

## Analysis of the Advantages and Disadvantages of Developing MICE Tourism in Xi 'an and Countermeasures

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**Abstract.** By analyzing the advantages and disadvantages of developing mice tourism in Xi'an, this paper puts forward the countermeasures of developing MICE tourism in Xi'an at present.

### Introduction

In recent years, various statistical data show that MICE tourism has become a hot spot among various tourism products, which has become the key product for many countries to develop their tourism industry due to its huge development potential.

### Advantage

#### 1. Profound Cultural Heritage

Shaanxi is the birthplace of Chinese native culture and the core area that forms the cradle of Chinese national culture. It is a profound record of the lives of our ancestors on this land over the past 5,000 years. There are national key cultural relics protection unit 55 of Shaanxi, it is the province with the most abundant historical relics in China.

#### 2. Rich Tourism Resources

At present, Shanxi province has a total of more than 8,700 tourism resources, including about 500 cultural landscapes, 370 water sceneries, 800 biological landscapes, 300 sites and relics, 5,700 buildings and facilities, 500 tourist commodities and 530 cultural activities[1].

#### 3. Advanced Educational and Cultural Level

The level of education and culture in a city affects the professional level of mice tourism practitioners and the quality of ordinary citizens, which are important factors affecting the level of mice tourism activities. Strong educational, technological and cultural strength can not only provide professional talents in organization and management of large-scale exhibitions, but also provide a large number of high-quality volunteer service teams[2].

#### 4. Strong Accommodation and Reception Ability

At present, Xi'an have beds of 300000 pieces of tourists, including 83 star-rated hotels, hotels, total more than 15000 rooms, nearly more than 30000 beds, from the basic on the quantity and quality to meet the Xi'an tourism tourist and convention guests accommodation requirements[3].

#### 5. Urban Multi-Level Traffic Network Has Been Formed

MICE tourism has the characteristics of fixed schedule, large number of participants, concentrated flow time and important content of activities, which requires the host city to have a developed transportation system.

Xianyang international airport, Xi'an railway station, ring expressway, high-speed railway, six subway lines that have been opened or are under construction make Xi'an into a multi-level and three-dimensional land and air transportation network.

6. The Economic Conditions of the City are Good

In recent years, Xi'an's economy has maintained a growth rate of over 13%, with a GDP of 68.9 billion yuan and local fiscal revenue of 690 million yuan. The rapid economic development provides material guarantee for Xi'an to vigorously develop mice tourism. MICE tourism is an industry related to the exhibition industry and tourism industry. Xi'an's national economic and social development index and consumer price index have increased year by year, as shown in Figure 1, Figure 2 and Figure 3:

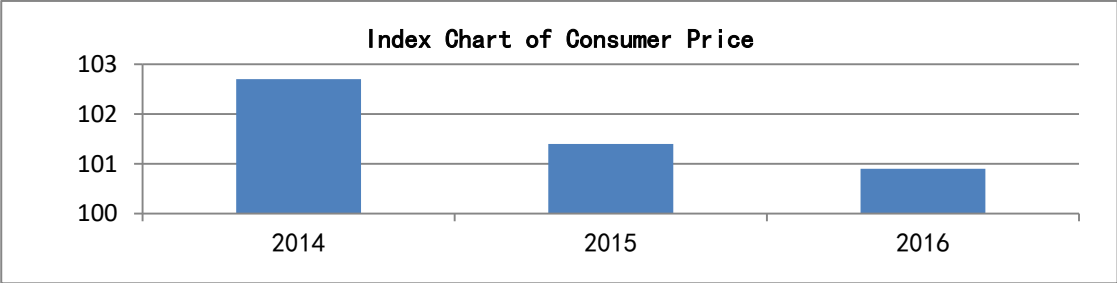


Figure. 1 The index chart for Shaanxi consumer price

Data resource: Shaanxi statistical yearbook

As shown in figure 4 below, the number of conference tourists in the tourist source market of Xi'an decreased slightly, but increased steadily year by year.

Two disadvantages

1. Incomplete Tourism Laws, Regulations and Disordered Operation

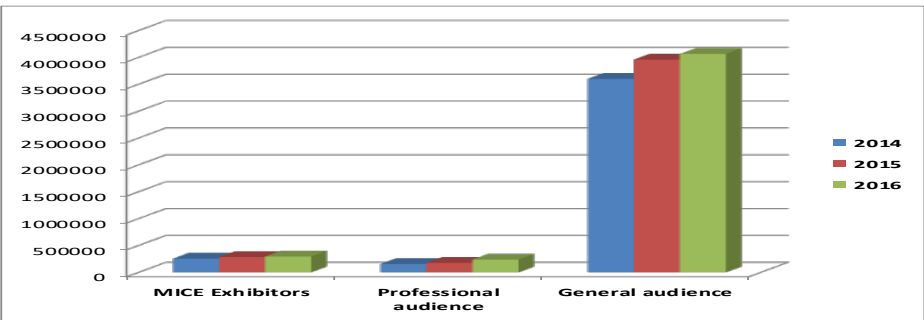


Figure.2 Xi'an MICE exhibitors and the audience

Data resource: Shaanxi statistical yearbook

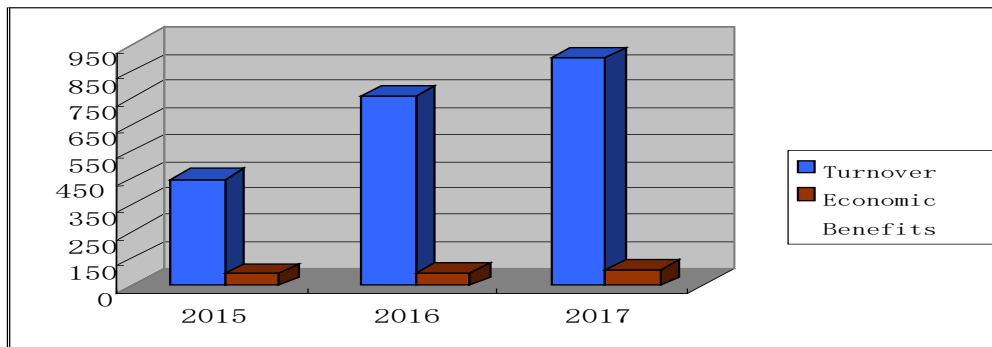


Figure. 3 The turnover and economic benefits of Xi'an MICE

The data comes from Xi'an exhibition network

Violations of the legitimate rights and interests of tourists occur from time to time, and the legitimate rights and interests of tourists cannot be protected. Tourists "spend money to suffer", be ripped off and cheated, common occurrence[4]. At the same time, due to the scarcity of tourism resources and non-renewable nature, easily lead to monopoly prices, some local protectionism is serious, self-pricing, rhetoric, price changes, serious price chaos, the existence of the "high quality, quality and price" phenomenon[5].

## 2. Relatively Weak Location Conditions

And the mice tourism in our country developed city of Guangzhou, Shanghai, Xi'an is located in the inland of China's Midwest, has a typical temperate continental monsoon climate, no water transportation, resource-poor, people's thought idea obsolete backwardness conservative, natural conditions, a year from November each year to the second year of the end of march is a tourist season[6].

## 3. Single Exhibition Product Structure

The exhibition products are "scattered, small and messy", mainly focusing on sales exhibition. Most of the exhibition companies in xi 'an are small in scale, with little capital and lack of professional planning and design personnel, resulting in small scale of the exhibition[7].

## 4. Imperfect Exhibition Market Mechanism and Management Mechanism

The market management system and mechanism lag behind the development of the market economy. The management system of the exhibition industry is not suitable, and the vertical management rights between the exhibition administrative departments and the relevant departments at the same level are inconsistent, making the market-oriented and professional management of the exhibition unable to be effectively implemented[8].

## Development Countermeasures

### 1. Develop MICE Tourism on the Basis of Developing Traditional Tourism Products

Xi'an traditional tourism products development for many years has been mature, and matching a variety of more perfect infrastructure, Xi'an international and domestic popularity is more and more big, the influence is more and more strong, to develop the mice tourism is not to say that give up the traditional tourism product development and development, but with the help of its existing facilities, equipment and personnel to better promote the development of mice tourism[9].

### 2. Establish and Improve Exhibition Management Institutions and Implement Market Operation

## Mechanism

Throughout the world, countries with developed mice tourism have specialized exhibition management organizations, such as the conference and tourism bureau in Paris, and the convention and exhibition bureau in Japan, Singapore and Hong Kong. Xi'an can learn from the experience of foreign developed countries and set up a special exhibition authority under the tourism bureau to contact, approve and co-organize the exhibition activities. Meanwhile, Xi'an encourages the establishment of professional exhibition companies (PCO) and destination management companies (DMC) to form a market operation mechanism. The development degree of a city's exhibition industry depends on PCO and DMC in addition to the attractiveness of the city itself and the promotion of hardware facilities. If Xi'an wants to improve the management level of the exhibition industry, it should set about establishing such institutions. At the same time, the association can also be set up to strengthen industrial guidance, maintain the reputation of the exhibition market, overcome the low level, small-scale, multiple exhibition situation, and prevent vicious competition[10].

In a word, Xi'an should make full use of its rich tourism resources to build Guanzhong city cluster, give full play to Xi'an's geographical advantages as a tourism center relying on the city, vigorously develop mice tourism, and find a new way to enhance Xi'an's urban competitiveness.

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