

Exploration of Teaching Reform Path of Exhibition Service and Management Major in Secondary Vocational Schools from the Perspective of Curriculum Ideology and Politics

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Abstract: Under the background of carrying out the basic task of moral education and cultivating people in secondary vocational schools, the rise and development of curriculum ideological and political education concepts provide a clear direction for the reform of various courses in secondary vocational schools. Exhibition service and management major is an important part of the secondary vocational education system. Colleges should pay attention to carrying out ideological and political education in teaching, excavating the ideological and political education elements contained in the curriculum, and giving full play to the coordinated education effect. Based on this, this paper studies the ideological and political teaching reform of exhibition service and management major in secondary vocational schools. Firstly, it analyzes the problems existing in the implementation process of ideological and political education in the curriculum, and then puts forward specific optimization strategies, aiming at providing reference for the reform of ideological and political teaching in the curriculum.

Keywords: Curriculum ideological and political teaching; Secondary vocational school; Exhibition service and management major; Teaching reform; Paths

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1. Introduction

In 2022, the Work Plan for Comprehensively Promoting the Construction of “Big Ideological and Political Courses” issued by the Ministry of Education emphasized the comprehensive promotion of high-quality construction of curriculum ideological and political courses, and made an overall design and deployment of the construction of “curriculum ideological and political courses” from the aspects of construction objectives, content priorities, curriculum design and classroom teaching. Secondary vocational education, as an important part of vocational education, should actively promote the construction of curriculum ideology and politics in line

with the reform and development of education ^[1]. As a characteristic major in secondary vocational education, exhibition service and management aims to cultivate high-quality and skilled talents with the ability of exhibition planning, organization, execution and management. Therefore, it is of great significance to explore the teaching reform path of exhibition service and management major in secondary vocational schools under the curriculum ideological and political vision to improve the quality of professional education and train high-quality skilled talents who meet social needs.

2. The existing problems of the exhibition service and management major in secondary vocational schools in carrying out curriculum ideology and politics

2.1. Teachers' ideological and political education ability needs to be improved

Teachers are the key subjects in the implementation of curriculum ideology and politics, and their ability to educate people directly determines the effect of curriculum ideology and politics. Curriculum ideological and political education requires teachers to imperceptibly exert a positive influence on the improvement of students' ideology, moral cultivation and character building in their words and deeds. But at present, teachers' ideological and political education ability has not reached the requirements of the curriculum. On the one hand, some teachers do not have a deep understanding of curriculum ideology and politics and lack the consciousness and ability to integrate ideological and political education into professional curriculum teaching. On the other hand, teachers' ideological and political theoretical accomplishments and practical experience need to be improved, and it is difficult to effectively explore and transmit ideological and political elements in teaching, which affects the in-depth implementation of curriculum ideological and political education.

2.2. Insufficient exploration of ideological and political elements in the curriculum

The major of exhibition service and management involves a wide range of knowledge fields, including exhibition planning, organization and management, marketing and other aspects, which contain rich ideological and political education resources. However, in actual teaching, many teachers tend to only pay attention to the transfer of professional knowledge and the cultivation of skills, ignoring the mining and utilization of ideological and political elements in the curriculum. As a result, the ideological and political content of the course is thin, which makes it difficult to arouse students' resonance and interest and cannot give full play to the educational function of the course.

2.3. The teaching method of the course is relatively simple

The teaching method affects the teaching effect of the course to a great extent. In the ideological and political teaching of exhibition service and management majors, teachers mostly adopt the traditional teaching method of lecturing, which lacks innovation and interaction. Some teachers lack information teaching ability, and lack full application of teaching technology, resulting in the combination of ideological and political elements and curriculum knowledge being too blunt, making the curriculum's ideological and political effects not ideal. This single teaching method makes it difficult to stimulate students' learning interest and enthusiasm, cannot meet the learning needs of different students, and is not conducive to the penetration and transmission of ideological and political elements, which greatly reduces the effect of ideological and political curriculum.

2.4. The lack of top-level design of curriculum ideology and politics

The implementation of curriculum ideology and politics needs a systematic planning and design to ensure its

scientificity and effectiveness. However, at present, the curriculum ideological and political construction of exhibition service and management major in secondary vocational schools often lacks top-level design, and there are problems of fragmentation and scattered. This is reflected in the course ideological and political objectives are not clear, the content is not systematic, the evaluation mechanism is not perfect and so on. Due to the lack of guidance of top-level design, the implementation of curriculum ideology and politics is often difficult to form a joint force, and it is difficult to achieve the expected effect.

3. The teaching reform strategy of exhibition service and management major in secondary vocational schools under the curriculum ideological and political perspective

3.1. Strengthen teacher training and improve teachers' ideological and political education ability

Teachers are the main force of curriculum ideological and political construction, and improving teachers' ideological and political accomplishment and educational ability is the key to improve the ideological and political effect of exhibition service and management courses in secondary vocational schools ^[2]. In this regard, schools should focus on strengthening teacher training and reasonably set up training content according to the professional characteristics of exhibition service and management, which can mainly start from the following aspects:

(1) Strengthen teachers' professional identity

Schools should strengthen teachers' love and sense of identity for exhibition service and management through professional development and career planning training ^[3]. Let teachers have a deep understanding of the important status and role of this major in social development, as well as the mission and responsibility shouldered by teachers of this major. This sense of identity will encourage teachers to devote themselves to teaching work more actively, and at the same time lay a solid emotional foundation for the implementation of curriculum ideology and politics ^[4].

(2) Improve teachers' ideological and political level and moral quality

Schools should organize regular seminars on political study and ideological and political education, invite experts and scholars to give special lectures and help teachers to deeply study the Party's theories, lines, principles, and policies, and understand the major national policies and current events. At the same time, through the construction of teachers' ethics and style, teachers are encouraged to establish the educational goal of "cultivating morality and cultivating people," establishing a correct worldview, life and moral values, and cultivating good professional ethics and professionalism. Only when the ideological and political level and moral quality of teachers are improved, can they better integrate ideological and political elements into classroom teaching and guide students to establish correct values ^[5].

(3) Improve teachers' ideological and political implementation ability in class

Schools should strengthen teacher training, and carry out targeted training according to the problems existing in teachers' ideological and political construction in the curriculum, including in-depth understanding of curriculum ideological and political ideas, mining and integrating skills of ideological and political elements, innovation, and application of teaching methods. Utilizing case analysis, teaching observation and experience exchange, teachers' ability to organically combine ideological and political education with professional knowledge should be improved, to make curriculum ideological and political education closer to students' reality

and enhance the pertinence and effectiveness of teaching.

3.2. Explore ideological and political elements and give full play to the educational function of the curriculum

In the ideological and political construction of the exhibition service and management major course, teachers should dig deeply into the ideological and political elements of the course, and effectively integrate them into professional teaching, and effectively play the ideological and political education function of the course. The exhibition service and management major of secondary vocational schools has rich ideological and political elements, which mainly include the following aspects:

(1) Integrate into the socialist core values

In the course teaching of exhibition service and management major, teachers can run socialist core values through all teaching links, such as explaining the social responsibility of exhibition activities, environmental protection concepts, etc., guide students to establish a correct worldview, life and moral values, and cultivate their sense of social responsibility and mission ^[6].

(2) Promote the craftsman spirit

The artisan spirit is a professional attitude and philosophy that pursues perfection and excellence. In the practice teaching of exhibition service and management, teachers can emphasize the attention to detail and the pursuit of quality, and let students experience the connotation of the craftsman spirit in practice by simulating real exhibition projects. Invite excellent artisans or experts in the industry to hold lectures and exchanges, share their experiences and stories, and stimulate students' career enthusiasm and innovative spirit.

(3) Strengthen patriotism education

Patriotism is the core of the Chinese national spirit and a powerful spiritual force that inspires the Chinese people to strive for self-improvement and unity ^[7]. Teachers can integrate patriotic elements into their teaching, such as introducing the development history and achievements of China's convention and exhibition industry to students to enhance their national pride and self-confidence. Organize students to visit the Red Education Base or patriotic education exhibitions and other activities, so that students can feel the greatness and beauty of the motherland in practice. The exploration and application of ideological and political elements can not only enrich professional curriculum knowledge, and expand the depth and breadth of teaching, but also play the ideological and political education function of the course and promote the development of students' comprehensive quality ^[8].

3.3. Optimize teaching methods and carry out project-based practice activities

To improve the effect of ideological and political teaching in the courses of exhibition service and management major, teachers should pay attention to optimizing teaching methods, provide students with real or simulated work scenarios through organizing project-based practical activities, promote students' knowledge learning and skills training, and receive ideological and political education in a subtle way ^[9]. For example, in the course "Exhibition Visual Design," teachers cooperate with enterprises to jointly develop and formulate exhibition course projects, such as traditional culture brand series, traditional culture communication series, etc., and organize students' practice in the form of projects. The teachers set up teams according to the exhibition work content. For example, the exhibition planning team is responsible for the research and development planning of the exhibition project and the cost budget, etc. The visual team is responsible for the project publicity and

material design. Project-based teaching activities allow students to get in touch with the real workflow or different job roles so that students can learn and practice in practice, and realize the deep integration of theory and practice. After the project team obtains the project theme, the team leader leads the team members to brainstorm and conjure up a series of keywords around the theme, concept, target audience, and other elements of the exhibition project. The preliminary project plan is improved through consultation, laying the foundation for subsequent planning projects. This process not only tested the students' creative imagination ability but also promoted communication and collaboration among the team members^[10]. Then, the group leader collected the keywords that the team members associated and sorted them into a mind map to make the inspiration content more systematic. In the process of making project plans, teachers can encourage students to integrate traditional Chinese cultural elements, show Chinese style, discuss the positive impact of exhibition projects on society, such as promoting cultural exchanges, promoting economic development, etc., and enhance students' sense of social responsibility and mission. Demonstrate ethnic elements, promote the effective combination of ethnic elements and visual design, and enhance students' national pride. On this basis, the group members continue to improve the details, formulate a preliminary practice plan, and set it up in the form of a report. After the completion of the project, the teacher will organize each group to show the project. Each group can choose to explain the project works and results through a PPT report, physical display and other forms, to exercise students' expression ability and stimulate students' enthusiasm and creativity. For exhibition majors, the implementation of exhibition activities needs to rely on a sound project plan. Carrying out project-based activities can not only stimulate students' innovative thinking, and enhance students' teamwork ability, but also help students accumulate practical experience^[11].

3.4. Improve the top-level design and strengthen the construction of curriculum's ideological and political system

The ideological and political design of the professional course of exhibition service and management in secondary vocational schools needs to be supported by a perfect top-level design to ensure that the ideological and political elements can be systematically integrated into professional teaching and form a long-term mechanism. In this regard, the school should strengthen the systematic top-level design, combined with relevant system documents, improve the system construction, and promote the steady development of curriculum ideology and politics.

- (1) A leading group for curriculum ideological and political construction should be set up^[12]

Schools should establish a leading group for curriculum ideological and political construction composed of school leaders, professional teachers and ideological and political teachers, which is specifically responsible for the overall planning of the overall direction of curriculum ideological and political construction, clear work objectives and task division, and coordinate to solve problems and difficulties encountered in the implementation process. The leading group shall hold regular meetings to evaluate the implementation effect of curriculum ideological and political construction, timely adjust and optimize teaching strategies, and ensure the sustainable and healthy development of curriculum ideological and political work^[13].

- (2) The effect of curriculum ideological and political teaching reform should be linked to teachers' evaluation
Schools can incorporate the effect of curriculum ideological and political teaching reform into teachers' evaluation system, formulate scientific and reasonable evaluation standards and methods, and objectively evaluate teachers' performance in curriculum ideological and political teaching. The teachers who have made remarkable achievements in curriculum ideological and political teaching should be rewarded

and commended accordingly. For courses that fail to incorporate ideological and political elements effectively, suggestions for improvement should be put forward and rectification should be urged.

(3) The incentive and guarantee measures should be formulated for curriculum ideology and politics

Schools should formulate corresponding incentive guarantee mechanisms for curriculum ideological and political construction, such as providing necessary financial support and resource guarantees to ensure the smooth development of curriculum ideological and political. Establish and improve the training and exchange mechanism of curriculum ideology and politics, organize teachers to participate in relevant training and exchange activities regularly, and improve their ability and level of curriculum ideology and politics teaching^[14]. Encourage and support teachers to carry out scientific research activities related to curriculum ideology and politics, and promote the deep integration of curriculum ideology and politics theory and practice. Formulate supervision and management mechanisms to ensure that all measures can be effectively implemented and implemented^[15].

4. Conclusion

To sum up, in the process of carrying out curriculum ideological and political construction, the exhibition service and management major of secondary vocational schools should pay attention to effectively integrating ideological and political elements into curriculum knowledge, and train students to be comprehensive talents with professional knowledge and correct worldview, life and moral values. In teaching practice, teachers should pay attention to improving their educational ability, strengthen the mining of ideological and political elements, optimize teaching methods, improve the top-level design, form educational forces, and jointly promote the construction of curriculum ideological and political construction. In addition, teachers should follow the deepening of education reform, continue to deepen curriculum ideological and political concepts and improve the effectiveness of exhibition service and management curriculum ideological and political construction.

Disclosure statement

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