of all ethnic groups in building China into a modern socialist country in all respects, realizing the Second Centenary Goal, and comprehensively advancing the great rejuvenation of the Chinese nation through Chinese-style modernization. Chinese-style modernization regards the development of new-quality productive forces as a key means of promoting comprehensive economic and social progress and high-quality development [5].

2.2 Connotative Requirements of New-Quality Productive Forces in Public Sports Services

The report to the 20th National Congress of the Communist Party of China clearly calls for improving the basic public service system, raising the level of public services, enhancing their balance and accessibility, and promoting common prosperity for all. This represents a strategic arrangement by the Party Central

Committee with Comrade Xi Jinping at its core for basically realizing socialist modernization by 2035, and it also reflects the concrete requirement of seeking happiness for the Chinese people and rejuvenation for the Chinese nation. Public sports services are an important foundation and guarantee for all people to strengthen their physical fitness and live healthy lives, and they are also an important component of China's basic public services. The National Fitness Plan (2021-2025) calls for the construction of a public service system for national fitness with more flexible institutional mechanisms, stronger factor support, more balanced resource distribution, more convenient fitness facilities, richer events and activities, more complete sports organizations, more scientific fitness guidance, and broader mass participation. The Opinions on Building a Higher-Level Public Service System for National Fitness emphasize intensified resource integration and scientific and technological support, as well as institutional reform and innovation in supply methods. At present, scientific and technological innovation in related fields has become a core driver of diversified, collaborative, and shared development in public governance, and it plays an important role in implementing the Healthy China strategy and improving people's physical and mental well-being [6]. Looking back at the development of public sports services, service concepts and technological innovation are closely linked with the development of productive forces. As the times change, scientific and technological innovation continues to produce qualitative changes in productive forces, while the public's practical and diversified demands for service content also increase. Productive forces refer to human beings' actual capacity to adapt to, use, and transform nature, as well as their capacity to coexist harmoniously with nature and carry out social reproduction on that basis. New-quality productive forces, under the dynamic evolution of scientific and technological innovation and digital empowerment, refer to an economic form with new attributes and high quality that is generated by the reshaping and transformation of traditional production factors, technologies, labor, and other productive forces, with disruptive innovation at its core [7]. New-quality productive forces represent revolutionary technological breakthroughs, innovative allocation of production factors, and deep

industrial transformation and upgrading. They are also the optimized combination and elevation of workers, means of labor, objects of labor, and the organizational relations among production factors [8]. New-quality productive forces constitute a further development of Marxist theory of production factors in the process of Chinese-style modernization and represent a recent theoretical achievement in adapting Marxism to the Chinese context and the needs of the times. Their development requires actively identifying favorable elements in the productivity system and integrating them with the development trends of public sports services. New-quality productive forces in public sports services are a practical basis for ideological transformation. Their internal logic lies in the fact that the development of new-quality productive forces determines the form of new production relations, jointly triggering changes in the ideology of public sports services. Such changes, in turn, adjust and reshape new production relations and provide a favorable social environment for the emergence and development of new-quality productive forces.

2.3 Contemporary Value of New-Quality Productive Forces in Public Sports Services in the Context of Chinese-Style Modernization

2.3.1 An Important Lever for the Innovative Development of Public Sports Services

New-quality productive forces represent the evolutionary direction of advanced productive forces. They respond to the requirements of scientific and technological revolution and industrial transformation and, with scientific and technological innovation as their core driving force, can create strong developmental momentum. Through core technologies such as artificial intelligence, big data, and cloud computing, new-quality productive forces provide new sources of impetus for regional scientific and technological innovation. These technologies not only accelerate the transformation of scientific research achievements, but also promote interdisciplinary integration and innovation, thereby opening new prospects for future scientific and technological development [9]. Against this background, research and development institutions, research universities, and relevant enterprises in the field of public sports services can conduct targeted cooperation around high-end fields such as intelligent manufacturing and new energy. In

doing so, they may jointly build strategic platforms suited to the innovative development of public sports services, promote the innovative transformation of scientific and technological achievements in public sports services, generate a collaborative development effect through mutual internal and external reinforcement, and accelerate the strategic goal of becoming a strong country in science and technology.

2.3.2 An Important Means of Promoting Coordinated Urban-Rural and Regional Development

Narrowing the urban-rural sports gap and ensuring the balanced and coordinated development of regional public sports services are necessary conditions for common prosperity. The Guiding Opinions on Promoting Sport to Support Rural Revitalization call for promoting the balanced allocation of public service resources for national fitness between urban and rural areas. However, public sports services in the new era still face notable inadequacies and contradictions, especially the uneven distribution of resources between urban and rural sport and among rural regions. Developing new-quality productive forces is an important engine for promoting coordinated regional development and optimizing urban-rural resource allocation. By improving resource allocation efficiency through reform, breaking institutional mechanisms that obstruct the free flow of factors, removing regional barriers, and promoting the efficient use of various factors under market mechanisms, new-quality productive forces become an important means of addressing coordinated regional development issues in public sports services.

2.3.3 An Inherent Requirement for the High-Quality Development of Public Sports Services

High-quality development is the primary task of comprehensively building a modern socialist country and is also an essential requirement of Chinese-style modernization [6]. The 14th Five-Year Plan for Sports Development clearly states that sport should be integrated into major national regional development strategies and that the high-quality development of public sports services should be promoted. The high-quality development of public sports services is an inevitable requirement for building a leading sports nation, and new-quality productive forces play an important role in promoting such development [7]. At present, public sports services are at a critical stage in moving toward

high-quality development. This requires improving the quality of public sports service supply, strengthening collaboration among participating actors, enhancing production efficiency and responsiveness, and creating possibilities for innovation in public sports services. Advanced productive forces provide strong support for the high-quality development of public sports services. Breakthroughs and qualitative changes in key scientific and technological fields related to public sports services will necessarily lead to qualitative leaps in productive forces and promote the high-quality development of public sports services.

3. Constraints on the Development of New-Quality Productive Forces in Public Sports Services in the Context of Chinese-Style Modernization

3.1 Constraints on Scientific and Technological Innovation

Scientific and technological innovation is not only a key trend in deepening reform related to new-quality productive forces, but also a core requirement for promoting their development [10]. China has actively promoted digital and intelligent innovation in public sports services and has achieved notable staged results, including the use of data analysis to optimize the performance of public sports services and the intelligent upgrading of urban and rural public sports services. However, compared with the high standards required for the development of new-quality productive forces, the pace of technological transformation in public sports services remains relatively limited, and the process of innovation still needs to be deepened. First, public sports service innovation has already begun to adopt advanced digital and intelligent technologies, but financial and technological bottlenecks make it difficult to apply frontier scientific and technological achievements in public sports services, leading to constrained technological innovation and uneven development between technology and application [11]. Second, regional development gaps have resulted in a shortage of sports science and technology infrastructure in rural areas, and urban-rural imbalance has seriously restricted the broad diffusion and deep application of scientific and technological innovation in public sports services. Finally, the integration of new digital and intelligent technologies collides with

deeply rooted traditional public sports service models. In practice, dependence on traditional development paths remains, revealing a certain degree of inertia in innovative development.

3.2 Insufficient Institutional Mechanisms for New-Quality Productive Forces in Public Sports Services

Sound institutional mechanisms provide an important guarantee for new-quality productive forces and scientific and technological innovation in public sports services [12]. In recent years, science and technology innovation organizations related to public sports services have continued to emerge in China, and innovation capacity has improved to some extent, providing effective support for the high-quality development of new-quality productive forces in public sports services. Nevertheless, the institutional mechanisms for new-quality productive forces in public sports services remain incomplete and cannot yet meet the needs of high-quality development. First, top-level policy design is insufficient. China has not yet formulated targeted national-level policy recommendations for new-quality productive forces in public sports services, and the synergy between such productive forces, national science and technology innovation strategies, and public sports service policies remains inadequate. This makes it difficult to meet the needs of high-quality development in public sports services. As new-quality productive forces constitute an important focus of high-quality development, their development in public sports services requires clear policy support and financial investment for systematic planning, so as to ensure the universality and rationality of applying innovation outcomes. Second, a diversified governance structure has not yet taken shape, and reforms aimed at streamlining administration, delegating power, improving regulation, and optimizing services have not been fully implemented in grassroots sports departments. The rigidity of existing institutional mechanisms is a key barrier that limits flexibility in the innovation process of public sports services. Participating actors have not yet formed a new pattern of coordinated development. A single government-centered governance body may overlook the real needs of the people, restrict the active participation of social forces, and make it difficult to realize the potential of collaborative governance.

3.3 Imbalance in the Supply of Talent for New-Quality Productive Forces in Public Sports Services

As the subject of value creation in the production process, high-quality talent is the most active and decisive element in the productivity system. It is also a key condition for productivity progress [13]. New-quality productive forces in public sports services rely on technological innovation and practical application. They therefore require workers with stronger knowledge, skills, and innovative ability, so that public sports services can gain stronger support for innovative development. First, public sports services still lack technical talent with innovative ability. This shortage slows the development of new-quality productive forces in this field. Universities, enterprises, and social organizations have not yet formed close cooperation in talent training. These barriers make it difficult to introduce and use new technologies quickly. They also limit the creative use of new technologies in public sports services. Second, the current talent training model remains relatively simple. This model cannot meet the need for compound talent. Talent training in public sports services still operates in a relatively separate way. Universities, enterprises, and public service departments have not yet built a stable joint training system. They need deeper cooperation in major design, training goals, teaching reform, teaching teams, and support systems. Finally, public sports services still lack effective incentive and management systems. This problem has led to a shortage of skilled workers and has affected the overall quality of the workforce. Public sports services also lack systematic training and evaluation mechanisms. As a result, existing staff members improve their professional ability slowly and may find it difficult to meet growing public needs. At the same time, some workplaces still need better working conditions and a stronger team culture. These problems weaken workers' sense of belonging and motivation. They also limit innovation and long-term development in public sports services.

4. Optimization Pathways for the Development of New-Quality Productive Forces in Public Sports Services in the Context of Chinese-Style Modernization

4.1 Scientific and Technological Innovation: Enhancing Independent Innovation Capacity

In view of the objective realities of insufficient investment in scientific and technological innovation and weak independent innovation capacity in public sports services, the government's guiding role in scientific and technological innovation should be brought into play, and investment in research and development for public sports services should be increased [14]. First, the proportion of fiscal budgets and expenditures allocated by government departments to scientific research and innovation in public sports services should be clearly increased, with sustained financial support for basic research and technological research in this field. In the use of funds, research funding allocation methods for universities and research institutions should be reformed. Items related to public sports services should be added to the assessment and selection of research projects and research units, such as science fund projects, key research and development plans, and key laboratories of the General Administration of Sport of China. Priority should be given to universities and research institutions with sound research conditions and research capacity. Through fiscal subsidies, loan interest subsidies, public-private partnership models, and other methods, preferential treatment or rewards may be given to enterprises that have achieved major innovation outcomes or possess innovation potential in public sports services, thereby stimulating enterprises' enthusiasm for innovation. Second, new-quality productive forces in public sports services should accelerate the formation of a high-quality development pattern characterized by complementary regional advantages, thereby addressing the problem of unbalanced and inadequate regional development [15]. It is necessary to optimize public sports service resources and the layout of major productive forces, and to accelerate the formation of a productivity layout with distinctive characteristics, rational division of labor, complementary advantages, and clear functions. This would help compensate for shortcomings in major productive forces across different regions and provide basic support for the smooth flow and rational allocation of complementary advantages across functional spaces on a larger scale, at a higher level, and

within a broader spatial scope.

4.2 Institutional Support: Improving Rules and Systems

Improving rules and systems is an important form of institutional support for the development of new-quality productive forces in public sports services. Marxism holds that productive forces shape production relations. It also holds that production relations should adjust to the development of productive forces [16]. Public sports services therefore need rules and systems that match the growth of new-quality productive forces. At present, some existing rules and systems cannot fully meet this need. Public sports services need further reform. This reform should remove barriers that slow down their development. It should also reduce problems that limit the role of science and technology. In this way, science and technology can better support new-quality productive forces in public sports services.

First, public sports services should improve their rules and systems. These rules and systems should support the development of key technologies. Clear rules can help science and technology play a stronger role in public sports services. They can also help important technologies enter real service practice. Public sports services also need better planning and clearer policies. These changes can reduce system limits and create more space for development.

Second, public sports services should improve cooperation between the government and other groups. The government should play a guiding role. The market and social organizations should also take part in service development. Public sports services should not rely only on one leading actor. They should build a model in which different groups work together. These groups may include the government, enterprises, research institutions, and social organizations. At the same time, the government should avoid too much direct control. Too much control may limit innovation. A better cooperation model can help new-quality productive forces develop in public sports services.

4.3 Talent Cultivation: Developing Skilled and Innovative Workers

High-quality talent plays an important role in strengthening national competitiveness. It also supports the strategy of developing the country

through science and education and helps promote the formation and development of new-quality productive forces [17]. With professional skills and practical experience, high-quality talent can help public sports services apply new technologies and new methods more widely. They can also help improve and upgrade these technologies and methods. These efforts can raise service efficiency and service quality and can support the upgrading of public sports services. High-quality talent can also promote cooperation across different fields and regions. Through cross-sector cooperation and knowledge sharing, they can bring new energy to public sports services and provide continuous support for the development of new-quality productive forces. First, public sports services should build a joint talent training model that connects enterprises, universities, research institutions, and practical service work. The government should integrate resources from universities, enterprises, and research institutes and provide stable support for their cooperation. These actors also need clearer cooperation channels and fewer institutional barriers. This model can make innovative talent training more active and effective. It can also meet the need for innovative talent in the development of new-quality productive forces in public sports services.

Second, public sports services should cultivate workers with stronger innovative awareness and better ability to use new tools and technologies. These workers should keep pace with the development of public sports services. They should also support technological progress and service improvement in practical work.

Finally, public sports services should improve incentive mechanisms for talent. These mechanisms should help different types of talent make full use of their strengths. Public sports services should also design more suitable incentives for talent at different levels. These incentives should consider their work characteristics and development needs. They should provide more targeted support and improve the actual effect of talent incentives.

At the same time, public sports services should strengthen the implementation and supervision of incentive policies. Relevant departments should build clear systems for policy implementation, supervision, evaluation, and feedback. These systems can help ensure that incentive policies are effectively carried out.

They can also help these policies produce a more stable and lasting effect.

References

- [1] Wang Shitai, Cao Jinsong. The Origins, Formation and Cultivation Mechanism of China's New Quality Productivity: Based on the Perspective of Marxist Political Economy. *Nanjing Journal of Social Sciences*, 2024, (03): 10-22.
- [2] Li Zhenpeng, Ouyang Jingfeng, Ren Bo. New Quality Productivity to Promote High-Quality Development of Sports Industry: Internal Mechanism, Key Areas and Practical Strategies. *Journal of Xi'an Physical Education University*, 2024, 41(04): 451-461.
- [3] Liu Jiayun, Wang Hong. The Mechanism and Implementation Path of Accelerating the Development of New Quality Productive Forces in the Sports Industry. *Journal of Chengdu Sport University*, 2024, 50(05): 9-15+37.
- [4] Peng Xushu. Formation Logic, Development Path, and Key Levers of New Quality Productive Forces. *Economic Review Journal*, 2024, (03): 23-30.
- [5] Wen Feng. Mechanism and Realization Path of New Quality Productive Forces Promoting the Integrated Urban-Rural Development. *China Business and Market*, 2025, 39(01): 39-49.
- [6] Zhao Shuqiang, Gao Yue, Zhu Liang. Science and Technology Empowerment: Review and Discussion on Urban Public Sports Service Toward Intelligent Governance. *China Sport Science*, 2021, 41(07): 43-51.
- [7] Huang Jing, Zhang Yuhan, Luo Yang, Mu Xintong. Connotation Logic, Realistic Dilemma and Innovation Path of the Transformation and Upgrading of Sports Consumption Enabled by New Quality Productive Forces. *Journal of Xi'an Physical Education University*, 2024, 41(03): 330-340.
- [8] Tao Yueliu, Wang Yue, Wu Xianglei. New Quality Productive Forces in Sports: Directional Choices, Contemporary Missions, and Future Prospects. *China Sport Science and Technology*, 2024, 60(04): 64-71.
- [9] Zhang Lecong, Yue Jiangjun. New Quality Productivity Empower National Fitness:

- Theory, Technology, Scenarios, and Practical Approaches. *Journal of Hebei Sport University*, 2025, 39(04): 29-38.
- [10] Cui Jiaqi, Wang Wenlong, Xing Jinming, Mi Jing. Internal Logic and Practical Path of Scientific and Technological Innovation of Competitive Sports Empowered by New Quality Productive Forces. *Journal of Sports Research*, 2024, 38(04): 111-122.
- [11] Duan Jiaqi, Shen Keyin. Power Structure and Practical Strategy of the Digitalization of National Fitness Public Services. *Journal of Hebei Sport University*, 2024, 38(04): 10-16.
- [12] Zhang Hengbo. The Impact of New Quality Productive Forces and Common Prosperity on the Sports Industry: An Empirical Study Based on the Yangtze River Economic Belt. *Statistics & Decision*, 2024, 40(16): 79-83.
- [13] Zhang Ruilin, Jin Lijie, Wang Zhiwen. Theoretical Review and Practical Path of Developing New Quality Productive Forces in Sports Goods Manufacturing Industry. *Journal of Xi'an Physical Education University*, 2024, 41(05): 568-578.
- [14] Zhang Yinyong, Huang Yanfen. Accurately Grasp the Relationship Between Further Comprehensively Deepening Reform and Developing New Quality Productive Forces. *Think Tank: Theory & Practice*, 2024, 9(05): 14-18.
- [15] Zhong Yexi, Wu Siyu. The Dilemma, Mechanism and Countermeasures of New Quality Productive Forces Promoting Regional Coordinated Development. *Journal of Chongqing University (Social Science Edition)*, 2024, 30(06): 41-55.
- [16] Sun Bin. Scientific and Technological Innovation Empowers New Quality Productivity: Logic, Dynamics and Paths. *Science and Management*, 2025, 45(04): 1-7.
- [17] Chen Xiaodong, Yang Xiaoxia. Smooth the Virtuous Cycle of Education, Technology and Talent: A New Strategy for Revitalizing the Country Through Science and Education Driven by New Quality Productivity. *Nanjing Journal of Social Sciences*, 2024, (10): 48-59.