

Empowering the High-Quality Development of the Road Running Industry by New Quality Productive Forces: Realistic Foundations, Key Issues, and Action Paths — A Case Study of Qianxinan Buyi and Miao Autonomous Prefecture, Guizhou Province

Hong Zhang^{12*}

¹College of Physical Education, Minzu Normal University of Xingyi, Xingyi, Guizhou; China

²College of Education, Beijing Sport University, Beijing, China

*Corresponding author, E-mail: 949773762@qq.com

Abstract

Characterized by innovation, defined by superior quality, and embodying advanced productive forces in essence, New Quality Productive Forces take industry as their concrete carrier and mutually promote and support high-quality development. With the deep implementation of national strategies such as Building a Leading Sports Nation, Healthy China, and National Fitness, the scope of the sports industry continues to expand, and the economic value it generates has become increasingly prominent—giving rise to the road running industry. Employing methods such as literature review and expert interviews, this study innovatively identifies key issues in empowering the high-quality development of Qianxinan's road running industry through New Quality Productive Forces. The study seeks to apply their scientific connotations, integrate Qianxinan's local characteristics, develop a distinctive Qianxinan Brand in the road running sector, and explore actionable pathways for advancing the industry's high-quality development. These efforts aim to enhance the overall quality and efficiency of the tertiary sector, contributing to Qianxinan's economic development and city branding.

Keywords

New Quality Productive Forces; Qianxinan Road Running Industry; high-quality development

1 Introduction

General Secretary Xi Jinping emphasized: “Developing New Quality Productive Forces is an inherent requirement and a key focus for promoting high-quality development. We must continue to do a good job on the major task of innovation and accelerate the development of New Quality Productive Forces.” [1]The proposal

of New Quality Productive Forces represents a new interpretation and elevation of traditional productive forces, an inheritance and innovation of Marxist productive force theory, and an effective means of building a prosperous, democratic, culturally advanced, harmonious, and modern socialist power. In recent years, as people's material lives have become increasingly enriched, the GDP share of the sports industry has grown year by year. Particularly in the road running industry, according to data from the 2023 China Road Running Events Blue Book edited by the Chinese Athletics Association, a total of 699 road running events were held nationwide in 2023, attracting 6.0519 million participants.[2] Marathon and other road running events have become one of the fastest-growing urban tourism attractions and an important means for tourism destinations to draw visitors[3]. The recently concluded 2024 Wuhan Marathon generated a city-wide economic impact of approximately 1.571 billion yuan, including an economic contribution of about 557 million yuan to Wuhan and a social impact of roughly 1.014 billion yuan. Located in the southwest of Guizhou Province, [4]Qianxinan Buyi and Miao Autonomous Prefecture is a minority autonomous prefecture that places great importance on the development of the road running industry. It has successfully hosted a series of road running events, including the 2024 Wanfenglin Marathon and the 2024 Wanfenglin Police Half Marathon, achieving notable results. However, due to objective factors such as large numbers of participants and difficulties in resource coordination, the road running industry in Qianxinan also faces some common challenges, including homogeneous operation models, insufficiently professionalized organization and management, and limited extension and development of event brands. [5]This paper seeks to construct a development path for the high-quality advancement of Qianxinan's road running industry based on an understanding of New Quality Productive Forces, striving to leverage the industry to support Qianxinan's economic development.

2 Realistic Foundations for Empowering the High-Quality Development of Qianxinan's Road Running Industry with New Quality Productive Forces

Marx pointed out that the fundamental elements of the labor process are: "purposeful human activity (i.e., labor), the subject of labor (Arbeitsgegenstand), and the means of labor (Arbeitsmittel)." [6]In today's world, driven by technological revolution, innovation in production factors, and profound industrial transformation, the essence of "New Quality Productive Forces" lies in the qualitative leap in laborers, means of labor, subjects of labor, and their optimized integration. This is marked by the elevation of total factor productivity (TFP) as its core indicator.[7] The goal of high-quality development is to achieve higher standards, greater efficiency, enhanced equity, and sustainable progress—by meeting the people's growing needs for a better life and promoting well-rounded human development.[8]Under the guiding principle that "lucid waters and lush mountains are invaluable assets" (official translation from MEE policy documents), Qianxinan's road running industry has integrated local natural landscapes, cultural heritage, and ethnic characteristics, emerging as a pivotal sector within the tertiary industry. Road running events have evolved to embody diversity, innovation, and contemporary relevance, transitioning from single-race operations to a comprehensive, eco-friendly, and culturally enriched economic ecosystem.



2.1 New-Type “Workers”: Dual Improvement in Talent Incubation and Cultural Connotations in the Road Running Industry

2.1.1 A strong educational atmosphere fostering multi-level professional talent

Under the guidance of the “prospering the prefecture through education” strategy, Qianxinan Prefecture has gradually established an integrated talent cultivation model encompassing universities, colleges, secondary, and primary schools. This model has created a well-balanced compulsory education system, a thriving high school education sector, and a higher education environment with remarkable achievements. In the field of the road running industry, Qianxinan has fully leveraged its strong educational foundation. Guided by New Quality Productive Forces, it has utilized the advantages of “mountain-related” specialties in institutions such as Xingyi Normal University for Nationalities and Qianxinan Vocational and Technical College for Nationalities to cultivate new-type workers with characteristics unique to Qianxinan. In particular, this development extends from nurturing road running participants to training event organizers, cultural-tourism integration promoters, and sports industry operation specialists. A professional talent incubation model has gradually taken shape, producing multi-level specialists such as sports agents, event planners, volunteer trainers, and sports rehabilitation professionals.

2.1.2 Leveraging Ethnic Autonomy to Explore the Cultural Connotations of Minority Traditions

Workers are not only “physical performers” but also “transmitters.” Turning the pages of Qianxinan Prefecture’s long history reveals human presence dating back to the Middle Triassic period around 240 million years ago, as evidenced by the discovery of fossils of Guizhousaurus (an amphibious reptile). Archaeological findings such as the Maomaodong Ancient Human Site in Xingyi and the Guanyindong Site in Anlong further demonstrate that early human civilization had taken root in Qianxinan since ancient times. Today, Qianxinan Buyi and Miao Autonomous Prefecture is home to 46 ethnic groups, including the Han, Buyi, and Miao peoples, with a long history and rich ethnic culture. Under the guidance of New Quality Productive Forces, the road running industry can capitalize on the advantages of being located in an ethnic autonomous region to deeply explore and integrate ethnic cultural elements. For instance, the region's intangible cultural heritage includes the Buyi ethnic group’s Bayin Zuochang (Eight-Tone Seated Singing), the Twelve Rituals of the Buyi Bronze Drums, the Chabai Song Festival, and Buyi martial arts. Additionally, local heritage includes Yelang culture represented by the Tonggushan Site, Southern Ming culture symbolized by the Tomb of the Eighteenth Scholar, the spirit of perseverance embodied in Zhang Ying’s tradition of “adding oil to lamps at midnight” for his students, the Anti-Japanese War culture marked by the “Twenty-Four Bends” mountain pass, and the Red culture tied to the Long March of the Red Army through Qianxinan. These elements not only enrich the content of road running events and enhance their appeal, but also facilitate the branding of such events and promote cross-regional dissemination of ethnic culture.

2.2 New-Type “Means of Labor”: Integration of Road Running Facility Development and Natural Resources

2.2.1 Building professional road running facilities integrated with ecology by leveraging abundant karst landscapes

Qianxinan Prefecture is rich in karst landforms, with magnificent mountains, intersecting rivers, and natural features characterized by grandeur, uniqueness, steepness, serenity, and vastness. Natural wonders such as Wanfenglin, the Maling River Canyon, and Wanfeng Lake are like works of art meticulously sculpted by nature. Under the guidance of New Quality Productive Forces, new-type means of labor are no longer singular, but composite means of labor that integrate multiple functions. Taking advantage of its rich karst landscapes, Qianxinan has gradually developed a model that combines professional road running facilities with ecological preservation. For instance, the prefecture has built the Riverside Ecological Industrial Corridor (a half marathon course), which is among the few professional road running tracks in China designed with complete separation of pedestrian and vehicle lanes. This course links eight administrative villages in Xingyi and two national 4A-level scenic spots. In the future, Qianxinan can further utilize its breathtaking natural landscapes to improve professional road running tracks, offering runners an immersive experience of “running through a living painting where scenery resides within villages and people run within the scenery.” At the same time, this will promote deeper integration and quality enhancement of cultural and tourism resources—such as scenic spots, villages, and hotels—along the road running routes with sports resources.

2.2.2 Creating an Integrated Model of “Four-Season Wellness + Road Running Tourism” by Leveraging the Title of the “Capital of Four-Season Wellness”

Road running events are outdoor sports competitions that require host locations to have suitable temperatures, good air quality, and high standards of sanitation and environmental maintenance. According to relevant research data, the most suitable temperature for road running athletes ranges from 15°C to 22°C,[9] with an optimal wind speed of 2–5 m/s, and an air pollution index (API) below 100.[10] In 2019, Qianxinan Prefecture was awarded the title of “China’s Capital of Four-Season Wellness.” The region enjoys warm winters and cool summers, abundant rainfall, fresh air, and a pleasant climate. The average annual temperature is 16.4°C, with an average of 317 frost-free days per year. The proportion of days with good ambient air quality has remained at 100% over an extended period,[11] making it an ideal location for hosting road running events. Guided by New Quality Productive Forces, the integration and cross-fertilization of means of labor have become a clear trend. Qianxinan enjoys advantages of timing, geographical conditions, and human harmony in developing its road running industry. By leveraging its title as the “Capital of Four-Season Wellness”, utilizing its unique karst mountain features, and harnessing the solidarity fostered by ethnic autonomy, the prefecture aims to create an integrated model that combines four-season wellness and road running tourism. This model will promote deep integration of tourism, wellness, and fitness, forming a unified industrial chain that contributes tangibly to Qianxinan’s economic development.



2.3 New-Type “subjects of labor”: Policy-Driven Cross-Sector Integration and Diversified Consumption Models

2.3.1 Exploring the “Road Running + N” Industrial Chain by Leveraging Mountainous Ethnic Sports Characteristics

In June 2021, Guizhou Province issued the Action Plan for Building Guizhou into a Mountain-Featured Ethnic Sports Power Province, which set clear goals: by 2035, a strong province for mountainous ethnic characteristic sports will have been largely established, with a thriving sports industry becoming a pillar of the provincial economy; by 2050, the sports sector will have become a hallmark of Guizhou’s high-quality development. As part of Guizhou’s mountainous ethnic characteristic sports, the road running industry has been entrusted with a special mission under these policies. In addition, guided by New Quality Productive Forces, the subjects of labor in the road running industry have evolved from a singular focus on events to multi-sector collaboration. The traditional single economic model of road running events is being replaced by a new trend of integrating competitions with cultural exhibitions, tourism, health services, digital sports, and more. This has led to the formation of multidimensional consumption scenarios centered on sporting events, extending the “Road Running + N” industrial chain, and achieving a leap from “sporting activity” to “comprehensive consumption activity.”

2.3.2 Accelerating Digital Empowerment of the Road Running Industry by Leveraging “Big Data in Guizhou” Resources

The Opinions of the CPC Guizhou Provincial Committee on Implementing the “Decision of the CPC Central Committee on Further Deepening Reform Comprehensively and Advancing Chinese Modernization” explicitly propose “focusing on digital productive forces and green productivity as the main directions, and transforming Guizhou’s pioneering advantage in big data and its comparative ecological advantage into New Quality Productive Forces.”[12] At present, Guizhou Province is vigorously cultivating and strengthening digital productive forces and building a modern industrial system led by the digital economy. The digitalization of the road running industry is an important component of this strategy. Moreover, New Quality Productive Forces emphasize improving total factor productivity, in which digitalization plays a core driving role. Qianxinan Prefecture is actively introducing digital technologies into road running events—for example, by using smart event systems to optimize event management, utilizing big data platforms to analyze runners’ consumption preferences, and leveraging live-streaming platforms to expand event influence. The application of digital technologies not only enhances the operational efficiency of events but also significantly improves the audience experience.

3 Key Issues in Empowering the High-Quality Development of Qianxinan's Road Running Industry through New Quality Productive Forces

The “new” in New Quality Productive Forces is primarily reflected in new elements, new technologies, and new industries; the “quality” is embodied in high quality, multi-dimensional qualities, and dual-quality effectiveness; and the “force” is expressed in the five key types of productivity: digital, collaborative, green, blue, and open productivity.[13] In line with the concept of New Quality Productive Forces, understanding the key issues affecting the high-quality development of the road running industry begins with clarifying: What is road running? and What does it encompass? Road running is an emerging term that originated in the United States. Some scholars define road running as brisk walking or running conducted on urban streets or highways for the purpose of fitness and health improvement.[14] In addition, according to the Road Running Event Management Measures of the Chinese Athletics Association, road running refers to races conducted on man-made paved surfaces. The standard race distances include: 5 kilometers, 10 kilometers, 15 kilometers, 20 kilometers, half marathon (21.0975 kilometers), 25 kilometers, 30 kilometers, marathon (42.195 kilometers), and road relay races.[15] Based on recent events held in Qianxinan Prefecture, such as the 2024 Wanfenglin Marathon and the 2024 Wanfenglin Police Half Marathon, and drawing on a survey of 318 participants in these events, this study identifies three major key issues in Qianxinan's road running industry: serious homogenization of events, insufficient prediction and preparation for emergencies, and limited sustainable production practices.

3.1 Insufficient “Newness”: Homogenization of Event Operation Models and Inadequate Presentation of Urban Identity Elements

According to relevant data, the operational model of road running events in foreign countries generally features local governments providing public support services, while event operators are responsible for raising their own funds and covering their own costs. In China, three main models are prevalent: government-organized and government-operated, government-organized and privately operated, and government-organized and jointly operated. The full marathons, half marathons, and themed road running events already held in Qianxinan Prefecture have predominantly been organized by the government, with specific government departments acting as the implementing bodies, and execution handled under a government + state-owned enterprise model—essentially a government-organized and government-operated approach. This has led to homogenization of event operation models, without tailoring the operational approach to match the varying scales and characteristics of different road running events. While the government-organized and government-operated model has certain advantages for large-scale marathon events—such as the ability to mobilize resources quickly and issue administrative directives—it tends to fall short when addressing micro-level issues. Challenges include insufficiently refined management practices and a lack of people-centered service awareness, while also placing excessive fiscal burdens on the government. Furthermore, although Qianxinan Prefecture is the birthplace of the Guizhou spirit, recent events have not sufficiently showcased or shaped the urban brand image. The focus has mainly been on the scenic beauty of the race routes and displays of ethnic attire, without fully embedding the cultural elements of Qianxinan's intended city identity as a “destination of wellness and a city of cultural Xingyi.”



3.2 Insufficient “Quality”: Inadequate Attention to Emergency Forecasting and Lack of Professionalism in Organizational Management

Table 1 Organizational Structure of Road Running Events in Qianxinan Prefecture

Event Name	Host Organizer(s)	Organizer(s)	Executive Organizer(s)	Operator
2024 Wanfenglin Marathon	Guizhou Provincial Sports Bureau People's Government of Qianxinan Buyi and Miao Autonomous Prefecture	Bureau of Culture, Sports, Radio, Film and Tourism of Qianxinan Prefecture People's Government of Xingyi City	Bureau of Culture, Sports, Radio, Film and Tourism of Xingyi City Xingyi Wanfenglin Tourism Group Co., Ltd.	Sichuan Bojie Sports Culture
2024 Wanfenglin Police Marathon	People's Government of Qianxinan Buyi and Miao Autonomous Prefecture	Public Security Bureau of Qianxinan Prefecture Bureau of Culture, Sports, Radio, Film and Tourism of Qianxinan Prefecture	Bureau of Culture, Sports, Radio, Film and Tourism of Xingyi City Xingyi Wanfenglin Tourism Group Co., Ltd.	

Marathon and other road running events differ from other sports competitions in that they are held on urban roads or specially designated tracks, with large numbers of participants, and therefore possess a high degree of uncontrollability. A review of major domestic and international marathon and road running events reveals numerous surprising and tragic emergencies. For instance, the Semi-Marathon de Boulogne-Billancourt in France suffered a terrorist attack; the 117th Boston Marathon in the United States was marred by a bombing incident; and there have been numerous cases of sudden death caused by environmental factors such as temperature and air quality, or by participants' physical capacity issues. Interviews with road running participants indicate that greater attention still needs to be paid to emergency forecasting in Qianxinan Prefecture's road running events. On the other hand, as road running events in Qianxinan are still in the early stages of development, the operations led by local state-owned enterprises (rather than event execution companies certified by the Chinese Athletics Association) tend to show a lack of understanding of the events and limited professionalism compared with more experienced event companies. Communication delays and information inconsistencies often arise in inter-departmental collaboration, leading to fragmented operations. In addition, there are notable gaps in building professional teams for referees, volunteers, and medical rehabilitation personnel.

3.3 Insufficient “Force”: Limited Development of Event Brand Extensions and an Underdeveloped Market Operation Chain

Like other industries, the ultimate goal of the road running industry is to center on economic development—promoting urban culture while contributing to the overall growth of the tertiary sector's share in GDP. An analysis of recently held events shows that Qianxinan Prefecture's road running industry is still in an investment and learning phase. There has been little effort in developing brand extensions of the events,

nor has there been deep integration or reflection on how to connect the events with Qianxinan's mountainous ethnic characteristic sports or promote the integration of sports, culture, and tourism. This has limited the ability to expand the sustained influence of road running events, extend the duration of stays by visiting runners and consumers, and foster positive interactions with related sectors such as catering, accommodation, transportation, tourism, shopping, and entertainment. Moreover, the funding for recent marathons and other road running events in Qianxinan has mainly come from government appropriations. The operating entities have not utilized market-based approaches to view road running events and their derivatives as commodities to be marketed and to realize their commercial value. This has, in turn, diminished the commercial sponsorship value of marathons and similar events, leaving significant room for improvement in attracting related industries to participate in and develop around the road running economy.

4 Action Paths for Empowering the High-Quality Development of Qianxinan's Road Running Industry through New Quality Productive Forces

New Quality Productive Forces are characterized by innovation as the leading driver, breaking free from traditional modes of economic growth and pathways of productive force development. They feature high technology, high efficiency, and high quality, and represent an advanced productive force aligned with the new development philosophy.[16]As Premier Li Qiang clearly emphasized, “the top priority in 2024 is to vigorously promote the building of a modern industrial system and accelerate the development of New Quality Productive Forces.”[17]In light of the actual conditions of Qianxinan Prefecture, the basic connotation of empowering the high-quality development of Qianxinan's road running industry through New Quality Productive Forces can be summarized as follows:By optimizing the combination of new-type laborers, new-type means of labor, and new-type subjects of labor, the industry will receive innovative empowerment and upgrading—marked by high technology, high efficiency, and high quality—across areas such as operational models, professional team building, and brand extension development. This will enable the road running industry to achieve development that is high-end, intelligent, and green.

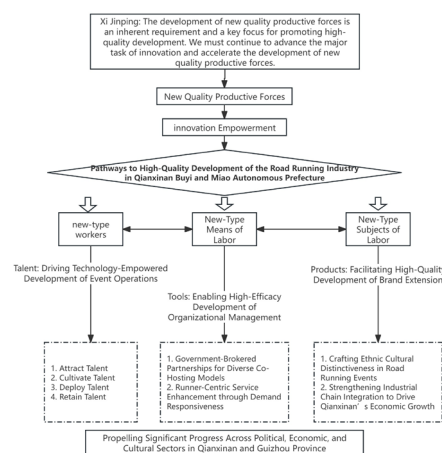


Figure 1 Action Paths for the High-Quality Development of Qianxinan's Road Running Industry



4.1 Talent: New-Type Laborers Driving High-Tech Development in Event Operations

New-type laborers are the main agents of New Quality Productive Forces. Compared with traditional laborers, new-type laborers are not technical workers primarily engaged in repetitive tasks; rather, they are application-oriented talents with higher educational attainment, stronger learning abilities, and the capacity to adapt to digitalized and intelligent modern work environments. In essence, they are knowledge-based, skilled, and innovative laborers.[18]In line with Qianxinan Prefecture’s rich cultural heritage and practical needs, efforts should focus on standardized management practices covering the entire talent pipeline—attraction, cultivation, utilization, and retention—centered on talent for the road running industry. This approach aims to drive talent growth across various fields in the prefecture, providing intellectual support and strategic guidance for the high-quality development of the road running industry.

4.1.1 “Attract” Professional Talent Teams to Deeply Explore Qianxinan’s “Cultural DNA”

Although road running events may appear to be simple sports competitions, they are in fact complex cross-disciplinary systems involving multiple academic fields, including sports science, economics, sociology, history, and management science. The “attraction” of professional talent teams requires the optimized combination of talents from these diverse disciplines, with elite talents in sports science as the core, supplemented by interdisciplinary experts, to form a high-end think tank hub. The main task is to systematically sort out and interpret the cultural DNA of Qianxinan Prefecture, particularly by integrating cheering culture, ethnic minority culture, and the Guizhou spirit into road running events, so as to avoid homogenization and create distinctive event characteristics.

4.1.2 “Cultivate” Professional Talent Teams to Build a Localized “Think Tank Team”

As a less-developed region in western China, Qianxinan Prefecture still lags behind domestic first-tier cities in terms of talent recruitment platforms, compensation, and support mechanisms. However, talent remains the fundamental driver for the development of all undertakings. For the road running events that have surged in popularity in recent years, having a group of highly qualified professionals will significantly promote the high-quality development of Qianxinan’s road running industry. Therefore, it is essential to intensify the cultivation of local talents in Qianxinan, especially outstanding individuals within local universities, research institutions, and functional departments, exploring pathways for independent talent development and maximizing the potential of existing human resources.

4.1.3 “Utilize” Professional Talent Teams to Achieve the “Professionalization” of Road Running Events

Road running events are participatory in nature, as opposed to being purely spectator sports, and thus place greater emphasis on the participant experience. Consequently, the level of event operations and the quality of service determine the overall standard of the event. [19]As a sport involving large numbers of participants, road running cannot be operated with the mindset of managing an ordinary sporting event. Instead, it is essential to adopt the principle of “let professionals handle professional matters”, fully utilizing talent teams centered on sports science and supported by interdisciplinary expertise in economics, sociology, history, and management. These professionals should be assigned to the most suitable positions to

achieve optimal person-post matching and maximize individual talent contributions and value. In this way, the professionalization of road running events can be realized, generating social benefits where “1 + 1 > 2”.

4.1.4 “Retain” Professional Talent Teams to Ensure the “Sustainability” of the Road Running Industry

Talent is one of the key elements driving the development of various undertakings in Qianxinan Prefecture, and serves as the engine of progress. How to retain the high-caliber talent that has been recruited is a common challenge faced by many regions. Retaining highly qualified talent for the road running industry is a critical factor in ensuring the industry’s sustainable development in Qianxinan. Local governments, social organizations, and other official management bodies should consistently maintain a sincere and proactive attitude toward attracting talent, striving to achieve “retention through emotional connection, retention through benefits, and retention through career development”. This will encourage more professional talent teams to “settle down” in Qianxinan, “feel at ease” in Qianxinan, and “enjoy” life in Qianxinan.

4.2 Tools: New-Type Means of Labor to Promote High-Efficiency Development in Organizational Management

New-type means of labor are an important hallmark of New Quality Productive Forces. Under the accelerating influence of scientific and technological revolutions and industrial transformations, compared with traditional means of labor, new-type means of labor are no longer limited to ordinary machinery and computers. Instead, they encompass a range of advanced, sophisticated, and cutting-edge equipment, such as artificial intelligence, virtual reality and augmented reality devices, robotics, the Internet of Things, and automated manufacturing equipment.[20]Based on this understanding of new-type means of labor, greater emphasis should be placed on listening to the demands of runners and exploring market-oriented, diversified cooperation models for event organization, in order to promote the high-efficiency development of organizational management.

4.2.1 Government as a Facilitator: Exploring Diversified Cooperation Models for Event Organization

The organizational structure of Qianxinan Prefecture’s road running events is primarily government-led, with specific government departments serving as organizers, and execution carried out through a “government + state-owned enterprise” public-public operation model. This model presents inherent drawbacks, such as high input but low return. Moreover, as road running events are participatory rather than spectator sports, they cannot be operated using the same mindset as traditional spectator-oriented events. At this critical stage of accelerated development of Qianxinan’s road running industry, the government should play the role of facilitator and platform-builder. By leveraging the advanced, sophisticated, and cutting-edge equipment of professional road running event companies, it is essential to explore diversified cooperation models such as “government + company + non-profit organization”. Strengthening collaboration with third-party institutions specializing in the commercial operation of sports events will help encourage socialized hosting, implement market-oriented practices, and strive to achieve positive economic returns.



4.2.2 Listening to Runners' Demands to Enhance Event Service Quality

The Tokyo Marathon, London Marathon, Boston Marathon, Berlin Marathon, Chicago Marathon, and New York Marathon—collectively known as the six major World Marathon Majors—are globally renowned events, with each race supported by tens of thousands of volunteers providing services and logistical assistance. This highlights that service is at the core of road running events. Runners are not only participants but also promoters, and their word-of-mouth directly influences the potential appeal of a race. A survey of 318 runners who participated in Qianxinan Prefecture's road running events collected more than 100 opinions and suggestions regarding event operations, racecourse design, and city branding. For example, in terms of event operations, some runners suggested introducing professional event management companies, enhancing volunteer training, keeping abreast of the latest developments in the domestic and international road running industries, summarizing lessons learned from risks in domestic and international events, and conducting risk forecasting tailored to different levels of road running events in Qianxinan. These efforts will contribute to ensuring that Qianxinan's road running industry operates with both high efficiency and safety.

4.3 Product: New-Type subjects of labor to Promote High-Quality Development of Event Brand Extension

New-type subjects of labor constitute an important component of New Quality Productive Forces. Traditionally, subjects of labor primarily referred to tangible natural materials or processed raw materials. On the basis of these traditional objects, new-type subjects of labor additionally include intangible elements such as data and knowledge. In planning the brand extension of Qianxinan Prefecture's road running events, it is essential to approach the issue from the perspective of new-type subjects of labor. This means considering both tangible elements—such as raw materials and components—and intangible elements—such as data, knowledge, and culture. Only by integrating these dimensions can the brand extension of the road running industry in Qianxinan achieve high-quality development.

4.3.1 Highlight Distinctive Thematic Elements to Build Road Running Events with Ethnic Minority Characteristics

The six major World Marathon Majors have achieved a high degree of integration between their event logos, urban cultures, and the spirit of the marathon, making each race a unique brand with distinctive features. As an autonomous prefecture for the Bouyei and Miao ethnic groups, Qianxinan Prefecture is rich in ethnic minority cultural characteristics. It is also positioned as a “wellness destination with rich cultural heritage in Xingyi”. The main path to avoiding the homogenization of road running events in Qianxinan lies in the deep integration of sports spirit, urban positioning, and ethnic minority culture (Bouyei and Miao). This approach helps ensure that Qianxinan's road running events possess cultural appeal and reduces the tendency of amateur runners to merely “follow the trend” or adopt a “check-in tourism” mindset. In doing so, it genuinely fosters cultural confidence rooted in ethnic minority characteristics, thereby attracting and retaining both professional and amateur runners.

4.3.2 Strengthen the Road Running Industry Chain to Further Promote Qianxinan's Economic Development

The purpose of road running events, beyond enriching the leisure lives of local residents, is also to serve as a key driver of economic growth. Based on the understanding of new-type subjects of labor, the road running industry chain can be divided into tangible and intangible segments. The intangible segment mainly includes intellectual property, road running data, and online fitness apps such as Keep, Ledongli, and Yuedongquan. The tangible segment covers various aspects including clothing, food, accommodation, transportation, tourism, shopping, and entertainment. It mainly includes essential marathon gear such as running watches and running shoes, as well as Qianxinan's locally distinctive cultural and creative products. By adopting a systematic approach to building the road running industry chain, Qianxinan will be well-positioned to accelerate its economic development. In addition, efforts can be made to establish a China Road Running Industry Research Institute to compile and explore the history and data archives of road running events, integrate online and offline platforms, preserve and promote the rich cultural heritage of road running, and conduct in-depth studies on its cultural connotations.

As the new wave of technological revolution and industrial transformation continues to deepen, the world has entered a new era characterized and driven by innovation. People's demand for health is also rising steadily. In academia, data has long shown that when a country's per capita GDP exceeds 3,500 USD, people tend to favor static cultural consumption such as going to the movies; when per capita GDP surpasses 5,000 USD, people begin to focus more on health-related issues.[21] China surpassed this 5,000 USD threshold as early as 2011, and enthusiasm for physical exercise has continued to grow ever since. Road running has always been a highly popular sport due to its low entry barrier and the fact that it does not require complex or specialized sports venues. Qianxinan Prefecture's strategic choice to pursue the high-quality development of the road running industry will undoubtedly drive the coordinated development of the primary, secondary, and tertiary industries in the future, and contribute to significant progress in the political, economic, and cultural undertakings of both Qianxinan and Guizhou Province as a whole.

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