

# Research on the Innovation of Practical Teaching Mode of Exhibition Major in Higher Vocational Colleges

Qiqi Luo

School of Commerce and Trade, Guangzhou Vocational College of Technology&Business, Guangzhou, Guangdong, 511442

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**Abstract:** From the perspective of exhibition majors, higher vocational colleges also need to optimize practical teaching activities, so as to allow students to grow in an all-round way and promote the sustainable development of the National Convention and Exhibition Center. Based on this, this paper starts from the role of the practical teaching activities of the exhibition major, and combines the actual cases to deeply analyze the problems faced by the current practice teaching of the exhibition major in higher vocational colleges, and then puts forward practical measures for the implementation of practical teaching work for reference.

**Keywords:** Higher vocational colleges; Exhibition majors; Practical teaching; Entrepreneurship and innovation mode

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## 1. Analysis of the role of practical teaching activities in the exhibition specialty

Nowadays, with the continuous development of the exhibition industry, the exhibition activities have become one of the featured contents in the region and an important pillar of the local economic development, providing a new path and direction for the growth of the regional economic level. But new problems also follow. With the development of the exhibition industry, job requirements are constantly escalating. To achieve the sustainable development of the exhibition industry, it is necessary to introduce a large number of professional talents. With the development of the industry, the exhibition major has also become a popular major in recent years, and the number of applicants has continued to increase. However, after a large number of graduates enter the society, the number of people who can truly adapt to the exhibition industry is very limited. The development of practical teaching activities is to make the exhibition industry continue to develop and meet the actual needs of the exhibition for comprehensive talents. The practical teaching activities of higher vocational colleges aim to strengthen students' innovative spirit, entrepreneurial ability, professional quality, and special skills, so that students can occupy a place in social competition, and also create students' careers and careers from the side. From the perspective of education and teaching, the implementation of practical teaching activities is the top priority in the teaching reform and development of vocational schools. Practical teaching activities play an important role in cultivating comprehensive vocational talents, and are also different from traditional colleges and universities. In helping students better understand professional knowledge, industry knowledge. However, judging from the current development status of teaching activities, there are still many problems in practical teaching activities, and the education and teaching model is still in the stage of exploration and construction.

## 2. Analysis of the implementation of practical teaching activities for exhibition majors

The exhibition industry is an emerging industry. Not only are new technologies emerging one after another, but also development ideas and development directions are constantly changing, which invisibly brings certain difficulties to teaching activities. In the new era, higher vocational colleges need to follow the implementation of practical activities. The principles of simulation, practicability, comprehensiveness, and dynamics ensure that practical activities meet the development needs of

the industry, provide students with a complete and real activity environment and activity atmosphere, and ensure that students can truly feel the experience of the exhibition major in practical activities. actual development needs. But from the current point of view, there are still many problems in the practical teaching activities of the exhibition major in higher vocational colleges, which are embodied in the following aspects: First, there is a lack of available teaching materials and instruction books. The development of practical activities also requires corresponding teaching materials as reference and auxiliary tools, but at present, the books that students can refer to are highly theoretical, and the industry itself is developing rapidly, so there are few books that can be used as auxiliary tools in practical training and practice. , There is a lack of connection between theoretical and practical teaching activities, and some students will have obvious discomfort in practical training activities. Second, there is a lack of a complete teaching team of teachers. Teachers in vocational colleges lack experience in the exhibition industry. Although they can pass on theoretical knowledge and pass the latest content to students through industry channels, they cannot help students adapt to job needs and understand the industry's actual requirements for talents. At present, some higher vocational colleges require teachers to take temporary training in enterprises, but there are objective difficulties due to the limitation of many factors, which has caused great obstacles to practical teaching activities invisibly. Third, the issue of funds and venues. Compared with other industries, the exhibition major requires more funds and venues, and the corresponding types of activities involved in the exhibition are relatively many. The construction of the training base faces many problems. Practical teaching The lack of activity environment has seriously affected the teaching effect, and many teaching activities cannot be carried out effectively. Not only that, there are also many problems in teaching forms, teaching methods, teaching evaluation and other work, which need to be innovated. Only with rich and diversified teaching methods can students truly master professional skills and fundamentally avoid practice becoming a mere formality. , allowing students to have a real in-depth understanding of exhibition activities and learn useful experience and skills.

### **3. Analysis of innovative strategies for the practice teaching mode of exhibition majors in higher vocational colleges**

#### **3.1 Innovative practice teaching framework process**

In the process of innovating and developing the practical education model of exhibition majors in higher vocational colleges, it is necessary to start from the teaching system level, continuously improve the corresponding curriculum system, combine the actual development and changes of the exhibition industry, clarify job objectives, and design teaching objectives scientifically , so that the teaching work can be better implemented and ensure that the talent training work develops in a scientific direction, which is in line with the talent needs of the exhibition industry itself. From the current point of view, many higher vocational colleges have designed training sessions, but on the whole, the results are very small, especially the training module, which is separated from the development needs of the exhibition major itself, which makes it difficult for students to meet the needs of the post. Industry demand, comprehensive ability and comprehensive quality are relatively poor. The cultivation of vocational skills is a gradual process. It is not only necessary to use the curriculum as a link, but also to create a closely connected practical training teaching system based on the needs of professional positions, so as to optimize the curriculum system and enrich the curriculum content. Today, with the increasing proportion of practical classrooms, improving the training program can better meet the needs of social development. <sup>[1]</sup>

#### **3.2 Innovative practice teaching content system**

“School-enterprise cooperation, collaborative education” is a key development project of current vocational colleges. Through cooperation with enterprises, it strengthens career planning and creates an integrated mode of internship and employment, in order to continuously strengthen the social competitiveness of students and meet the needs of the current society. talent needs. From the perspective of exhibition majors, higher vocational colleges should achieve in-depth cooperation with exhibition enterprises, implement order-based and customized talent training, offer courses that meet the needs of enterprise development, and implement modern apprenticeships under the “1+X” certificate system. Exhibition talent training mode. In recent years, the state has paid more attention to vocational education and launched many different reform programs. From the perspective of exhibition majors in higher vocational colleges, in the process of running schools in cooperation with enterprises, in addition to regular theoretical courses, courses can also be designed for specific vocational certificates and job requirements with the help of the elective course system and practical training course system. <sup>[2]</sup>And in such courses, elite employees of enterprises and experts in the industry can be invited to give lectures, so as to strengthen the teaching effect and improve the practicality of teaching itself. In this context, the teaching content of the courses can be highly matched with the needs of enterprise talents, and the reform of the integration of production and education can also be

better implemented. On the basis of continuously optimizing the teaching system in the school, we also carried out post-job practice activities to create a “2.5+0.5” talent training work. Facing the students of higher vocational colleges, the flexible teaching method is adopted, the students are placed in the cooperative enterprises, and the students are allowed to enter the internal positions of the enterprises to study by signing agreements and going through relevant procedures. In the enterprise, the training method of mentoring is adopted, and professional teachers are arranged in the school to provide follow-up and record-based guidance and assistance, which can effectively improve the effect of the practice. Enterprises can tap outstanding talents, and students’ work experience will be better strengthened and accumulated in the process.

### **3.3 Assessment and evaluation of innovative practice teaching**

Under the dual entrepreneurship and innovation education system, it is also necessary to continuously deepen the connection between factories and enterprises and vocational colleges, so that the training work can be continuously implemented.<sup>[3]</sup> Under this education system, enterprises can fully communicate with talents and have a teaching model that is unmatched by other teaching forms. Students can better master future vocational skills and professional knowledge, and also solve the problem of scattered teaching resources and practical teaching activities. Fewer problems. However, in this process, it is also necessary to continuously optimize the quality monitoring system, avoid waste of resources, strengthen the effect of training, and adjust and improve the training according to the actual situation to ensure the maximum effect of education and teaching. Evaluation work is the core key in the practical teaching system. From the above, it can be seen that professional staff are required to participate in the teaching evaluation work in practical training activities, post internships and other links, and combine scientific teaching evaluation indicators to carry out ability evaluation and analysis. A scientific and reasonable evaluation system can make the practical teaching activities of exhibitions develop scientifically and by leaps and bounds. In the new era, it is necessary to create a diversified evaluation system to allow enterprises, schools, and students to participate in it, and to design targeted evaluation indicators and evaluation content according to different types of exhibition work.

### **3.4 Carriers of innovative practice teaching methods**

In addition to the above-mentioned aspects, in the process of realizing the innovation and development of practical teaching activities in the exhibition specialty, a high-quality teaching team is needed, and teaching methods must be constantly transformed, corresponding educational platforms must be constructed, resources should be further integrated, and practical teaching activities should be improved. It can achieve information sharing and resource integration, fundamentally solve the problems existing in practical education, and form a close connection between the teaching activities of higher vocational colleges and the exhibition industry. Different educational concepts such as apprenticeship and school-enterprise cooperation were mentioned in the previous article. In the process of building a teaching team, different professional teachers should also be introduced to ensure that the teaching team can become the leader of innovation and entrepreneurship practice education and truly guide students. Entering the exhibition industry, let students get a comprehensive development. When students take an internship in an enterprise or in an internship base, they will be guided and assisted by elite employees in the enterprise and become the “masters” of the students. In conventional theoretical teaching, experts in the industry can also be invited to give explanations. With the help of lectures, elective courses, etc., combined with work experience, the theoretical part can be explained in detail and uniquely. On this basis, students can better understand the key. In practical teaching activities, teachers should guide students from the perspective of dual creation and duality, so that students can establish a correct understanding. Teaching methods with outstanding application effects in vocational colleges include: blended teaching method, project teaching method, task-driven teaching method, etc. Under these guided and experiential teaching methods, students can combine professional knowledge with knowledge and skills. Continue to accumulate experience and achievements in innovation and entrepreneurship.

## **4. Conclusion**

To sum up, in the process of developing exhibition practice teaching activities, higher vocational colleges need to make full use of social resources, strengthen school-enterprise cooperation, strengthen the construction of training bases, and provide students with a good space and environment for practical activities. Let education and teaching activities be fully developed. This requires enterprises to rationally plan and construct funds, establish a scientific teaching system, strengthen the construction of teachers, ensure the effect of practical teaching activities, and improve students’ professional quality and skills in a real sense.

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## **About the author:**

Qiqi Luo , 1983.12, female, Zhaoqing, Guangdong; Graduated institution: Changchun University of Science and Technology; Graduated major: MBA; Education: Postgraduate; Professional title: Lecturer; Main research direction: tourism management, exhibition planning and management.