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Research And Analysis On The Development Of Chongqing's Convention And Exhibition Industry Under Initiative: Taking The 5th West China International Fair For Investment And Trade As An Example

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Abstract

How to clearly position the function of cultural exhibition, transform resource advantages into industrial advantages, and strive to build a supporting platform for the cultural exhibition industry? This paper first analyzes the opportunities of Chongqing's exhibition industry under the background of "One Belt and One Road" initiative. Taking the 5th Western China International Fair for Investment and Trade as the key point and analysis object, SPSS and other tools are used to sort out and analyze, which can point out some development status and problems of Chongqing's convention and exhibition industry.

Keywords

conference and exhibition industry, research and analysis, development countermeasure

1. Introduction

1.1 Overall Introduction

Western China International Fair for Investment and Trade (hereinafter referred to as Western China Fair), formerly known as China (Chongqing) International Investment and Global Procurement Conference (hereinafter referred to as Chongqing Fair), is a national international event in western China, an important diplomatic platform, trade cooperation platform and investment promotion platform of the country in the western region, and an important carrier to promote international and

domestic cooperation. It is also an important window for the western region to display its image and expand opening-up and cooperation.

Since the West China International Fair for Investment and Trade was renamed in 2018, it has had a history of four sessions. In the continuous development of the Western fair continues to move toward internationalization, its main function is to build an international integration of investment and business platform, promote international and domestic cooperation and win-win, become the "link" of inter-provincial writing development. At the same time, the CIECF has become a beautiful business card for Chongqing's international appearance, creating a big pattern of "Chongqing builds a platform for all parties to share". The history of the growth of the CIECF is a vivid epitome of the continuous expansion of opening-up in the western region, and a powerful witness of Chongqing's "leading and driving opening-up in the western region".

1.2 Background Introduction

Chongqing exhibition industry is developing towards brand and scale. On May 25, 2023, the "Chongqing Municipal Commerce Commission to promote the development of the exhibition industry support Policy" was released (Tu, 2021). Which is a major measure for China to implement all-round opening up under the new historical conditions and an important platform for promoting mutual benefit and win-win. With the theme of "Building a new land-sea Corridor and opening up a new situation for cooperation", Actively responded to the call of the state, created a new demonstration of comprehensively deepening reform and opening up, and injected new momentum into coordinated regional development with the construction of the new land-Sea corridor.

In the first quarter of 2023, the trend of China's economic recovery is becoming clear, but the economic growth rate is still low (Guo & Xu, 2020). As one of the largest international investment and trade platforms in the western region and even the whole country, CICIF has brought together outstanding enterprises in the western region and all over the country, and also provided a new land and sea channel for the economic development of the country in the west. The second China Western Trade Fair signed 271 contracts worth 549.78 billion yuan. The third session of the conference signed 359 projects with a total contract value of 357.82 billion yuan. The fruitful results have promoted the development of the real economy, high and new technology industries, green agriculture and other industries in the western region, and opened a new pattern for the development of the western region (Zhao, 2020).

2. Methodology

2.1 Pre-exhibition Field Research

This study conducted field investigation before the exhibition, and analyzed the distribution of the exhibition area, booth construction, exhibition facilities, and surrounding areas of the exhibition hall. During the research process, we learned that the exhibition area of this exhibition is divided into 9 exhibition areas in Hall N, 4 exhibition areas in the central Hall and 4 exhibition areas in Hall S. In the early stage of the booth construction process, N1 hall counts 12 booths, N2 hall counts 64 booths, N5

hall counts 18 booths, N7 hall counts 18 booths, all use special exhibition; Hall N3 has 51 booths, including 14 special exhibitions and 37 standard modifications; There are 24 booths in Hall N4, including 8 special exhibition, 14 standard exhibition and 2 open space. There are 93 booths in Hall N6, including 45 special exhibitions, 44 standard exhibitions and 4 open Spaces. There are 48 booths in Hall N8, including 16 special exhibitions and 32 standard modifications. The booth in the central hall is a special booth of central enterprises; The booths set up in Hall S are mostly standard exhibitions.

In terms of the facilities of the exhibition hall, there are a sufficient number of toilets and tea rooms in the exhibition hall, and the catering business district is mostly distributed in the first and second floors, but the number and types are not large; In terms of the facilities around the exhibition hall, the transportation around the exhibition hall is convenient, and the light rail, bus and car can be reached, and the accessibility is high.

2.2 Field Research in the Exhibition

During the exhibition, the team also conducted field research on the development of the exhibition, and conducted interviews and questionnaires for exhibitors and visitors to understand the relevant information. The research team conducted field research in the exhibition at Chongqing International Expo Center on May 20, 2023.

Through the investigation of exhibitors and visitors, as well as the relevant experience of on-site activities of the exhibition, some exhibitors and visitors put forward suggestions on the improvement of the catering conditions of the exhibition hall, pointing out that the types of catering provided in the venue are lack of selectivity, and some audience groups need to improve the professionalism of exhibitors. In the overall process of the exhibition, there is a large flow of people at the scene. However, there is an imbalance in the popularity flow between venues, and the participation rate of exhibitors in some pavilions is not high.

2.3 Field Research in the Exhibition

In this study, SPSS 24.0 software was used for data processing, Cronbach's alpha coefficient was used to test the reliability of the questionnaire scale, and factor analysis, structural equation model and other methods were used to achieve the research objectives (Wang, 2018). Factor analysis is used to reveal the perceived satisfaction of exhibitors, professional visitors and ordinary visitors to the 5th China West International Fair for Investment and Trade and its main influencing factors. The structural equation model was used to further validate the results of factor analysis and reveal the degree of correlation between exhibitor satisfaction and their post-show behavior.

2.4 Questionnaire Design and Data Analysis

The questionnaire used in this study consists of three parts: the first part is mainly used to obtain the basic information of the interviewed exhibitors, general visitors and professional visitors. The second part is the core of the questionnaire. SERVQUAL scale is used in the design of the questionnaire. According to its five attributes of tangibility, reliability, responsiveness, assurance and professionalism, and combined with the perception of the survey subjects on the exhibition, a series of indicators are

deleted and excluded, and finally 30 indicators are determined in the questionnaire of exhibitors and visitors. The international unified Likert 5 subscale method is used to set each index into five levels of "very agree", "relatively agree", "general", "not agree" and "very disagree", and assign corresponding values of 5, 4, 3, 2 and 1 to measure the satisfaction perception level of exhibitors, professional visitors and ordinary visitors to the Fifth China West International Fair for Investment and Trade. The third part is mainly used to understand the overall satisfaction of the interviewed exhibitor, the willingness to re-participate and the willingness to recommend him to participate.

The survey report obtained relevant data of exhibitors' and visitors' satisfaction with exhibition service quality by means of questionnaire survey. 450 questionnaires were distributed to exhibitors in this survey, and 418 were valid in the end, and the effective rate of questionnaire recovery was 92.89%. 450 questionnaires were distributed to the audience, and after data screening, the number of effective questionnaires was 402, and the effective rate of questionnaire recovery was 89.33%.

3. Data Analysis Result

3.1 Sample Selection and Representativeness

The survey report obtained relevant data of exhibitors' and visitors' satisfaction with exhibition service quality by means of questionnaire survey. 450 questionnaires were issued in this survey, and 418 valid exhibitor questionnaires (92.89%) were collected. A total of 402 valid audience questionnaires (89.33%) were collected. For the two types of effective questionnaires, SPSS 24.0 data analysis, reliability test, validity test, basic analysis, correlation analysis and regression analysis were used to analyze the questionnaire data, and according to the results, the shortcomings of the exhibition were analyzed, and suggestions were put forward to improve the service quality of the exhibition (Feng, 2016).

3.2 Exhibitor Questionnaire Analysis

Table 1. Exhibitor Questionnaire Reliability and Validity Analysis

Analysis class	Data analysis method	Numerical value
Reliability and validity analysis	Reliability α coefficient	0.921
	Validity KMO	0.912

Table 2. Exhibitor Basic Information Analysis

Analysis class	Data analysis method	frequency	Percent(%)
Number of exhibitors	The first time	113	27
	Second time	127	30.4
	The third time	85	20.3
	More than three times	93	22.2
	total	418	100.0

	Central enterprises	113	27.0	
	State-owned enterprise	172	41.1	
Types of exhibitors	Foreign company	83	19.9	
	other	50	12.0	
	total	418	100.0	
	Exhibition organizer invitation	170	40.7	
	Exhibitor invitation	140	33.5	
Learn about exhibition channels	Television broadcast	9	2.2	
	Newspapers/magazines	9	2.2	
	Web/Email	53	12.7	
	Introduction by others	21	5.0	
	other	16	3.8	
	total	418	100.0	
	Exhibition purpose analysis	Promote brand	186	44.5
		Promote products	123	29.4
Develop the market		90	21.5	
other		19	4.6	
total		418	100.0	
Exhibition basis analysis	Organizer Koubei	114	27.3	
	Cost level	43	10.3	
	Grade and scale	87	20.8	
	Brand influence	121	28.9	
	Service level	11	2.6	
	Professional degree	31	7.4	
	other	11	2.6	
	total	418	100.0	

3.3 Exhibitor Service Quality Satisfaction Analysis

Exhibitors are most satisfied with the service quality factor (additional services), and the average score of the importance of 15 service quality related factors ranges from 3.47 to 4.05. The four factors with the highest average score were beautiful green environment (4.05), clear traffic guidelines (4.02), easy use of parking lots (3.99), and easy installation of water and electricity (3.97). Exhibitors were most satisfied with the perceived value factor (atmosphere factor), and the average importance scores of the 15 perceived value related factors ranged from 3.72 to 4.23. The five related factors with the highest average score were bright light (4.23), reasonable overall structure of the pavilion (4.09), easy access between exhibition areas (4.08), adequate security (4.04), and convenient transportation services (4.04). The overall satisfaction of exhibitors needs to be improved, and the scores of exhibitors for the

five indicators are between 3.5 and 3.6, which is not high, but has a certain indicative role for the subsequent improvement of the exhibition.

3.4 Audience Questionnaire Analysis

Table 3. Audience Questionnaire Reliability and Validity Analysis

Analysis class	Data analysis method	Numerical value
Reliability and validity analysis	Reliability α coefficient	0.881
	Validity KMO	0.921

Table 4. Audience Basic Information Analysis

Analysis class	Data analysis method	frequency	percent(%)
Audience category	Professional audience	156	38.8
	General audience	246	61.2
	total	402	100.0
Analysis of the number of exhibitors	The first time	132	32.8
	Second time	139	34.6
	The third time	86	21.4
	The fourth time and above	45	11.2
	total	402	100.0
	personage	163	40.5
Category of employment unit	family	42	10.4
	Exhibition related enterprises	116	28.9
	Exhibition affiliated enterprises	38	9.5
	other	43	10.7
	total	402	100.0
Visitors know the way of this exhibition	Invitation letter from exhibition organizer	92	22.9
	Exhibitor invitation	74	18.4
	Client/friend introductions	93	23.1
	Newspapers and magazines	11	2.7
	News report	24	6.0
	Wechat, Weibo and other network channels	55	13.7
	leaflet	4	1.0
	Introduction by others	27	6.7
	other	22	5.5

	total	402	100.0
	other	15	3.7
	entertainment	27	6.7
	Crowd participation	29	7.2
	Collect and publish information	52	12.9
Purpose of attending the exhibition	purchase	27	6.7
	Seek new agent	66	16.4
	Collect and understand market information	114	28.4
	Look for special solutions	72	17.9
	total	402	100.0
Audience source	overseas	3	1.2
	Hong Kong, Macao and Taiwan	10	2.5
	Outside Chongqing	173	43.0
	Chongqing local	214	53.2
	total	402	100.0

3.5 Audience Service Quality Satisfaction Analysis

Visitors are most satisfied with the service quality factor (professionalism). The four related factors with high satisfaction are booking tickets online (4.28), quickly entering the venue through the admission system (4.22), learning about the exhibition from the mobile social platform (4.19), easily going to the area you want to go according to the landmark (4.18), and the least satisfied factor is service Professional skills of personnel (3.77). Visitors are most satisfied with the perceived value factor (pavilion conditions), and the four related factors with high satisfaction are clear pavilion guidance system (4.11), perfect pavilion public facilities (4.08), clear division of exhibition areas (4.05), and staff service attitude (3.99). The overall satisfaction of the visitors needs to be improved. The scores of the visitors for the five indicators are between 3.83 and 4.07, and the overall scores are slightly different, which has a certain indicative role for the subsequent improvement and improvement of the exhibition.

4. Conclusion

4.1 Exhibition Advantage Analysis

By building a higher standard investment and trade platform, the exhibition has added endogenous impetus to the sustainable trade development of Chongqing, the western region of China and even Southeast Asian countries, highlighting the unique charm of the exhibition to shape the image of the city, improve the investment environment, promote the urban economic development and international standards, and improve the international status of the host city. On the one hand, it will strengthen the friendly cooperation and exchanges between China and ASEAN, on the other hand, it will promote the

implementation of relevant strategies in China, and at the same time demonstrate China's great power demeanor. In this forum, Chongqing has contributed its wisdom and put forward four proposals, demonstrating the determination of the host city and all parties to jointly grasp the opportunities of digital innovation and create a new situation of new land and sea channels.

The centralized signing of projects is one of the traditions and characteristics of CICIAC. The signing of projects promotes more industrial projects to be put into production and construction, and makes up for the problems of unbalanced development and insufficient power among regions. Integrate domestic and foreign resources, promote international exchanges and cooperation, and set guest of honor countries to inject more new elements into the conference. As a government-sponsored exhibition, CIEWC has received strong support from the government in terms of resources, bringing together delegations from various provinces, districts and counties in Chongqing and Southeast Asian countries, which not only gives the audience a novel exhibition experience, but also enables economic development and cultural dissemination. This can be regarded as a major advantage of the conference.

The setting of the guest of honor and the guest of honor province is the "tradition" that has continued since the first session of the West China International Trade Fair, and even the eye-catching highlights of the exhibition are also a unique advantage. Each guest of honor country, guest of honor province has brought specialized and special new, characteristic cultural tourism products and a large number of excellent exhibitors into the West Fair. While demonstrating the sincerity of the country of honor and the province of honor, it also contributed the power of honor to the construction of a higher scale of the Western Foreign Trade Fair.

4.2 Exhibition Disadvantage Analysis

Based on the questionnaire survey and data analysis of the 5th CICIF and exhibitors, this paper concludes that the lowest score for exhibitors is that the exhibition does not provide sufficient opportunities for interpersonal interaction and the catering service needs to be improved. The lowest score for visitors lies in the service facilities of the exhibition hall, the service efficiency of on-site service personnel, and the degree of specialization of exhibitors. Therefore, we will propose the shortcomings of the exhibition in the above five aspects. This exhibition hall only provides catering services on the first and second floors of Hall N and Hall S, as well as some rest areas. After field investigation, it was found that the exhibition hall does not allow food to be sent inside, but its internal catering service can not meet the catering needs of the majority of exhibitors and visitors. And its food service facilities are not complete, just some food and beverage stores and supermarkets, while its price is higher than the normal retail price.

Due to the remote location of Chongqing International Expo Center, there are few surrounding accommodation facilities. After field investigation, it is found that the hotel near the exhibition hall is Wyndham Chongqing Yuelai Hotel. For the arrival of a large number of visitors and exhibitors during the exhibition, the hotel is difficult to meet a large number of accommodation demands, causing inconvenience to exhibitors and foreign visitors. But at present, in addition to professional visitors and

exhibitors, ordinary visitors to understand the exhibition information need to rely on short video platforms and offline high frequency and high density advertising to understand. In the survey interview, a number of exhibitors randomly interviewed were invited to participate in the West Fair by the organizer or the government, and the majority of the on-site audience came from Chongqing local residents, it can be seen that the exhibition has a small publicity effort and a small publicity scope.

During the exhibition, it was found that some exhibitors in the exhibition hall were not professional. Mainly in the product introduction is not comprehensive and in-depth, in the process of promoting products more like ordinary market vendors rather than trade negotiations of the exhibition exhibitors. During the exhibition, the on-site service personnel were mostly volunteers gathered by various universities. Due to the lack of in-depth understanding of all aspects of the exhibition information, the response efficiency in serving the audience was low. At the same time, the volunteer work tasks include language translation, etiquette pick-up, guest guidance, service consultation, conference reminders and venue guidance.

4.3 Research Suggestion

First of all, Chongqing International Expo Center needs to enhance the variety of food and beverage supply to meet the diversified needs of exhibitors and visitors. Secondly, it forms a differentiated development with the traditional business circle, introduces characteristic life supermarkets, new brand chain restaurants, etc., strengthens the standardized management of food and beverage outlets, and avoids the phenomenon of prices higher than the normal market prices. Finally, improve the hygiene and safety of food and beverage, ensure the safety of consumers' meals, improve their consumption comfort, and enhance the satisfaction of visitors and exhibitors.

It is possible to introduce cost-effective hotel management companies around Chongqing International Expo Center to settle in, so that the hotel rooms have both high-end configuration and universal cost-effective rooms suitable for the public. Secondly, the management quality of hotels around Chongqing International Expo Center should be improved, and corresponding training should be conducted for hotel management personnel to improve the quality and professional level of employees. The organizers should also expand cooperation with major media, promote multiple media platforms, combine online platforms, radio, television, newspapers, light boxes and other publicity methods, strengthen Internet media publicity, and cooperate with well-known online media, well-known bloggers and Internet celebrities to enhance publicity. Finally, build the brand effect of the exhibition, improve the popularity of the exhibition with the brand, improve the visibility of the exhibition, attract more visitors and exhibitors, and promote the expansion of the exhibition scale.

For the enterprise brands applying to participate in the exhibition, strengthen the screening and selection, improve the entry threshold of exhibitors, formulate the "Exhibitor Notice Manual", and prevent the communication misunderstanding that exhibitors may step into during the communication between exhibitors and visitors (Zhao, 2018). Finally, in the foreign exhibition area of the exhibition, language translation and communication system can be set up, and language translation volunteers can

help the communication between the audience and the exhibitors, so as to achieve the maximum benefit.

To improve the service level of service personnel, we must first strengthen the training of service personnel, improve the professional quality of service personnel themselves, and formulate clear rules and regulations to manage staff. As for the feedback of the problem information, the platform should establish an information tracking system to achieve timely record, timely report, timely solution, and timely feedback, so as to improve the overall satisfaction of participants for the exhibition.

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