

According to the development and change of industry format, strengthen the research on practical teaching reform of the MICE major in High-Vocational Colleges

Zhang Lei

Beijing College of Finance and Commerce, Beijing, China

Keywords: MICE industry, double line operation, MICE planning and management, vocational education, practical teaching

Abstract: Under the background of increasing social demand, new innovations and changes have taken place in the format, business scale and development trend of the MICE industry. The advantages of double line integration, digital MICE management and brand management mode of the MICE industry are becoming increasingly prominent. In such a new situation, The MICE major in High-Vocational Colleges should adjust the talent training orientation with the new changes of the MICE industry, and cultivate professional skilled talents for the capital cultural and creative industry, Beijing Tianjin Hebei MICE industry, "MICE + tourism" industry development trend and the new business form of double line operation of the MICE industry. Innovate the practical teaching mode of integrating industry and education, vigorously promote the reform of teaching methods and means, and build a "three in one" practical teaching base. Concentrate advantageous resources, implement an effective practical teaching mode integrating industry and education, and promote the implementation of modern apprenticeship practical teaching mode. Promote students to master the knowledge and practical skills that meet the requirements of modern MICE industry and post, strengthen the training of professional quality and employability, and cultivate more excellent MICE professionals for the MICE industry in the capital and Tianjin Hebei region.

1. Introduction

After decades of rapid development, China's MICE industry has become an important part of modern service industry. As the backbone of serving the industrial chain and improving the industrial chain, the function of MICE industry in promoting industrial upgrading and stimulating national economic growth has been widely recognized by all sectors of society. In 2020, when COVID-19 broke out, under the situation of normalization of epidemic prevention and control, China's economy showed strong development tenacity, complete industrial system, huge market demand and higher level of opening up, which promoted the development of China's MICE industry. As the engine of economic development, the role of MICE industry is more prominent, and its strong economic driving effect is constantly emerging. At the same time, new innovations and changes have taken place in the format, business scale and development trend of the MICE industry. In 2021, China put forward the "innovative MICE service model", accelerated the development momentum of the new business form of "cloud" on the MICE and "resonance" online and offline, and promoted the sustainable development of international industrial chain and supply chain. In June 2021, Alibaba and Shanghai Council for the promotion of international trade established cloud MICE Co.Ltd. in early July, Alibaba cooperated with commercial MICE for the first time to project the offline MICE of "three MICE linkage" onto the network in a digital way. According to data statistics, nearly 60 MICE in China adopted online operation in 2021. While holding offline MICE, high-level online MICE were launched.

As the capital of China, Beijing is a first tier Convention and MICE Center City. With the policy support of building an international convention and MICE capital, Beijing has become a leading tourism destination in Asia, the Asian Convention and MICE Capital and one of the top five hosting places of global international conferences. As one of the important carriers serving the functional

construction of Beijing's "four centers", the MICE industry has become an important platform for investment and trade in Beijing, and has played a leading, gathering and radiating role in social and economic development. With international MICE projects such as the international service trade fair, Zhongguancun forum and Financial Street Forum as the core, the number and scale of large-scale international MICE projects in Beijing have increased steadily, and the cultivation effect of brand MICE is obvious. Therefore, the demand for the specialization, service quality and professionals of the MICE industry is also increasing.

This article is an in-depth study on the talent training orientation and practical teaching reform of The MICE major in High-Vocational Colleges in the capital under the situation of new business changes in the MICE industry.

2. The MICE major in High-Vocational Colleges is highly consistent with the development strategy of the city.

The MICE planning and management major offered by Beijing High-Vocational Colleges has a close intersection with the tourism industry in the aspects of management, research travel, planning and management; In terms of graphic design and display design, it has a close intersection with the visual design and display design industries; In terms of new media operation and MICE design courses, it has close intersection with film and television and advertising industries; Convention and MICE enterprises also involve a large number of reception services, and have a large number of job capacity intersection with hotel management, conference services and other industries. In addition, due to their own business needs, MICE enterprises have a large number of business intersections in the fields of finance, accounting and engineering management.

To sum up, the major of MICE planning and management is highly consistent with Beijing's development strategy of building an International MICE Capital in terms of curriculum, training objectives and training specifications.

3. The MICE major in High-Vocational Colleges should adjust the orientation of talent training with the new changes of MICE industry. (Fig.1)

3.1 Cultivate professional and skilled talents for the capital's cultural and creative industries.

In Beijing's 14th five year plan for the development of tourism and MICE industry, in terms of "promoting the quality reform of tourism", it is clear that Beijing's overall positioning is to "promote the integrated development of culture and industry, sports, business MICE, health care and other related industries based on the characteristics of the times of quality cultural and tourism consumption". To achieve this goal, we need a large number of MICE professional and skilled reserve talents as support, which is also the objective need of industrial upgrading and innovative development in the service area. The talent training of The MICE major in High-Vocational Colleges is to face the capital and cultivate professional skilled talents for the cultural and creative industry.

3.2 In face of the development trend of "MICE + tourism" industry, provide important professional human resources support.

Although the tourism industry has been greatly impacted by the epidemic since 2020. However, China adheres to the effective "dynamic clearing" epidemic prevention policy and has achieved remarkable results in combating the epidemic. In the post epidemic era in the future, the MICE industry will become an effective force to boost the tourism industry deeply affected by the epidemic, which can provide greater development space and opportunities for the tourism industry. Therefore, the talent training of the the MICE major in High-Vocational Colleges should be oriented to the development of modern cultural tourism service industry with MICE + tourism as the core.

3.3 Provide professional human resources support for the new business format of double line operation in the MICE industry.

With the rapid development of big data and the digital economy, the new technology of online MICE has also been widely applied in the MICE industry. Especially since the outbreak of COVID-19, the dual line MICE and operation mode has become the format of the MICE industry to deal with the new situation. This also puts forward conceptual changes and technical requirements for the MICE industry. In such a new media era, the MICE industry should make full use of modern information technologies such as Internet, big data, artificial intelligence and new media, and combine online and offline to realize the integration of Online MICE + Real MICE. This requires the training of the MICE major in High-Vocational Colleges to face the new format of the MICE industry.



Fig.1 The MICE major in High-Vocational Colleges adjusts the orientation of talent training with the new changes of MICE industry.

4. The MICE major in High-Vocational Colleges should focus on building a practical teaching mode of industry education integration and modern apprenticeship system. (See Fig.2)

4.1 Concentrate advantageous resources and build a "three in one" practical teaching base.

As a window industry of modern service industry, the requirements for comprehensive professional skills of talents are constantly improving. The MICE major in High-Vocational Colleges should build a practical teaching system, constantly optimize and upgrade the training environment and conditions, and create a fruitful practical teaching base inside and outside the colleges. Vigorously promote the practical teaching strategy of "bringing in + going out", that is, the MICE enterprises will be introduced into the colleges practice base & going out to serve the regional economic development. The practical teaching in the colleges is through the planning of MICE, conferences, competitions and other channels. At the same time, we should "go out", put the teaching achievements into the project operation of the MICE enterprises, carry out MICE planning, management and design project services to the society. Build a new "three in one" practical teaching base with cross project aggregation, cross specialty integration and cross unit integration.

4.2 Cooperation between colleges and enterprises, Integration of industry and education implement the practical teaching mode of modern apprenticeship.

Under the new situation, the change of convention and MICE format of double line operation promotes the MICE major in High-Vocational Colleges constructs a modern apprenticeship practical teaching mode of colleges enterprise cooperation and integration of industry and education. In the form of project team led by enterprise expert teachers, taking enterprise teachers as project demonstration, discussing and completing project tasks with colleges teachers and students as teaching means, a trinity of MICE industry masters, enterprise expert teachers and full-time teachers

in the colleges is formed. Our professional teachers and enterprise expert teachers are combined to jointly implement the practical teaching method of real post environment + real post exercise. So as to promote students to master the knowledge and practical skills that meet the requirements of modern MICE industry and post, and strengthen the training of professional quality and employability.

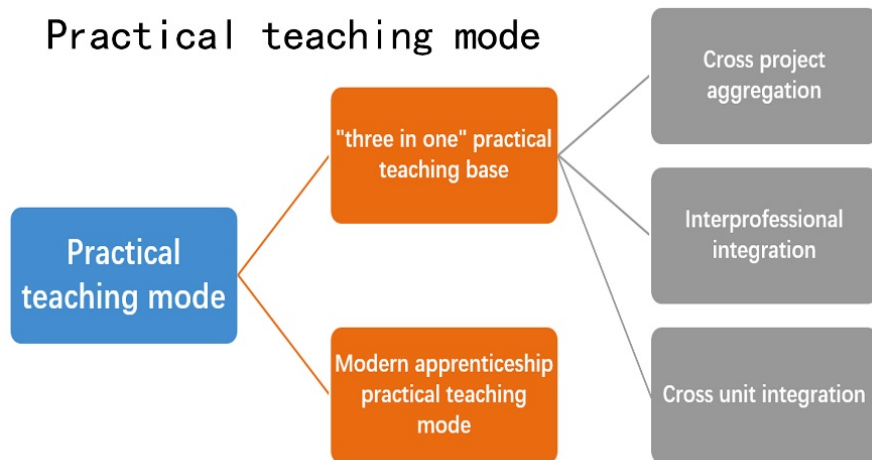


Fig.2. The MICE practical teaching mode of industry education integration and modern apprenticeship system.

5. Conclusion

In face of the changes in the business format of the double track MICE operation mode of the MICE industry under the new situation, the curriculum of the MICE major in High-Vocational Colleges should be fully aligned with the professional skill standards of MICE management, based on the public basic courses, vocational platform courses, vocational core competence courses and advanced courses of education for development, Guided by the professional skills requirements of MICE industry enterprises in the capital and Tianjin Hebei region for MICE graduates, fully mobilize and integrate social resources, fully implement the modern apprenticeship practical teaching mode integrating industry and education, and promote students to comprehensively master MICE professional skills and professional practical ability through the practical teaching of the combination of real post practical training and real projects, Cultivate more excellent MICE professionals for the MICE industry in the capital and Tianjin Hebei region.

References

- [1] Liu Dake, Under the current economic environment, where will the MICE industry go? China Conference & MICE. 2021 (01)
- [2] Yang Qi, MICE grafting talent training and "four knowledge, five abilities and three classes", China Conference & MICE. 2021 (15)
- [3] Huang Jing, Research on teaching mode reform and innovation of MICE marketing course in High-Vocational Colleges in the new MICE era, Modern vocational education. 2021 (22)