

# Exploration of the Integration Path between Higher Vocational Exhibition Courses and Ideological and Political Education

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**Abstract:** *With the development of higher vocational education and the changing needs of society, integrating ideological and political education with professional courses has become an important way to enhance students' comprehensive qualities. This paper explores the integration practice of ideological and political education in higher vocational exhibition courses, analyzes the current integrated education models both domestically and internationally, and proposes innovative teaching methods and course designs tailored to the characteristics of the exhibition profession. The study finds that although integrated education has achieved initial success in some regions, it still faces challenges such as resource integration and the updating of teaching methods. Finally, the article explores the development path of integrated education through resource integration and interdisciplinary cooperation, aiming to cultivate more professional talents in line with socialist core values for higher vocational education.*

**Keywords:** *Higher Vocational Education; Exhibition Major; Ideological and Political Education; Course Integration; Teaching Innovation*

## 1. Introduction

With the development of the social economy and the diversification of talent demand, higher vocational education faces the dual challenges of innovating curriculum content and educational methods. As an applied major in higher vocational colleges, the exhibition major urgently needs to integrate elements of ideological and political education to cultivate well-rounded talents with good professional ethics and skills. This study aims to explore effective integration paths between higher vocational exhibition courses and ideological and political education through theoretical and empirical analysis, in response to the national requirements for cultivating high-quality technical and skilled personnel.

## 2. The Theoretical Foundation of Integrating Higher Vocational Exhibition Courses with Ideological and Political Education

### 2.1 Overview of Integration Theory in Education

Integration theory in education advocates systematically incorporating elements of ideological and political education into professional skills education to cultivate high-quality technical and skilled talents with comprehensive development. In the context of higher vocational exhibition majors, this integration is particularly important as the exhibition industry requires not only technical and management skills but also a strong sense of professional ethics and social responsibility. By combining educational psychology and adult education theory, integrated education can promote students' holistic growth in cognitive, emotional, and behavioral dimensions, thereby effectively merging professional learning with societal value education.<sup>[1]</sup>

Integration theory emphasizes the interaction and integration between different educational fields, with the core goal of optimizing educational objectives and significantly enhancing teaching effectiveness through diverse educational resources and methods. In the practical context of higher vocational education, this theory is especially important as it encourages educators to effectively combine professional skills education with ideological and political education, forming a complementary and synergistic educational model.

This integrated education model not only ensures that students acquire necessary professional skills but also fosters their moral, intellectual, and cultural development. By organically integrating the content

of ideological and political education with professional courses, students can enhance their awareness of legal principles, social responsibility, and professional ethics while learning professional skills, thus better adapting to the comprehensive demands of future society and workplaces.

Integration in education is not merely the simple addition of course content but requires educators to innovate in teaching design and explore the intrinsic connections between course contents to create a synergistic effect. For example, in exhibition professional education, case teaching methods can be used to combine core values of ideological and political education with practical cases in exhibition project management, enabling students to naturally understand and absorb socialist core values through solving real-world problems.<sup>[2]</sup>

Furthermore, integration also implies innovation in the educational evaluation system, requiring equal emphasis on ideological and political performance and professional skills proficiency, with corresponding adjustments and optimizations in evaluation methods to ensure the comprehensive realization of educational goals.

In summary, the application of integration theory in higher vocational education can help students achieve success in their professional fields while also fostering their personal development and ethical thinking.

## ***2.2 Objectives and Functions of Ideological and Political Education***

The aim of ideological and political education in higher vocational education is to shape students' socialist core values, including the cultivation of national consciousness, legal awareness, moral concepts, and social responsibility. This education seeks not only the transmission of knowledge but, more importantly, the formation of students' worldviews, outlooks on life, and values through systematic educational activities, preparing them to become valuable members of society.

In the exhibition profession, these values are particularly reflected in how to handle conflicts of interest in commercial activities fairly, respect intellectual property, protect consumer rights, and promote green exhibitions. By designing specific courses and practical activities, students can understand and practice these fundamental principles in their professional studies.

The functions of ideological and political education are manifold. First, by instilling socialist core values, it helps students establish correct value pursuits and behavioral norms, which are crucial for shaping their personal character. Second, ideological and political education emphasizes the importance of legal and moral education through discussions of specific cases and real issues, helping students understand and respect the law and enhancing their voluntary compliance with social norms. Additionally, this education aims to cultivate students' social responsibility, enabling them to contribute positively to society's harmony and progress in their future careers and social activities.<sup>[3]</sup>

Effective ideological and political education can inspire students to form a positive attitude towards life and correct professional ethics. Through various forms such as classroom teaching, social practice, and volunteer service, ideological and political education allows students to experience and practice socialist core values in real activities, thereby laying a solid foundation for their future careers and social lives. Moreover, by educating students about the broader national development agenda, it enhances their national consciousness, making them more aware of their responsibilities and missions as citizens.

## ***2.3 Educational Characteristics of the Exhibition Major***

The exhibition major, as a highly applied discipline, is characterized in higher vocational education by its strong emphasis on practicality and professionalism. This major not only requires students to master a series of professional knowledge and skills such as exhibition planning, organization, and operation but also emphasizes deep learning and practical application in real exhibition environments. This educational model aims to provide students with valuable hands-on experience through direct participation in actual projects, better preparing them for future career demands.

The curriculum for the exhibition major focuses on enhancing students' innovation abilities, communication skills, and teamwork capabilities, which are essential for their future career success. For instance, innovation ability can inspire students to find new solutions and creative ideas in exhibition projects, communication skills are fundamental to ensuring effective interaction among project stakeholders, and teamwork capability is crucial for coordinating and collaborating effectively in a diverse working environment.

Furthermore, it is essential to effectively integrate ideological and political education with exhibition courses to ensure students' growth in both professional skills and moral and intellectual aspects. Through this integration, educators can incorporate education on social responsibility, professional ethics, and core values into the curriculum, enabling students to understand and practice these important moral and social principles while mastering exhibition organization skills. For example, when discussing exhibition cases, students can be guided to explore the social impacts related to exhibitions, such as environmental protection, social responsibility, and cultural presentation.

This educational model not only provides students with necessary skills training but also allows them to develop comprehensive professional qualities under broader perspectives and deeper moral guidance. Such an educational direction not only enhances students' overall competitiveness but also lays a solid foundation for them to make rational and ethical decisions in complex professional environments.

### **3. Current Situation Analysis of the Integration of Higher Vocational Exhibition Courses and Ideological and Political Education**

#### ***3.1 Comparison of Integration Education Models Domestically and Internationally***

Globally, integrated education has become a mainstream model to promote the combination of professional skills and value education. Many countries have demonstrated positive practices and innovations in this area. Particularly in the vocational education systems of countries such as Germany and Australia, integration is not just a combination of course content but a comprehensive educational strategy that emphasizes the simultaneous training of professional skills and civic responsibility. This model deepens students' professional ethics and social responsibility through practical projects and workplace internships. In these countries, the education system provides real work environments, allowing students to learn professional skills while directly experiencing and understanding ethical and responsibility issues in the workplace, thus better preparing them for their future careers.<sup>[4]</sup>

In stark contrast, China's higher vocational education, while actively exploring the integration of ideological and political education with professional education, has different focal points from international practices. For instance, in exhibition professional courses, there is a broad coverage of the study of professional ethics, laws and regulations, and social responsibility education related to industry standards, but it primarily relies on theoretical classroom teaching. Comparatively, there are fewer practical opportunities in real work scenarios, limiting students' ability to transform theoretical knowledge into practical skills.

This difference highlights the distinct focus in integration strategies and implementation methods between domestic and international education systems: foreign education systems place greater emphasis on practice and real-world application, encouraging students to learn and grow in real or simulated professional environments; whereas the Chinese education model tends to emphasize theoretical learning in traditional classroom settings. To enhance the effectiveness of China's higher vocational education, it is necessary to draw on international experiences by increasing students' practical opportunities and strengthening the integration of professional skills and ideological and political education in real-world settings. This ensures that students can make decisions and act with high standards of professional ethics and responsibility in their future work, thereby more effectively meeting the needs of social and economic development.

#### ***3.2 Effectiveness and Deficiencies of Current Integration Education***

In China, the integration of higher vocational exhibition courses with ideological and political education has achieved initial success in enhancing students' comprehensive qualities, social responsibility, and professional ethics awareness. Through theoretical learning, students can deeply understand the moral norms of professional behavior and recognize the importance of adhering to correct values in the exhibition industry. However, despite some progress, this educational integration method still has several notable deficiencies in practice.

Firstly, the current integration education model overly focuses on theoretical education, leading to challenges for students in transforming theoretical knowledge into practical skills. The lack of practical opportunities makes it difficult for students to effectively apply their knowledge in real work environments, thereby affecting the overall effectiveness of education. Secondly, the integration of ideological and political education with professional education often lacks systematic and coherent

course design, resulting in weak connections between various educational contents and failing to effectively form a complementary relationship between theory and practice.

To overcome these issues, future development strategies should place greater emphasis on the close combination of ideological and political education content with professional practice. Specific methods could include designing more simulated exhibition projects and organizing social practice activities. These activities should be complex and multi-layered tasks requiring students to apply and reflect on professional ethics and social responsibility during completion. Through such practical operations, students can directly experience and learn in real or simulated professional environments, thereby more comprehensively enhancing the effectiveness of educational integration.<sup>[5]</sup>

Moreover, educational institutions need to innovate systematically in course design, developing more dynamic and comprehensive educational models. This includes introducing interdisciplinary courses that tightly integrate elements of ideological and political education with exhibition professional skills training, ensuring that students gain necessary practical skills alongside theoretical learning. These improvements can ensure the effective combination of theory and practice, thereby improving the overall quality and effectiveness of educational integration.

#### **4. Exploration of Integration Paths for Higher Vocational Exhibition Courses and Ideological and Political Education**

Implementing integrated education strategies requires innovation in course design, teaching methods, and interdisciplinary collaboration. The course content should include the cross-study of professional knowledge and ideological and political education, such as introducing exhibition project analyses with ethical issues through case studies to enhance students' problem-solving abilities and ethical judgment. In terms of teaching methods, it is recommended to adopt Project-Based Learning (PBL) and Service Learning, which allow students to experience and reflect through practical operations, thereby deepening their understanding of social responsibility and professional ethics. Additionally, the evaluation mechanism should shift from traditional knowledge assessment to evaluating students' practical skills and ethical judgment.

##### ***4.1 Innovative Teaching Methods and Course Design***

To effectively integrate exhibition courses with ideological and political education, it is essential to innovate teaching methods and course design, ensuring that students deepen their understanding and practice of socialist core values and professional ethics while mastering professional skills.

Firstly, adopting project-based learning is a key strategy to enhance the practicality of courses. By designing project tasks that align with real exhibition industry standards, students can naturally integrate socialist core values and professional ethics while solving real problems. For example, in a simulated exhibition project, students will experience all stages from planning to execution, which includes not only the application of skills but also the practical embodiment of values such as fair competition, environmental awareness, and social responsibility. This approach not only improves students' professional skills but also strengthens their ability to apply ethics and values in real work scenarios.

Secondly, course design should emphasize the organic combination of theory and practice. By introducing excellent domestic and international exhibition cases and using case analysis methods, students can deeply understand the specific content of ideological and political education through analysis and discussion. Additionally, the flipped classroom teaching model can encourage students to independently learn theoretical knowledge before class and deepen their understanding and application of knowledge through group discussions and role-playing in class. This method effectively enhances students' active learning and critical thinking abilities.

Finally, developing online courses and digital resources and utilizing modern information technology to support teaching is an effective way to enhance interactivity and engagement in teaching. For example, by creating virtual exhibitions or online conferences, students can practice learning in a virtual environment while naturally integrating relevant content of ideological and political education into the learning process. This approach not only allows students to enhance professional skills in a more flexible and diverse learning environment but also deepens their understanding and practice of core values in various contexts.

Through the implementation of these strategies, the integration of higher vocational exhibition

courses with ideological and political education will be more effective, enhancing students' professional skills and deepening their value awareness and moral consciousness, thus laying a solid foundation for their future careers and social lives.

#### **4.2 Integrating Resources and Interdisciplinary Collaboration**

Resource integration and interdisciplinary collaboration are core strategies to promote the integration of higher vocational exhibition courses with ideological and political education. By deepening these collaborations, a multidimensional educational platform can be provided to foster students' holistic development.<sup>[6]</sup>

On one hand, higher vocational institutions should establish closer and more systematic cooperation with industry enterprises. This cooperation should not only include providing internship and practical training opportunities for students but also involve jointly developing courses that meet industry needs and having enterprises participate in the actual teaching process. Through this approach, students can directly apply their knowledge in real work environments and experience the practical application and importance of ideological and political education in professional practice, such as corporate social responsibility, professional ethics, and adherence to laws and regulations.

On the other hand, internal interdisciplinary collaboration needs to be further strengthened. The exhibition major should collaborate with related disciplines such as law, sociology, and psychology to develop interdisciplinary courses and teaching activities, jointly designing courses that integrate rich content on social responsibility and ethical standards. This interdisciplinary course design enables students to understand and explore various issues encountered in the exhibition industry from multiple perspectives, such as public safety, consumer rights protection, and sustainable development.

Moreover, organizing interdisciplinary seminars and workshops not only enhances students' professional skills but also improves their sensitivity to and reflective ability on social and moral issues. These activities should encourage students to actively discuss and propose innovative solutions, cultivating their critical thinking and ability to solve complex problems.

In terms of resource integration, inter-university cooperation is also an important approach. By sharing high-quality educational resources, such as open course resources, excellent teaching teams, and teaching achievements, and jointly organizing academic conferences and lectures related to exhibitions and ideological and political education, the students' learning experience and perspective can be further enriched. This cooperation not only expands students' knowledge and skills but also enhances their understanding and practice of social responsibility and professional ethics.

In conclusion, through effective resource integration and interdisciplinary collaboration, higher vocational institutions can provide a challenging and diverse learning environment for exhibition students, promoting the deep integration of professional and ideological and political education, and laying a solid foundation for students' holistic development and future career success.

#### **5. Conclusion**

This article analyzes the current situation of integrating higher vocational exhibition courses with ideological and political education, identifying main issues and challenges in existing practices, such as uneven distribution of educational resources and a lack of innovative teaching methods. In response to these issues, the article proposes several strategies, including innovative teaching methods and course design, as well as strengthening interdisciplinary collaboration. In the future, higher vocational institutions should enhance faculty development, update educational concepts, and the government should provide policy and financial support to promote the in-depth development of educational integration. Through these measures, higher vocational exhibition education can better integrate elements of ideological and political education, cultivating more high-skilled talents who align with socialist core values.

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