

## **Abstract**

The meeting, incentives, convention, and exhibition (MICE) sector is one of the fastest growing segments in world tourism. The exhibition industry is one of four sectors in the MICE industry. Chengdu is the economic, political and cultural center of Sichuan province which is located in the west of china and is featured by the endowment of places of historic figures and cultural heritage and an abundance of tourist resources. Currently, Chengdu is making attempts to be “the fourth exhibition city in China” following Beijing, Shanghai and Guangzhou.

In addition, ICT has a great effect on the MICE through previous scholars' studies. The economy and social environment in Chengdu are fit for the development of an exhibition industry, but it's not enough for using ICT. During the planning process of the exhibition planning company, they didn't make full use of ICT and therefore the cost increased. Therefore, researchers started to study website technology, database technology, and computerized design technology.

The researcher collects data from documentation, archival records and interviews, and he uses case studies to analyze data. Website technology, database technology, and computerized design technology respectively correspond with planning companies' advertisement costs, statistics cost and computerized design costs. According to the reality of professional exhibitions in Chengdu, the researcher visited the 6 companies of 34 professional exhibition planning companies. The respondents were all middle-level managers or high-level managers of these companies.

The researcher analyzes data by comparing the exhibition planning companies before and after the application of information and communication technologies to study the change of company's planning cost. He found that website technology, database technology, and computerized design technology all have a great effect on the cost of exhibitions, and the main technologies in which ICT has an effect on the planning costs of exhibitions in Chengdu. Meanwhile, they also found that website

technology, database technology, and computerized design technology's scope of effect, increasing or decreasing.

Through study, aiming at ICT affecting the planning cost and connecting with the level of exhibitions in Chengdu, the researcher has some recommendations and reached the purpose of study.

