

Research on Exhibition Management Based on Green Development

Lan Tu

School of Tourism Science, Beijing International Studies University, Beijing 100024, China.

Abstract: With the introduction of a series of policies on low carbon and the improvement of green consciousness of personnel in the exhibition industry, the progress of green technology and the standardization of industry standards, the green development of the exhibition industry depends on the management concept and development planning of exhibition venues, Therefore, we will pay more attention to the impact of factors- the management concept of green design, green upgrading of facilities and equipment and Venue digitization, What's more. How these elements influence the exhibition venue with the concept of sustainability.

Keywords: Green Development; Exhibition Venues; Digital Upgrading of Exhibition; Green Design Concept; Green Upgrading of Facilities and Equipment

Introduction

With the rapid development of China's Exhibition industry, the level and scale of exhibitions have been continuously improved, creating greatly economic and social benefits^[4], what's more, it's becoming a significant part of China's modern service industry^[2]. However, along with the high-speed development of the exhibition economy, the pursuit of one-sided and not long-term economic benefits can no longer support the positive progress of the exhibition industry Therefore, the report *China Exhibition Economic Development Report 2021* points out that green and low-carbon has become the direction of high-quality development of the Exhibition business. Therefore, implementing the concept of sustainable development in the functional design of the whole Convention and Exhibition is one of the trends of the future development of the Conference and Exhibition Industry. This is not a requirement for venues to deliberately pile up new green technologies, but to select technologies suitable for each functional mode of the venue and use them in combination according to the actual needs of the exhibition venue. Using these technologies to build brand pavilions caters to the future development trend of the industry. Therefore, in this paper, we will focus on the positive effects of the green development of the exhibition venues based on the innovation of the management concept of the venues, the low-carbon upgrade of the facilities and equipment, and the digital upgrade of the venues.

1. The concept of green exhibition

According to the U.S. Bureau of Labor Statistics, the number of meetings and events increases by 44 percent between 2010 and 2020, exceeding the average expected growth rate for other industries. Each year, the top 200 U.S. stadiums in terms of square footage alone attract about 181 million visitors, and about 60 million people worldwide attend consumption or industry trade shows. Waste Management, a U.S. waste management company, estimates that 35,000 metric tons of CO₂ will be generated each year by the waste created by fans of the NFL, MLB, NBA and NHL. As one of the largest waste producing industries in the world, the convention and trade show industry generates about 60,000 tons of waste each year. Therefore, the green development of convention and exhibition industry is urgent. Green development means that while developing the economy, we should also pay attention to the conservation of resources and the protection of the ecosystem and natural environment, so as to promote the integration of ecological civilization with economy, politics, culture and society and embark on the road of sustainable development. Therefore, all aspects of the exhibition should be reasonably planned and designed to make it cyclically sustainable and conform to the concept of green development, such as the materials used, transportation facilities, service concept, catering and accommodation^[3], etc.

2. Exhibition Management Concept of Green Conference and Exhibition

The concept of green conference and exhibition venue management includes the most basic environmental protection concept and the core benefit concept, talent concept, technology concept as well as the concept of innovation and service concept that changing with the times, which can be said to provide the theoretical basis and guidance for the venue management of green conference and exhibition.

2.1 Environmental protection concept

Modern exhibition venues should pay more attention to environmental conservation and explore the green and low-carbon behaviors in exhibition environmental maintenance, waste treatment and recycling. Especially in the exhibition activities, a large amount of material waste will be generated, and the venue should classify the waste waste and increase the chance of waste recycling.

2.2 Talent management concept

The core of modern exhibition venues is to have many professional exhibition talents. According to the requirements of modern enterprise system, it must always adhere to the principle of people-oriented and take corporate culture as a crucial mechanism to attract talents. In personnel recruitment and training, awareness is paid to the cultivation of personal ability and other skills, and through accumulation and summing up, the excellent cultural gene of the enterprise is refined to become the heritage of the development of the exhibition center. Hence, the high development of green exhibition will definitely rely on the influx of core talents, and the gathering of core talents will definitely produce advanced management ideas, and qualified personnel will also put the practice of green exhibition concept into practice.

2.3 Benefit concept

Convention and exhibition venue managers should clearly identify the market needs, competitive environment, the scale and geographical location of the facility itself, the cooperation of the surrounding environment and other factors in order to determine the appropriate market position of the convention center and formulate befitting business management policies and guidelines. Consideration should be given particularly the efficiency of venue usage in terms of service resource provision and cooperation. When deploying resources such as human and material resources, service satisfaction should be considered as well as effective cost control. As a result, the benefit concept of green exhibition could not be defined as "charity" in general, but environmental conservation investment under certain economic benefits that should be profitable.

2.4 Technology concept

Most of the conference and exhibition venues are relatively new buildings with a large number of advanced modern facilities and equipment, which can best reflect the achievements of high technology. The operation and maintenance techniques are more demanding for service personnel. Adapting to market technology changes, Venue management need continuously innovate the concept and strengthen the management and training of staff, while the realization of green exhibition depends on high-tech investment and operation, especially upgrading the aspects of digital infrastructure.

3. Green upgrade of facilities and equipment

The green upgrading of facilities and equipment is reflected in three aspects, such as green design of architectural design, energy recycling in operation and altruism of public facilities, especially the first two factors fully enhance the recycles of facilities and equipment of exhibition venues. And the altruism of public facilities reflects the core idea of people-oriented under green development concept^[5].

3.1 Exhibition buildings green design

First, vigorously promote green construction, convention and exhibition business operators use recyclable materials, reject installing facilities that poor design sense and high cost of inherent thinking and actively try to use high-tech means on the basis of maintaining project revenue^[5]. What's more, innovative models, reduce pollution, reduce and eliminate product toxicity. Second, scale up the green program, Industrial design and display design should be upgraded simultaneously to incorporate green concepts and

products, applying the concept of green space design vigorously.

3.2 Operational process energy recycling

First,giving full play to the role of each material, breaking through the material barriers, a variety of materials can complement each other's strengths and weaknesses that can be used and applied to the exhibition industry. Second,the price cost problem, reducing the price to share the system and achieve recycling^[1].

3.3 Altruism of public facilities

As a vital service place, the respect and care for every visitor to the exhibition venue is the ultimate care of all exhibition venues, what's more , the mission that every exhibition venue should have. This can also effectively enhance the enthusiasm of ordinary visitors to attend exhibitions or events. At the end of the day, organizers of exhibitions and events must consider creating a more inclusive environment,.For example, by setting up barrier-free facilities and equipment to meet the needs of disabled participants or setting up special spaces for women with other needs such as mother and baby rooms.

4. Digital intelligent operation direction of the exhibition

The direction of digitally intelligent operation is the key point of venue operation, which can meet the operation demand and echo with the big data center of exhibition^[2]. The information result of professional audience is connected with the policies of the government,what's more,government's assistance is combined with the exposure of the brand,hence,the client management of the enterprise is connected with the digital footprint of the audience in order to form an efficient and intelligent operation closed loop to ensure the efficiency of data use as well as the maximum accuracy, timeliness and objectivity of decision making.

4.1 Construction of Exhibition Data Center

The enhancement of the exhibition by big data, artificial intelligence and cloud computing is reflected in the whole life cycle of the exhibition. Through the advantages of data resources brought by big data and the technical advantages brought by artificial intelligence and cloud computing in order to accurate marketing and advertisement injecting with real-time monitor and on-site management,therefore, automatic inspection of equipment and intelligent adjustment of the environment can be completed to achieve the organic unification of economic, social and environmental benefits.

4.2 Build a close loop of "online + offline" service

Online, through the smart exhibition, professional visitors, exhibits, exhibitors and exhibition venues that are organically integrated to form a digital closed loop, becoming a close tripartite connection between brands, channels and consumers. Offline, artificial intelligence application equipment is set up in the exhibition hall to come into being an interactive consumer space for immersive experience so as to further serving professional visitors and exhibition customers precisely. It not only improves the immersion of users' exhibition experience but also reduces the expenditure of exhibition booth construction materials and booth construction area, thus realizing the benefit and green double cycle.

5. Conclusion

As far as the future exhibition industry is concerned, green exhibition is the direction of development.In this paper, the current situation and concept of green exhibition are analyzed in detail. The purpose is to briefly analyze the management concept, the direction of green upgrading of facilities and the perspective of digital upgrading of facilities and equipment that green exhibition abide by the demand of low-carbon and sustainable development,hence,discussing how these factors promote the high-quality development of exhibition industry.

References

- [1] Fu X.(2023). Green exhibition The future of the exhibition industry. *China Conference &Exhibition*(02), 50-55.
- [2] Wang J, Wang Y. An Analysis of China's Exhibition Industry Correlation and Spreading Effect from the Perspective of Green Development-Based on Input-output Model. *Economic forum*(11),56-64.
- [3] Pu B, Wu Q, Ji SY, Zhang L (2022).Green Perceived Value of Green Exhibition and Intention of Revisiting Exhibi

tion: The Mediating Effect of Green Consciousness and Green Trust. *Journal of Leshan Normal University*(04),92-102.

[4] Zhang YB.(2022).Modern Exhibition Concepts and Their Application and Development Analyses. *Journal of Guiyang University Natural Sciences*(04),75-78+84.

[5] Pei C.(2022).The new convention and exhibition will build an ecological civilization to help realize the "double carbon" goal. *China Conference & Exhibition* (19),72-73.