

Research on the Theoretical Paradigm of Exhibition Talent Training in Application-oriented Universities based on New Quality Productive Forces

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Abstract: Due to the development of global information technology, the exhibition industry has become a new engine to promote economic development, and the demand for professional talents is also gradually increasing. Based on the concept of new quality productivity, the paper clarifies the nature of exhibition, emphasizes the basic theory; strengthens the school-based talent training method; new quality productivity, realizes the integration of production and education; based on the concept of new quality productivity, constructs the talent training method of "three halls" content system to ensure the efficiency of talent training and adapt to the needs of the exhibition industry.

Keywords: New Quality Productivity, Application-oriented University, Exhibition Industry, Talent Training.

1. Introduction

New quality productivity mainly refers to the improvement of productivity brought by scientific and technological innovation, management innovation, organizational innovation and other ways, etc. It emphasizes the depth and breadth of innovation, and how these innovations are effectively transformed into productive forces. As an important base for talent training, application-oriented universities need to keep up with the development of The Times and innovate the talent training mode of exhibition professionals. Therefore, based on the new quality productivity, the training of exhibition talents is helpful to promote the teaching reform of application-oriented universities, optimize the curriculum setting and innovate the teaching methods.

2. The Requirements of New Quality Productivity for Talent Training

New quality productivity emphasizes the core position of innovation, so one of the most important requirements for talent training is to cultivate students' innovation ability, mainly including encouraging students to conduct critical thinking, problem solving, technological innovation and management innovation. With the rapid development of science and technology, the new quality productivity requires talents to have high technical skills, including but not limited to the knowledge and operational ability of digital technology, information technology, artificial intelligence, green energy technology and other fields. New quality productivity requires talents to have the awareness and ability of lifelong learning, because the speed of knowledge updating is accelerated, only continuous learning can keep up with the development of The Times. With the rapid changes brought about by the new quality productivity, the requirements for talents also tend to have strong adaptability and flexibility to cope with the changing working environment and task[1]. The development of new quality productivity often involves the intersection and integration of multiple disciplines, so talent training needs to break the traditional disciplinary

boundaries and cultivate talents with the ability of interdisciplinary knowledge integration. With the deepening development of globalization, the new quality productivity requires talents to have an international vision and thinking, and to be able to compete and cooperate in a global scope. The development of new quality productive forces not only pursues economic benefits, but also emphasizes social benefits and environmental protection, so it puts forward higher requirements for the social responsibility and moral standards of talents. In a new quality productivity environment, complex projects and business challenges require excellent teamwork skills and leadership to effectively lead and coordinate the team to work together. The requirements of new quality productivity for talent training are comprehensive, including not only the training of professional skills, but also the quality training of innovation ability and learning ability. Based on these requirements, application-oriented universities should update educational concepts, reform teaching methods, optimize curriculum system and strengthen practical teaching, so as to cultivate high-quality application-oriented talents who can adapt to and promote the development of new quality productive forces.

3. Training Method of Applied University Exhibition Talents under the New Quality Productivity

3.1. Clear the Professional Nature of the Exhibition, Emphasize the Basic Theory

Under the new quality productivity, the method of training exhibition talents in application-oriented universities should focus on clarifying the nature of exhibition specialty, especially the basic theory. High-quality application-oriented professional exhibition talents should have multiple abilities at the same time, long-term strategic development vision, military strategy and decisive battle ability, good diplomatic eloquence, communication skills, superior artistic taste and working style, so as to better meet the fundamental needs of new quality productive forces. Exhibition specialty is different from the general specialty, which requires more strict quality and high quality, mainly focusing on three levels,

first, the knowledge reserve of exhibition professionals should be broad and knowledgeable, so as to meet the essential requirements of exhibition projects of various contents; second, the professional knowledge and theories of exhibition professionals should be thoroughly mastered and not superficial; the third, the whole operation process of exhibition should be proficient to produce high-quality exhibition professionals, the specific theoretical training is shown in Figure 1.

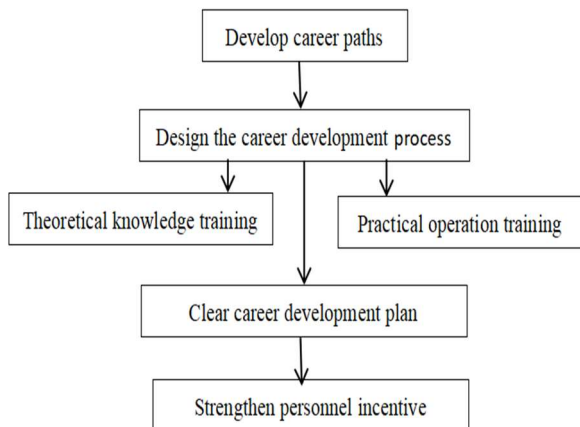


Figure 1. Theoretical training process

New quality productivity applied university exhibition talent cultivation should also consider the exhibition industry chain docking, both horizontal docking and vertical docking, cannot leave the solid theoretical foundation of the most support, exhibition professional involved basic courses including marketing, management, economic and law and other practical subjects, cultivate many ability and accomplishment. When setting up exhibition professional courses, application-oriented universities should learn from and draw on the excellent experience of international exhibition education, fully take into account the fundamental requirements for exhibition professionals under the new quality productivity, promote the perfection of the exhibition education system, and highlight the application-oriented characteristics.

3.2. Strengthen the School-based Talent Training Methods

Strengthening the application of school-based talent training method is one of the important ways of exhibition talents under new quality productive forces. As a systematic professional course with specialization, policy, overall situation and operability, the exhibition activities radiate to very rich and diversified fields. Therefore, the high-quality exhibition professionals should be the maximum collection of various professionals[2]. For example, project talents are responsible for the overall planning and marketing of exhibition activities, professional service talents are responsible for the provision of special services, and venue management talents will focus on the construction and operation of exhibition venues. When the types of exhibition talents are different, there will be great differences between the knowledge structure and ability structure, so it is necessary to strengthen the implementation of school-based talent training methods. For applied university, the setting exhibition professional departments, should be targeted for different college under the exhibition professional talent

training target clearly defined, school of management exhibition professional training with senior operation management ability of talents, communication institute of training exhibition planning and promotion talents, tourism college cultivate talents can provide tourism reception services, foreign language institute is to cultivate translation and international exhibition talents, etc, details are shown in Figure Figure 2. From the classification standard of colleges and universities, applied university running history, has rich experience in running and its distinctive characteristics, so fit in the new quality productive exhibition professional talent training needs to make full use of their professional expertise, deep analysis and mining market demand, for and positioning in some links in the exhibition industry chain, the implementation of the industry chain, with its own outstanding advantages closely together, thus explore the development needs of the new path.

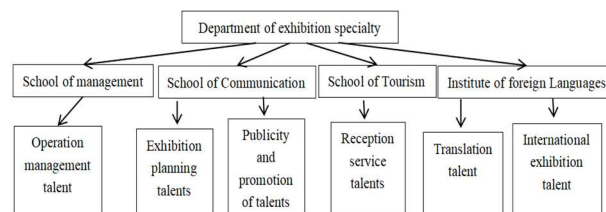


Figure 2. School-based talent training

3.3. New Quality Productivity, to Achieve the Integration of Industry and Education

Under the new quality productivity, the exhibition talent training of application-oriented universities should also take the new quality productivity as the basic orientation to truly realize the integration of industry and education. From the perspective of the actual situation of the exhibition industry chain, most of them are served by enterprises, so application-oriented universities should especially control the professional ability of professionals and the real economic activities of enterprises when setting up exhibition majors. First, from the perspective in the enterprise, the implementation of enterprise economic management knowledge in the exhibition professional course content, especially highlights the exhibition the name of economic management professional characteristics, maximize the use of economic management theory contains expertise, teachers reserves and professional ability, to promote the further development of exhibition professional, on the basis of the original improve exhibition professional teaching ability and level, can match under the new productivity of modern talent training target. 10 Second course, At the product level, Special attention should be paid to cultivating the practical operation ability of the exhibition professionals, Applied universities should rely on the way of building internship bases, To organize and establish a good interactive industry-education integration mechanism for the government, enterprises and universities, Really achieve sustainable operation, Under the powerful effect of cooperative education, Promote the in-depth integration of exhibition professional theory and practice, At the same time, applied universities need to provide diversified opportunities for students, Guide students to obtain various certificates of skills that can serve the exhibition, Including but not limited to logistics division, human resource management, e-commerce and marketing staff, Promote its theoretical level and operational skills are very superior[3].

3.4. Based on the Concept of New Quality Productivity, Build the Content System of "Three Halls are Built Together"

Under the background of new quality productivity, the training of exhibition talents in application-oriented universities should be based on the new productivity concept, and build a content system of "three halls co-construction", namely, the joint construction of theory classroom, practical classroom and innovation and entrepreneurship classroom. In the construction of theoretical classroom, it is necessary to update and optimize the content of theoretical courses based on the development trend of the exhibition industry, and strengthen the construction of core courses such as economics, management, marketing and activity planning. In the theoretical teaching, professional ethics, social responsibility, laws and regulations and other quality education content are integrated to cultivate students' social civic consciousness. Constantly update the teaching content, introduce the latest exhibition industry trends, technological progress, market trends and other cutting-edge knowledge. In the construction of practical classroom, it is necessary to establish and improve the campus exhibition training base, provide practical teaching platforms such as simulation exhibition, activity planning and execution, and establish a close off-campus practice base with exhibition enterprises to provide students with a real workplace environment and internship opportunities. Carry out practical teaching projects, encourage students to participate in real exhibition projects, and improve students' practical ability. For example, the student team participates in the actual projects of the enterprise, such as activity planning, exhibition design, etc., to provide professional services for the enterprise. Students take responsibility in the real projects, which improves their professional quality and practical ability. At the same time, innovation and entrepreneurship classes should also be established, and innovation and entrepreneurship education should be included in the talent training system, and courses on entrepreneurship management, entrepreneurship financing, and intellectual property rights should be offered. For example, the student team carries out innovation and entrepreneurship projects related to exhibition, such as online exhibition platform, exhibition service APP, etc. The specific software is shown in Figure 3. students find and solve problems in the project and cultivate the spirit of innovation. An innovation and entrepreneurship incubation platform has been established to provide students with entrepreneurship guidance, project financing, marketing and other support, and regular innovation and entrepreneurship competitions, lectures, seminars and other activities have been held to stimulate students' innovative consciousness and entrepreneurial spirit. In short, through the construction of the content system of "three halls together", the applied university exhibition major can realize the combination of theory and practice, cultivate students' professional skills, innovation ability and entrepreneurial spirit, so that students

can better adapt to and promote the development of the exhibition industry under the background of new quality productivity.



Figure 3. Function of exhibition software

4. Conclusion

To sum up, the analysis of the methods of exhibition talents in application-oriented universities under the new quality productivity can not only improve the quality of talent training, but also make the students majoring in exhibition better adapt to the needs of social development. In the process of talent training, mainly from the aspects of professional nature, training methods, integration of industry and education, classroom teaching, content system, etc., to ensure the training of more high-quality application-oriented exhibition professionals, and help the sustainable development of the exhibition industry.

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