

Research on the Present Situation and Countermeasures of Green Exhibition Development

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Abstract—Exhibition, as a name card to open the city image and economy, is being valued by more and more cities. However, with the rapid development of the exhibition industry, a large amount of waste products are generated within a few days, which not only cause great damage to the environment, but also consume a lot of resources and energy. With the attention of human being to environment and resources, the call of developing green exhibition comes into being. This paper expounds the concept of Green exhibition, analyzes the present situation of the development of Green Exhibition, analyzes some problems in the development process of Green Exhibition, and puts forward the development strategy and solution of Green Exhibition.

Keywords—Green Exhibition; Development Situation; Countermeasures

I. INTRODUCTION

The exhibition economic market has been developed in recent years, the holding of the exhibition has brought great economic benefits to the venue, but also led to the development of related industries. However, with the gradual development of the exhibition economy, it also exposes a lot of its own problems [1]. First of all, the exhibition industry cannot be defined as a low-carbon industry, may cause a certain amount of pollutants. The holding of exhibition usually attracts a lot of people, so the issue of safety is also a matter of concern. In addition, at a time when minerals are increasingly scarce, many of the disposable items used in the exhibition run counter to the concept of low-carbon environmental protection. Therefore, in order to develop the exhibition economy better, and make it more long-term development, the development direction of Green Exhibition is the main direction of the development of exhibition in the future.

II. THE CONCEPT OF GREEN EXHIBITION

Green convention refers to the follow the circular economic theory, on the basis of comprehensive consideration of convention and exhibition activities involved in all aspects, including the site, services, catering, accommodation, transportation, activities and material supply, etc., the exhibition activities of resource saving and environment friendly into as a systematic project, do the rational development and utilization of resources and protect the environment [2]. By reducing the input of prep-exhibition resources and the effective utilization of renewable resources, the recycling of resources in exhibition can be strengthened,

and the discharge of waste after exhibition can be reduced, so as to realize the harmonious development of exhibition economy and environment.

The so-called Green exhibition, its meaning is expressed in the current state of economic development. From a macro point of view, it is reflected in every level of the exhibition and activities, in which the exhibition is applied to the materials, means of transport, service concepts, food and accommodation aspects, these are one of the purposes of green exhibition, only reasonable planning and design exhibition, can achieve the concept of green environmental protection [3]. Utilize the concept of green environmental protection, reduce resource pollution, , fully develop the use of renewable resources, and also achieve the standard of recycling, reasonable disposal of waste destruction and placement, the implementation of green development concepts, and strengthen the overall development of the economy and the environment. At the Sixth Session of the Cultural Exhibition, more than 600 exhibition industry personnel from more than 50 cities in China called on the majority of exhibitors and organizations to move toward "low carbon, environmental protection", so that the development of exhibition to green. Haiying Liu, the Chairman of China Exhibition Council, said, "Green exhibition in developed countries have been highly valued by the Government and financial support, but some of the domestic exhibition projects still have the drawbacks of extensive operation, the construction of venues and then a wave, resulting in great waste, The impact of the new exhibition on the traditional exhibition is growing."

III. CURRENT STATUS OF GREEN DEVELOPMENT

Before For the green service of the Canton Fair Exhibition, its main purpose is to create a green environmental protection, thrifty concept, according to the main thrust of the green exhibition to promote the green environmental protection of resource energy. And the exhibition mainly in the network platform, We chat public number and the form of internal exhibition to promote this. The use of these three resource platforms to develop green environmental protection, greatly promote the use of renewable resources, and according to the main thrust to build green development services. In strengthening the promotion of green exhibition exhibits, we must pay attention to the brand efficiency of Canton Fair, strengthen the material of green products of the exhibition,

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comprehensively build the exhibition area of green exhibition and exhibits, and in the vigorous development of green exhibition at the same time, we must make a good exhibition of the basic system, on top of the promotion of green products and green energy [4]. The so-called green energy refers to the recyclable resources, pollution-free resources, which are one of the products that need to be vigorously promoted at the exhibition. According to relevant reports, at the 108th Green Exhibition in China, the products promoted are products with low carbon environmental protection and green energy as the center. These products account for more than 60% of all exhibits [5]. This highlights the important purpose of the exhibition, and its purpose is to promote and publicize with green energy and low-carbon environmental protection as the center. In the use of the power of Canton Fair to promote, vigorously promote green energy. This can not only improve people's understanding of green energy, but also play a clear role in the development of environmental protection [6]. During the development of Green Exhibition, there are some obstacles to the development of the exhibition itself, such as the need to spend more money to carry out Green Exhibition, which will greatly affect the exhibition to promote green environmental protection, the use of low-carbon energy. Therefore, it is necessary to strengthen the supervision and inspection of the exhibition economy in order to solve the problem of green, low-carbon and environmental protection of the exhibition economy, which is conducive to the smooth progress of green exhibitions.

The concept of sustainable development was first put forward at the United Nations human environment seminar in 1972. The scientific outlook on development is to adhere to the people-oriented, comprehensive, coordinated and sustainable outlook on development [7]. Sustainable development means that we need to balance the harmonious development of man and nature, strike a balance between economic development, population growth, resource utilization and ecological and environmental protection, and put the whole society on a path of civilized development featuring production development, affluent life and sound ecology. Sustainable development has five major elements, namely, energy development, environmental protection, clean water, green trade and development assistance. Green exhibition is not only the trading platform of green trade, but also the exhibition base of new energy, as well as the forefront of energy conservation and environmental protection applications.

"Low-carbon and environment-friendly life" means to change the details of life from the three links of electricity saving, solar term and recycling, to reduce the energy consumed in daily life as far as possible, and to reduce the emission of carbon, especially carbon dioxide, so as to reduce the pollution to the atmosphere and slow down the ecological deterioration. Green exhibition is to achieve energy conservation and emission reduction, circular economy [8].

Difficulty one: green idea is not thorough popular feeling. From the exhibition planners, to the exhibition designers, to the exhibition organizers, to the exhibition participants (audience), the foundation of the green concept is not led, or not extensive, or not deep [9]. Therefore, in the whole process of exhibition, there are obstacles to promote green exhibition. For example, green behaviors and measures such as taking energy saving factors into consideration in venue design, the use of water resource recycling facilities, the reduction of paper publicity materials, and the audience taking away garbage by themselves have not been well promoted.

Difficulty two: the country lacks compulsory measures and perfect laws and regulations in green environmental protection. For example, energy consumption standards are in venue design and water resource recycling and reuse.

Difficulty three: the contradiction between short-term interests and long-term interests. General exhibition organizers, both the government and enterprises, pay attention to short-term achievements and interests, and hope that the investment can be returned in the shortest possible time. At present, the promotion of green exhibition has higher time and economic cost than general exhibition.

Difficulty four: the green product may selectivity be not big, even lacks. For example, the disposable products used in xi'an convention and exhibition, including chairs, are recyclable environmental chairs. But the chairs are custom-made and not readily available on the market.

Difficulty five: the science and technology didn't spread. Electronic tickets, for example, are not widely used. Paper tickets are still widely available.

IV. COUNTERMEASURES TO ACCELERATE THE DEVELOPMENT OF GREEN EXHIBITIONS

A. *Formulate and Improve the Green Exhibition Standards System*

Exhibition activities belong to the scope of economic activities. It is necessary to follow the laws of the market. It is necessary to formulate and introduce the convention and exhibition law to fully guarantee the healthy competition of the market and the orderly development of the industry. Therefore, on the one hand, it is necessary for government departments to put in place a set of green exhibition standards system that can standardize the entire exhibition industry, so that the green exhibition construction has rules and laws to follow. With the green exhibition standards, the relevant organizations have the basis for implementing green exhibition activities, and found that problems can be corrected in time.

On the other hand, the government should also actively promote green exhibition management system innovation, change the past exhibition policy for each department, a wide range of unified standards and policies, establishing policies and regulations of administrative support system, the exhibition organizers, exhibitors to establish a reasonable "green barriers"

the exhibition, guarantee to the development of the green exhibition in accordance with the law.

B. Promote Third-Party Certification for Green Exhibitions

In order to avoid the prevarication between the management department and the organizer of the exhibition project, it is necessary to promote the third-party certification of green exhibition. Green exhibition third party certification refers to the convention and exhibition project owners and customers outside of the third party management institutions or social organizations, in accordance with the relevant standard of green verification for projects exhibition or convention and exhibition companies, to identify the exhibition project or enterprise management system accord with standard of green degree, able to guarantee fair and exhibition of green certification. At the same time, China's exhibition industry can improve the relevant standard system of green exhibition on the basis of, but also should actively absorb the experience of foreign third party argumentation, accelerate the construction of third party certification bodies of green exhibition.

To strengthen the development goal of green exhibition is to fully implement the third party certification work of green exhibition. The aim is to reduce the development of barriers between management and the main thrust of the exhibition. However, third-party certification can improve the trust of the exhibition in the customer and the community, according to the relevant regulations can be carried out for the exhibition certification. This can be enough to determine the standardization of green exhibition and specialization, and can be strong and correct implementation of the concept of green environmental protection awareness of publicity [10].

C. Speeding up the Cultivation and recommendation of Green Exhibition Talents

In order to promote the further development of China's green exhibitions, we must first train the practitioners to carry out the green exhibition standard system, and for the General exhibition talents can arrange their participation in practical training courses run by universities or industry institutions with certain strength and professional teaching experience, which will help to relieve the pressure of talent demand. In view of the success of foreign green exhibitions are great in number, senior professionals of exhibitions can arrange for them to go abroad for further study in the countries with better development of green exhibition industry, and then introduce these methods to the country.

Second, there are many international exhibitions introduced in China, which are hosted by enterprises from countries with better development of green exhibition industry. This is also a good opportunity for learning. Enterprises can arrange exhibition practitioners to attend more such exhibitions and learn relevant knowledge of green exhibition. Thirdly, Internet learning. At present, the Internet technology has developed very mature, exhibition practitioners can improve their professional training through the network, to supplement the relevant knowledge of green exhibition. Fourthly, colleges and universities should consciously indoctrinate students with the concept of green exhibition in the cultivation of exhibition talents, and teach relevant industry knowledge and practical skills of green exhibition, so as to form an effective connection

between profession and industry and lay a talent foundation for the development of green exhibition industry.

D. Constructing Green Exhibition Review System and Reference Standard

In order to truly promote the development of green exhibition and adapt to the requirements of circular economy, it is necessary to further implement the corresponding priority development policies and review systems required for the development of green exhibition, and establish a foundation for third-party certification work, which is also an important guide for enterprises and institutions to carry out green exhibition work. Green exhibition standards include technical standards, management standards, evaluation standards, etc., which should be an important basis in the green exhibition review process. Relevant units should strengthen the review of exhibition projects, establish and improve the review system of exhibition projects, and provide institutional support for the development of green exhibition.

E. Strengthen the Construction of Ecological Pavilions

The exhibition infrastructure of many cities in China has begun to take shape, but the quality of venues or supporting facilities in many areas has not yet met the requirements of green exhibitions, and the infrastructure construction of the exhibition industry should continue. On the one hand, in order to truly realize the green exhibition, not only more sites, but also advanced management systems and management teams are needed to improve the efficiency of the exhibition sites and other infrastructure. On the other hand, from the perspective of the organizer, the reuse of exhibition facilities and materials can greatly reduce the operating costs of exhibitors and exhibitions, and is also an important way for the development of green exhibitions.

During the arrangement and withdrawal of exhibitions, the organizer shall strengthen the standardized management of the venues, and timely and effectively monitor the environmental conditions of the pavilions during the process of booth construction and withdrawal [11]. In this regard, Germany has a lot of successful experience to draw lessons from. For example, the pavilion 26 in Hanover explicitly proposed the use of "raw materials conducive to energy conservation and renewable energy" in its design. Roof and met-ope use the environmental protection material that moisture proof layer, consolidate layer and insulation layer form in great quantities. The strong "ecological" consciousness of the Germans in the exhibition is worth learning by the world exhibition industry. The government should also strengthen the green review of the exhibition hall, formulate the policy of giving priority to the development of green exhibition, give praise and criticism to enterprises in the process of developing green exhibition, and formulate the standard policy of green exhibition project, regulate the use of materials, exhibition arrangement and other behaviors.

F. Promote Green, Recyclable Exhibition Design Concepts

As the exhibition project is a temporary project, the enterprise investment is limited, construction in order to consider the cost, the material expenditure has been compressed. At the same time, the designer only attaches importance to

modeling requirements, construction supervision in the lax control, resulting in the emergence of a large number of use of wood, plate, paint and other materials that do not conform to national regulations. Not only in the ideological and moral requirements of the exhibition enterprises, but also in accordance with the relevant laws and regulations at the same time from the market point of view, from the supply and demand relations, industry upgrading, consumer experience and other aspects, to promote the exhibition enterprises to carry out industry innovation and concept innovation.

V. CONCLUSION

“Green Exhibition” is a kind of circular competitive mode which needs to be actively advocated and developed harmoniously with the environmental society, and it is urgent to establish a perfect green exhibition development plan for China's exhibition economy. Although China's exhibition economy has made great progress, but the concept of Green Exhibition and service system has just started, the whole industry environmental awareness needs to be popularized, the relevant industrial chain to be sound. Green exhibition is the inevitable choice of the development of the exhibition industry, and gradually establish a green exhibition awareness, and set out to practice, so that green environmental protection implementation of the exhibition project operation and implementation of the whole process.

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