

the Analysis of Synergizing MICE with Culture & Heritage in Hainan

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1

An Analysis of the State of MICE Tourism and Cultural Heritage Tourism in Hainan

An Analysis of the State of MICE tourism and Cultural Heritage Tourism in Hainan

(1) MICE tourism and cultural heritage tourism are paid full attention by the government

(1)

(2) The market of MICE tourism and cultural heritage tourism will continue to grow

(2)

(3)

(3) Bottlenecks such as lack of funds, talent and infrastructure is highlighted

2

The Necessity of Combining MICE Tourism with Cultural Heritage Tourism

The Necessity of Combining MICE Tourism with Cultural Heritage Tourism



(1)



(2)



(3)



(4)



the overall improvement in
tourism products of MICE with
culture & heritage in Hainan



the protection and promotion
of local culture in Hainan



meeting tourists' high-level
and personalized needs



expanding the influence of Hainan
International Tourism Island

3

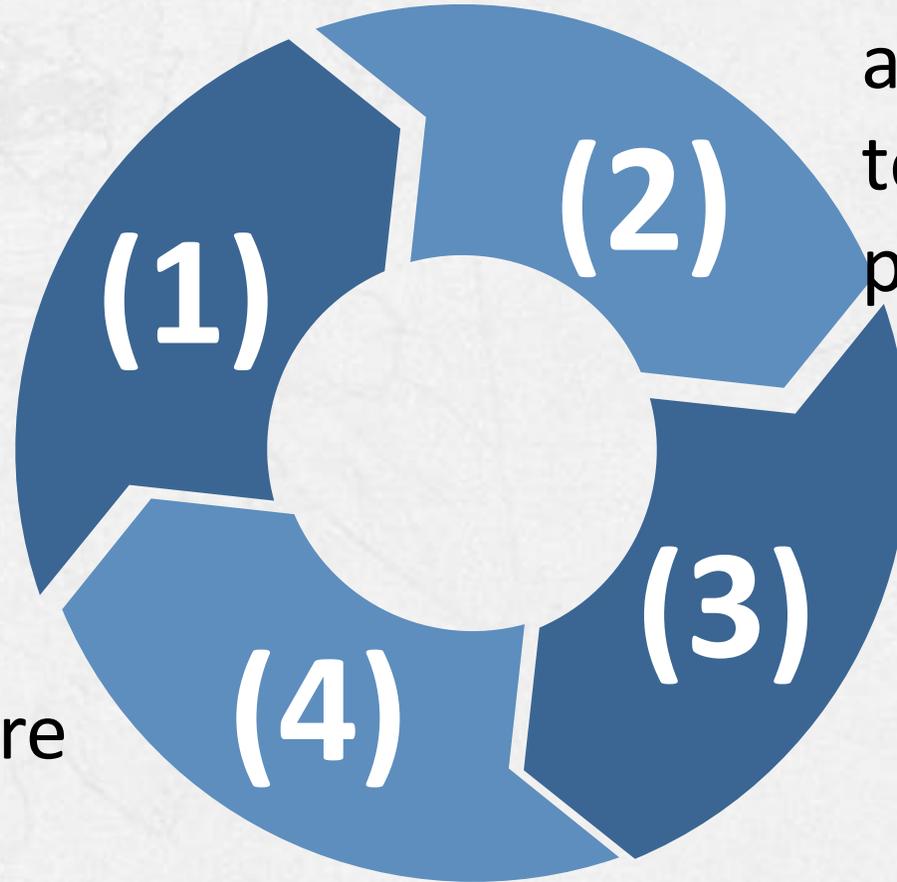
Conditions of Synergizing MICE
with Culture & Heritage in Hainan

Conditions of Synergizing MICE with Culture & Heritage in Hainan

Excellent
ecology
environment

and

Unique island culture
and minority culture



. The market of MICE
and cultural heritage
tourism with great
potential

The support
from
government
Policy

4

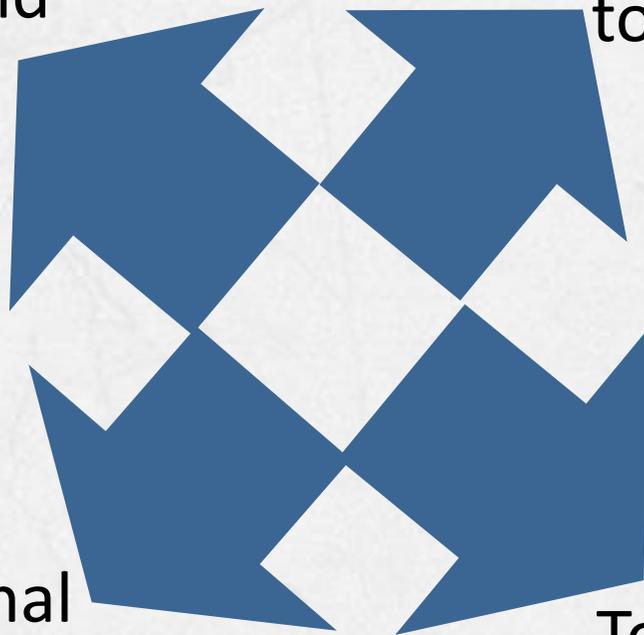
The Path of Synergizing MICE
with Culture & Heritage

1

The Path of Synergizing MICE with Culture & Heritage

To establish the mechanism of cultural heritage protection and MICE innovation in Hainan

Diversified marketing methods to attract more tourists



Scientific planning and rational development of cultural heritage tourism resources

To create high-level, and characteristic tourism products of MICE with culture & heritage



Thanks