

Research on Existing Problems and Optimizing Countermeasures of University Exhibition Tourism Education

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Abstract : The market economy has developed rapidly in recent years, and exhibition tourism has also become an important part of the tourism industry, and the development speed is very rapid. The rapid rise of the exhibition tourism economy has promoted the development of domestic tourism. The rapid development of the corresponding service supply chain has caused some problems, especially the lack of exhibition tourism talents, and the second is that the overall quality of exhibition tourism talents is not high enough and does not have professional standards. The training mode of exhibition tourism talents has not been established. Completely, the shortage of convention and exhibition talents has seriously inhibited the rapid progress of domestic convention and exhibition tourism. Therefore, a comprehensive training model for convention and exhibition talents is particularly important. As the main export port of convention and exhibition tourism talents, college education provides high quality to the society. High-level exhibition tourism talents that meet the needs of the society.

Keywords : Colleges and Universities; Exhibition and Tourism Education; Existing Problems; Countermeasure Research

Nowadays, there are still some obvious problems in the professional education of exhibition and tourism in domestic colleges and universities. There are unreasonable problems in the setting of the curriculum ratio of exhibition and tourism teaching. Problems such as keeping pace with the times and failing to keep up with the times, colleges and universities MICE majors need to cultivate high-quality and high-level talents suitable for the background of the current era in response to these problems. Convention and exhibition tourism itself is one of the forms of tourism. Through the holding of various large-scale international exhibitions, expositions, trade fairs, sports meets, investment invitations, etc., as a benchmark, attract people from all walks of life to come here for trade negotiations. Sightseeing, cooperation through technical exchanges, mutual information exchange, interpersonal interaction mode and cultural exchanges, bring economic benefits to the city. The low cost, high profit, and short time of exhibition tourism have a significant impact on all walks of life in the city.

1. Problems existing in the professional education of convention and exhibition tourism in colleges and universities

1.1 The proportion of courses in the major of exhibition and tourism in colleges and universities is not reasonable enough

Convention and exhibition tourism is an emerging industry, so the convention and exhibition tourism industry of universities is also a new major set up due to market needs. In addition, domestic research on convention and exhibition tourism is relatively lagging, which has caused many universities to set up courses for the major of convention and exhibition tourism. Some unreasonable problems can be found through in-depth understanding of the major. In the setting of professional courses, many teaching contents are scattered, and there are also some overlaps of knowledge, which are important and difficult for the development of the social exhibition and tourism industry. The grasp is not accurate enough, has a certain degree of error, and has not formed a relatively complete teaching material system. With the rapid development of convention and exhibition tourism, more and more colleges and universities have opened convention and exhibition tourism. However, many colleges and universities have

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made corresponding grafting based on professional courses related to convention and exhibition tourism. The teaching content of the tourism major is relatively scattered and chaotic, and a relatively complete content system has not been formed. Because many teaching materials are derived from similar majors, the courses set up by exhibition tourism are more biased towards the knowledge system of similar majors. Highlight the professional characteristics of exhibition tourism. Therefore, under the situation that this knowledge system is not clear enough, the training of exhibition tourism talents must meet the needs of social enterprises. In order to meet the needs of the convention and tourism industry, some schools have mixed the knowledge of many professional disciplines that are similar to the convention and exhibition tourism major when setting up the convention and exhibition tourism course. As a result, the curriculum content of the convention and exhibition tourism major does not highlight the professionalism of the discipline. The irrationality of the content of this kind of course causes students to be unable to form a professional knowledge system in the learning process. After entering the society and working positions, students will find that they cannot professionally solve the problems encountered in actual work. Therefore, the irrationality of the setting of professional courses for convention and exhibition tourism has seriously inhibited the cultivation of convention and exhibition tourism talents in colleges and universities.

1.2 The talents cultivated by the university's convention and exhibition tourism major are derailed from the society

The domestic MICE tourism started relatively late compared to other countries, so many related researches are lagging behind. Many universities have only developed MICE tourism for a few years, and MICE tourism is only in its infancy for college education. There is currently no more successful experience that can be used for reference. However, the rapid development of the convention and exhibition tourism industry has made the convention and exhibition tourism major a popular major in colleges and universities. However, many colleges and universities lack a clear understanding and understanding of the industry dynamics of the convention and exhibition tourism industry, industry characteristics and industry rules, etc., especially for the convention and exhibition tourism industry, there is a certain degree of misunderstanding of the talent standards required for convention and exhibition tourism talents, which leads to the fact that the convention and exhibition tourism talents cultivated by universities are not recognized in social enterprises to a certain extent. Therefore, colleges and universities must first analyze the talent standards required by the social industry for the training of talents in the exhibition and tourism major, and explore the following aspects. The first aspect is that the management talents in exhibition tourism companies need professional management talents with certain corporate strategic management capabilities, project duplication, corporate investment, marketing and other aspects. The second aspect is the middle-level management talents of enterprises. This type of talents usually conducts daily management of all activities in the venue, including communication with merchants who attract investment, and can solve problems in time when encountering problems, and do a good job. The third aspect is mainly the grassroots personnel of enterprises. The main work of this kind of talents is the grassroots work of various departments such as advertising reception and technical services in the venues. Many colleges and universities focus on the cultivation of exhibition tourism talents in the third aspect. In terms of training, through the investigation of the internal professional talents in colleges and universities, it will be found that many students have some basic skills at the grassroots level after graduation, and are not competent for the work of the first type and second type talents of the enterprise, which leads to the middle and upper management of the enterprise. There is a serious shortage of talents.

1.3 Insufficient professional level of teachers in the major of exhibition and tourism in colleges and universities

The convention and exhibition tourism industry started relatively late, and it has not experienced too long in the domestic market. The corresponding society has insufficient awareness of this emerging industry. In the professional education of convention and exhibition tourism in universities, this professional course is also a new major and has not been recognized by senior scholars in universities. Therefore, relevant research on this major is relatively rare, and there is no correct understanding of the development prospects of convention and exhibition tourism and the later development space this has led to the relatively weak faculty of many colleges and universities in the major of exhibition and tourism, and the professionalism of the faculty is not enough. Some of the teachers of exhibition and tourism are not professional enough to train students in this major. Even many colleges and universities have set up a major in exhibition and tourism, and the teachers in this major are transferred from other majors, or the two majors are taken into account for teaching, resulting in two independent subjects. When the teachers are not professional enough, there will be the deviation of teaching, there is no unified professional training for teachers of exhibition and tourism, and there is no more successful case to learn from, which leads to many problems in the actual teaching of exhibition and tourism in colleges and universities, and the students' practical ability is poor. Possess a high professional academic level and other issues.

1.4 The curriculum content of the university's convention and exhibition tourism major is not professional enough and lacks innovative ideas

Nowadays, the content of the textbooks for convention and exhibition tourism majors in many colleges and universities is rather complicated, lacking a certain degree of professionalism, and the content of the textbooks is not in line with the actual

convention and exhibition tourism industry. At present, many universities have opened this major, resulting in the number of textbooks for the convention and exhibition tourism major. There are many, but most of the content of the textbooks are compiled based on some basic theories from abroad. The education system and knowledge structure of other countries are very different from those in China. Therefore, the convention and tourism majors that introduce foreign theoretical knowledge the textbook makes students unable to understand and think deeply when learning the content of the textbook. They can only imitate superficially according to the content described in the textbook. To a certain extent, this kind of learning from foreign teaching content the textbooks is not suitable for the domestic teaching system and knowledge structure. There are also some textbooks that have been compiled. The content is messy and messy, and there is no overall knowledge framework. The content of the textbooks will not explore the development trends and development directions of the industry in depth. The compilation of the textbook content is relatively old and knowledgeable because of failure to keep pace with the times, lack of innovative content and the rationality of the curriculum of the subject.

2. Optimization measures for existing problems in the professional education of convention and exhibition tourism in colleges and universities

2.1 Optimize the curriculum system setting of convention and exhibition tourism in colleges and universities

Colleges and universities should conduct in-depth research on the issue of the establishment of exhibition tourism professional courses according to the needs of the social exhibition tourism industry, analyze and summarize the industry's demand standards for exhibition tourism talents, and conduct the exhibition tourism professional courses according to the core needs of the industry set up. The content of the exhibition and tourism major is relatively complex, so colleges and universities should adopt a simple accumulation form to set up courses in the setting of the professional courses. The setting process should integrate the core demand points of the industry and focus on the core needs. To expand, the relevant knowledge structure required by the talents in the exhibition industry, as well as the required professional skills of talents, are integrated with the high-quality required by the exhibition and tourism industry, and the integrated content can cultivate a professional type of exhibition business. Curriculum for the major of exhibition tourism should also include business administration, exhibition management, computer application technology, foreign language application ability, exhibition activity planning, comprehensive ability and other aspects. It should also stipulate the teaching objectives in the curriculum setting and practice courses. The proportion of students is higher than that of theoretical courses, which can ensure that students have basic theoretical knowledge and can flexibly use and absorb the knowledge they have learned through practice, so as to accumulate more practical experience for students. This will help students to learn after graduation. On-the-job management ability and the ability to solve problems when encountering problems, and the ability to coordinate problems has been significantly improved.

2.2 Improve the talent training system for the university's convention and exhibition tourism major

The knowledge structure and teaching system of the convention and exhibition tourism major in colleges and universities are highly comprehensive. On the one hand, theoretical knowledge is needed to guide the direction, and on the other hand, it also needs the support of applied disciplines. This shows that the convention and exhibition tourism major is a highly intersecting one. Discipline, therefore, for the training of professional talents in exhibition and tourism, it is necessary to be able to set up a perfect talent training model. First, to cultivate students' theoretical knowledge. Second, strengthen the cultivation of students in various aspects, such as planning of exhibition activities, marketing skills, management skills, communication skills, coordination skills, sense of ownership, and service awareness. The students majoring in exhibition and tourism possess these two abilities at the same time, so that they can better adapt to the application-oriented professionals required by social enterprises. After colleges and universities have clarified the talent training system, they need to conduct learning exchanges between colleges and universities that can learn from each other's strengths through exchanges. Schools that meet certain conditions can provide teachers with the opportunity to study in famous universities abroad and more relevant professional teaching experience and teaching mode. For some schools that do not have the same conditions, we can actively use the power of school-enterprise cooperation, find some excellent exhibition companies, cooperate with them, and be able to hire outstanding professionals in the exhibition industry to conduct regular academic exchanges at the school and provide school teachers with the dynamics and related knowledge of the exhibition and tourism industry, which is close to the society, enables school teachers to always know the changes in talents required by the industry, and can better deliver high-quality talents to the society more accurately.

2.3 Diagnosis, reform and reconstruction for the teaching team of the university's convention and exhibition tourism professional

Only good teachers can teach good students, so the overall quality of a professional student must depend on the ability of the professional teacher. Therefore, colleges and universities should conduct diagnosis, reform, and reconstruction for the teacher team of the school's exhibition and tourism professional. Regular training should be conducted for the professional teacher team. The professional talents of external exhibition companies should be found for training. At the same time, teachers can also be provided to

some famous companies opportunities for practice, only by improving the level of teachers' practical ability, can we promote the improvement of students' practical ability. Regularly hold some academic lectures, which can invite outstanding talents from various companies to give lectures in the school. It can provide students and teachers with the opportunity to have zero-distance contact with the exhibition industry. The precise grasp of this lays the foundation to drive the rapid development of the entire exhibition and tourism industry.

2.4 Optimize the practical problems of college students majoring in exhibition and tourism

In view of the poor practical ability of students, colleges and universities should pay enough attention. In the setting of professional courses in exhibition tourism, the proportion of practical courses should be determined. Active social exhibition companies can cooperate and communicate to provide students with as much as possible. The platform of practice can lay the foundation for students' practical ability. This is only limited to schools that have the conditions to find cooperative enterprises, and for some schools that do not have the conditions to set up a practical platform for students, students of this major can be organized to plan and design various evening parties, activities, and various festivals of the school. It can ensure that students participate in practical applications. You can also lead students to participate in large-scale corporate celebrations or opening activities organized by some famous social enterprises, and be able to explore various social and school resources as much as possible, and provide students with opportunities to exercise and practice. Colleges and universities must clearly recognize social practice for students, it is important to allow students to internalize theoretical knowledge through practical opportunities, to be able to master them more proficiently, and to accumulate richer practical experience for students, which will have a great effect on students entering the society in the future.

3. Implement the “dual - teacher” model for teachers majoring in exhibitions and tourism in colleges and universities

Many colleges and universities in the exhibition and tourism majors do not have a certain level of professionalism. Therefore, to address this problem, a dual-teaching model can be set up. The dual-teacher includes in-service teachers and part-time teachers. Professional talents from some convention and exhibition companies in the society are hired to teach in the school, but it does not depart from the original enterprise, and mainly serves as a teacher in students' practical teaching courses, and teaches students some practical experience, which ensures that students have zero-distance contact with the exhibition and tourism industry. The school can set corresponding incentives for such teachers to actively mobilize the teaching passion of external teachers to better impart work experience to students. Teachers in the school can also communicate with external teachers and learn together to cultivate better talents for the exhibition and tourism major. The development of the dual-teacher model can give full play to the theoretical foundation of the school teachers and the advantages of the external teachers' practical skills, combine the two major advantages, learn from each other's strengths, and better carry out teaching.

3. Conclusion

The convention and exhibition tourism talents cultivated by universities must meet the needs of the society, can clarify the development trend of the convention and exhibition tourism industry, and accurately provide talent needs for the convention and exhibition tourism industry. Only professional and high-quality MICE tourism talents can promote the rapid development of the domestic MICE tourism industry. Colleges and universities MICE tourism majors must be steady in this rapid development wave, and provide more powerful services for the emerging industry of MICE tourism. Guarantee of human resources, whether it is from faculty or teaching the learning model or teaching equipment requires continuous diagnosis and reform to create a better environment for cultivating more high-quality talents in exhibitions and tourism.

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