

## Exploring the development of exhibition economy in Inner Mongolia based on SWOT analysis

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**Abstract:** Based on the development status of China's convention and exhibition industry and the exhibition economy in ethnic areas, this paper analyzes the factors that restrict the progress of China's exhibition economy and explores the related ideas and countermeasures to solve the problems so as to promote the development of the convention and exhibition economy in ethnic areas. Based on the theoretical research of exhibition economics, this paper also conducts a comparative analysis of the comparative studies on the development of exhibition industry in Inner Mongolia, which has discovers the problems and tries to propose feasible solutions to promote the development of the exhibition economy in Inner Mongolia, this paper has also combines the literature research method and the case study method that conducted the comparative research on domestic and foreign literatures from different angles and draws on the existing research results and lessons learned, as well conducts a new analysis and provides a theoretical framework and methodology for research targeted and in-depth study of the development status of the exhibition industry in Inner Mongolia and the problems found that provide a realistic basis for this study.

### 1. Research significance and purpose

The exhibition economy seeks an economic form of development by holding conferences, commodity exhibitions, exhibitions and other activities and through this form, it can generates huge profits and promotes economic prosperity and development, the exhibition economy integrates functions such as trade displaying trade and economic and the technical cooperation as well provides more information based on consulting, investment and business services as supporting services and fully promotes the development of related industries such as service, transportation and tourism. At present, China's convention and exhibition industry has developed well in Beijing, Shanghai, Guangzhou, Dalian, Ningbo and other regions, in the early stage of the development of the convention and exhibition industry, the government mainly carried out the relevant guidance and support work. The specific tasks were to clarify the industry management departments, formulate the industry development plans and introduce the relevant rules and regulations to provide and create a good market environment and atmosphere. In terms of the establishment of the competent authorities, the Ministry of Commerce and the China Council for the Promotion of International Trade are the competent departments for the development of the national convention and exhibition industry: the situation of each province and city is different, the industry department management of the exhibition industry in Shanghai and Guangdong are located in the Foreign Economic and Trade Commission, Changchun, Dalian, Jilin and other regions are located in the CCPIT respectively, the establishment of the exhibition management office responsible for the development of the convention and exhibition industry. In terms of organizational management, the government and industry authorities did not intervene too much and were completely handed over to the market. The joint effect between the exhibition industry and the regional economy creates a mutually reinforcing situation, if the economic development level of a region is relatively high, then the exhibition industry in the region will be relatively developed; if the level of regional economic development is low, then the battle industry in the region will be relatively backward. Therefore, the development of the regional convention and exhibition industry is closely related to the comprehensive economic strength and level of development of the region, by analyzing the development of the above-mentioned cities and exhibitions, it is found that the development of the

regional exhibition economy must be related to the history, culture, industrial base, location advantages and economic resources of the region, and to develop the exhibition economy according to the actual situation of the region. Second, we must be good at nurturing the market only when the market develops steadily can we develop the exhibition economy. Third, we must not blindly compare, regardless of the actual economic situation in the region, build a large exhibition hall, and dream of achieving the climax of the exhibition economy.

## **2. The content of the study**

The exhibition economy, the real estate economy and tourism are called the world's three "non-polluting economies". As an important part of the modern service industry, its operation and development are closely related to the economic situation, the exhibition economy has the characteristics of concentration, integration, driving and high efficiency, the industrial driving coefficient is high and the economic and social benefits are obvious which has become the priority for many countries and regions to develop. The exhibition industry has a strong industrial driving effect especially for the economy and related industries in China's ethnic regions with three industries with underdeveloped economy, the level of the regional economic development determines the strength of its exhibition industry development and the development of exhibition industry is also an important part of the regional economic development. Therefore, the rapid development of Inner Mongolia's economy has promoted the development of the convention and exhibition industry in ethnic district, and the sustainable development of the exhibition industry and the promotion of economic development in ethnic areas cannot be underestimated. Based on the SWOT analysis method and based on the comprehensive analysis of the development advantages, disadvantages, opportunities and threats of the convention and exhibition economy in ethnic areas, the paper puts forward the ideas and countermeasures for developing the exhibition economy in Inner Mongolia.

The advantages of the Inner Mongolia's convention and economy exhibition:

(1) The geographical advantages. Inner Mongolia borders Mongolia and Russia and can develop border trade to expand the market. For example, the China-Russia Science and Technology Exhibition and the China-Russia High-tech Products Fair have proved the geographical advantages of the Inner Mongolia.(2) The Resource advantages, Inner Mongolia has a vast grassland area, livestock products which are very prominent and the animal husbandry derivative industry is relatively developed, including roasted whole sheep and other foods.(3) The Forest resources, Inner Mongolia's forestry area accounts for one-sixth of the country's total not only for promoting the economic development, but also with great ecological benefits.(4) The Animal and plant resources, there are 49 species in Inner Mongolia Autonomous Region with sufficient ecological value and economic value to be protected by the international exhibitions. In addition, there are abundant plant resources in the area, which have great benefits for the development of medicines, the drug trade fair in Inner Mongolia was also developed on this basis.(5) The Mineral resources, Inner Mongolia Autonomous Region is rich in mineral resources and quality, rich in rare earth resources.(6) The history and culture are profound. Inner Mongolia takes grassland culture as an important resource.

The disadvantages of the exhibition economy in Inner Mongolia:(1) The operation of the exhibition industry in Inner Mongolia has not been effectively regulated and further improvement is needed, due to the lack of reasonable organization and good coordination, the development speed of the exhibition industry will be severely limited, which is not conducive to the development of the exhibition economy. (2)The infrastructure is not perfect. The important convention and exhibition center cities such as Baotou and Hohhot have already had initial developments and they can hold a small-scale battle, but the software facilities corresponding to them are not perfect. For example, hotels, hotels are relatively few and you can only meet A small number of guests. Moreover, the infrastructure of some hotels is not perfect enough to achieve good economic benefits. (3) There is not enough experience in large-scale exhibitions, because the branding of the industry has not been realized and a good industrial brand image has not been also established.

Analysis of the opportunities of the exhibition economy in Inner Mongolia:

The policy of the state to support the development of the western region in recent years has greatly promoted the economic development of the Inner Mongolia Autonomous Region. The traffic situation and informatization construction in the region have been significantly improved and developed. At the same time, economic trade between Inner Mongolia and foreign countries has gradually increased, and the industrial structure has been improved and has been adjusted. The convention and exhibition industry in developed cities in China will target the western region when seeking new partners. Therefore, the development of the exhibition economy in Inner Mongolia must grasp such opportunities.

Analysis of the challenges of the exhibition economy in Inner Mongolia:

Compared with the development of convention and exhibition economy in developed cities, the development of exhibition industry in Inner Mongolia is relatively slow, and there is no good economic circle because the development of exhibition economy in the neighboring provinces also has great constraints and challenges for the development of Inner Mongolia.

### **3. The research program**

In recent years, although China's exhibition economy has achieved a remarkable results are there are still many problems in the development of China's exhibition economy which has caused very unreasonable influence on the future development of China's exhibition economy. For example, although there are many exhibitions held in China, but the scale is still small; the layout of the exhibition venues is very unreasonable, the facilities are outdated and the functions are single; the management system of the exhibition economy is not perfect, and it cannot meet with the development needs of the exhibition economy; there is also no special exhibition activity. The management institutions, there is management disorder; lack of high-quality professionals resulting in scarcity of talent: lack of long-term planning for the development of the exhibition economy without its own characteristics and poor competitiveness, based on this fact, these problems will seriously hinder the development of China's exhibition economy because China's convention and exhibition economy started late, and many aspects are still not perfect enough. It still needs to be resolved, especially the future development direction of China's exhibition economy is not clear enough, this project thereby summarizes the problems that should be paid attention to in the process of developing the exhibition economy and finds the root cause of the problems, and also explores the relevant ideas and countermeasures for effectively solving these problems in the development of China's exhibition economy, thus promoting China's exhibition economy and development.

The exhibition economy has become a new type of economy that emerged after the development of the tertiary industry and with the establishment and improvement of the socialist market economic system, the exhibition economy has risen rapidly and has become one of the most dynamic industries in recent years. China's convention and exhibition industry started late and therefore the industry maturity is not too high compared with the developed countries in the world, the development of China's convention and exhibition industry has many shortcomings and it also confirms the development space and inherent potential of the whole industry.

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