

# 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

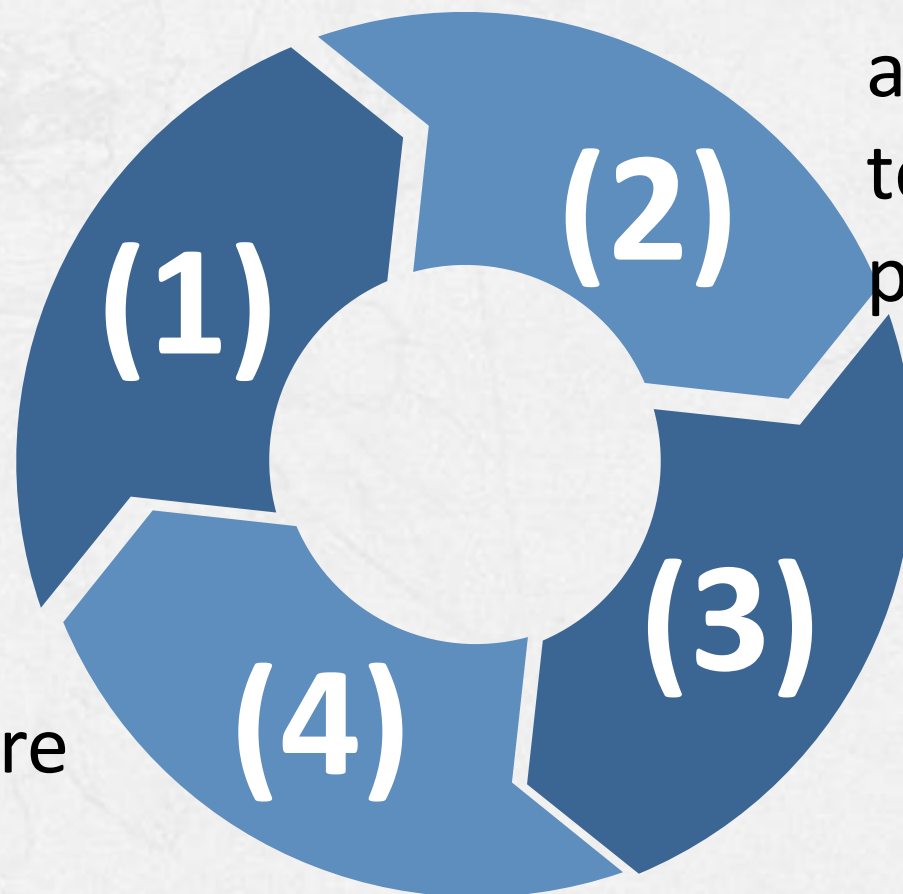
Conditions of Synergizing MICE  
with Culture & Heritage in Hainan

## 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  
government

Policy  
from



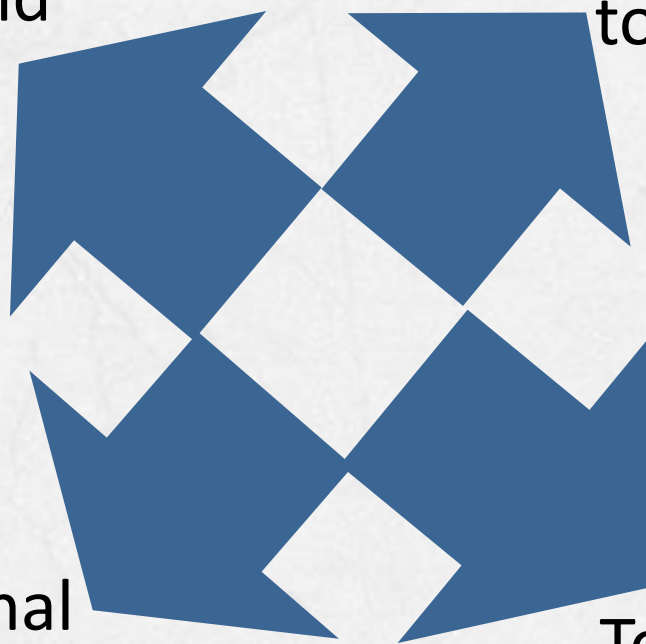
# 4

The Path of Synergizing MICE  
with Culture & Heritage

# 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