

Application Research of Swot-PEST Analysis in MICE Tourism Development

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Abstract: In recent years, China's convention and exhibition tourism shows a trend of rapid growth. Although the growth rate of traditional tourism starts to slow down, the emerging industry of convention and exhibition tourism is in a period of vigorous development. MICE tourism in developed countries has been relatively mature, contributing an important proportion to the GDP of all countries.

China's exhibition tourism has just started, the total market is small without a standardized indicator system, but China's first-tier cities such as Beijing and Shanghai have begun to pay attention to the development of MICE tourism and taken many measures to support its development. This paper carries out a systematic analysis on exhibition tourism through Swot-PEST analysis method.

1. Definition of MICE tourism

MICE tourism is a form of tourism that provides catering, accommodation, shopping, entertainment and other services on the basis of holding various conferences to stimulate consumption and create economic and social benefits for the local area. The development of exhibition tourism will promote the development of hotels, scenic spots, travel agencies, shops and other industries in local cities and bring about the influence of improving basic urban functions and brand awareness.

2. SWOT PEST analysis of exhibition tourism

SWOT analysis is a method model that integrates internal and external conditions into analysis on strengths, weaknesses, opportunities and threats. S stands for advantage, W for disadvantage, O for opportunity and T for threat. Advantages and disadvantages are the comparison between internal strength and competitors while opportunities and threats are the impact of external environment. PEST analysis is a method model to analyze the external macro environment from four aspects of politics, economy, society and technology. SWOT PEST model is to combine the two and analyze together, which is conducive to fully understanding the internal and external environment of MICE tourism development and to studying the development of MICE tourism from a strategic perspective. Diagram of SWOT analysis and diagram of PEST analysis are shown in figure 1 and figure 2 respectively.



Figure 1 Analysis diagram of SWOT analysis

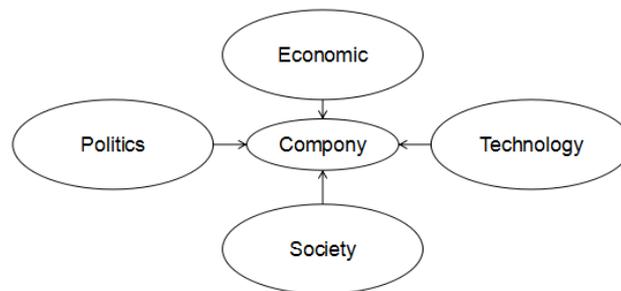


Figure 2 PEST analysis diagram

2.1 Advantage analysis

Political advantages: China's regional cities can carry out exhibition activities according to their own characteristics. Various local governments have successively introduced relevant policies to support the development of MICE tourism, providing official channels such as supervision by management agencies, preferential tax policies and media publicity.

Economic advantages: the consumption of MICE tourism mainly includes the consumption of food, accommodation, shopping, entertainment and other aspects. According to the survey, it is found that the tourists attending the exhibition have the highest paying ability and the highest quality among the tourism consumption groups. These tourist revenues have greatly increased the economic development of the local cities.

Social advantages: the development of MICE tourism has a great impact on improving the international visibility and reputation of a country or city. Holding an exhibition can gather a huge amount of people flow in a short time, and the capital flow and information flow generated by these people flow are resources that can be developed. It is conducive to improving the visibility and influence of the local city.

Technical advantages: the development of exhibition tourism in China drives the cultivation of industrial technical talents, and exports more comprehensive talents for the society. The exhibition activities are more combined with current science and technology to show the strength of China's science and technology.

2.2 Weakness analysis

Political disadvantage: exhibition tourism appears as an emerging industry with some

government documents issued, but there are no specific planning rules, relevant institutions that don't know how to management and supervision. Due to the lack of scientific planning and guidance, the exhibition activities can't be timely coordinated with the event party, resulting in the event can't be carried out smoothly and affecting the brand image of the organizer and the local government.

Economic disadvantage: most of the exhibition activities are sponsored by some companies to improve their brand influence. However, if the exhibition itself is not attractive or the scale is small, it will be difficult to attract sponsorship, which will affect the progress of the exhibition, letting alone the development of related tourism industry during the exhibition period.

Social disadvantages: lacking professional MICE tourism service companies, many international exhibition activities are only jointly organized by several government departments and travel agencies, which is not professional enough. Even if there are professional companies, they may usually be small in scale, lack of brand influence, weak sustainable competitiveness, lack features and highlights. These factors restrict the development of mice tourism.

Technical disadvantages: exhibition tourism is a combination of exhibition industry and tourism. However, the technologies applied by the two industries may be independent or even opposite. This emerging industry develops too fast, and the relevant technical level may not keep pace with the pace of development.

2.3 Opportunities

Political opportunity: a lot of relevant documents released to support the development of the MICE tourism industry, such as the Outline of the Eleventh Five-year Plan for Cultural Development and Suggestion of the State Council on Promoting the Reform and Development of Tourism to promote the reform and development of tourism, and so on. Local governments are encouraged to give full play to the brand effect of traditional festivals with local characteristics and use museums, art galleries and other cultural venues to carry out cultural tourism.

Economic opportunity: the rapid development of exhibition tourism has contributed to China's GDP. It is the industry with the fastest growth rate. Since 2006, the output value has increased by nearly 1.5 times in five years. And from the regional distribution, the five belt frameworks basically formed in Beijing, Shanghai, Guangzhou, Dalian, Chengdu, Xi'an, Kunming and other exhibition center cities in the Bohai Sea Economic Zone, the Yangtze River Delta of meeting and exhibition conference and exhibition economy, Pearl River Delta exhibition convention and exhibition economy, exhibition economy in Northeast and Midwest Urban Economic Belt.

Social opportunities: the service population of exhibition tourism has a high economic level, so it needs to have more modern infrastructure, convenient and efficient means of transportation, safe and clean hotels, complete reception and service facilities, friendly shopping entertainment places, etc. All these have promoted the comprehensive improvement of urban facilities and laid a good foundation for the future development of urban tourism.

Technical opportunities: the development of science and technology in China has provided strong support for the exhibition, such as multimedia animation technology, 3D face recognition technology, artificial intelligence big data and information security technology, etc. It provides convenience and safety for tourists to travel, do shopping, eat and drink, have entertainment and so on.

2.4 Threats

Political threat: the government issued some policies to support the development of the convention and exhibition tourism, but as a new industry combined two industries, there are a lot of policies not in place. The lack of effective supervision on the implementation of policies and the lack of sound relevant management institutions lead to market disorder, and the inability to effectively connect the exhibition industry and tourism in some aspects, which to some extent limit the development of the exhibition tourism.

Economic threat: The economic development of some cities is slow, the economic level is not enough to support the construction of infrastructure or the tertiary industry is not perfect, and the economic radiation to the surrounding areas is limited. The development of MICE tourism will bring great economic benefits, but the local MICE tourism can't provide adequate economic support, resulting in a vicious circle as well as the slow development of MICE tourism in these places.

Social threat: the hardware facilities are not perfect enough, and the traffic facilities such as roads, airports, high-speed rail and bullet trains, as well as the size and number of exhibition halls that cannot meet the flow of people for large-scale exhibition activities. The brand influence is not big, lacks own city characteristic. Lack of MICE tourism professionals. Now MICE tourism practitioners should have experience in exhibition activities of the professional knowledge and planning and tourism service knowledge and planning ability while this kind of talent training needs time that will be unable to meet the needs of the rapid development of the tourism industry of convention and exhibition in the short term. To a certain extent, it will affect the growth of the convention and exhibition tourism.

Technical threat: exhibition tourism is different from the traditional exhibition industry and tourism. It is no longer simply to hold an exhibition and visit the scenery. Companies engaged in MICE tourism need more to combine contemporary information technology, exhibition MICE tourism products cultural charm, and reflect the latest level of science and technology. However, as an emerging industry, exhibition tourism should consider how to combine exhibition industry and tourism technology to provide services and give play to the effect of $1+1 > 2$.

Conclusion

MICE tourism has become a pillar of future tourism. How to guide the correct development of mice tourism is a problem we need to think about urgently. However, at present, the development of MICE tourism in China is mainly led by the government. Local governments have established self-regulated industry associations and gradually built up a set of their own service system. Finally, it is expected that China's MICE tourism industry can give full play to its resource advantages, build brand influence and go further in the future.

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