

Path of Economic Integration and Development of Liaoning Convention and Exhibition and Tourism Industry in the Context of Territorial Tourism

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Abstract

In the new era, integration is an important content and inevitable trend of high-quality development of all industries at this stage. Due to the significant integration of tourism, the integration of tourism and convention and exhibition industry has become an important trend in the current urban economic development, which can promote the upgrading of urban service industry and the adjustment and optimization of economic structure, while the tourism industry can promote the image shaping and brand building of the city. This paper analyzes the economic integration development of convention and exhibition and tourism industries in Liaoning Province under the background of regional tourism, and objectively puts forward the integration development path between the two industries, with a view to making positive references for the development of convention and exhibition tourism in the future.

Keywords

Regional tourism; convention and exhibition; economic integration; development paths.

1. Introduction

In 2015, the development of regional tourism rose to the national strategic deployment, and since then the Tourism Bureau has announced the list of regional tourism demonstration zones one after another, and China has gradually entered the era of regional tourism^[1]. Territorial tourism is a spatial panoramic system tourism, a new concept of coordinated regional development that jumps out of the traditional tourism planning for modern tourism, which refers to the development of tourism as the core in a certain region, through the comprehensive and systematic optimization and enhancement of all kinds of natural and economic and social resources, related industries, the ecological environment, public service institutions, institutions and mechanisms, policies and regulations, etc., in a certain geographical area, and to achieve the Through the comprehensive and systematic optimization and upgrading of various natural and economic resources, related industries, ecological environment, public service institutions, institutions and mechanisms, policies and regulations, etc. within a certain geographical area, it can realize the organic integration of resources, the fusion and development of industries, and the construction and sharing of the social economy in the region. Territorial tourism emphasizes the creation of the entire region as a tourist destination, with the basic principles of coordination, integration, development, reform and innovation, so that tourism can become a normal way of life, thus realizing the optimization of the entire tourism landscape, the support of the entire tourism services, the linkage of the entire tourism industry and the sharing of tourism fruits by all people.

With the rapid development of the tourism industry, the convention and exhibition industry has also become an indispensable part of economic development. The early concept of convention and exhibition mainly refers to the general name of conference and exhibition, and with the development of convention and exhibition, its conceptual connotation and extension scope have been expanded and enriched. The concept of convention and exhibition refers to the material and cultural exchange activities formed in a certain geographical space around a specific theme where many people gather together regularly or irregularly, which is essentially a platform for information exchange and dissemination. The basic forms of convention and exhibition activities include large-scale conferences, incentive tourism activities, trade fairs, exhibitions, expositions, trade fairs, sports meetings and various festivals. Convention and exhibition industry refer to the industrial system formed by the service enterprises, departments and organizations related to conventions and exhibitions, and it is an industry that has developed at a high speed in recent years in China. In China, the exhibition industry was formally proposed between 1998 and 1999. The conference and exhibition industry is characterized by high industrial relevance and industrial drive, which can not only bring great economic benefits, but also great social benefits^[2]. Therefore, many countries and regions attach great importance to the development of the exhibition industry.

The convention and exhibition and tourism industries have attracted much attention because of their unique economic value and social impact, and they are independent and highly interrelated, mutually supportive, benign interaction and interpenetrating and intersecting, naturally intermingling and synergizing^[3]. With the acceleration of economic globalization, people's demand for resources for display, communication, cooperation and development is gradually increasing, and the exhibition industry is an industry that can meet this demand. At the same time, tourism has become one of the main ways of people's leisure, entertainment and learning. The concept of integration of convention and exhibition and tourism industries refers to the integration of the advantages of these two industries to create more social and economic benefits.

2. The Development Status of Liaoning Convention and Exhibition Industry and Tourism Industry

2.1. Status of development of the convention and exhibition industry

In recent years, the development of conference and exhibition industry in Liaoning Province has closely surrounded the national "One Belt and One Road" strategy and supply-side structural reform, and basically formed three conference and exhibition economic circles in the central and northern part of Liaoning Province centered on Shenyang, the southern part of Liaoning Province centered on Dalian, and the western part of Liaoning Province supported by the three cities of Jinzhou, Panjin and Huludao. The three convention and exhibition economic circles in the region are basically formed Through years of experience accumulation, Liaoning conference and exhibition Through years of experience accumulation, Liaoning conference and exhibition economic development achievements are obvious to all, specifically manifested as the overall scale of the exhibition is intensive development; the construction of conference and exhibition venues and facilities is getting better and better, with a total of 9 conference and exhibition venues professionally used for exhibitions and available for exhibitions with a total area of 276,000 square meters; the brand exhibitions have distinctive features, and the degree of professionalization of independently cultivated brand exhibitions is constantly improving, such as the Northeast Public Security and Prevention Products Expo, China (Shenyang) International Furniture and Building Decoration Exhibition, Jinzhou Agricultural Science and Technology Expo, Northeast Dental Equipment Exhibition, Northern Beauty Salon Industry Expo and other brand exhibitions have been the brand name cards of professional

characteristic exhibitions in Liaoning Province; the function of brand promotion of exhibitions has been continuously strengthened, which has played a positive role in promoting the brand construction of Liaoning; the development and growth of conference and exhibition enterprises and institutions, and the successive establishment of the Liaoning Provincial Exhibition Industry Association, the Shenyang, Dalian, Benxi, and the Beijing Exhibition Industry Association, and the Liaoning Provincial Exhibition Industry Association. The development and growth of exhibition enterprises and institutions have successively established Liaoning Exhibition Industry Association and municipal exhibition industry associations in Shenyang, Dalian, Benxi and Dandong.

2.2. Status of tourism development

Liaoning is an important heavy industry base, strong education province, and a large province of tourism resources. There are 18 excellent tourist cities in China, and the Cave of Immortals, Old Bald Mountain, Old Iron Mountain, Medical Wuluk Mountain, Snake Island Nature Reserve is famous in China; Liao River, Daling River, Taizi River and other large rivers run long and wide; Thousands of mountains, Phoenix Mountain and other famous mountains are towering; Dandong Hushan Great Wall, Benxi Water Cave, Panjin Red Beach is unique in terms of scenery. Red Mountain Culture, Three Swallows Culture, Liao Jin Culture, Qing Dynasty Culture is colorful; anti-war culture, model culture, industrial culture is unique. Haicheng's shadow play, Liaoxi puppet show, the Korean Nongle Dance, Medical Wulvshan Manchu paper-cutting, Northeast drums, two people turn, rice-planting songs, stilt-walking, are rich in regional characteristics and ethnic flavors. The rich tourism resources and special multiculturalism provide strong support for the development of tourism in Liaoning.

3. Problems in the Integration Development of Convention and Exhibition and Tourism Industry in Liaoning Province

3.1. Major problems in the convention and exhibition industry

(1) Management system construction still needs to continue to improve

At present, the conference and exhibition industry in Liaoning Province still has the problem of unsmooth management system. At the provincial level, the system of the Council for the Promotion of International Trade (CCPIT) and the departments of commerce, culture, education, science and technology carry out administrative management of exhibitions in related fields, and the departments of public security, firefighting, industry and commerce and urban management are involved in the supervision of exhibition operation functions, and the lack of unified communication and coordination results in the "disconnection of approval and management" and "management by approval". The lack of unified communication and coordination has led to a "disconnect between approval and management" and "approval in place of management". At the municipal level, the management system has not yet been rationalized, and the problem of fragmentation of resources and multiple management by the business, economic cooperation and trade promotion systems remains prominent.

(2) The level of organizing exhibitions needs to be upgraded

The convention and exhibition economy of Liaoning Province started late and the degree of opening up of the convention and exhibition industry to the outside world is low. On the one hand, the scale of the exhibition in Liaoning Province is relatively small compared with that in advanced regions such as Beijing and Shanghai, and on the other hand, the conference and exhibition industry in Liaoning Province fails to enter into the market-oriented mode of operation, and the government sings the main role and the administrative color is relatively strong. In addition, there is a lack of "heavyweight" international exhibition brands like "Canton Fair"; at the same time, there is a lack of effective means and policies in the construction and

operation of exhibition venues, introduction of national exhibitions, cultivation of independent brand exhibitions and introduction of professional talents at the provincial level. Meanwhile, at the provincial level, there is a lack of effective means and policies for the construction and operation of exhibition venues, introduction of national exhibitions, cultivation of independent brand exhibitions and introduction of professional talents.

(3) Weak competitiveness of market players

At present, the number and scale of conference and exhibition enterprises in Liaoning Province are progressing steadily, but the government still plays a major role in the allocation of conference and exhibition resources. Large-scale exhibitions are too dependent on administration, socialization and marketization of exhibition are still in the initial stage, and there is a lack of professional and authoritative service companies providing supporting services around exhibitions and conferences; the supply-side structural reform of the exhibition industry is a pressing task, and the competitiveness of the main body of the exhibition market needs to be improved urgently.

(4) Trade associations have not fully played their bridging role

Liaoning Province has now set up Liaoning Exhibition Network and Liaoning Exhibition Publication to publicize Liaoning exhibition enterprises and release Liaoning exhibition information. However, it does not play an active role in research and analysis, policy suggestions, publicity and promotion, data and statistics, project evaluation, access audit, qualification certification, market monitoring, industry self-regulation, cooperation and exchange, and many other aspects.

3.2. Major problems in the tourism industry

(1) No historical and industrial cultural tourism brand has been established

Under the background of the transformation of traditional tourism to leisure tourism and cultural tourism, the development of leisure tourism and cultural tourism has become one of the trends in the development of tourism. However, at present, there are problems in Liaoning, such as slower excavation and development of historical and cultural heritage and industrial relics, insufficient protection, and lack of overall planning, which have resulted in the status quo of under-utilization of resources, and the failure to give full play to the due economic value of tourism resources and the formation of the brand of cultural tourism in Liaoning.

(2) Infrastructure and service awareness to be improved

The infrastructures of some attractions are weak, roads lack maintenance, and visitor centers, personalized tour paths and parking lots are yet to be constructed and improved. In terms of tourism practitioners, there is the problem that some personnel do not have a strong sense of service. In terms of transportation service windows related to tourism, there is the problem that some personnel are not highly civilized. Due to the imperfections in the infrastructure of some attractions and the insufficient degree of civilized service, it fails to form a good reputation and impression among tourists.

(3) Promotional formats to be diversified

There is a saying in the tourism industry that "tourism is three parts scenery and seven parts promotion". Do a good job of effective publicity and promotion, the formation of tourism hotspot is a prerequisite for attracting tourists. However, the current tourism information platform in Liaoning Province has a single content, lagging update, low click-through rate, can not do timely, effective and comprehensive dissemination of information, failed to realize the interaction and communication with tourists, did not give full play to the role of the information platform as an important network marketing tool. In addition, some attractions lack sufficient awareness of market competition and marketing concepts, and do not know enough about new marketing tools.

4. Analysis of economic integration development path and countermeasures of convention and exhibition and tourism industry

4.1. Path of integrated development of convention and exhibition and tourism

According to the collaborative relationship between convention and exhibition and tourism in actual activities, the integration and development paths of the two industries in the process of development mainly include "convention and exhibition + tourism" (industry chain extension with convention and exhibition industry as the main body and tourism as the auxiliary industry chain extension or industry chain extension with tourism as the main body and convention and exhibition as the auxiliary industry chain extension), "convention and exhibition+ internet+ tourism" (new means to realize intelligent convention and exhibition and intelligent tourism through internet technology and the docking and integration of the two), "deep integration of convention and exhibition and tourism" (establishment of convention and exhibition and tourism industry cluster) and "deep integration of convention and exhibition and tourism" (establishment of convention and exhibition and tourism Internet + Tourism" (through the Internet technology to realize intelligent exhibition, intelligent tourism, the two docking fusion of new means of development), "exhibition and tourism in-depth fusion" (the establishment of the future industrial upgrading of the exhibition and tourism industry clusters).

4.2. Analysis of Countermeasures for the Integration Development of Convention and Exhibition and Tourism

(1) Basic level

The government should increase its support and improve the facilities of the convention and exhibition industry and tourism industry. On the one hand, it should actively introduce policies and measures to lower the threshold of the industry without relaxing the approval of enterprise qualification and qualification, so as to be a solid backing for the enterprises; at the same time, it should formulate laws and regulations, strictly enforce the industry standard, purify the environment within the industry, and rectify the undesirable atmosphere. Liaoning Provincial Government should also increase the investment, for the hardware facilities to give enough enterprise policy support and capital subsidies, so that advanced technology and equipment can be introduced; actively integrate the supporting facilities around the exhibition venues and improve their services, try to combine the city's business district and exhibition and tourism facilities and equipment, and incorporate them into the overall planning of the city. On the other hand, it is necessary to adjust the organization and management institutions. At present, convention and exhibition and tourism belong to different management institutions, which leads to a lot of contradictions in the process of sharing resources and carrying out activities; if the two organizations can be coordinated or merged into one management institution, it is bound to bring better integration and development opportunities for both of them in terms of resource sharing, market demand, enterprise cooperation and many other aspects.

(2) Support level

Enhance the comprehensive quality of practitioners and improve the overall level of the convention and exhibition industry and tourism. Service quality is the key to the success of the convention and exhibition and tourism industry and the key to attracting and retaining customers^[4], so strengthening talent training is an important way to improve service quality. Most of the existing practitioners in the conference and exhibition industry and tourism industry are mostly halfway, Liaoning conference and exhibition economics and management majors appeared relatively late, fewer colleges and universities, and the talents appear to be relatively lacking. Due to the strong industrial correlation between conference and exhibition industry and tourism industry, the basic knowledge of the two disciplines involves statistics, economics, management, tourism and other disciplines, so that the demand for talents also has

a common place, so the cultivation of talents, generalist is the most important, composite talents will have a higher comprehensive quality and cultural literacy, planning and management, communication and coordination, reception in foreign languages, dealing with emergencies and so on, which are the skills that composite talents must learn to master. Must learn to master the skills. In the process of integration of the two, supervise and assist universities to set up courses, increase the cultivation of talents in universities, set up relevant training and set up standardized tests, and after passing, issue certificates so that they have the qualifications of the industry, thus improving the level of the industry.

(3) Technical aspects

Establishment of an intelligent exhibition and tourism system. "The 14th Five-Year Plan for Tourism Development points out the need to accelerate the innovation and utilization of new technologies. In the digital era, the MICE and tourism industries need a more comprehensive digital management system that can realize customer information management, online registration and booking, customer service, security management, payment and settlement. Through the establishment of a digital system, the exhibition and tourism industry can not only improve efficiency and reduce labor costs, but also allow participants to enjoy more convenient services. In the 5G era of internet and big data, it is no longer the traditional physical consumption. Liaoning exhibition and tourism enterprises should work closely with big data enterprises and always pay attention to the innovation of cutting-edge technology. In addition to the existing digital technology such as 5G+VR panoramic live broadcasting technology, intelligent recognition of face check-in and conference language system, they also need to use big data to develop new APP and digital platforms, which should present the integration of exhibition and tourism services, and the platform should be divided into exhibition and tourism modules, and in the vicinity of the exhibition Tourism resources and supporting facilities in the vicinity of the exhibition are comprehensively presented. At the same time, it is necessary to collect users' opinions and feedbacks on the platform system and actively improve it, so that tourists can deeply feel the shock brought by the technological society.

(4) Enhancement level

Strengthen the cooperation between the convention and exhibition and tourism industries to build a characteristic tourism city brand. Mutually utilize the event site to establish the convention and exhibition tourism brand, on the one hand, fully integrate the famous brand exhibitions as well as festivals in Liaoning Province, and utilize the carrying out of brand exhibitions and activities to stimulate consumers' awareness of peripheral tourism after exhibiting, such as promoting tourism characteristic products and distributing tourism souvenirs during the exhibitions and constructing the characteristic signs of tourism scenic spots with the exhibition booths; on the other hand, hold large-scale exhibitions in the peak seasons of the tourist resorts or On the other hand, large-scale exhibitions or sports events are held in peak seasons of tourist resorts, so that the exhibition also becomes a way for consumers to have vacations and play, and local tourism characteristic products are publicized through the exhibition activities, and the publicity of the exhibition brand and exhibition activities are completed through the tourism activities, so as to attract more sources of customers to drive the consumption of local "food, accommodation, transportation, tourism, purchase and entertainment", and to promote the exhibition tourism towards the scaling and professionalization. It will promote the convention and exhibition tourism to be closer to the scale and specialization.

5. Conclusion

The integration of convention and exhibition and tourism is in line with the market development trend, which can better display high-quality products and meet the core demands

of tourists, and the two complement each other and promote each other^[5]. However, there are some common problems in the process of the integration and development of the two, such as product type similarity, floating on the surface, blindly borrowing and so on. Therefore, it is necessary to combine the development status quo of the convention and exhibition creative industry and tourism industry in the region, choose the suitable path of industrial integration, adhere to the innovation as the driving force, build a distinctive convention and exhibition tourism brand, and help the regional economic development.

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