

Construction of Exhibition Venues in Public Administration

Xi Wang^{1,2}

1 Zhongyuan University of Technology, Zhengzhou, China

2 Center of Systems and Industrial Engineering, Zhengzhou, China

Email:simonwang369@126.com

ABSTRACT. *In order to study the construction of exhibition venues in public administration, detailed investigations were conducted on issues such as the operation management and service quality of the exhibition halls. This article elaborated on various perspectives, including the future goals of the exhibition venue and the government's system for it. Academia had paid more and more attention to the exhibition venues, but the research results on the issues such as the operation, management, utilization, recycling, and service quality of the venues were still thin, and the special research on large-scale exhibition venues was still insufficient in terms of quantity and depth. And this deficiency was particularly evident in the research on the quality of service and evaluation of venues. Therefore, we must vigorously support the public management of the exhibition site construction projects.*

KEYWORDS: *Exhibition venue; Development; New public management*

1. Introduction

The number of large-scale exhibition venues in China continues to increase, but at present, the management and operation of most venues in China is not satisfactory. The lower occupancy rate has not resulted in the large-scale exhibition halls building up to the expected ideal results. It will be of practical significance to strengthen the study of the management and operation of the venues. As large-scale exhibition halls are one of the major providers of exhibition services, the main products they provide are services. Therefore, the management of their services should be the focus of the exhibition hall. Exhibitors and professional visitors are the main service targets of the venues. It should be the key subject for evaluation of the quality of service of the exhibition hall. In this study, exhibitors and professional visitors are selected as the subject of evaluation to conduct empirical research, evaluate the service quality of large-scale exhibition venues in Hunan Province, and construct a corresponding index evaluation system. Finally, according to the results of data analysis, it provides targeted improvement measures. In reality, it will have certain reference and reference value for the exhibition venues, especially large-scale exhibition venues, to examine their own service quality and manage them [1].

2. Literature Review

At present, the development of public cultural services in various provinces in China is rapid. Some museums implement government requirements and open up freely to introduce new ideas: holding various thematic activities, opening different exhibitions, taking rural communities into the community, and designing cultural tourism routes in multiple halls, etc., and strive to create a culture feast for the public. However, due to the gap between the level of economic development of the provinces and the level of cultural development, the economic system and the cultural system still have a phase of running-in. Some problems in the public cultural services of venues are increasingly apparent in practice [2].

3. Methodology

At present, during the practice of large-scale exhibition venue operation and management, emphasis is placed on hardware facilities, ignoring the management of customer satisfaction and the soft service quality of the exhibition hall, and its operation has also resulted in the low utilization of the hall due to the low level of management of the exhibition hall [3]. Therefore, this paper chooses to conduct a special study on the service quality of large-scale exhibition venues, and proposes an improvement path for the service quality of large-scale exhibition venues through a combination of qualitative and quantitative analysis methods. Through the selection of scientific indicators and pre-research, combined with the actual situation of the exhibition hall, the index system for the evaluation of its service quality was constructed, and through formal investigations, the actual performance of its individual service projects was measured scientifically. Based on this, targeted improvement measures were proposed both macroscopically and microscopically [4]. The research roadmap for this article is as follows:

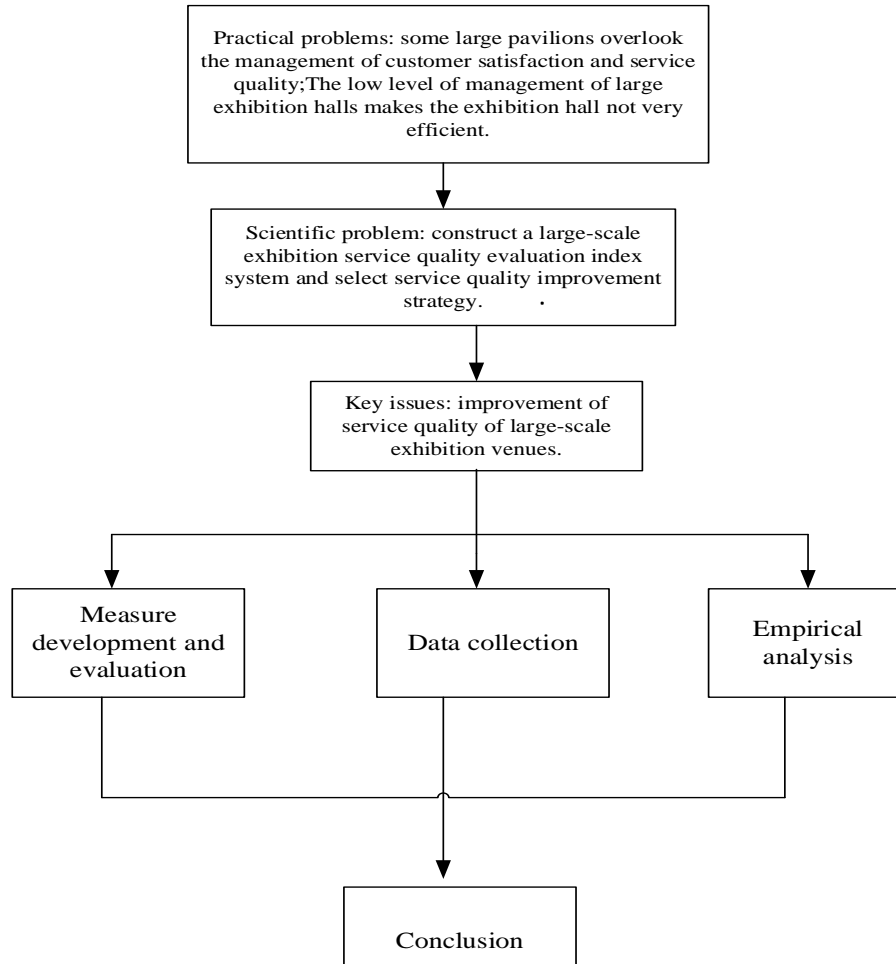


Figure.1 Research Technology Roadmap

4. Results and Discussion

4.1 Clear Strategic Thinking and Target Positioning

The strategic thinking is based on the concept of scientific development and holds the development ideas of “government promotion, market operation, integration of resources, and brand building”. It promotes the organic integration of the convention and exhibition industry with the highland culture and urban economy,

and is based on the advantageous resources and industries in Qinghai Province. Strengthen the existing exhibition infrastructure, strengthen the main body of the exhibition, use various exhibition resources, innovate mechanisms, optimize the environment, accelerate the construction of convention and exhibition infrastructure and public facilities, develop distinctive exhibition brands, and accelerate the modernization, industrialization, and marketization of conventions and exhibitions. Actively develop featured exhibitions and promote the development of conventions, exhibitions, tourism and commerce. Total goals: Strive to increase the average annual growth rate of exhibition income by 15%. The annual number of reception meetings will increase by an average of 6%. The average annual increase in meeting income will be 18%. By 2015, the annual growth of exhibition revenue will be 15%. Objectives for building stadiums: By 2015, the number of large-scale conference rooms for reception venues in Qinghai will amount to 50, and planned upgrades will be made to the venues; new sites will be built, new constructions will be planned, new sites will be carefully selected, scientific plans will be made, and new batches of modernization, high-level exhibition carrier will be built. Pay attention to the construction of supporting facilities around the venue, and significantly increase the level of convention and exhibition facilities. Brand goals: To continue to promote a number of powerful brand exhibitions to expand the scale, to cultivate a number of brand exhibitions with strong influence in the industry and internationally, mainly including the “Qingcha Fair”, “Lake Tournament”, and “Tibet Blanket Exhibition”, “Fresh Food Show”, “Auto Show” [5]. Nurture 2-3 local brand exhibitions to enter the ranks of national exhibitions, and strive to have 1-2 large-scale international, national-level trade and economic cooperation held in Qinghai or settled in Qinghai every three years. The number of exhibitions reaching 50,000 square meters and above in 2015 will reach 5 or more. To expand its own exhibition brand, promote the brand exhibition to expand the scale, improve the level, enhance the connotation, enhance the actual effect, gradually cultivate the new exhibition brand that reflects the image of Qinghai, meets the characteristics of Qinghai’s resources and the direction of industrial development, and enhance the visibility and competition force of the Qinghai exhibition industry [6].

4.2 Government Administration and Functional Transformation

The competition in today’s world is not the competition between individual enterprises, but the competition between the enterprise group and the enterprise group, the supply chain and the supply chain. It is also the competition between countries, and it is also the competition between the government and the enterprise. Therefore, the government must further change its functions, clarify the functional orientation of the government in the convention and exhibition activities, and demonstrate its proper functions in respect of exhibition facilities, exhibition environment, and conventions and regulations. Long-term development planning, improve its management and related supporting facilities, sorting out and improving their management methods and conventions laws and regulations will be incorporated into the legal system as soon as possible. Protect the intellectual property rights of the exhibition according to law, create a good environment for the

development of convention and exhibition enterprises, supervise the standardization of exhibition activities, and strengthen the construction of exhibition infrastructure and supporting facilities for convention and exhibition activities. Improve the construction of supporting facilities such as accommodation, transportation, logistics, catering, entertainment and other facilities around the old convention center in the southern part of Xining, and promote the level of hardware services in the exhibition industry. We will intensify investment promotion, promote the development of convention and exhibition activities, and actively implement the “going out” and “bringing in” strategies [7].

4.3 Establish and Improve the Management System of Exhibition Industry

Comprehensive management, coordination and service of all types of commercial conventions and exhibitions held in our province; publicity and promotion of the province’s convention and exhibition policy, environment and brand exhibitions; and undertaking of other convention and exhibition affairs designated by the provincial government. All kinds of non-commercial exhibitions are managed, coordinated and served according to their departments. Foreign trade, public security, public security, culture, industry and commerce, health, transportation, fire protection, tourism, customs, inspection and quarantine, administrative law enforcement, intellectual property rights, sports and other departments, in accordance with relevant laws and regulations and their respective functions and powers, actively cooperate with the Qinghai Convention and Exhibition Bureau. Do a good job of all kinds of exhibitions and reconciliation service work, establish and improve all kinds of regulations and systems for the management of the exhibition industry [8].

4.4 Play an Important Role in the Exhibition Industry Associations

As the market ruler, industry regulator, industry development coordinator and promoter, the role of the exhibition industry association is very important. The British Federation of Exhibition Industry, the Singapore Conference and Exhibition, the Hong Kong Exhibition Conference Association, etc., are all representative of the development of the local government’s management of the convention and exhibition industry. They are also the most influential exhibition industry organizations in the world. They work closely with government agencies and play an important role in coordinating the development of the industry, appraising the qualification of the exhibition, and conducting exhibitions. Measures to further promote the development of the mice industry in Qinghai Province: At present, the mice industry in Qinghai Province has entered a stage of rapid development. However, due to geographical conditions, inadequate infrastructure, lack of management of the convention and exhibition industry, lack of competitiveness in the exhibition and exhibition market, and severe shortage of exhibition personnel, Qinghai’s exhibition development still faces severe challenges. Therefore, the government has become more apparent in fostering the competitiveness of the

exhibition economy. The construction of exhibition venues and supporting facilities, the transformation of the development environment for the convention and exhibition industry, and the deployment of convention and exhibition resources are inseparable from the government's macro-control and policy support. Coordinating the development of the industry, formulating industry norms, safeguarding fair competition in the industry, and self-discipline in the industry are also inseparable from the support of industry associations. Therefore, drawing on the successful experience at home and abroad, combined with the physical condition of our country, we will establish the "three-in-one" exhibition industry philosophy of government departments, industry associations, and convention and exhibition companies.

5. Conclusion

This study started from the reality of science and technology museums, consulted a large amount of theoretical data, collected professional opinions of many practitioners, and analyzed the current problems in the technical support system for the protection of science and technology museums and the unreasonable overall planning. In the service business system, there is a problem of insufficient understanding of service needs and lack of awareness of innovative services. Combining the theoretical research of China Science and Technology Museum, the service content of Guangxi science and Technology Museum, the overall development of Zhengzhou science and Technology Museum and the social operation of Taiwan area, this paper proposes to improve the service guarantee system from two aspects: the overall layout of science and Technology Museum and the open source Festival of science and Technology Museum. From the perspective of public demand and innovative service resources, we should improve the service business system. However, these studies are still limited to theoretical aspects. Whether the relevant policies and service contents can be successfully implemented and promoted is still unknown. How to apply the theory to the work and explore in practice is my future research direction. Science and technology museums are popular science education institutions and bear the heavy responsibility of popularizing scientific knowledge, disseminating scientific ideas, advocating scientific methods, and promoting scientific spirit. For Heilongjiang Province, science and technology museums are an important platform for providing public cultural services. We hope that with the joint efforts of the government and society, we will accelerate the improvement of the public cultural service system, create a new situation in popular science work, and allow the public to fully enjoy the public cultural services and meet the cultural needs of people's increasing production. Due to the limitation of time and my own knowledge, this paper only studies the corresponding issues in the shallower aspects and proposes countermeasures and suggestions. Therefore, the paper still has many deficiencies and needs improvement.

References

- [1] Seaton M (2017). Native American Art Today in the Great Plains: An Overview of the Exhibition Contemporary Indigeneity: Spiritual Borderlands. *Great Plains Quarterly*, vol.37, no.1, pp. 37-56.
- [2] Kim I, Hwang C, Hwang I, et al (2016). Influence of Emotional Responding Factors of Visitors to Digital Archive Exhibition Venues on Exhibition Success through Immersion and Satisfaction, vol.12, no.3, pp. 181-204.
- [3] Bouwman R, Grimmelikhuijsen S (2016). Experimental public administration from 1992 to 2014: a systematic literature review and ways forward. *International Journal of Public Sector Management*, vol.29, no.2, pp. 110-131.
- [4] Interestingly (2016). Tongxinluo Enhances Neurogenesis and Angiogenesis in Peri-Infarct Area and Subventricular Zone and Promotes Functional Recovery after Focal Cerebral Ischemic Infarction in Hypertensive Rats. *Evid Based Complement Alternat Med*, no.2, pp. 8549590.
- [5] Tanaka T, Nakajima S, Urabe T, et al (2016). Development of Lane Keeping Assist System Using Lateral-Position-Error Control at Forward Gaze Point. *Journal of Educational Administration & History*, vol.22, no.1, pp. 9-17.
- [6] Duffy K M (2018). Kentucky by Design: The Decorative Arts and American Culture (review). *Journal of American Folklore*, pp. 131-132.
- [7] Handayani N, Ardini L, Zhang J (2017). Local Product Marketing Strategy (Home Industry) in ASEAN Economic Community (AEC) Era. *International Journal of Business Administration*, vol.9, no.1, pp.75-76.
- [8] Kim H, Park J W (2017). A Study on the Customer Experience Management (CEM) by Applying walk-through audit (WtA): Focus on Gas Science Museum Exhibition Service. *Korean Journal of Business Administration*, pp. 30-31.