Enlightenment of Exhibition Venues Intelligent Management Mode in Developed Countries to China

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Abstract. With the wide application of information multi technology in the exhibition industry, the exhibition industry in developed countries presents a trend of intelligent development as a whole. The characteristics of the intelligent development of exhibition industry in developed countries are mainly manifested in the informatization of exhibition enterprises, the virtualization of exhibition projects and the intellectualization of exhibition venues. However, there are many disadvantages in the development of exhibition industry. China must learn from the development path of exhibition industry in developed countries. This paper first analyzes the Enlightenment of the intelligent management mode of exhibition venues in developed countries to China. Then, this paper puts forward some questions. Finally, some suggestions are put forward.

Keywords: Exhibition Venues, Intelligent Management Mode, Developed Countries

1. Introduction

Exhibition is an industry that obtains economic benefits by holding various conferences, exhibitions, exhibitions and festivals, which is called pollution-free green economy. Since the first World Expo was successfully held in London, England in 1851, the exhibition industry has gradually been attached importance to by all countries, which has rapidly developed into a new industry. The Great Exhibition of 1851 is the first large-scale exhibition in history, which is the first one held in the world. Since China's reform and opening up, the market economy has developed rapidly. The exhibition industry has grown at an average annual rate of nearly 20%, which has rapidly grown into a new industry. Especially after Beijing and Shanghai successfully applied for the Olympic Games, the development momentum is even more rapid [1-3]. With the continuous progress of information and communication technology, many countries and regions have successively launched a series of development strategies supported by new technology and characterized by intelligence. "Intellectualization" is becoming the new development goal and common vision of the global economy in the future. The exhibition industry, especially in developed countries, has begun to show an obvious trend of intelligent development [4-5]. In recent years, the total number of physical exhibitions in Germany, the United States and other countries began to decline, and the number of exhibitors and visitors also showed a significant downward trend, while the virtual exhibition is just the opposite. In various exhibition activities, various intelligent communication and management methods have been widely used, including 3D technology, UHF RFID technology, virtual network technology, Internet of things technology, etc. Therefore, the content and mode of exhibition service begin to show some new
characteristics.

2. Enlightenment of exhibition venues intelligent management mode

2.1. Advanced hardware facilities
Exhibition venues are the most important infrastructure for exhibition, which is also an important carrier of exhibition activities. The developed exhibition industry in foreign countries is inseparable from the advanced exhibition venues. For example, Germany currently has 23 exhibition centers with a total area of more than 2.8 million square meters. In addition, these exhibition centers have conference functions, with conference venues. For example, Germany's largest and world's largest Hanover Exhibition Center, in addition to 27 exhibition halls, also has a conference center with 35 function halls. For the subsequent operation of the exhibition center, the German government and relevant departments will invest about 100 million euros every year for the improvement and maintenance of the facilities. Over the past decade, Germany has invested over 800 million euros in the improvement and maintenance of infrastructure and supporting services. Therefore, the exhibition center in Germany can meet the latest requirements of exhibitors and visitors, no matter in terms of construction level or technology level. Therefore, the advanced level of hardware facilities is one of the important reasons for attracting people to attend the exhibition in Germany.

2.2. Focus on the importance of brand
Now, many enterprises hold exhibitions not only to attract customers and promote their products. Another main purpose is to enhance the company and product image, which will increase the company's brand awareness. Exhibition companies will also promote their brands through exhibition marketing, which will provide exhibitors with current exhibition information of the industry. At the same time, exhibition companies can also improve their visibility, which can improve the utilization of venues.

2.3. High service level
Countries with developed exhibition industry not only attach importance to hardware facilities such as venues and transportation, but also pay special attention to the important role of soft services in exhibition. Many exhibition venues win by service. Good service is the key to the success of the Expo. Japan has hosted many World Expos, and its long-term experience has formed a complete service system. For example, security. The rescue facilities of Japan World Expo are very perfect. For example, there are alarm devices in the toilet, emergency teams in the venue, emergency phones printed on the map of the venue, and monitors can be seen everywhere. Security personnel monitor at any time and are ready to deal with accidents.

2.4. Focus on personnel training
Talent is an important guarantee to ensure the sustainable competitiveness of the exhibition industry. Foreign countries attach great importance to the education and training of exhibition talents. They attach great importance to the teaching of theoretical knowledge, including a comprehensive discipline system, practical curriculum, clear training objectives. Therefore, they have strong advantages in teaching content, teaching methods, teachers' level and management mode. For example, the United States has formed an education system that integrates college education, undergraduate education and graduate education. The AUMA Association in Germany trains teachers in Vocational and technical schools in the field of exhibition every year. In addition, the German exhibition Library in Berlin is rich in resources. At present, there are about 8100 kinds of media resources, such as scientific papers, magazine articles, reference books, exhibition catalogues, etc. For reference, which provides great convenience for students, teachers and other relevant professionals.
3. Problems in the intelligent construction of Chinese exhibition industry
A total of 800 questionnaires were issued, and 761 questionnaires were valid, with an effective rate of 95.1%. The specific analysis is as follows.

3.1. The low level of venue intelligence
Xinghai Convention and Exhibition Center and World Expo Plaza are the main venues for holding exhibitions in Dalian. In recent years, they have undertaken a large number of large and medium-sized exhibitions at home and abroad. Compared with Xinghai Convention and Exhibition Center, the technology content of phase II venues of Dalian World Expo Plaza is relatively high, but there is still a certain gap compared with the venues in Beijing, Shanghai, Guangzhou and other first tier cities. Therefore, the average level of China's exhibition industry is even worse than that of foreign exhibition venues. There are some problems in the construction of exhibition venues in China. According to the survey, the most important problems are low control accuracy and unreasonable setting of monitoring points, accounting for 54.6% and 49.4% respectively, as shown in Figure 1.

![Figure 1. The low level of venue intelligence.](image)

3.2. Lack of professional talents
Modern exhibition industry is an industry involving a wide range, strong policy and high degree of specialization, which has a large demand for professional talents and compound talents. Among the current staff of exhibition planning companies in China, there are few graduates of exhibition major, most of them are graduates of exhibition related major or non professional employees. Although these practitioners have some practical experience, they don't know enough about the operation mode of international exhibitions, which results in the low level of exhibitions in China. According to the results of the survey, the most important problems are the lack of systematic training and poor teachers team, accounting for 70.5% and 52.7% respectively, as shown in Figure 2.

![Figure 2. The lack of professional talents.](image)

4. Countermeasures for intelligent construction of China’s exhibition industry

4.1. Strengthen the short board of professional talents
Our country should carry out the inter professional talent training mode. First of all, as the main position of talent education, the exhibition specialty of colleges and universities in our province should find a good position. Through innovation and exploration of the exhibition talent cultivation path, we
can cross set theoretical learning and practical exercise, which will continuously improve our professional knowledge and practical skills. As a well-known brand exhibition country in the world, Germany has formed its own unique talent training system which is professional, scientific and standardized. Secondly, colleges and universities should strengthen the construction of teaching staff and teaching environment. By absorbing comprehensive and professional talents, colleges and universities can enrich the ranks of teachers. Teachers should pay more attention to the all-round teaching of theoretical knowledge and time skills, which can enhance the comprehensive service ability. The state should encourage relevant personnel to study abroad to learn the most advanced exhibition knowledge and concept in the world. At the same time, colleges and universities can introduce foreign exhibition talents with advanced concepts and exhibition experience, which can increase the talent reserve.

4.2. Improve exhibition supporting services
Exhibition can produce strong comprehensive benefits, which can promote the integration and interaction of related industries. We can achieve a win-win situation by improving the supporting service construction of the exhibition. The state should strengthen the construction of management, development, design and operation system of exhibition. By fully mobilizing the organization and coordination of exhibition industry and hotel catering, it can enhance the market competitiveness and industrial influence of China's exhibition industry. The state should formulate preferential policies and financial subsidies, which can actively promote the integration of exhibition industry, transportation industry, accommodation and catering industry, tourism planning industry, cultural and creative industry, etc.

5. Conclusion
Although the development of China's exhibition industry is very fast, compared with the exhibition industry in developed countries, China's exhibition industry is still in its infancy, and there are many deficiencies. However, the exhibition industry in developed countries has developed more mature. Therefore, we can learn from the experience of exhibition industry in developed countries, which will promote the better development of exhibition industry in our country.

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