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区域间投入产出模型 (IRIO) 的我国会展业经济影响分析

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An Empirical Study of the Economic Impact of the MICE Industry in China Using Interregional Input-output Models (IRIO)

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摘要

在事件活动领域,相对于体育活动,关于会展活动经济影响的研究较为薄弱。如何将与会展相关的产业和区域全部纳入其中以避免失真和漏损,是会展经济影响研究的难点之一。该研究首次运用区域间投入产出模型(IRIO),通过将波及的12个产业部门进行归并,计算了我国30个省区会展产业的区域及区域间影响力,并以广交会为案例,进行了会展间接经济影响的实证分析。研究结果显示:我国会展业对国民经济具有较强的拉动作用,而且几乎所有的省区都会产生相互间的波及效应;在总产出层面,会展产业的影响力在东部沿海和中西部地区表现出较为明显的差异性;我国会展业还有一定的发展空间。案例研究表明,第104届广交会的间接经济影响约为162.43亿元(其中广东占比最高,为35.09%),直接与间接效应之比为1:2.94;批发和零售贸易业等五个产业部门受广交会影响较大,合计占比为77%。

关键词: 会展业, 中国, 间接经济影响, 区域间投入产出模型, 广交会

Abstract:

The MICE industry is generally considered to be one of the key driving industries for a region's economic development. In the past few decades, China has seen rapid growth in its MICE industry, with milestone events like the 2008 Beijing Olympic Games and the 2010 World Expo. The industry is set to see further growth in China in the future. Beijing, for instance, have estimated a revenue of 30 billion Yuan and a YOY growth rate of over 15%.

Around the globe, the MICE industry is considered to be one of the fastest growing industries, especially in the Asia-Pacific region. In the last 20 years, the assessment of events' impact on an economy has been central to event economy studies, and the MICE industry is one of the main components of the event economy. The economic impact of the MICE industry can be studied analog to the studies of the event economy. The approach to studying an event's impact on the economy has evolved over the past years from a rough direct calculation using a tourism index, to input-output models, computable general equilibrium models, and regression analyses. Interregional input-output models (IRIO) can overcome the limitations of the simple I-O model, which is restricted to dealing with local production and demand within one region. They are a more appropriate tool for reflecting conditions across different areas and industries and are also able to explain the diversion and integrated effect of events. For these reasons, IRIOs are one of the most important tools for studying the impact of the MICE industry on an economy.

In the past, numerous studies have been conducted to assess and evaluate the economic impact of events. Most of them, however, have concentrated on assessing the impact of sports events at the local or international level. In contrast, research on the economic impact of MICE activities is relatively limited. It requires consideration of all related industries and regions with minimal divergence from reality. This is the precise aim of this study.

This study uses an IRIO to deduce and calculate influence coefficients of MICE at both local and interregional levels, focusing on effects across 12 industries and 30 provinces. It uses the 104th Canton Fair as an example to analyze the indirect impact on the local economy. The results showed that the indirect economic impact of the Canton Fair amounted to 162.43 billion Yuan, of which 35.09% fell in Guangdong province. The proportion of direct to indirect impact from the event was 1:2.94. Five industries- wholesale and retail trade services; electricity, steam and hot water production and supply; paper, printing and stationary and toy products; accommodation and food services; telecommunication and computer services-accounted for 77% of the total impact of the event.

This study reveals that MICE have a tremendous driving effect on various industries in most provinces in China. The regional impact demonstrates a difference between the eastern coastal area and the central and western areas. In addition, it concludes that further development is still to be expected in China's MICE industry in the future.

Key words: MICE China indirect economic impacts interregional input-output model (IRIO) CantonFair

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