

Research on the Interconnectivity of Exhibition Industry and Tourism Industry



Tourism

KEYWORDS: Exhibition industry, tourism industry, inter-connectivity

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ABSTRACT

Tourism has become a good way for leisure and vacation, and with the faster progress of human civilization and the higher demand for material and cultural exchange followed, exhibition begins to play a more important role in human lives. This paper describes the internal relation between exhibition industry and tourism industry, to promote proper development of exhibition tourism.

Introduction

With the progress of human society and the development of commodity economy, exhibition industry also develops by leaps and bounds, and has become one of the important symbols to measure national and regional economic prosperity, and social progress. How to develop exhibition tourism according to local conditions and how to enable it to bring considerable profits have attracted the attention of all sectors of society.

Interconnectivity of Exhibition Industry and Tourism Industry

In the planning and hosting process of any exhibition activities, if we pay no attention to the popularity of tourist market and the role and involvement of tourism market, it will inevitably have a direct impact on the success of the exhibition activity. So from this perspective, the six elements of travel should be prominently placed for considerations in the stages of applying, organizing and holding, otherwise it will inevitably affect the success of the exhibition activity's applying and holding. Similarly, the tourism industry is also inseparable from the exhibition industry, as the exhibition industry has become an indispensable and important market of tourism. In the global economic downturn, the expenditure of exhibition tourism, an important means to expand business for enterprises, grows rapidly rather than reduce. Therefore, the relationship between exhibition industry and tourism industry is not simply an equal or subordinate relationship, nor are they two absolutely unrelated and independent industries; but they are relatively independent and mutually interrelated industries. They are interdependent and mutually reinforcing, mutual supporting and mutual promoting.

Conclusion

Combining well-known tourism resources with exhibition brand will generate resonance effect and promote local economic development. One aspect to develop tourism and exhibition industry well that can not be ignored is to focus on the interactive development of exhibition industry and tourism industry. To make better use of local tourism resources can facilitate the optimization of the allocation of social resources, give a more comprehensive display of the local economy, culture and social outlook, expand foreign influence and popularity, promote economic development, and seek greater efficiency.

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REFERENCE

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