

Research on Reform and Innovation of Exhibition Economy and Management Teaching

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Abstract: The exhibition industry is becoming a sunrise industry in the tertiary industry, to maintain an annual growth rate since the WTO, and has great development potential and development space. The development of the convention and exhibition industry requires a large number of high-quality professional exhibition talents. The society's demand for exhibition talents is increasing, the training of exhibition talents is lagging, the development of exhibition disciplines is still not perfect, the professional construction is immature, and the curriculum is not reasonable. Contradictions have become increasingly prominent. How to train more personnel in line with professional needs of the times, it has become a research topic of the current urgent. Based on the systematic analysis of the development of exhibition industry and the demand for talents, this paper has positioned the development of the exhibition economy and management professionals, conducted research on the talent training model, and proposed an innovative framework for the curriculum system of the major. The issue was explored.

1. Introduction

With the continuous development of China's market economy and the gradual deepening of the trend of globalization, the demand for the talents of the exhibition economy and management professionals is becoming more and more large, and the requirements of the academic knowledge of the graduates and the mastery of the operation ability of the exhibition industry are also increasing. The rapid development of convention and exhibition economy has brought about huge market demand for exhibition professionals, but it is not suitable for high-quality exhibition talents. The exhibition industry has two characteristics: high degree of comprehensiveness and strong practicality. Therefore, the exhibition planning and management personnel must have certain basic qualities and professional knowledge, such as strong activity and organization, language ability and communication ability, active thinking and wide knowledge. In order to meet the development needs of the MICE industry, we should train exhibition economy and management talents with excellent quality. This text is the principle of "thick foundation, wide caliber, high quality and strong application", adhering to the educational idea of "cultivating the comprehensive people, the people of the society, the modern people", the accurate positioning of the talent training target, the compilation of the curriculum implementation plan and the implementation of the course implementation and the establishment and effective implementation of the course evaluation system. Some suggestions should be given to the curriculum of the general humanities, the school hardware and the construction of the faculty, so as to provide reference for the curriculum reform of the exhibition economy and management major.

2. Problems in the Exhibition Economy and Management Profession

2.1 The Lack of Systematic Curriculum, Practical.

Since the exhibition economy and management profession is an emerging profession, China still has not established a systematic curriculum system. The major universities are also fighting each other. They rely on the existing teaching resources and the requirements of local exhibition enterprises to set up relevant courses. Some schools even set courses according to the requirements

of teachers setting up courses or corporate users. Many teachers in the exhibition direction are from other majors. The change of the way, only theoretically understand the exhibition industry has no relevant practical experience, resulting in the outreach of the exhibition education, while the students' education and practice are also out of touch.

2.2 Talent Training and Market Disconnect.

The goal of the exhibition economy and management profession is to train high-end talents in the exhibition industry. The demand for these talents is limited, and undergraduates who have just graduated are not qualified for these high-end positions. At present, the exhibition industry needs a large number of auxiliary and support talents. Enterprises need a large number of booth construction, exhibit transportation, consulting and other talents, so graduates of computer, machinery, printing, foreign languages and other majors are more popular, and these needs and exhibitions. There are significant differences in the goals of economics and management. Most of the comprehensive quality of the graduates of the exhibition professional are not ideal, the foreign language is not good, the communication ability is weak, and the responsibility is not strong.

2.3 Lack of High Quality Teaching Materials.

There is no unified theoretical system for the exhibition economy and management profession. The law of the operation of the exhibition industry and the behavior law of the exhibition enterprise are in urgent need of further discussion in the theoretical circle. Although the number of professional textbooks in China's exhibitions is large but the quality is not high, most of the textbooks are of an overview or compilation type, lacking theoretical system and research depth. Among the textbook writers, those who write textbooks do not do exhibitions, but do not write textbooks when they actually do exhibitions, which leads to the disconnection between textbook theory and practice, and little help for students to understand the status quo of the industry and learn about conventions and exhibitions.

2.4 The Lack of Training of Students' Abilities.

Exhibitions are comprehensive disciplines that have high requirements for the comprehensive capabilities of practitioners, including communication, self-study, solidarity, and innovation. The traditional teaching methods such as the teacher's mode of listening to students can not meet the training of these abilities, and the students' spare time is also occupied by the activities or assignments of the society. Therefore, the exhibition economy and management majors need to set up new educational methods to meet the overall improvement of students' ability. Need to systematically arrange teaching, practical related courses and student study time.

3. Positioning of the Training Target for Exhibition Economy and Management Professionals

The orientation of the talent training goal is the foundation of the professional curriculum system. Due to the late development of domestic exhibition education research, the differences between the exhibition economy and management majors and other undergraduate professional training objectives must be further clarified.

3.1 Exhibition Macro-Management Personnel.

The goal of this kind of personnel training is the macro management personnel who will be able to formulate policies and regulations for exhibition in the future and engage in research on exhibition economy in scientific research institutes. In view of the current demand for talents in China, the vast majority of undergraduate majors are training innovative advanced specialized talents, and the roles of research and management are generally undertaken by doctoral and master's graduates. However, because of the late start of the exhibition industry, the training of high-level talents can not meet the needs of scientific research and management of mice. Therefore, at the present stage, the outstanding undergraduate graduates should act as such talents.

3.2 In View of the Exhibition Management Personnel.

This type of talent mainly refers to the planning of exhibition projects, the management of exhibition enterprises and the management of exhibition projects. They mainly combine the industry, products, location, management, facilities, cultural resources, etc., to design and feasibility analysis of the exhibition projects. It is generally engaged in the development and design of projects in exhibition companies and cultural service companies. The management talents of exhibition enterprises are mainly engaged in the organization and management of the exhibition industry.

3.3 Exhibition Micro-Management Personnel.

This type of talent mainly refers to the specific executives of the exhibition project, who are mainly responsible for the specific design, management and service of the exhibition activities. The units employed by these personnel include exhibiting work in large enterprises, organizing exhibitions and services in exhibition companies, and engaging in exhibition and auxiliary services in related activities.

4. Reform and Innovation of Economics and Management Professional Construction Exhibition Content

In order to cultivate high-quality and innovative exhibition economy and management professionals who truly adapt to the needs of the society, the professional construction of exhibition economy and management should be based on various aspects such as teaching content and curriculum system, teaching methods and methods, experimental internship training and teaching management reform. of exhibition economy and management discipline in comprehensive reform practice.

4.1 Starting from Vocational Ability to Build Multi-Level, Comprehensive Professional Training Target System.

The successful experience of the project teaching reform at home and abroad is summarized, the curriculum content of the original exhibition economy and management major is reformed, the curriculum system is optimized, the course content is deepened, the related knowledge points and the points of ability are summed up and classified into a series of curriculum teaching, and a new curriculum standard is formed.

4.2 Starting from the Actual Combat Training, Strengthen the Combination of School Training Room and Practice Bases.

Integrate on-campus teaching with off-campus internships. On-campus teaching rationally arranges the progress of the course, focusing on the development of students' professional ability from the needs of the job; the off-campus internship helps the students learn to use the various knowledge and skills they have learned, to test and accumulate experience and enhance their professional ability in practical work. At the same time, shorten the gap between pre-service and post-employment, and enhance the adaptability of students.

4.3 Innovative Teaching Methods and Means.

To change the traditional teaching methods of teaching and fully use modern educational technology, it combines the teaching methods of inquiry teaching, task driven teaching, case teaching and multimedia teaching, demonstration teaching, exhibition center field inspection, individual guidance and other teaching methods and means to cultivate students' interest in learning and master exhibition. The basic skills required for professional talents. At the same time, we should change the traditional assessment methods and increase the proportion of students' practical ability in the exhibition industry.

4.4 Set up Student-Centered Campus Integrated Combat Platform.

After school training and practice, the students have high basic ability of exhibition, and every

year, students sing the leading role of the "student self Exhibition", such as the exhibition professional photography exhibition, the exhibition professional practice report and so on. Referring to the actual operation process of professional exhibitions, we will simulate operation, highlight professional characteristics, give full play to the creativity of students, and reflect the advanced sense of exhibition.

4.5 Starting from Vocational Ability to Build Multi-Level, Comprehensive Professional Training Target System.

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5. Issues to be Aware of in the Curriculum of Exhibition Economy and Management Majors

The course setting is a complex system project. It should not only consider the interpenetration, intercross and restriction between subjects and specialties, but also consider the needs of cultivating high quality compound and applied specialized talents. At the same time, the geography of the school, the foundation and conditions of the school, the construction of the teacher team and so on, and so on. Both sides should give consideration to overall arrangement. The exhibition economy and management specialty is a new subject with comprehensive and practical application. As a new subject that needs to be perfected and developed, it needs to be explored and practiced continuously.

5.1 Pay Attention to the Humanities General Education Curriculum.

The main role of the general knowledge humanities curriculum is to cultivate students' world outlook, outlook on life and values, strengthen their mental health education, learn to survive, learn to communicate with the society, and strengthen the education of solidarity and teamwork. In ensuring the training objectives and training requirements of the premise, choose the appropriate addition of a minor in humanities courses to enhance students' computer and information technology skills, event planning, organizational skills, language skills and ability to coordinate public relations. Allow students to be good according to the changing times, and constantly adjust their knowledge structure, improve service quality and professional level, can be a good use of all kinds of knowledge and skills learned in the exhibition as well as related work in an effort to have students develop good moral character wide knowledge, high professional level, management ability, good overall quality, have applied innovative talents for the development of exhibition industry to contribute to our country.

5.2 Strengthen the Construction of Hardware Conditions.

Material is the foundation and funding is the guarantee. Teaching conditions are the material guarantee for the smooth progress of teaching. The teaching of mice curriculum highlights practical, practical and technical teaching, which has the characteristics of practicality. The requirements for teaching basic facilities and equipment are relatively high. Therefore, in the course of setting up the course of the exhibition, it is necessary to consider whether the teaching hardware conditions of the school can meet the needs of the course, fully consider the actual situation of the colleges and universities, make full use of the existing curriculum resources, use the teaching funds effectively, and rationally configure the material conditions of the teaching. In order to support the needs of teaching, we should build a practical training center, such as the flow management center of the simulated exhibition activities, the simulation Exhibition Center, the Simulation Conference Center and so on, and establish the practical training facilities corresponding to it.

6. Conclusion

With the deepening of economic globalization, service trade has made unprecedented progress. As a new and urban smoke-free industry, the exhibition industry has become a highlight in the field of service trade. In order to enhance the international competitiveness of the exhibition enterprises in China and keep in line with the international standards, we must constantly improve the service level of the exhibition industry, and need a large number of specialized talents of the exhibition industry as the backing. However, the contradiction between the rapid development of MICE industry and the large demand for exhibition talent market and the lack of professional talents are becoming increasingly prominent. Therefore, China's early entry into the ranks of exhibition economy power must take education as the foundation and vigorously develop professional education of mice. Professional development and discipline development are closely following the development of the times, cities and industries. Colleges and universities are carrying the mission of cultivating talents, scientific research and serving the society. The mode of running school and the training and positioning of talents are directly related to the overall quality and ability level of the talents in the corresponding industry in the future.

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