

Analysis of Countermeasures for the Development of China's Exhibition Economy under the Background of the belt and road initiative

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Abstract: The proposal of the Belt and Road Initiative has brought unprecedented opportunities to the development of China's exhibition industry. On the one hand, the belt and road initiative's cooperation has promoted the development of exhibition economy. The belt and road initiative has promoted economic and trade cooperation, political mutual trust and cultural tolerance between our country and the countries along the route. Cooperation among various countries enables mutual understanding and tolerance. The role of exhibition is very necessary. On the other hand, exhibition economy will become a new driving force of urban economic development. Under the background of more and more cities, more and more cities are developing the exhibition economy. It can be predicted that exhibition economy will become a new driving force of urban economic development. However, there are still a series of problems in the development of China's exhibition economy. Based on the analysis of the problems, this paper puts forward countermeasures to promote the development of China's exhibition economy.

1. The Core Elements of Competitiveness of Exhibition Enterprises

For exhibition enterprises, the core competence elements include cultural power, innovation power, learning power, marketing power, etc. Only by improving their international competitiveness can they be in an invincible position in the market. First of all, cultural power is the first competitive power of exhibition enterprises and also the essential competitive power. The degree of development and construction of cultural power is the key factor that determines the survival and development of exhibition enterprises in the exhibition market. Correct common values will make the values and codes of conduct of employees consistent with the overall cultural value system of the enterprise, thus improving the centripetal force and cohesion of exhibition enterprises. Therefore, it is of great importance to strengthen the construction of corporate cultural power. Secondly, learning ability, learning ability mainly includes learning motivation, learning perseverance, learning ability, learning efficiency, learning transformation, etc. Learning ability is an important guarantee for exhibition enterprises to develop their international competitiveness. In order to gain competitive advantages, exhibition enterprises must establish a learning organization, overcome development resistance through learning, and turn knowledge into capital. Third, innovation. Innovation is an important factor for exhibition enterprises to break through the inherent thinking. Through innovation, exhibition enterprises can continuously develop new exhibition projects, tap new exhibitors, provide new demand space for the audience, so as to occupy the commanding height of the exhibition market. And innovation can improve the level of exhibition service, reduce the operation and management costs of exhibition enterprises, and improve the profitability of enterprises. Finally, marketing power. Marketing power is the ability of exhibition enterprises to make full use of all kinds of resources to meet the needs of customers to achieve their own business objectives. This ability is based on the overall level of exhibition enterprises, involving the research of exhibition projects, pre exhibition planning, implementation in exhibition, summary after exhibition and other aspects. It can be said that marketing power directly determines the ability of exhibition enterprises to grasp the market initiative.

2. Problems Existing in the Development of Exhibition Economy under the Background of the belt and road initiative

Although the Belt and Road Initiative has brought good opportunities for the development of the exhibition economy, it is undeniable that there are still many problems in the development of the exhibition economy, mainly in the following aspects:

2.1 Lack of authoritative industry organizations

The development of industry economy to a certain extent will give birth to industry organizations or associations. The development of national industry associations in all walks of life plays an important role. On the one hand, they are the bridge between the government and enterprises. They not only implement the relevant government policies, but also seek policy support from the government. On the other hand, trade associations are the general yardstick for the development of the industry, promoting exchanges between industries, dealing with various industry issues and promoting balanced development of the industry. However, at present, China has not yet formed a national exhibition association, which is responsible for most of the management and coordination functions in the government agency industry. Because the government staff are not professional exhibition personnel, it can not guarantee the efficiency and effect of solving the problem. In addition, because the exhibition economy in China is still in a state of extensive growth, the industry's standardized construction and standardized construction are far behind the development scale of the industry, the integrity system needs to be improved, and the service standards are not unified, which will eventually affect the cultivation of exhibition brands.

2.2 Management organization to be improved

At present, there is no clear and unified government department for exhibition management in our country, and there is no sound management organization. On the one hand, due to the lack of a competent department with clear responsibilities, the development of exhibition economy cannot form a unified, standardized and effective market operation mechanism and industry management system, laws and regulations need to be improved, macro guidance is not enough, etc., which will restrict the development of exhibition economy. On the other hand, at present, China's exhibition enterprises belong to different government departments according to their nature, business scope, business content and scale. This multi-level, multi-channel and multi-head administration will inevitably lead to chaos in the exhibition market. Multiple exhibitions, repeated exhibitions and plundering of exhibition resources are common phenomena, which lead to scattered and disorderly exhibition industry market and seriously affect the market efficiency of exhibition projects.

2.3 Serious disconnection between talent training and industry demand

The exhibition industry belongs to a special service trade industry, which has a strong compound nature and therefore requires higher comprehensive quality of talents. However, although there are a large number of specialized or undergraduate talents in the exhibition industry, most of them have not received professional exhibition industry training. Especially in the context of the belt and road initiative, the problem of language service is becoming more and more prominent. The shortage of talents in minority languages will restrict the internationalization of the whole industry. In the field of exhibition education, exhibition education is currently included in public administration, business administration, marketing, cultural industry and other disciplines. The discipline orientation is not clear, and exhibition science does not have its own position in the current discipline system. Therefore, it cannot obtain systematic development conditions like other disciplines, thus affecting the teaching quality, faculty allocation, school running efficiency and academic level of exhibition science specialty. In addition, although the number of exhibition talents is growing, the quality is not up to the industry demand standard. The professional exhibition talents trained by the school are not in line with the actual needs of the exhibition industry, the unreasonable setting of teaching materials, the backward curriculum system, and the lack of practical links, etc., which make it

difficult for the exhibition talents who are trained in the scientific class to meet the employment requirements of the exhibition enterprises. Although there are many training schools or training institutions in the society, most of them are for the purpose of pursuing economic profits, unable to guarantee the professional level and teaching qualification of the teachers, and the content of the courses is mostly the copy of theoretical knowledge, unable to guarantee the quality of talent training.

3. Development Strategies of China's Exhibition Industry under the Background of the belt and road initiative

Based on the development status of China's exhibition industry, under the background of the belt and road initiative, it is suggested to improve from the following aspects to promote the sustainable development of the exhibition industry:

3.1 Establish authoritative industry organizations to coordinate and coordinate exhibition resources

The establishment of exhibition industry associations is an important experience and successful management model for the development of exhibition industry in developed countries with a market economy. We should learn from the advanced experience of developed countries, establish a national exhibition industry association organization as soon as possible, and clarify the functions of the association, so as to promote the development of China's exhibition industry to a higher level, a higher level and a higher quality. First of all, it is necessary to strengthen the relevant theoretical research on exhibition economy, deeply discuss the future development trend of exhibition economy and other issues, and analyze the competitiveness of exhibition enterprises. The exhibition industry association should do a good job in advising the government and exhibition enterprises, and organize research, academic discussions and other related activities around the development of exhibition economy, so as to provide more reference opinions for the competent departments and exhibition enterprises. Secondly, formulate industry standards and industry standards to standardize the exhibition industry. After the national exhibition industry association is established, it will be able to work out market norms and industry standards for the exhibition industry and establish a normal market order for the exhibition industry. On the basis of learning the successful concepts and experiences of well-known exhibition centers and exhibition cities, we will rationally arrange the exhibition department and related functions to ensure the interests of exhibitors and create an exhibition market environment that develops harmoniously from the inside out. Finally, build an exhibition evaluation system to promote industry certification. The so-called exhibition evaluation is a comprehensive assessment and evaluation of the exhibition environment and the effect of the exhibition, so as to ensure that the exhibition project maintains a high level of operational management and improves the quality of the exhibition.

3.2 Adopt the strategy of regional symbiosis and cooperation

Symbiotic cooperation refers to the mutual cooperation and interdependence of symbiotic individuals in a specific cooperation environment. The industrial form of exhibition industry is formed on the basis of symbiotic cooperation. National government, host government, exhibition venues, exhibitors, industry associations, etc. are symbiotic individuals of exhibition industry. The exhibition cooperation environment includes accommodation, catering, transportation, finance, etc. The regional symbiosis and cooperation of exhibition industry can be based on exhibition projects, exhibition brands, exhibition funds and exhibition business. Among them, the cooperation of exhibition projects and exhibition brands is the main way of regional exhibition cooperation, which includes a series of links such as project planning, information release, project promotion, institutional cooperation, brand output, etc. Such as introducing or exporting exhibition brands, holding theme exhibitions in turn, and jointly holding important forum meetings. The capital cooperation form of exhibition cooperation is mainly to carry out the infrastructure construction in the early stage of the exhibition through capital operation and to invest in the construction of

large-scale comprehensive exhibition venues. All investors simultaneously invest in the construction of an exhibition venue and jointly own the ownership of the exhibition venue. However, this kind of cooperation is relatively rare in international exhibition project cooperation because it involves multi-party benefit distribution.

3.3 Improve the personnel training mechanism

Talent is the most precious resource in the 21st century, and the development of exhibition economy is also inseparable from the support of professional talents. It can be predicted that China's exhibition business in the future includes domestic and foreign markets. Although it can inject fresh blood into the development of China's exhibition industry, China's exhibition enterprises will also face the challenge of strengthening specialization and branding of exhibition. Therefore, China's exhibition industry needs a large number of international exhibition talents for its development. Specifically, the following ways can be adopted to strengthen the training of talents in the exhibition industry:

First, it is based on higher education. Colleges and universities are the main channels to cultivate professional talents. Colleges and universities should set up special exhibition majors, recruit students majoring in exhibition, and adopt the education mode of academic degree, thus attracting the attention of the whole society to the cultivation of exhibition talents. Clarify the discipline orientation of exhibition and carry out systematic education. Discipline construction should be guided by social development and market demand and based on the reality of China's exhibition market. Since MICE has obvious interdisciplinary characteristics, an institutionalized trial platform named “MICE” can be set up. Under the platform, sub-disciplines such as exhibition planning, exhibition marketing and exhibition economic management will be set up to improve the plasticity and flexibility of cross-disciplines and provide more space and opportunities for the development of exhibition science. In addition, colleges and universities can also implement school-enterprise cooperation, improve the practical operation ability of talents through theoretical connection practice, promote the integration of exhibition and education, and realize the precise combination of exhibition theory and work practice. Second, improve the effectiveness of industry training. For those who have already engaged in exhibition work, they can participate in relevant vocational skills training, and enterprises should also pay attention to the improvement of the professional ability of the exhibition practitioners. Managers must have certain strategic management capabilities and be able to keep abreast of market developments. Technicians must have considerable project planning capabilities and exhibition organization and coordination capabilities. Highly skilled personnel must have strong ability to attract investment. Exhibition professional training enables these individuals to quickly master a single skill in a short period of time. In the specific training process, project training methods can be used, such as setting up conference management projects, exhibition operation projects, etc. trainees can choose different training contents according to their own needs. Finally, we should strengthen the introduction of talents. At present, the low level of internationalization of China's exhibition industry is a real problem, and it is difficult to change this situation in a short time. In order to solve this problem, we can introduce international exhibition professionals, which can not only alleviate the current situation of the lack of international talents, but also learn from its advanced management experience, constantly improve the overall management level of China's exhibition industry, so that it can better adapt to the international development.

4. Conclusion

Exhibition is an important channel to show the comprehensive national strength to other countries, so exhibition industry has the good reputation of “planes that scatter money” and “bread of modern cities”. Exhibition industry can directly promote the development of trade, tourism, transportation, retail and other industries, and promote the development of commodity trade, goods trade and service trade. Of course, there are still many problems in the development of China's exhibition industry. However, we believe that China's exhibition industry will develop in a higher

and stronger direction as long as it is based on the reality of China's exhibition market, forms a national industry organization, adopts a regional symbiosis strategy, and strengthens the cultivation of talents.

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