

Innovative Teaching Research on Constructing Higher Vocational Exhibition Management Curriculum System under the Background of New Curriculum Reform

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Abstract: This article aims at the related issues in the construction of the vocational exhibition curriculum system, insists on the cultivation of professional ability as the core, through the in-depth cooperation between schools and enterprises, jointly builds the curriculum, continuously optimizes and innovates the curriculum system, does a good job in the overall design of the curriculum, improves the quality of curriculum construction, and explores effective methods and ways to improve the design optimization of higher vocational exhibition courses. Combined with the job requirements of the exhibition industry talents, the "five-in-one" core competence model was constructed, the core competence indicators of exhibition planning and management were determined, and the curriculum system of the "five-in-one" core competence was constructed through reverse design, to promote the development of higher vocational colleges. The construction of the exhibition professional course system provides a theoretical basis for the training of exhibition talents.

Keywords: Innovative Teaching, Higher Vocation, Exhibition Management, Curriculum System, New Curriculum Reform

1. INTRODUCTION

As a sunrise industry, the convention and exhibition industry has entered a period of rapid development in my country, and has gradually formed the "Bohai Rim, Yangtze River Delta, Pearl River Delta, Northeast, and Midwest" centered on the five major exhibition cities of Beijing, Shanghai, Guangzhou, Zhuhai, and Chengdu. "Five exhibition economic industry belts. The rapid development of the exhibition industry has an increasing demand for exhibition talents. As an important training base for first-line exhibition talents, higher vocational colleges should do a solid job in the design of professional curriculum systems to ensure the quality of talent training.

Higher vocational education should "serve development as the purpose and promote employment as the orientation". The more obvious adherence to employment orientation is a major difference between higher vocational education and undergraduate education, and it also determines that vocational ability training should be integrated into all aspects of higher vocational education. Only in this way can students' employability be continuously improved, students can be better employed after graduation, and provide continuous and strong guarantee for the long-term development of students' careers. As the main carrier of professional construction, curriculum construction should highlight the professional characteristics of higher vocational educations, do a good job in overall design for professional development.

As a major with a short start-up practice, this is especially true for the exhibition major. Today, with the rapid development of new technologies such as Internet +, VR, and MR, virtual exhibitions and virtual exhibitions continue to refresh the popularity of exhibitions and become the wind vane for the development of high-quality exhibitions. In the process of talent training, the exhibition major should firmly grasp the wind vane of industry development and the development trend of new technologies, apply them to teaching, closely integrate with enterprises, enrich the material resource library of virtual simulation teaching, and form an exhibition major Unique teaching resource. Based on the construction of exhibition planning and management majors in various colleges and

universities, this study collected the core course data of exhibition planning and management majors in 5 benchmark higher vocational colleges in the Greater Bay Area and arranged similar courses. There are many and complicated, repeated offerings, and unreasonable problems in the offering of professional core courses.

The training goal of higher vocational colleges is to cultivate a group of first-line talents with sufficient theory in knowledge, ability and quality structure, solid professional basic knowledge, excellent professional skills, and strong adaptability. Under the guidance of this goal, students majoring in exhibition planning and management in higher vocational colleges need to obtain one or more professional qualification certificates in the exhibition industry in addition to obtaining a graduation certificate during their schooling, so that they have the qualifications for exhibition positions ability to serve. Different from academic certificates, vocational qualification certificates in the exhibition industry more directly and accurately reflect the actual work standards and operating specification requirements of the exhibition industry. The core position of the core courses is not prominent, and the content is superimposed from time to time. Most of the professional teachers come from other disciplines, and the knowledge of exhibitions is limited, which leads to the curriculum setting with a strong background of related disciplines; when the courses are implemented, teachers' pay more attention to the theoretical knowledge of the subject. Construction and teaching, not enough emphasis on the cultivation of professional ability.

2. THE PROPOSED METHODOLOGY

2.1 The principles followed in the design of the project system design of the exhibition planning and management specialty in higher vocational colleges

Higher vocational exhibition education should also establish a curriculum concept with vocational ability training as the core from various aspects such as curriculum system design,

curriculum classroom teaching, and curriculum evaluation, and strive to provide strong conceptual support for the cultivation of high-quality technical and technical talents required by the industry. From virtual to reality, for higher vocational students who have no work experience, more equipment that needs to be continuously adjusted and embedded in the training room. Due to the lack of practical experience of students, it is necessary for students to carry out a series of teaching processes such as understanding-simulation-proficiency-innovation to promote the formation of students' professional ability. To build a virtual model with a single virtual device, it also needs to be equipped with 3D printers and other equipment to form a real activity scene to facilitate the completion of planning tasks such as process arrangement and personnel distribution.

Composed of "active-active-collaboration-skills-cooperation", it is a further expansion and enrichment of the core circle and the sub-core circle, and it is also a word pair or word pair that has a customary collocation relationship with the core and sub-core circle words in the recruitment texts of exhibition companies. Words of the same part of speech, that is, the social network and semantic network of the official website recruitment texts of exhibition-related companies, through the three-circle structure of "core-sub-core-periphery", will better display and reflect the ability demand structure of exhibition-related companies on the current stage of exhibition talents, to provide a basis for the reverse design of the core curriculum system.

My country's convention and exhibition industry started relatively late, and the history of convention and exhibition education is less than ten years. To cultivate high-skilled convention and exhibition talents, we should learn from and learn from the convention and exhibition education models of countries with advanced convention and exhibition industries such as Germany, Singapore, and France, and introduce the latest development of convention and exhibition from abroad. At the same time, whether the curriculum of the exhibition planning and management major in higher vocational colleges can be in line with the talent demand standards of the international exhibition industry is also whether the standards and standards for the design of the professional curriculum system of exhibition planning and management in higher vocational colleges can be improved. One of the important conditions of quality. The construction of higher vocational majors is mainly to serve the regional economic development and provide high-quality technical and skilled talents for industrial enterprises.

The convention and exhibition industry, as a new industry and an industry that gathers new knowledge and technologies, is developing rapidly. The exhibition education should be adjusted in a timely and rapid manner, and the curriculum system should be continuously optimized to keep up with the latest developments in the industry so that graduates can understand the latest developments in the industry. , master the latest technology. In particular, the emergence of new economic technologies such as Internet +, virtual reality, and artificial intelligence has profoundly affected the exhibition industry. Nowadays, online, and offline exhibitions are developing rapidly, and online and offline exhibitors have become the norm for exhibition companies. Corresponding courses are added. It is particularly necessary, and it is inevitable to eliminate some courses that do not adapt to the development of the industry. Establishing a mechanism for dynamic adjustment of courses is particularly important for higher vocational exhibition education. To quickly integrate

into the industry and quickly adapt to the position in the enterprise, not only a broad vision and skilled practical operation ability are required, but also a mastery of industry standards, familiarity with industry terminology, and the ability to ensure that the completed work complies with relevant industry laws and regulations.

2.2 Thoughts on Designing Curriculum System of Exhibition Planning and Management in Higher Vocational Colleges

The laws and regulations involved in the exhibition and the government departments that need to be reported, and the corresponding materials that need to be prepared, are all necessary conditions to ensure the smooth development of the event. The "five-in-one" core competence focuses on helping students majoring in convention and exhibition to improve their core literacy in an all-round way. Relying on the "five-in-one" core competence, the professional core curriculum system is constructed through reverse design. Based on market research analysis and position research analysis, according to the specific knowledge, ability and quality requirements of each position, combined with the corresponding professional qualification certificates, the exhibition is constructed from four aspects: exhibition planning, exhibition marketing, exhibition service management, and exhibition design. The professional course system of planning and management. At the same time, based on the systematized course system development model of the work process, the courses are reasonably sorted, and the setting relationship of the leading, follow-up and parallel courses is considered in the process of sorting, and the mutual integration between courses is paid attention to.

Professional core courses occupy a crucial position in the curriculum system, and their setting should be based on a large number of research, scientific analysis, and refine the core abilities or qualities required for future jobs, follow the rules of students' career development, from easy to difficult, from simple to complex, the core courses are set up with vocational ability training as the main focus, not only to realize the employment of students after graduation, but also to focus on the long-term career development of students in the future. The construction of training rooms related to VR equipment has become the direction of the construction of training rooms in undergraduate and vocational colleges. In the application of the training room after construction, there is no in-depth equipment application training, and there are no corresponding training resources. As a result, the application of exhibition professional teachers in teaching is still limited to the traditional video playback and the functionality of the PPT part. The proportion of actual application in teaching is very low, and the opening rate of virtual simulation training rooms in some colleges is lower than 50%, which cannot well support the transformation of teaching models.

First, construct the "five-in-one" core competence model. This study combines the content analysis method to explore the ability needs of exhibition-related enterprises on the current stage of exhibition talents and constructs a "five-in-one" core competence model, which is design ability, communication ability, sales ability, planning ability and project ability. Based on the recruitment texts of exhibition companies at this stage, combined with interview materials, the specific core competencies of the "five in one" major of exhibition planning and management are proposed, and then a core competency model is constructed.

Based on the systematized course system design model of the work process, and according to the requirements of the operation process of the exhibition industry for corresponding knowledge, the course system of the exhibition planning and management major in vocational colleges can be divided into vocational public courses, vocational basic courses, and vocational skills. There are five modules: vocational course, vocational operation course and vocational elective course. Among them, the course setting of vocational basic course, vocational skill course and vocational operation course should consider the courses of exhibition professional qualification certificate. The course objectives should be clearly defined. The curriculum standard stipulates the implementation of the curriculum, and in the actual implementation, or in the monitoring of the specific implementation of the curriculum, the curriculum teaching plan is undoubtedly one of the easier to operate and grasp, from which the arrangement of teaching content and the selection of teaching items can be controlled. To avoid duplication of project content, a teaching project resource library can be established to avoid duplication, and at the same time provide a content-rich platform for teachers to learn and communicate, improve the level of course teaching, and improve the quality of classroom teaching.

3. CONCLUSION

As a new major, the vocational exhibition major has a long way to go to optimize and innovate the curriculum system. Only according to the new development of my country's economy and technology, the new dynamics of industry and enterprises, employment-oriented, deep integration of schools and enterprises, and focus on the cultivation of the core competence of the exhibition profession, constantly optimize and innovate the curriculum system, and actively build core courses. The combination of function points should not be too much. So that students can easily master the platform application in teaching, and at the same time, they can well complete the practical training tasks of the corresponding modules, stimulate students' learning initiative, and guide students to subtly form professional ability.

4. REFERENCES

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