Use of Local Advantages to Promote the Development of MICE Tourism-Take Hunan Province as an Example

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Abstract: Hunan is a major province of tourism resources in China, but the current situation of exhibition tourism is not performing well. In order to study how to use local advantages to promote the development of exhibition tourism, this article deeply studies the factors influencing the decision-making behavior of exhibition tourists, and analyzes the factors and reliability through SPSS22.0 software. Finally, the factors that affect the decision-making behavior of exhibition tourism are summarized into six factors: exhibition organization factors, auxiliary and basic tourism supply factors, personal factors, destination attractive factors, cost factors, and self-improvement factors. And analyze the local advantages of Hunan: rich natural resources, huge development potential, and profound cultural heritage. Finally, four suggestions for the development of the exhibition tourism market are put forward: improving the quality of exhibition tourism products, optimizing the supply system of exhibition tourism destinations, increasing publicity in a specific period, and determine government policy inclination.

Keywords: Local Advantage; MICE Tourism; Development; Sports Tourism; Influence Factors; Hunan Province

1. Foreword

The "Thirteenth Five-Year" Tourism Development Plan puts forward the concept of "tourism + convention and exhibition", which embodies the strategic concept of in-depth integration and development of tourism and convention and exhibition industry. With the growth of tourism economy and the lowering of tourism threshold, tourism has become a product of mass consumption. As a product of the "tourism + convention and exhibition" strategy, exhibition tourism is still a tourism product with tourism as its essence. Exhibitions, conferences, and other activities are taken as the theme of tourism activities, and then a theme and special tourism product is formed. MICE tourism is still in an immature stage. MICE tourism in most regions is too rigid and does not make good use of local advantages. In order to use regional advantages to better promote the development of MICE tourism, we need to deal with the two mainstay tourists of MICE tourism. Analyze with tourist areas. Among them, we need to use SPSS 22.0 software for factor and reliability analysis for tourists. In terms of tourism areas, we need to conduct in-depth investigations in terms of the quantity of natural resources, the potential for development of the resources, the local cultural background, etc., to find out the advantages and combine them with the tourism decision-making behavior analysis results to further develop the advantages.

2. Literature Review

2.1. Exhibition Tourism

Chinese scholars mainly analyze the concept of MICE tourism from the perspective of tourism products and tourism industry. Zhou (2001) defined exhibition as a comprehensive form of tourism services, including holding various professional conferences, expositions, and trade activities, cultural and sports activities, scientific and technological exchanges, incentive tourism, etc. Sun (2009) believed that MICE tourism is a

comprehensive tourism product with conference and exhibition as its main attraction. By taking tourism as the main form, we can drive food, housing, transportation, shopping, entertainment, and other related industries to realize the benefit acquisition of exhibition venues and meet the needs of tourists. From the perspective of tourism, the emergence of MICE tourism is not only the product of the integration of MICE industry and tourism, but also the extension of MICE industry in tourism. The interaction between them affects the development of MICE tourism. At present, the research on MICE tourism in China mainly focuses on the development strategy of MICE tourism, the interactive development of MICE industry and tourism, and the economic effect of MICE tourism. Based on IPA analysis, Tan (2012) evaluated the development of MICE tourism in Chengdu, and put forward measures to improve the traffic conditions, improve the hardware facilities of MICE industry, and optimize the development of soft environment. By summing up the successful experience of Shanghai World Expo, Wang (2011) and others have made a strategic plan for Dalian MICE tourism brand. Zheng (2014) uses one-way ANOVA to test the contribution of Shanghai World Expo to five indicators: inbound tourism, room occupancy rate, international reception, domestic group, and domestic reception. Then, it puts forward the development strategy of hotel industry and travel agency industry

2.2. Tourism Decision Making Behavior

Tourism decision-making refers to tourists' decision-making on tourism behavior, that is, people's decision to go out for tourism. It is closely related to tourism motivation. Under the condition that many other factors remain unchanged, tourism needs and tourism motivation will directly lead people to make tourism decisions. There are many objective factors between tourism needs and motivation and tourism behavior, which should be considered in tourism decision-making behavior, such as space distance, leisure time, traffic level, popularity, characteristic level, service quality, cultural environment, safety issues, personal preference, etc., which will restrict different tourists.

3. Analysis on the Influencing Factors of MICE

Here is a reference to the questionnaire collected by Sun (2020) and Wang (2020) in "Analysis of Factors Affecting the Decision-Making Behavior of Convention and Exhibition Tourists-Taking Henan Province as an Example."

This research mainly adopts the method of sampling questionnaire survey, the survey object is the group of tourists participating in exhibition tourism. With reference to the decision-making behavior model of convention and exhibition tourism constructed by Yu Yuanyang, the questionnaire is designed into two parts:

(1) Basic information−This part mainly includes the tourist's gender, age, income, travel experience, travel time, and education. Through these six questions, this item collects demographic information about visitors.

(2) The main questionnaire part−Through the summary, a total of 24 factors influencing the decision-making behavior of MICE tourists have been screened out. In order to ensure the effective implementation of quantitative analysis, this survey adopted the Likert five-point scale method for evaluation (1 means very disagree; 2 means less disagree; 3 means fair; 4 means more agree; 5 means very agree).

3.1. Demographic Analysis

After sorting out the demographic data, the research samples show that: in terms of gender, male samples account for 50.4%, female samples account for 49.6%, and the gender ratio is close to 1:1; In terms of age composition, tourists aged 25-34 and 35-44 were the main age groups, with 136 and 88 tourists respectively, accounting for 42.4% and 27.4% of the total sample. The second is the 15-24-year-old group, with 71 people, accounting for 22.1% of the total sample. The exhibition tourists are mainly young and middle-aged people, and the student group is an important part of the exhibition tourists. The population aged 45-59, under 15 and over 60 accounted for 6.2%, 1.2% and 0.6% of the total respectively; In terms of income, there are more persons whose monthly income ranges from 2,001 to 4,000 yuan and from 4,001 to 6,000 yuan, accounting for 32.4% (104 people) and 30.5% (98 people), respectively. The group whose monthly income is less than 2,000 yuan is mainly students, accounting for 19.3%. MICE tourists are mainly composed of low-income tourists, 5% and 6.2% respectively; In terms of the number of tourists, 52.6% (169 persons) of the tourists visited 2-4 times a year, and 21.8% (70 persons) of the tourists visited once a year. These persons only participated in the tourism projects during this research period. The number of tourists who visited 5-7 times and 8 times or more reached 54 and 28, 8% and 8.7% respectively, which shows that MICE tourists have relatively rich travel experience; In terms of travel time, 87 persons (27.1%) choose to travel during the unit annual leave and school winter and

summer holidays. Most people choose to travel on national holidays, among which 71 persons choose National Day holidays, and 79 people choose New Year's Day, international labor-day, Tomb Sweeping Day, and other holidays, 1% and 24.6%, respectively. The number of people who choose to travel on weekends and other time is less, accounting for 13.7% (44 persons) and 12.5% (40 persons) of the sample, indicating that most people still use weekends and other time to rest, relieve the pressure of work and study, rather than choose to travel; In terms of educational background, the number of graduates is 129 and 103, respectively, accounting for 40.2% and 32.1% of the total. There is a potential demand for masters to attend various conferences, reaching 45, accounting for 14% of the total, Finally, the proportion of people with high school education and doctoral degree was 11.2% (36 persons) and 2.5% (8 persons), respectively.

3.2. Descriptive Analysis

From the overall score of the questions (see Figure.1), the average score of all the questions after sorting out is more than 3.50, which shows that the exhibition tourists think that the influence degree of the above questions is above the medium level. From the individual question score, there are 8 questions with an average score of 4.0 or above, and traffic convenience (4.23 points), financial situation (4.19 points) and time arrangement (4.08 points) are the top three. Traffic factors and personal factors have a greater impact; Catering and accommodation (4.07 points), physical condition (4.07 points), budget condition (4.05 points), perfect exhibition facilities (4.04 points) and security conditions (4.03 points) are closely followed. Physical condition and budget expenditure are also important factors to decide whether tourists travel, which are more important in the process of exhibition tourism activities. Perfect exhibition facilities and security conditions determine the basic quality of exhibition tourism activities, and its importance is also self-evident. The scores of practice opportunity (3.65 points), learning opportunity (3.59 points) and conference registration fee (3.55 points) are relatively low, which may be the reason that some MICE tourists are not willing to carry out tourism activities, so they give low scores in terms of Self-Growth.

Table 1. Description analysis.

Survey questions	Average / min	Survey questions	Average / min
Traffic convenience	4.23	Pleasant climate	3.91
Financial situation	4.19	Accommodation expenses	3.86
Schedule	4.08	Entertainment shopping	3.78
Catering accommodation	4.07	Professional degree of exhibition related fields	3.74
Physical condition	4.07	Social communication	3.73
Budget status	4.05	Transportation expenses	3.73
Perfect exhibition facilities	4.04	Academic exchange	3.72
Security conditions	4.03	Family affairs	3.70
Rich tourism resources	3.96	Skills training	3.69
Diversified transportation	3.95	Practice opportunities	3.65
Image of Exhibition City	3.93	Learning opportunities	3.59
Visa convenience	3.92	Conference registration fee	3.55

Sources: according to the survey data

3.3. Factor Analysis and Reliability Analysis

Before performing factor analysis on the 24 factors affecting the decision-making behavior of exhibition tourists, after excluding the items with factor loadings less than 0.5, the remaining 20 factors were analyzed and validated. The test results are shown in Table 2.

Table 2. Factor analysis and reliability analysis.

Common factor	Indicator question	Accumulation	Characteristic rooting	Reliability	Dispersion	Mean/min
COM1 Exhibition organizer factor	Professionalism in the field involved in the exhibition	0.773	3.195	0.802	15.977	3.68
	Academic exchange	0.761				
	Skills Training	0.760				
	Social interaction	0.718				
	Conference registration fee	0.571				
COM2 Supplementary and basic tourism supply factors	Entertainment shopping	0.742	2.064	0.676	10.320	4.01
	Diversified transportation	0.693				
	Traffic convenience	0.675				
	Catering and Accommodation	0.608				
COM3 personal factor	Budget status	0.734	2.011	0.661	10.055	4.01
	Schedule	0.688				
	Family affairs	0.677				
	Financial situation	0.550				
COM4 Destination attraction factor	The image of the exhibition city	0.793	1.891	0.645	9.455	3.98
	Perfect exhibition facilities	0.776				
	Rich tourism resources	0.633				
COM5 Cost factor	Accommodation costs	0.832	1.721	0.705	8.604	3.80
	transportation fee	0.784				
COM6 Self-improvement factors	Learning opportunities	0.701	1.385	0.748	6.926	3.62
	Practice opportunities	0.641				
KMO=0.780 Bartlett=1770.686 Degree of freedom=190 Sig=0.000 Cronbach's Alpha =0.811						

Sources: according to the survey data

The obtained KMO = 0.780, Bartlett = 1,770.686, Freedom = 190, Sig = 0.000 indicate that the significance of the sample population and the correlation between the factors are relatively moderate. Factor analysis is carried out and finally merge into the exhibition organizer factor (common factor 1), auxiliary and basic tourism supply (common factor 2), personal factor (common factor 3), destination attractiveness (common factor 4), cost factor (common factor 5), self-improvement (common factor 6). Among them, auxiliary and basic tourism supply factors and personal factors have the highest average value, both reach 4.01 points, indicating that they have a greater impact on the decision-making behavior of MICE tourists; the average value of "self-improvement factors" (3.62 points) is the lowest, indicating that attention needs to be paid tourists' promotion opportunities in the process of MICE tourism promote their active participation.

Common factor 1 indicates that the type of exhibition activities will affect the choice of exhibition tourists. For different forms of exhibition activities, tourists will make their own choices based on their own consumption preferences and tourism needs and motivations. Common factor 2 indicates auxiliary and basic tourism supply can effectively influence the decision-making behavior of tourists. Of course, auxiliary, and basic tourism supply not only affects exhibition tourists, but also an important factor in whether tourists can achieve their tourism goals. Common factor 3 reveals the self-influence of tourists in the process of tourism decision-making, indicating the influence of personal related factors on tourism decision-making. Common factor 4 shows that the attractiveness of the destination of the exhibition can have an impact on the decision-making process of tourists, mainly from the perspective of basic tourism facilities, city image, and tourism resources. Common factor 5 shows that the cost factor is still one of the main issues considered by MICE tourists. If the cost does not meet the expectations of tourists, it will have a greater impact on MICE tourism activities. Common factor 6 shows that in the process of participating in exhibition tourism, learning or practice ability is improved due to various affairs, and these improvements are also one of the important links that need to be considered in decision-making. In order to ensure the scientific nature and rigor of this survey and data analysis, SPSS 22.0 was used to analyze the reliability of the entire set of data. The reliability analysis mainly detects the consistency of the data within the group. The results of this investigation and analysis mainly use the Cronbach coefficient, and the Cronbach coefficient is 0.811 after analysis. When Cronbach's Alpha $\geq$ 0.700, the credibility can be considered high. The analysis shows that the data and results of this survey have a high credibility.

4. Analysis of Local Advantages

4.1. Total Amount of Tourism

According to the data of the third economic census, the total tourism revenue of Hunan Province in 2013 was 268.186 billion yuan, a year-on-year increase of 20.04%; Among them, domestic tourism revenue was 263.092 billion yuan, up 20.94% year on year; The number of inbound tourists was 2.366 million, a year-on-year increase of 2.72%, and the number of domestic tourists was 358 million, a year-on-year increase of 18.31%. All the indexes are in the middle and upper level of the six provinces in Central China. Among them, domestic tourism income ranks 11 in the country, domestic tourists and inbound tourists rank 12 and 14 in the country, which has a comparative advantage.

4.2. Growth of Tourism

From the growth rate of domestic tourism revenue of the whole country and Hunan Province for six consecutive years, the growth rate of domestic tourism revenue of Hunan Province is higher than the national level in other years except 2011. The development of tourism industry in Hunan Province has a good momentum, and the growth rate is maintained at more than 20%.
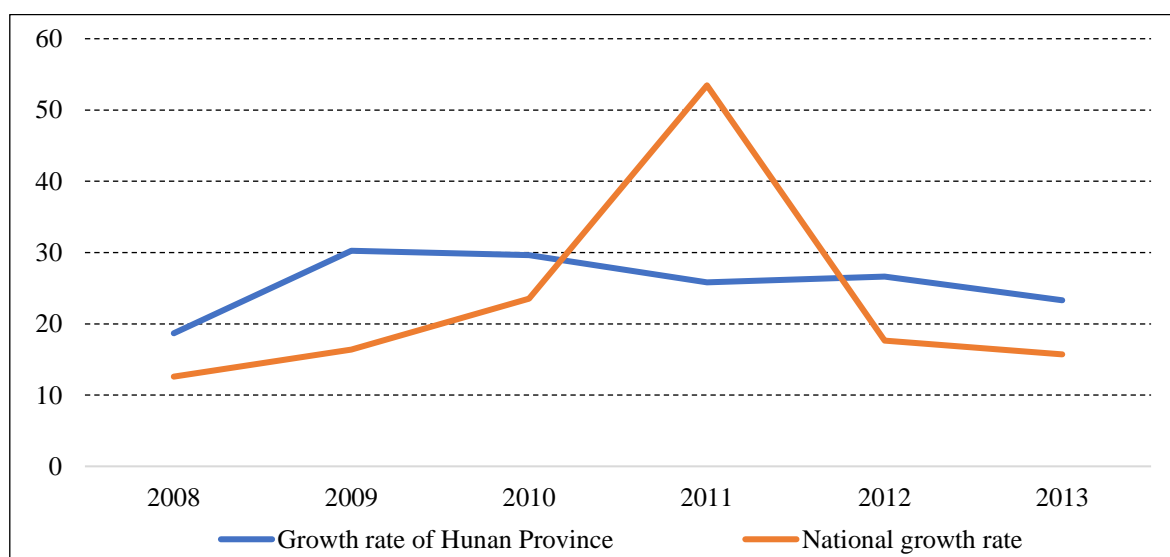
Source: China Statistical Yearbook 2013

Figure 1. Comparison of the growth rate of domestic tourism revenue between Hunan Province and the whole country.

From the index ranking, the comprehensive competitiveness of Guangdong's tourism industry is far ahead, with Beijing ranking second and Zhejiang ranking third. The environmental competitiveness of Hunan Province ranked 13th, the basic competitiveness ranked 10th, the core competitiveness ranked 17th, all above the medium level, indicating that Hunan tourism industry has certain competitiveness.

4.3. Great Development Potential

Hunan Province is rich in natural tourism resources and has great development potential. In 2013, Hunan Province established 2 National eco-tourism demonstration zones, 4 provincial eco-tourism demonstration zones, a 5A scenic spot and ten 4A scenic spots. Among them, there are 153 5A scenic spots in China, 6 in Hunan Province, and 9 in Henan Province and 7 in Hubei Province

Second. The situation of nature reserves is shown in Figure 3. Compared with the second economic census, there are 33 more nature reserves, including 9 national nature reserves; The area of national nature reserves increased by 158000 hectares compared with five years ago, and the proportion of nature reserves in the area under its jurisdiction increased by 0.8 percentage points.

Table 3. Situation of nature reserves in our province from 2008 to 2013.

Index	2013	2012	2011	2010	2009	2008
Number of nature reserves （Pieces）	128	129	123	123	95	95
Number of National Nature Reserves （Pieces）	23	18	18	17	17	14
Area of Nature Reserve (10,000 HA)	128.4	128.5	125	124.5	114.8	112.1
Area of National Nature Reserve (10,000 HA)	61	51.8	51.8	50.1	50.1	45.2
Proportion of nature reserve area in area under jurisdiction (%)	6.1	6.1	5.9	5.9	5.4	5.3

Source: China Statistical Yearbook 2013

4.4. Cultural Advantages

Huxiang style has its own characteristics. Huxiang culture is a cultural spirit created and enriched by Hunan people or celebrities living in Hunan for thousands of years. It takes Chu culture as the initial matrix, and relates to the cultural tradition of Chu Ci represented by Qu Yuan. It was founded by HuAnguo and Hu Hong of Huxiang school in Song Dynasty, and then widely spread and developed. After the Opium War, after the rise of the Hunan army, Huxiang culture is more brilliant. Let teenagers browse the former residences of celebrities, which can not only increase their knowledge, exercise their physique, but also stimulate self-improvement and temper their will. In addition, the dragon boat culture is also a major feature of Hunan Province. The International Dragon Boat race is held every year in Yueyang, the birthplace of Hunan Province, which is an important sports tourism resource.

5. Methods of Promoting MICE Tourism Using Local Advantages

Through in-depth analysis of the influencing factors of exhibition tourism decision-making behavior and the regional advantages of Hunan Province, this article puts forward the following suggestions

Improve the quality of exhibition and tourism products. Through the government's introduction of relevant policies, the quality standards of products in the exhibition market will be improved, the work procedures and processes of exhibition organizers will be further strictly regulated, and the quality of activities will be checked at the level of the exhibition industry. Through high-quality, innovative, and large-scale activities as tourism attractions, it will greatly stimulate the consumption demand of tourists, and further based on the tourists' own consumption preferences, which will induce tourism motivation and expand the exhibition tourism market on a large scale.

Optimize the tourism supply system of convention and exhibition destinations. During the exhibition activities, due to the influx of many non-local tourists and participants, the tourism supply of the exhibition cities will be put under greater pressure. Through the establishment of a complete industrial structure and product structure, the problem of increasing demand for medium and high-end tourism products caused by the rising consumption level of the tourism market can be solved, and the contradiction between supply and demand caused by insufficient supply can be solved.

Strengthen information propaganda and broaden channels. Although the holding of exhibition activities is less affected by the off-peak and peak seasons, most tourists still choose to travel during specific time periods, such as annual vacations, winter and summer vacations, and national statutory holidays. During these time periods, the exhibition company can cooperate with the local government to use exhibition activities as tourist attractions, display the image of the city as the starting point, and use publicity as the basic purpose to comprehensively enhance the publicity of exhibition activities. At the same time, open new publicity channels, such as new experience-sharing online information platforms such as XiaoHongShu app, and accelerate tourism by influencing tourists' perception of the local tourism environment on the premise that the ability of tourists to obtain information remains unchanged. The formation of the decision-making process.

Government policies and the development of exhibition tourism are inseparable from government policy encouragement. The government can speed up the construction of the city's convention and exhibition capacity by issuing policies, vigorously encourage the construction of the city's convention and exhibition industry, and continue to promote the construction of convention and exhibition tourism. For cities like Hunan that have great potential for development in tourism resources, government support is particularly important. According to the analysis of Hunan's local advantages in the fourth part, we understand that Hunan is a strong province in sports culture. In addition to many undeveloped natural resources, I think the government's strong support and promotion of sports tourism is most suitable for Hunan. The development model and development of sports tourism can not only make full use of the advantages of local culture and natural resources, but also stimulate the decision-making of exhibition tourism.

6. Conclusion

In terms of factors affecting MICE tourism decision-making. From the perspective of demographics, MICE tourists are mainly composed of young and middle-aged and low-income groups, and most of them have relatively rich travel experience. The main travel periods are company annual vacations, winter and summer vacations, and national statutory holidays.

From the descriptive analysis of the question items, the average value of all the question items is above 3.5. Tourists generally think that the 24 question items are more important. Among them, traffic and personal factors have a greater degree of influence, and there is a chance for self-improvement. And the relative impact of the conference registration fee and other aspects is relatively small. After factor analysis and reliability analysis, a total of 6 factors influencing the decision-making behavior of exhibition tourists are finally summarized: exhibition organizer factors, auxiliary and basic tourism supply factors, personal factors, destination attractive factors, cost factors, and self-improvement factor.

Through a comprehensive analysis of the tourism resources in Hunan, it is found to has the advantages of rich tourism resources, huge resource development potential, and rich tourism and cultural resources. Several suggestions are proposed combined with the above analysis of the decision-making factors of exhibition tourism. Among them, the most important one is that the government should promote the development of local sports exhibition tourism in Hunan. A good exhibition tourism model can greatly promote the development of local exhibition tourism. In terms of tourism decision-making behavior, it is very helpful to the use of local resources and Hunan's convention and exhibition tourism will have a great development in the future.

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