

Research on the Linkage Path between MICE and Tourism Industry in Tianjin from the Perspective of Industrial Integration

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Abstract: Under the background of fierce competition of global industry, promoting the deep integration and linkage development of Modern Service Industry is an important starting point to build a high-quality and efficient industrial system, play industrial synergy effect and enhance industrial competitiveness. The linkage foundation of MICE and tourism industry is solid, but at present, the two industries are faced with the problems such as weak coordination, insufficient integration depth, loose connection of interests, and imperfect relevant systems and mechanisms. Taking National Convention and Exhibition Economic Zone in Tianjin as an example, in view of the current status and shortcomings of the linkage development of MICE and tourism industry, this paper puts forward the path of the linkage development of MICE and tourism industry, so as to promote the deep integration of the industries and achieve high-quality development.

1. Introduction

The deep integration of MICE and Tourism Industry is an important trend of urban economic growth and industrial development at present, and an important way to enhance the core competitiveness of MICE and Tourism Industry and achieve high-quality development. The National Convention and Exhibition Center in Tianjin is one of the three national convention and exhibition centers in our country. It radiates the Bohai Rim region, is an important platform to build a new highland of global convention and exhibition, and is also an important strategic deployment for Tianjin to develop the convention and exhibition industry. Under the background of vigorously developing Modern Service Industry in Tianjin, consolidating the new driving force of high-quality development, and comprehensively promoting the construction of International Consumption Center City and Regional Business Center City, the construction and development of National Convention and Exhibition Economic Zone in Tianjin is an important support to promote economic growth of Tianjin, promote consumption and build an international city. The great development of the MICE industry in Tianjin has a great driving effect on the development of the tourism industry in Tianjin. However, the current linkage development of the MICE industry and tourism industry in Tianjin is insufficient, failing to achieve mutual embeddedness and empowerment, give full play to industrial synergy effect, and promote the high-quality development of the MICE industry and

tourism industry. Therefore, how to realize the linkage development and deep integration of the MICE industry and tourism industry, and promote the quality and efficiency of industrial development, is an urgent research topic to be solved at present.

2. Linkage Foundation of MICE and Tourism Industry in Tianjin

Based on regional industrial foundation and location conditions, organized and operated by exhibition companies, destination management companies, logistics companies and other departments, the MICE industry is around a specific theme, providing service platform of trade negotiation, exchange and cooperation and information sharing for exhibitors and professional visitors, general visitors and participants, thus forming an industrial consortium to promote regional economic development^[1]. Based on tourism resources, Tourism industry is a comprehensive industry that provides tourists with products, services and experiences. The tourism industry chain is the sum of supply and demand relations of various industries that participate in the value transfer of tourists and take tourism enterprises as the core, including the core systems such as accommodation and reception, scenic spots and travel agencies, as well as supporting systems composed of destination transportation, communication finance, catering, culture, commerce and tourism management departments and associations^[1].

MICE and tourism industry is an important part of modern service industry, contraposing its industrial relevance, foreign scholars have analyzed the relationship between business travel system and MICE industry and its impact on the business meetings, conferences and exhibitions organization. Most domestic scholars have conducted qualitative analysis and research from the aspects of internal connection, the driving effect of the MICE industry on the tourism industry, and the supporting effect of the tourism industry on the MICE industry^[2-4]. From the macro (economic volume, exhibition brand, talent training, joint marketing, etc.) and micro (accommodation, catering, shopping, leisure, etc.) levels, domestic scholars explored the coupling development mechanism of MICE and tourism industry, and measures and evaluates their coupling coordination degree through quantitative research methods. It is confirmed that there is a close relationship between the MICE industry and tourism industry in terms of industrial basis (industrial main body, demand satisfaction, talent demand, operation mechanism, etc.) and impetus^[5-8].

First of all, the MICE industry brings a large number of customers to the tourism industry, and then promotes the development of tourism industry. Tianjin has formed many brand exhibitions, such as the Summer Davos Forum, World Intelligence Congress, China Tourism Industries Exposition, International Tea Exposition, etc. These brand exhibitions have successfully become travel destinations attraction and attracted many tourists. The development of MICE industry in Tianjin has brought huge visitors flow rate for tourism industry. Exhibitors, conference participants and their escorts of these tourist sources are potential tourist sources.

Secondly, tourism industry provides service guarantee for the MICE industry and promotes the development of MICE industry. Tourism industry involves catering, accommodation, transportation, sightseeing, shopping, entertainment and many other aspects, tourism industry provide all aspects of services for exhibitors, conference participants, exhibition visitors, is an important basic condition for the success of the exhibition. Tianjin has rich natural tourism resources and historical and cultural resources, and the catering, accommodation and transportation are relatively developed, which provides an important basic guarantee for the development of the MICE industry.

3. Status Analysis of Linkage Development of MICE and Tourism Industry in Tianjin

The National Convention and Exhibition Center (Tianjin) has been officially put into operation in 2021, and the creation of the "National Convention and Exhibition Economic Zone" is of great

significance to promoting the high-quality development of the MICE industry, driving the sustained growth of regional economy, serving the coordinated development strategy of Beijing-Tianjin-Hebei, promoting high-level opening up, and promoting the construction of Tianjin as an international consumption center city. Under the background of the construction of the National Convention and Exhibition Economic Zone, the continuous exhibitions have brought passenger flow to Jinnan District and continuously promoted the development of the tourism industry in Jinnan District. However, at present, there are problems such as insufficient linkage development and insufficient industrial integration between MICE industry and tourism industry, which are reflected in the following aspects.

3.1. The Relevant Administrative Departments Operate Separately

Taking the National Convention and Exhibition Economic Zone as an example, the administrative departments involved in MICE and tourism include Bureau of Commerce of Jinnan District, the Convention and Exhibition Economic Zone Management Committee, and Culture and Tourism Bureau of Jinnan District. The Bureau of Commerce guides and coordinates the development of the district's convention and exhibition industry and serves the construction of convention and exhibition centers. The responsibilities of the Management Committee of the Convention and Exhibition Economic Zone include serving the construction and operation of the National Convention and Exhibition Center (Tianjin); leading the regional departments to provide service and guarantee for the exhibition; attracting investment for the MICE industry chain with the help of exhibitions; studying and introducing economic policies for the MICE industry; studying and promoting the development of regional exhibition economy. Culture and Tourism Bureau of Jinnan District is responsible for the promotion of tourism resources. At present, the linkage between the MICE industry and the tourism industry is limited to doing tourism promotion at the exhibition for the District Culture and Tourism Bureau, and promoting the accommodation and catering guarantee work during the exhibition for the Bureau of Commerce and the Culture and Tourism Bureau.

3.2. Lack of Information Sharing and Joint Marketing Platform

In June 2021, on the occasion of the first exhibition of the National Convention and Exhibition Center (Tianjin), Jinnan District released the "One card tour Jinnan" platform. The platform is the cultural travel life service platform which is built around the exhibition economy to set integrated "food, accommodation, travel, shopping and entertainment", the service covers exhibition information promotion, free guides, cultural and creative products, food, accommodation, shopping and other contents, searching "one card tour Jinnan" by Alipay can be used. The original intention of the platform construction is to promote the integration of MICE and tourism and realize information sharing. But so far, the platform has no longer been used, and has failed to play the role of linkage between MICE and tourism, and joint marketing of industries. Due to the multiple management and the different economic benefit orientation of the industries, the joint marketing of exhibition enterprises and tourism enterprises is difficult to achieve a certain depth and breadth^[9].

3.3 No Travelling Routes Are Designed for MICE Tourists

There is a lack of real and effective cooperation between the MICE industry and the tourism industry. Even if there is cooperation, the tourism industry is lagging in reception and passive benefit, and the comprehensive benefits brought by the MICE industry to the tourism industry are far from being fully reflected^[10]. At present, the linkage between MICE and tourism is limited to the

tourism promotion of the tourism department during the exhibition, and the whole process tourism integration of before, during and after the exhibition has not been formed. It fails to carry out tourism promotion according to the needs and characteristics of MICE tourists, and does not design targeted boutique tourism routes according to the needs and characteristics of MICE tourists.

4. Linkage Path between MICE and Tourism Industry in Tianjin

4.1. Strengthening Linkages within Existing Government Departments

Scholars have suggested that government departments set up MICE tourism organizations, but I think it is unrealistic. Taking Jinnan District of Tianjin as an example, the government departments involved in MICE and tourism include the Management Committee of Convention and Exhibition Economic Zone, the Culture and Tourism Bureau, and the Bureau of Commerce. In reality, in the context of government downsizing setting a new MICE tourism organization will only make the government redundant, bloated and inefficient. The feasible way is to establish a strong and effective communication mechanism between the convention and exhibition Management Committee, the Cultural and Tourism Bureau and the Bureau of Commerce, and with the help of wechat office group online and holding regular talks offline to achieve efficient interaction among the three parties.

By transforming government functions and deepening reform, we should build an institutional mechanism and policy environment which is conducive to the linkage of the MICE industry and tourism industry, to promote the precise positioning of the MICE industry and the tourism industry, and deepen the division of labor and cooperation; the government should introduce favorable policies to promote cooperation between exhibition enterprises and tourism enterprises, establish a communication and exchange mechanism between the MICE and tourism industries, so as to promote the coordination and coupling of MICE and tourism.

4.2. Digital Integrated Marketing, Sharing Publicity Integration

In the era of digital economy, governments, industries, enterprises and individuals obtain, organize and apply all kinds of digital information through digital media. In order to better promote the joint development of the MICE and tourism, Tianjin should rebuild the information sharing and digital marketing platform of the MICE and tourism according to the characteristics of the Convention and Exhibition Economic Zone. On the basis of the "one-card tour Jinnan" platform, the cooperation module between exhibition enterprises and tourism enterprises should be added to smooth the information communication and dissemination channels between exhibition enterprises and tourism enterprises. It is needed to strengthen the publicity and promotion of the platform, and use a variety of digital marketing channels to publicize aiming at the target customers such as exhibitors, exhibition visitors and conference participants.

4.3. Designing Targeted MICE Tourism Routes and Improving the Connection Services from Exhibitions to Scenic Spots

Tourism enterprises and exhibition enterprises should take the initiative to strengthen cooperation, form a group of leading enterprises with deep integration of MICE industry and tourism industry, and form a series of practical cases of deep integration. On the one hand, tourism enterprises should fully investigate MICE related enterprises, understand the needs and characteristics of target customers such as exhibitors, exhibition visitors, and conference participants, and develop and design targeted MICE tourism routes according to their needs and

characteristics, improve the connection service from the exhibition to the scenic spot, and solve the traffic obstacles from the exhibition to the tourist attractions. On the other hand, exhibition enterprises can outsource part of their business to tourism enterprises in order to optimize resources and reduce costs.

4.4. Establishing Strategic Alliance between Exhibition and Tourism Enterprises

Strategic alliance between exhibition enterprises and tourism enterprises should be established in Tianjin National Convention and Exhibition Economic Zone, so as to achieve the purpose of obtaining resources of both sides, reducing costs, avoiding market risks and enhancing enterprise competitiveness. The MICE industry and tourism industry can seek strategic alliances in terms of market development, so as to bypass market entry barriers, especially in the development of foreign or overseas markets, to stabilize prices and control the competition pattern. At the same time, when their own capabilities are insufficient, they can share and build distribution channels through alliances, or diversify expansion to enter new industries^[11].

5. Conclusion

The deep integration of MICE industry and tourism industry is an important way to promote urban economic growth and enhance the competitiveness of urban MICE industry and tourism industry. To sum up, Tianjin Convention and Exhibition Economic Zone has problems such as separate government departments, lack of information sharing and joint marketing platform, and lack of tourism routes designed for MICE tourists. Through efficient internal linkage of existing government departments, digital integrated marketing, and shared publicity integration, strengthening the depth and breadth of cooperation between MICE enterprises and tourism enterprises, and establishing strategic alliances, it can promote the joint development of the MICE industry and tourism industry and industrial transformation and upgrading.

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