

Research on the Interaction between MICE Tourism and City

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Abstract: MICE tourism is a high-level and special expression of tourism activities. It is an inevitable outcome of the development of exhibition economy and an important part of the exhibition industry chain. Due to the broad market prospects and high profits of the market, China's tourism industry, which is in transition, has seen another source of development.

1. Introduction

China's MICE tourism began to sprout in the 20th century. It began to develop in the 1990s and started late. Due to the lack of policy support in the unified market in China, the shortage of relevant talents, unregulated organizations and institutions, China has not been able to occupy a position in the market where the existing resources are commensurate. At present, there is no professional international conference public relations company in China, and the hardware conditions are poor. According to the data of the International Federation of Exhibitions and Conventions, China ranked 34th in the world and 12th in the Asia-Pacific region in the 1998 international conference reception rankings. This is incompatible with the pace of China's reform and opening up and the status of a major tourist country. In particular, China's accession to the World Trade Organization, the rapid development of the economy and unique tourism resources and its strong appeal will enable China's MICE tourism to enter a new stage of comprehensive and rapid development, and show extremely broad development prospects. The huge market demand determines the bright future of MICE tourism.

2. Exhibition and tourism related concepts

Exhibition activities: The so-called exhibition activities are activities that provide services for business negotiations and commodity transactions by building venues, holding exhibitions, and holding conferences. Its service targets are mainly enterprises, brokers, trade groups and so on. It is a comprehensive service activity covering a wide range of topics such as professional conferences, expo transactions, technology exchanges, cultural events and more. There are two types of exhibition activities, namely comprehensive exhibitions and professional exhibitions. The comprehensive exhibition is to showcase all aspects of a region or regions and conduct comprehensive economic and trade negotiations, such as the World Expo. Professional exhibitions are products that focus on a certain industry or a certain type of industry, such as the Kunming World Horticultural Exposition. **Convention and Exhibition Industry:** The convention and exhibition industry is not only a systematic project, a comprehensive economy, but also a special service industry, involving many industries. Generally speaking, the convention and exhibition industry in the narrow sense refers to the departments that use exhibitions as the industry, including industry associations, exhibition organization organizations, exhibition venues, exhibition design and construction companies, and exhibition prop production companies. In addition to the above, the general exhibition industry also includes departments that provide services for exhibitions in transportation, advertising, hotels, restaurants, transportation and other departments. **Exhibition economy:** The so-called exhibition economy refers to the promotion of a region or a city-related industry through the holding of various conferences and exhibitions, while achieving direct economic benefits, and achieving the goal of promoting comprehensive economic and social

development. The exhibition economy is the product of the development of the market economy to a certain stage, and is compatible with the inherent requirements of the market economy for information exchange.

Tourism science itself is an emerging discipline. At the international level, its research core and extension are still in a relatively vague stage, and MICE tourism is a high-level and special expression of tourism activities, which is the inevitable development of exhibition economy. The product is an important part of the exhibition industry chain. In China, although the exhibition has a history of nearly 50 years, the real development stage was only started in the late 1980s. The exhibition industry is still in the formation stage and is in the ascendant. Similarly, for the concept of MICE tourism, many scholars have a different opinion.

3. The role of MICE tourism in the city

From the perspective of globalization, the world in the 21st century is the city of the world. Secondly, from the perspective of China's own development, China will enter a new era of urbanization. Third, urban competitiveness has become a new perspective for global development. MICE tourism has developed rapidly around the world with its high industrial relevance and economic influence. With the globalization of globalization and the intensification of competition in the international exhibition market, the global exhibition industry has presented some new features and trends. Many countries have set off a boom in the construction of large-scale, complete facilities and intelligent exhibition venues. In the international arena, the specialization, internationalization and grouping of exhibitions have become the mainstream of MICE tourism and represent the development trend of MICE. Fourthly, from the perspective of China, competitiveness has become a new proposition in China. Since the 1990s, China's MICE tourism has taken shape and become a new phenomenon in China's urban economy. Various types of meetings have been increasing year by year, especially in some large and medium-sized cities. The functions of trade, economic and technical cooperation, and comprehensive exhibitions and economic expo, including information consulting, investment financing and business services, have emerged. Cities compete for exhibition resources, markets and services. The competition is fierce. In terms of the relationship between urban competitiveness and the exhibition environment, in theory, urban competitiveness is actually the ability of cities to create wealth. It is a city that compares with other cities to create value and provide benefits to its residents. Ability. This is an explanatory framework for urban competitiveness: comprehensive urban competitiveness includes the competitiveness of MICE tourism and other industrial competitiveness. Urban competitiveness is a comprehensive competitiveness. The competitiveness of MICE tourism is the city's exhibition economy, which undoubtedly has a great impetus to the development of a city's national economy.

The competitiveness of important industries. First of all, MICE tourism is a key link in all industries of the city. If all the departments are put into an industry, every industry and every enterprise must have propaganda and exhibitions, so all industries must have. There is a link in the exhibition, then this part of the exhibition is a high value-added link in the industrial chain, which can bring huge profits and wealth to various industries. At the same time, MICE tourism is inseparable from corporate and local economic activities. This determines that MICE has strong wealth and welfare effects on cities, industries and residents. It directly stimulates the development of foreign trade, tourism, hotels and transportation. The exhibition can quickly improve the city's functions, increase revenue, enhance international exchanges and cooperation between exhibition organizers or cities and exhibition-related fields, promote the development of urban economy, science and technology culture, improve the image of the city, and enhance the visibility of the city. In addition, the industrial competitiveness of MICE tourism includes two major parts, one is the overall competitiveness of MICE tourism, and the other is the environmental competitiveness of MICE tourism. The overall competitiveness of MICE tourism is reflected in a city for MICE tourism and has its own exhibition brand. There are many cities in the world that are famous for their exhibitions. In the country, because of the festival, the cities that are prosperous are too numerous to enumerate. To a certain extent, the number and scale of exhibitions is an important

indicator of the degree of urbanization. For example, in Paris, France, the number of important international exhibitions in the year has reached more than 300, enjoying the reputation of “the capital of international conferences”. In Hannover, Germany, the World Expo was held, shortening the distance between different cultures and improving the international image of Germany. Dalian, China, was originally a city dominated by heavy industry. Since the end of the 1980s, the city has become a world-famous city and has become a city of international convention and exhibition center in Northeast Asia. It can be said that with a well-known exhibition, the city has a business card, which not only can bring considerable economic benefits, but also greatly enhance the city's popularity. In order to host the 1999 World Horticultural Exposition, Kunming invested more than 21.6 billion yuan and built 218 hectares of venues and other facilities, which has accelerated the city construction in Kunming for at least 10 years. Zhuhai was originally a small town adjacent to Macau. When the first China International Aviation and Aerospace Exhibition was successfully held in 1996, the name of Zhuhai was even louder in China and the world. It is no wonder that the main leaders of Zhuhai City said that the air show is not a burden for Zhuhai, but a resource, a rare opportunity.

4. MICE tourism optimizes the industrial structure of the city

Exhibition tourism is a collective activity that organizes various conferences, exhibitions, exhibitions, etc. It is one of the important forms of human material and cultural exchanges. When MICE tourism develops to a certain stage and becomes an integral part of the modern economic system, it will become an industry and become a major industry in the city. The so-called industrial structure refers to the technical and economic links and contact methods between various industries. Industrial structure optimization refers to the process of promoting the rationalization and high-level development of industrial structure. The former mainly relies on the objective proportional relationship of industrial-related technology and economy to coordinate the existing unreasonable industrial structure and promote the coordinated development of the national economy; the latter mainly refers to following the evolution law of industrial structure and accelerating the industrial structure through innovation. Evolution. When the city's leading industry is determined, it will play a positive role in optimizing the industrial structure of the entire city through the diffusion effect. The impact of leading industries on the industrial structure of the entire city is achieved through three aspects: retrospective effect, side effect and forward effect. The so-called retrospective effect means that when an industry is in a stage of rapid growth, due to the requirements of its technical and economic linkages, it will propose new input requirements for the backward related departments. These new input requirements will promote innovation and development in the technology, organization and systems of the related sectors. The so-called side effect means that the growth of the leading sector will also cause a series of economic and social changes in the surrounding areas. These changes tend to promote the industrialization process and industrial structure upgrading on a broader basis. For example, the cotton textile revolution revolutionized Manchester and Boston; the automotive industry changed Detroit and caused the transformation of the old city centre and the creation of a new urban center. The forward effect means that the development of leading industries has stimulated a kind of “stimulating power”, that is, the growth of leading sectors has induced the emergence of new industrial sectors, new technologies, new raw materials and new materials, and improved the quality of products provided to other industries. . The expansion of the 18th century cotton textile industry in the United Kingdom directly and forcefully increased the stimulating power, freeing the cotton textile manufacturing industry from the dependence on water; and also laid a foundation on which Watt was carefully cultivated in Bolton. The completion of the results far beyond the tasks of the textile industry; the expansion of the cotton textile industry has even more directly increased the incentive to seek new means of transport, transporting cotton textile materials and final products between ports and factories in a cheaper way; Accelerated rail construction in Manchester - Liverpool or Boston - Lowell. It is through this combination of these three diffusion effects that the leading industry realizes the optimization of the entire industrial structure and the rapid economic growth.

5. Conclusion

City and MICE tourism have always been and will continue to maintain this highly interactive relationship. Without cities, there is no basis for MICE tourism; without MICE tourism, modern cities will be greatly eclipsed. The exhibition tourism is provided to the city, which is a highly intensive flow of people, logistics, information flow and capital flow. This flow of material and spiritual wealth can bring considerable dividends: consumption, profit, taxation, employment; and can spread the silent moisturizing: enhance the image of the city and shape the human character. The city gives the exhibition a full range of support and is an all-weather guardian. Whether it is catering, accommodation, transportation, communication, finance and tourism, what the event expects is that the city can do its best. With these support, the event can truly become the “printer” of the urban economy and the “booster” of regional development. Exhibitions need to choose cities: Only those cities that can provide sufficient, timely and effective support can win the favor of the organizers, win the reputation of exhibitors, and gather the popularity of visitors. Cities also need to choose exhibitions. Only those exhibitions that closely combine local advantageous industries, meet local development trends, and meet the needs of the local market can truly bring long-term benefits to the city.

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