Exploring the Path of Synergic Development between Exhibition Industry and Regional Economy

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Abstract. The exhibition industry is highly relevant. It organizes a large number of people flow, logistics, technology, capital, information and other resources through the holding of convention and exhibition activities, and promotes the development of regional economy from various aspects such as industrial restructuring and optimization and promotion of employment. And a good regional economic environment is the basis for the development of the exhibition industry. The article analyzes the shortcomings of the exhibition industry and the regional economy from the high correlation between the exhibition industry and the regional economy, and proposes an effective coordinated development path.

The Relationship between the Exhibition Industry and the Regional Economy

In recent years, with the development of the regional economy, the construction of exhibition halls and corresponding supporting facilities is in the ascendant, and the development of the exhibition industry is steadily improving. And with the development of economic globalization, the specialization and internationalization of exhibition activities have been improved, which has promoted regional trade, humanities, information and technical cooperation, thus creating good social and economic benefits for the region. The relationship between the exhibition industry and the regional economy is increasingly emerging.

A Good Regional Economic Environment is the Prerequisite for the Development of the Exhibition Industry

As an emerging industry, the exhibition industry is the economic activity that mainly obtains director indirect social and economic benefits by holding various forms of meetings, exhibitions or festivals. In the process of developing the exhibition economy, all regions must have corresponding supporting conditions as support. As the exhibition activities have a high concentration of people flow, logistics and information flow in the process of holding the exhibition activities, it is necessary to support the industrial base, transportation, hotels, restaurants, etc. Therefore, a good regional economic environment is the prerequisite for the development of the exhibition industry. For example, China's eastern coastal economic belt, the Yangtze River Delta and the Pearl River Delta and other relatively economically developed regions have comparative advantages in terms of location environment, industrial base, and transportation facilities. So, the development of exhibition industry in these regions is relatively mature.

The Exhibition Industry Actively Promotes Regional Economic Development

In recent years, the global economic growth has slowed down, trade uncertainty has increased, financial market turmoil has intensified, and the overall recovery of the world economy has been weak. As the barometer of economic development, the exhibition industry has also been affected to some extent. However, as the three major smoke-free industries in the world, the exhibition industry has a high degree of industrial linkage and high input-output ratio. It plays a great role in regional industrial restructuring, employment promotion, international economic cooperation, urban function optimization and the construction of a modern open economy system. In particular, the 1:9 driving coefficient effect presented in the development of the exhibition industry reflects. The exhibition
industry can actively promote the development of the regional economy and become the growth point of regional economic development.

**Deficiencies in the Coordinated Development of Exhibition Industry and Regional Economy**

**Blind Development and Lack of Collaborative Planning**

In the economic development of all regions, the positive effects of the linkage effect of the exhibition industry on promoting regional economic development will be taken into account. However, the lack of synergy and overall planning in regional economic development planning and exhibition industry development planning is more prominent. The exhibition industry is highly correlated with regional economic development, and the two promote and restrict each other.

For areas with relatively weak infrastructure construction, without the improvement of the transportation, hotel and other infrastructure needed for the development of the exhibition industry, the regional economic development and industrial base have not been carefully considered, blindly following, and spending a lot of money that caused a lot of waste of resources, and will also have negative effects on regional image when holding exhibitions. After the completion of the exhibition venues, it is not suitable for the needs of holding professional exhibitions with regional industries as the mainstay, such as the capacity, height and load-bearing capacity of the exhibition halls, resulting in unsatisfactory holding of exhibition activities and low utilization rate of venues.

**The Synergy Mechanism between the Participants in the Exhibition Activities Requires Improvement**

In addition to the high degree of industrial relevance of the convention and exhibition activities, the hostings of the exhibition activities involves various industries and major departments. From the perspective of regional administration, organizing conventions and exhibitions involves many functional departments. Although many regional governments have set up administrative departments for the exhibition industry, there is still a serious lack of unified coordination and management of the government. The anchors of the exhibition activities need a lot of time and energy to find a government function approval cover. Chapter and the administrative fees are unreasonable, undisclosed, and opaque, that make the cost of holding conventions and exhibitions increase year by year. For the private institutions such as the exhibition research institutes and exhibition industry associations in the region, although the goal is to play a bridge role in the development of the exhibition industry, the actual coordination effect still needs to be improved due to the imperfect coordination mechanism.

**Exhibit Activities are Highly Repetitive and Lack Branding**

According to the 2017 China Exhibition Data Statistics Report data, the total number of China's economic and trade exhibitions reached 10,358 in 2017, there are nearly 57 to 85 exhibitions held together nationwide every day. In addition to exhibitions, various regions are also keen to hold various tourism and cultural festivals and sports events to enhance regional image and visibility and promote regional economic development. Right now, the exhibitions such as auto shows, tea fairs or food festivals appear frequently in various regions, but there is a huge gap in their scale, professionalism and internationalization. There is a phenomenon of exhibition bubble for regional society which will bring greater instability for regional society, Economic benefits.

What is more serious is that the same theme exhibition activities are held in some areas, and there is a vicious competition between the organizers of the exhibitions. The direct consequences of small-scale repeated exhibitions, it is difficult to establish a brand, the attraction is not so great. Due to the uncertainty of the quality of the exhibition and the cost of the exhibition, the exhibitors and the audience were diverted, and even exit and select the exhibition activities outside the region that results in waste of regional resources.
The Level of Exhibition Services is Seriously Lagging behind the Development of the Exhibition Industry

At present, from the planning of exhibition activities to the evaluation after the completion of the exhibition activities, there are corresponding enterprises or institutions as suppliers of exhibition services in various processes and stages of the exhibition activities. However, in different regions, there is a big gap in the level of exhibition services and even seriously lags behind. For example, in some small and medium-sized cities, although there are better exhibition venues, sometimes the lack of exhibition factories or booth construction service providers has influences on the level of exhibition services before the exhibition. Whether higher education institutions in the region have opened exhibition-related professional services for regional economic development, whether they can provide professionals who meet the needs of the exhibition industry, whether there is a large-capacity WIFI network inside the exhibition venues, and whether they can provide enough seats. The experience that directly affects the participants of the event will be an important factor affecting the level of regional MICE services.

The Path of Coordinated Development between Exhibition Industry and Regional Economy

Planning Synergy to Promote the Positive Interaction between the Exhibition Industry to the Regional Economy

To achieve the multiplier effect of the regional exhibition industry and achieve the goal of promoting regional economic development, it is necessary to support the region in economic, social and environmental aspects. For the realization of the goal of coordinated development of the exhibition industry and the regional economy, the most crucial thing is planning coordination. Regional government departments should fully consider and measure the conditions required for the development of the exhibition industry and the coordination of regional urban planning. With the rapid development of the city, the location of many exhibition venues is considered in the suburban area, but it must be coordinated with the city's transportation planning to ensure the accessibility of the exhibition venues. In the construction of exhibition venues, it is necessary to fully investigate the industrial base and its characteristics in the region, fully consider the local market demand to determine the functional planning of the exhibition venues, avoid blind construction and waste resources. Therefore, it is necessary to realize the synergy between the development of the exhibition industry and the regional urban planning, so that the benign interactive development of the exhibition industry in the regional economy can be promoted effectively.

Build a Coordinated Development Mechanism Among the Participants in Each Event

The development of the regional exhibition industry is inseparable from the mutual support and coordination among the participants in the exhibition activities such as regional governments, industry associations and exhibition enterprises. The regional government should take the lead and coordinate with multiple departments to jointly build a perfect coordinated development mechanism among the participants of the various exhibition activities. The regional government departments should actively carry out policy planning and introduce practical and feasible industrial policies and taxation policies to promote the development of the exhibition industry, continuously update the concept of exhibition development, innovate synergy mechanisms and promote the coordinated development of the exhibition industry and the regional economy. Exhibition industry associations should actively play the role of ties and bridges, formulate industry standards and standardize the behavior of exhibition industry. Exhibition enterprises should actively communicate with regional governments, and cooperate with industry associations in depth according to the characteristics and requirements of regional industrial development, and focus on planning exhibition activities that can promote regional industrial transformation and upgrading.

Cross-regional Synergy, Strengthen Resource Integration and Magnify Location Advantages

With the saturation of the regional exhibition market or the increasing regional industrial
differentiation, the implementation of the going out strategy is an inevitable trend in the development of the exhibition industry and it’s also an economic development requirement for achieving complementary advantages in all aspects of the region. For example, regional governments and exhibition enterprises should actively respond to the Guangdong-Hong Kong-Macao Greater Bay Area strategy, implement the going out strategy, actively carry out cross-regional coordination, strengthen resource integration and magnify the location advantage. The development of the going out strategy of international large-scale exhibition groups is an inevitable trend. For the coordinated development of the regional exhibition industry and the economy, we should also actively implement the strategy of introducing. The regional government should increase its efforts to introduce the international exhibition group, promote the transformation and upgrading of the exhibition enterprises in the region, and strengthen the alliance with the international exhibition group to create a regional exhibition brand.

Cross-industry Collaboration and Integrated Development

The exhibition industry has a high degree of industrial relevance. In the context of the experience economy, with the continuous improvement of consumer demand such as exhibitors and visitors, the exhibition industry has also developed into an experience-based industry. Participants in the event have a higher and higher perception of the event experience. In order to improve the perceived quality level of the participants in the event, it is necessary to keep pace with the development of the social economy and realize the integration of the exhibition industry with the Internet, tourism, hotels, cultural creativity and other industries. Such as the cross-border integration of the exhibition industry and the Internet to achieve convenient registration, reporting, leasing and other exhibition activities, then reduce the time and cost of participants in the event, and improve the satisfaction of participants in the event. The degree of integration of tourism, hotels and other industries, which is highly related to the regional exhibition industry and the exhibition industry directly restricts the development of the exhibition industry.

Conclusion

Regional economic development provides a solid foundation for the development of the exhibition industry. The development of the exhibition industry directly or indirectly drives the development of regional related industries, optimizes the regional industrial structure and resource allocation and enhances the overall economic strength and competitiveness of the region. Regional government departments should base themselves on regional industrial environment and market demand, actively improve the synergy development mechanism between exhibition industry and regional economy, and promote the coordinated development of exhibition industry and regional economy to realize the continuous and coordinated development of ecological-social-economic three-dimensional composite system of the region.

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