

Research on Innovative Development of Talents in Dalian Conference and Exhibition industry

Liang Li^{1,*} Ming Li^{2,*}

¹School of Management, Liaoning University of International Business and Economics, Dalian, China

²School of Management, Liaoning University of International Business and Economics, Dalian, China

Abstract. In recent years, the conference and exhibition industry, as an emerging tertiary industry, has developed rapidly, which has played a vital role in promoting the economic construction and development of the city. This article has analysed the important role of human resources in the conference and exhibition industry in Dalian, and the current situation of talent development in the conference and exhibition industry in Dalian through literature research, investigation and analysis, and then points out that the existence of problems such as vague target positioning of talent demand in the exhibition industry in Dalian, unreasonable talent cultivation structure, imperfect education system and supporting facilities, and the disconnection of talent cultivation direction from regional economy have affected the development of regional economy in Dalian. Based on this situation, the optimization countermeasures for the innovative development of talents in Dalian's conference and exhibition industry are proposed.

1. Foreword

As an emerging industrial situation, the conference and exhibition industry has shown a trend of high-quality development, and is known as the "window to touch the world". Currently, this industry is a sunrise industry in China, playing an important role in broadening market development, promoting consumption promotion, strengthening regional cooperation and communication, and promoting sustained, healthy, and rapid economic development. Dalian, as a "famous exhibition city in Northeast Asia", is still the most developed and fastest growing city in Northeast China. Therefore, the conference and exhibition industry, which has the highest contribution to promoting economic and trade development, enjoys unique advantages. The conference and exhibition industry shoulders the mission of urban innovation and development, and therefore, the demand for personnel in the exhibition industry is also increasing^[1]. In particular, the demand for high-end management talents and first-class operational talents in the conference and exhibition industry has significantly increased, and it is imperative to strengthen talent cultivation and team building in the conference and exhibition industry in Dalian.

2. The importance of human resources in Dalian conference and exhibition industry

The trend of economic globalization and integration forces all industries to develop rapidly, and it's necessary to cultivate specialized talents, even international talent teams. However, the talent issue has

always been a bottleneck problem that has plagued the development of China's industry. Problems such as talent scarcity, personnel homogeneity, mismatch between personnel and positions, and poor talent distribution structure have seriously constrained the development of various industries^[2], with the conference and exhibition industry being the first to bear the brunt. Judging from the current talent supply situation in Dalian's conference and exhibition industry, most of the employees are "halfway up" and lack systematic professional knowledge and practical operating skills in this industry. Overall, they are characterized by low professional quality, lack of language communication skills, external public relations and social skills, written skills, and image temperament, with a significant gap compared to foreign countries.

China's professional talent training for conference and exhibition industry began in 1991, and the Ministry of Education clarified the direction of exhibition industry in universities in 2003. The development of professional talent education in China's exhibition industry has been relatively short, but the development speed of this industry far exceeds its talent cultivation. The practical problem is that the current talent cultivation can't meet the rapid development of the industry, so the conference and exhibition industry is facing a huge talent gap. In recent years, many universities have lost no time in adding exhibition related majors. However, there is still a gap between the exhibition talents it cultivates and the talents actually needed by the industry, leading to a serious disconnect between talents and enterprises, thereby restricting the development of the conference and exhibition industry. Under this background, this study analyzes the current situation of talent development in Dalian's conference and exhibition

* Corresponding author: 289118940@qq.com

industry, recognizes its actual needs, cultivates talents targeted, and improves the quantity and quality of talent reserves in the industry. This is an important guarantee for achieving the common vision and action plan of optimizing^[3].

3. Present situation of talent development in Dalian conference and exhibition industry

3.1 Ambiguous target orientation of talent demand in Dalian conference and exhibition industry

The talent demand and professional level of the conference and exhibition industry in Dalian are generally estimated based on the recruitment needs of enterprises. Employees also change with enterprise projects and seasons, often requiring a large number of talents to participate. However, there is a huge gap in professional talent, unclear positioning of personnel needs, and an uneven talent team, characterized by both service intensive and labour intensive characteristics. Whether it is the work of contacting relevant parties' resources in the early stage of the exhibition, or the links such as mid-term market promotion, investment attraction, or the later stage of business database collation, project summary report preparation, etc., all require highly specialized and versatile talents and skilled application talents in process operation. Currently, compared to first-tier cities in China, Dalian has relatively limited urban resources, and the institutions and institutions that cultivate exhibition professionals are very limited. The vast majority of exhibition practitioners have not received professional and systematic training, with shallow qualifications, young age, and even many newly graduated zero experience students. The work content is also the most basic "assembly line" content. As we know, the competition and development of the conference and exhibition industry requires more innovation driven and green development, while the quality of employees in the conference and exhibition industry currently lags significantly behind the actual situation. The above factors directly hinder the development of the conference and exhibition industry in Dalian.

3.2 The talent training structure of Dalian conference and exhibition industry is unreasonable

Higher education plays an important role in the cultivation of exhibition talents, and other industries in the exhibition industry are closely related. For example, the Davos Forum aims to explore issues in the world economic field and promote international economic cooperation and exchanges. Dalian International Clothing and Textile Expo is a major platform dedicated to promoting the entry of foreign clothing and textiles and related fashion brands into China. Dalian

International Automobile Exhibition plays a significant role in leading the development of exhibition economy, stimulating automobile consumption, and upgrading automobile culture. It's not difficult to find that a reasonable talent structure will assist the development of exhibition enterprises. According to the literature, this study divides the talent structure of Dalian conference and exhibition industry into management core talents, professional support talents, and skill assistance talents. Each type of talent needs to match its quality and ability, as shown in Table 1. Currently, the cultivation of professional talents in this industry is mainly completed by universities, so the proportion of talents transferred under vocational education that focuses on quality and ability is relatively small, which has become one of the factors that cause the unreasonable structure of talent cultivation in the conference and exhibition industry. Over time, this has led to a shortage of talents in the exhibition industry, exacerbating the structural contradiction between supply and demand.

Table 1. Statistical table of talent types and ability requirements in exhibition industry

talent type	main functions	main functions	post involved	status
management core talents	emphasis on leadership	project operation and management, etc	project consultants, etc	lack
professional support talents	sales, planning, translation, marketing, other technologies, etc	sales, planning, translation, marketing, other technologies, etc	exhibition planners, designers, government outreach managers, etc	lack
skill-assisted talents	operation implementation and process operation	operation implementation and process operation	project members, service and reception personnel, etc	common

3.3 Dalian conference and exhibition industry education system and supporting facilities are not perfect

Through research, it's found that the scale of the conference and exhibition industry in Dalian currently belongs to small and medium-sized enterprises, and there are many exhibition supporting enterprises. Considering the actual operating costs of enterprises, managers are more inclined to recruit workers with low wage demands and relatively moderate education levels. Firstly, such personnel are more likely to work hard and have a low job-hopping rate. Secondly, they will greatly reduce the human costs of enterprises and improve their profitability. Thirdly, the practical skills of such personnel will be higher than those of highly educated and high-quality fresh graduates, and bosses can use them immediately. The conference and exhibition education system in Dalian has not completely broken away from the current era of "academic education". In the entire industry chain, comprehensive cultivation of industry talents has not yet been achieved. Currently, only one private university has opened exhibition major enrolment, and compared with other developed regions, there are significant gaps in education quality, talent cultivation quantity, and talent cultivation quality. As shown in Table 2

Table 2. Statistics of colleges and universities offering exhibition related majors in some regions

region	number of schools	undergraduate/junior college	college level	nature of school
Shanghai	8	5/3	ordinary colleges and universities	public/civilian-run
Zhejiang	9	6/3	ordinary colleges and universities	public/civilian-run
Tianjin	2	2/0	double-class colleges and universities	public
Guangdong	1	2/0	double-class colleges and universities	public
Liaoning	1	1/0	ordinary colleges and universities	public/civilian-run

3.4 Dalian conference and exhibition industry talent training direction is out of line with regional economy

According to the “14th Five Year Plan” of Dalian, by 2035, the construction of Dalian’s “Two Pioneer Areas” will reach a new height, and the urban economy will focus on the development of high-end equipment manufacturing industry, green petrochemical industry chain, medium and high-end consumer goods, and strategic emerging industries. Therefore, in order for the conference and exhibition industry to become more professional and national, the training direction of its industry talents must be consistent with the regional economy of Dalian City. The emphasis on traditional theoretical frameworks, solidification of thinking, and lack of practical teaching resources have all led to a gradual increase in the gap between the output of talents and reality. Talent cultivation has seriously lagged behind the development of the industry. What enterprises need is people who both understand theory and have practical skills, which is the worry of talent cultivation in the exhibition industry. According to literature, the exhibition talents that Shanghai sends to the society every year are very popular in the industry. They have a high position in the market, which meets the needs of enterprises. Attracting such talents into the conference and exhibition industry in Dalian will promote the cultivation of talents in this industry in Dalian, both in terms of knowledge content system and practical experience. How to use their strength to improve the quality of talents, “Deep thinking” is required for the entire conference and exhibition industry.

4. Countermeasures for innovative development of talents in Dalian conference and exhibition industry

4.1 Accurate positioning and standardization of exhibition talent demand standards

At present, with the rapid development of the digital economy, the conference and exhibition industry is also moving towards the path of digital transformation and upgrading. The promotion of Internet information technology, the integration of advanced technologies

such as artificial intelligence and big data, have put forward new requirements for employees in the conference and exhibition industry. Hybrid talents will be more favored by enterprises, and the development of industrial refinement has increasingly detailed requirements for the development of the exhibition industry^[4]. Therefore, we should do a good job in the survey and statistics of talent demand in the conference and exhibition industry in Dalian, clarify the requirements for talent evaluation and assessment in the regional industry, determine the competency standards for exhibition related posts, formulate corresponding industry talent demand standards according to the types and characteristics of talent in this industry, and combine the specific conditions of exhibition enterprises. We should constantly absorb the essence of the exhibition industry at home and abroad, accurately position, determine the position^[5], and teach students in accordance with their aptitude, while strengthening the cooperation with domestic and foreign governments. The industry-university-research cooperation between exhibition enterprises and universities can achieve a seamless connection between talent cultivation and enterprise demand, form a high-quality talent supply chain system, and promote the sustainable development of Dalian’s conference and exhibition industry.

4.2 Overall planning and optimization to balance the talent training structure of the industry

In 2023, driven by the “dual cycle” pattern, green and low-carbon, digital exhibition and brand specialization, it will accelerate leapfrog development, and therefore will require more and more specialized exhibition talents. Secondly, because the exhibition industry has the characteristics of multi industry linkage, the demand for management core talents, professional support talents, and skill assistance talents in the industry varies according to regions and exhibition projects. The shortage of talents in this industry in Dalian mainly focuses on two categories: management core talents and professional support talents. To balance the talent structure of the exhibition industry, that is, to achieve a balance of two-way satisfaction, the key is to form a balanced and complementary talent structure in the region for the cultivation of talent quantity, type, and quality. Therefore, the government plays an important role in guiding talent, and the regional talent policy principles introduced must strengthen their characteristics and complement each other’s advantages in order to establish a virtuous circle of talent flow. Universities, vocational colleges, and enterprises should work together to cultivate applied and practical exhibition talents through school-enterprise cooperation in running schools and strengthening practical bases.

4.3 Innovate ideas and build a multi-dimensional education and training system

Currently, there is only one university in Liaoning that offers conference and exhibition majors and focuses on

planning and design. Although there are also some courses such as marketing, the overall focus is on theory, with little involvement in the project and process practical management of exhibitions in this industry, applied practical training, international exhibition resource docking and cutting-edge platforms, and digital exhibition practical training. Therefore, regardless of the multi-dimensional improvement of the education work of the exhibition specialty in colleges and universities from the construction of teaching staff, textbook preparation, teaching base construction, and other aspects, we truly achieve the goal of applying what we have learned. In addition, it is imperative to strengthen the professional skills and quality of exhibition talents. Due to the development of the exhibition industry and the development of other industries such as tourism, in addition to the existing professional education of exhibition in colleges and universities. Dalian can expand the training of exhibition skills in vocational colleges, develop third-party intermediary services, and add exhibition training and other projects, such as exhibition stand design, exhibition site equipment operation, etc. Thirdly, innovate the education and training system for exhibition talents, focus on the summary and refinement of practitioners from practical cases and projects, carry out the sharing and exchange of experience in typical exhibition cases, and establish a platform for industry knowledge update engineering for exhibition practitioners.

4.4 Take multiple measures to promote the coordinated development of talent regions

In terms of talent positioning for exhibitions, it's necessary to take into account the regional economic characteristics of Dalian and carry out point-to-point training in combination with the characteristics of the localized conference and exhibition industry in Dalian. According to the industrial planning and layout of Dalian during the 14th Five Year Plan period, it is necessary to finely classify exhibition talents and identify the talents required by the regional industry in order to design a talent training model that matches them. The curriculum structure and system established should conform to the characteristics of regional economic development, and be flexible and changeable emphasizing the combination of theory and practice, while mastering new knowledge of digital technology, innovation drives the new development model of the exhibition industry, and empowers the high-quality development of talents in the industry, such as building a new bridge for the collaborative education of government, universities^[6] [7], and enterprises, holding Dalian Exhibition Industry Talent Technology Competition, simulation competitive PK platform, etc. From time to time, introducing international and domestic exhibition industry leaders to give speeches, and training the planning and practical abilities of exhibition professionals, effectively promote the incubation of exhibition talents in Dalian, stimulate the innovative vitality of exhibition talents, and

accumulate energy for the high-quality development of the conference and exhibition industry in Dalian.

5.Conclusion

This article analyzes the importance of human resources development and the current situation of talent development in Dalian's conference and exhibition industry, and points out that the current problems will restrict the development of the regional exhibition industry, thereby affecting the regional economic development of Dalian. Based on the transformation environment of new capital, new business forms, and new models, this paper proposes innovative development strategies for talents in Dalian's conference and exhibition industry: firstly, accurately positioning and standardizing the standards for the demand for exhibition talents. Secondly, optimize the overall planning and balance the talent cultivation structure of the industry. Thirdly, innovate ideas and build a multidimensional education and training system. Fourthly, take multiple measures to promote the coordinated development of talent regions.

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