

会展特色专业建设 理念、实践与探索

张健康 黄 彬◎著

Concept and Exploration of
Education for MICE Communication



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杭州市属高校市级特色专业建设项目

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序 言

进入 21 世纪,会展业已成为举世瞩目的朝阳产业,但是中国的会展业和会展教育尚处于起步阶段。这表现在中国会展经济的勃兴只是近十年来的事情,表现在会展本科专业还只是属于教育部的试办专业,尚未列入国家正式的招生目录之中。相对于其他专业动辄有上千所高校举办,目前国内仅有 40 所左右高校获得教育部批准的试办会展本科专业的资格,其数量极其稀少。而随着我国会展业的迅速发展,会展人才出现的全国性紧缺局面,又使我国会展教育面临历史性的“朝阳”机遇。

会展经济是国家和地方经济的晴雨表。作为一个经济发达省份,浙江省的会展教育也是走在全国前列的。作为浙江大学和杭州市人民政府联合创办的一所新型大学,浙江大学城市学院自 1999 年建校以来,就勇于创新,以培养社会需要的高素质复合型、应用型、创新型人才为目标,于 2003 年在广告学专业下开设会展策划与组织专业方向,并成立会展研究中心,开始会展教育和研究,这在全国来说是最早的。2007 年,浙江大学城市学院获得教育部批准试办会展经济与管理本科专业,每年招生 75 名左右,目前在校生达 300 余名。需要说明的是,我们是在传媒与人文分院下面开设会展经济与管理专业的,这与国内高校一般在商学院开设会展教育具有异质性。这种异质性的优势在于我们更侧重于以传播学的视角培养会展策划、文案和管理的会展核心人才,从而与其他高校形成差异化竞争。会展业中巨大的人流、物流和信息流都是传播学研究的范畴,所以从传播学的视角对属于创意产业的会展业开展会展传播人才培养,是符合会展业内在人才需求的创新设置的。

在几年的会展办学中,我们在会展教育机制和人才培养模式方面进行了积极的探索和实践,并形成了自己的特色。其中“政府—协会—高校”三方互动的会展人才培养机制、基于“项目驱动”的创新型高级会展人才培养模式,受到会展业界和教育界称道。教育部工商管理学科旅游管理教学指导委员会主任马勇教授指出:浙江大学城市学院是目前国内极少数真正形成人才培养机制和人才培养模式的会展教育院校。

营造良好的会展教育生态是会展专业办学成功的关键。目前中国的人才培

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养生态不尽理想,原因与一些地方政府和企业 in 人才培育方面的责任意识不强、很多企业在人才需求上的急功近利有关,也和学校自身的进取意识和对外拓展能力不强有关。高校真正实现开门办学的成功案例还不多,不少学校的政产学研合作的开展亟待加强,这也影响了应用型人才培养的质量。

浙江大学城市学院积极派遣专业老师赴德国考察会展教育,从德国职业教育的“双元制”教学模式中得到启发,积极拓展与政府、行业协会的合作,构建“政府—协会—高校”三方互动的会展人才培养机制。在这一机制下,浙江大学城市学院与杭州市西博办联合成立了浙江大学城市学院杭州城市会展研究发展中心(简称会展中心),组建了主要由企业编制人员构成的专职员工团队,与专业教师团队、专业学生团队一起,直接承接会展项目。代表政府的杭州市西博办将自己主办的部分会展项目交给会展中心运作,积极支持会展人才培养。浙江大学城市学院向市西博办提出“要项目而不要资金”的可持续发展理念。因为项目是年年不断的,而资金往往只是一时;因为项目不仅可以转化为人才培养资源,并且也能够产生社会效益和经济利润。同时,具有半官方色彩的杭州市会议展览业协会也大力引导其会员企业与我合作,向我们提供会展人才培养资源,使地方实力会展企业成为我们会展人才培养的广阔平台。另外,在我们有承接项目的情况下,会展企业很多时候是以乙方的身份参与到我们承办的项目之中,为我们的专业师生向业界的专家学习与合作提供了机会,也提供了良好的话语权,使得我们的专业人才培养能够很好地融入到会展项目运作之中。“政府—协会—高校”三方互动的会展人才培养机制构建了我校良好的会展教育生态,使我们办活会展教育有了很好的基础。

在拥有充足的会展项目的基础上,浙江大学城市学院将项目资源转化为人才培养资源,创设和运作基于“项目驱动”的创新型高级会展人才培养模式。会展中心是该模式运作的重要平台。会展中心具有三大功能:教学培训、会展研究、项目运作。教学主要是学院内会展经济与管理专业教学和“大会展教育”中会展专业方向的项目参与的设计和落实,培训主要是联合政府或接受企业委托开展的各类培训;会展研究主要是会展课题的承接和研究,会展杂志的编辑运营;项目运作主要是策划、执行来自西博会和社会企事业单位的各类会展项目,为社会服务。借助于会展中心承接的各类项目,学校的会展教学与会展中心的项目形成紧密的良性互动,专业教师团队和专职员工团队分工负责,有效配合。专业教师在指导学生中参与会展项目运作,专职员工团队在会展项目执行中指导学生;会展专业教学与研究为会展实践提供理论支持,会展中心则为会展教学与实践提供案例支撑,从而整体搞活会展人才培养。



与此同时,我们拥有第三支团队,即学生团队。学生团队不仅是我们教育和培养的对象,也成为我们项目执行的有生力量。专业教师、专职员工、专业学生这三支团队的构架,使得我们会展中心这个机构具有很好的纵深性、伸缩性、教研性。纵深性保证会展项目的执行力,伸缩性满足会展业中项目淡季和旺季对人员需求的弹性,教研性使得我们可以在更高的高度看待和运作项目。这三个特点使得我们会展中心这个机构具有很好的社会竞争力,吸引了不少社会机构主动与我们合作。目前会展中心项目充足,如2010年承办和参与项目20余项,包括承办了2010全民饮茶日活动、第十二届西博会广场造势活动、2010年第三届中国城市会展高峰论坛暨会展教育发展论坛、2010中国(杭州)休闲发展国际论坛;参与了2010中国国际烟花大会的现场管理工作,协助杭州市政府做好杭州参与上海世博会的相关工作等等。以上承办的这些会展项目,均圆满完成,并受到了主办方和与会各方的好评。2010年,会展中心获得了众多的荣誉:第二届中国城市会展高峰论坛获西博会项目铜奖、杭州会展业十大品牌奖、杭州会展业十大优秀项目策划企业、杭州市参与世博会优秀组织奖等荣誉称号。项目运作获得的利润不仅实现了会展中心专职员工团队的自收自支,而且惠哺会展专业教育,为广大师生提供了更多外出交流考察和进行专业研究的机会。

会展项目在执行中需要大量工作人员的业态,为我们培养人才提供了良好的切入机会。为了理顺学生参与项目和课堂教学的关系,我们创设了“柔性教学机制”,鼓励学生每学期拿出1~2周参与会展中心的项目运作,作为专业课程学习的有机组成部分。同时,根据“项目驱动”的理念,我们把会展中心项目的运作分为三个阶段:策划期、执行期、总结期。承接了项目之后,项目首先结合会展教学对接课堂,学生组成小组参与策划。在执行期,部分学生进入会展中心参与项目执行,我们采用柔性教学机制,鼓励学生每学期拿出一定时间参加会展项目执行;未参加项目执行的学生,则利用周末时间参观观摩项目执行。基于专业人才培养的定位,我们学生参与项目执行是顶岗实习的,而不是志愿者身份。最后,项目再回到课堂,学生们在自己策划和参与执行或观摩的基础上,参与项目的总结工作,以此全面提升自己的策划能力和执行能力。实践证明,“项目驱动”对提升学生的专业能力,促进会展人才培养是极为有效的,例如我校在全国会展院校学生技能比赛中遥遥领先,2010年我院会展经济与管理专业学生获得全国大学生会展策划大赛唯一的一等奖,多名学生获得“全国会展优秀大学生”荣誉。

除了创新以上的人才培养机制和模式之外,我们还每年举办中国城市会展高峰论坛、中国城市会展教育研讨会,采用“落地免”的形式邀请国内外会展教育界朋友来杭州进行会展教育和研究的交流;连续出版发行《杭州会展》杂志,每年



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发行四期正刊和两期增刊,免费向长三角会展业界和全国会展教育院校赠阅,致力于推进长三角和我国会展人才培养和会展行业的信息沟通。

浙江大学城市学院会展办学的以上这些理念、实践与探索,以及在办学过程中对中国会展教育和人才培养的思考,由我院会展经济与管理专业的张健康、黄彬等老师作了较为系统的总结,汇集在这本《会展特色专业建设——理念、实践与探索》之中。回顾会展经济与管理专业开办以来的历程,我们内心充满了感激。我们衷心感谢省市教育主管部门和城市学院领导对我院会展经济与管理专业的扶持;感谢国内外会展业界和教育界朋友们的关心与大力支持;特别要感谢杭州市西湖国际博览会组委会办公室(杭州市发展会展业协调办公室)和杭州市会议展览业协会,浙大城市学院会展教育的发展是与这两个机构在会展人才培养方面高度的责任意识、战略意识分不开的。同时,也要感谢全国兄弟院校会展专业的专家学者和老师,感谢美国 University of Nebraska at Omaha 传播学院的全体教授们,我们的每一点成长与进步,都离不开你们的支持与帮助。本书作为国内第一部会展教改专著,肯定有许多不成熟和不完善的地方,衷心希望能得到大家的批评指正和帮助。

鉴于会展业是集专业性、应用性、服务性于一体的综合性行业,需要高素质的复合型人才。目前,浙江大学城市学院利用自身在会展教育中的先发优势,正积极发展“大会展教育”,即在会展经济与管理专业基础上,传媒与人文分院会展经济与管理专业已建立了会展与公关管理专业方向、会展与信息管理专业方向,商学院旅游管理专业下已建立了会展与旅游管理专业方向,创意与艺术分院的艺术设计专业下已建立了会展设计专业方向;还准备建立广播电视新闻学专业下的媒体活动策划专业方向、信电分院信息管理专业下的会展信息化专业方向、外语分院英语语言文学专业下的会展英语专业方向等等。与此同时,浙江大学城市学院也将在自身的会展教育中突出国际化元素和创新创业教育,努力打造全国会展人才培养培训基地、长三角会展研究实力机构等,使浙江大学城市学院成为全国知名的会展教育院校。这就更需要得到各界领导与朋友们的支持与帮助。

我院的会展教育虽然年轻,但老师们都奋发有为,累创佳绩。2004年,与高等教育出版社合作出版国内第一套会展系列教材,张健康和黄彬老师获得“中国会展产业十大理论人物”称号;2009年,会展经济与管理专业荣登杭州市首批特色专业的榜首;2010年,我院被推选为 IEIA(国际展览产业联盟)学术委员会副主席单位。最近,又连续传来两个好消息:一是继2009年浙大城市学院获得“全国会展教育优秀院校”称号后,2011年又喜获“中国会展教育优秀奖”;二是香



港实业家魏绍相先生为鼓励办好会展教育,又慷慨捐资人民币 50 万元,学校专门设立了“浙江大学城市学院魏绍相会展研究与发展专项基金”。相信会展专业的老师们会乘此东风,再接再厉,取得更大的成绩。

我们期待着,在这教学改革不断深化、生意盎然的春天,各界朋友们能携起手来,进一步加强合作,齐心协力,为会展这一朝阳行业培养更多更好的高素质人才!我们也热烈欢迎国内外会展教育界、业界的朋友们来校访问指导!

张梦新

2011 年 3 月于杭州

(张梦新,浙江大学教授、博士、博导;浙江大学城市学院传媒与人文分院院长,杭州城市会展研究发展中心主任)



Preface

Since the 21st century , the Meeting , Incentive , Convention Eexhibition (MICE) industry has become the sunrise industry in which attracts worldwide attention . However , MICE industry and its education in China were still at the start stage . It displays in two aspects . At first , vigorous growth of MICE Economy in China is only for the past ten years . Secondly , MICE undergraduate education is only set up as an experimental specialty by the Ministry of Education , it is not yet included in the national official table of contents for recruitment of students . It is common in China that plenty of specialties have been conducted by over thousands of universities . Opposite to these popular specialities , the quantity of MICE education is extremely scarce . At present only about 40 domestic universities have obtained the authorization by Ministry of Education to set up an experimental undergraduate speciality in which relates to MICE . However , along with the rapidly expand of MICE industry in China , the situation that professional talented person scarce in a nationwide scale has appeared , it is also result to Chinese MICE Education a historically opportunity for thriving .

MICE Economy is a barometer for both national and provincial economy . As an economical developed province in the county , MICE Education in Zhejiang Province is also in the lead . Zhejiang University City College is a new university jointly organized by Zhejiang University and Hangzhou people's government . We constructed school in 1999 . Since then , the university dares to innovate . It takes raising high-quality talented persons who embrace the ability of multi-skill , application and innovation . It also takes satisfying the social demand as its goal . Therefore , the university opened specialized direction of MICE planning and organization and completed the establishment of Convention Research Center in 2003 under the school of advertising specialty . It is the first one where starts both MICE education and research in China . In 2007 , Zhejiang University City College obtained the authorization by

Ministry of Education to set up an experimental undergraduate speciality of MICE Economy and Management . Every year it recruits about 75 students and the enrolled students reaches 300 at present . It is necessary to explain the difference of MICE education setting between Zhejiang University City College and other domestic Universities . Generally , majority of universities set up MICE education in their business schools . However , we open the specialty under the College of Media and Humanities . We prefer to relies on the angle of view of dissemination study to raise students and help them to be the core talented person in MICE planning , marketing and managements . This difference has become our advantages , thus enhances our competitive power in the field of MICE education . MICE industry is filled with creativities . The giant stream of people , the physical distribution and the information flow are all belong to the categories of dissemination study research . It further proves the rationality in both of our positioning specialty and educational idea .

During these years , we have carried on a serial of positive exploration and practice in both aspects of MICE educational mechanism and students training pattern , and has further formed own characteristic . The most successful achievement is our creation of establishing a tripartite interactive relationship between government , association and university . Simultaneously , we create a new mode which based on "project driven"for raising innovational elites . Both of the two creations have received praises from the field of MICE and the educational circles . Professor Ma Yong , the Director of Ministry of Education Business Management Discipline Traveling Management Teaching Direction Committee , pointed out : Zhejiang University City College is one of few several domestic universities in which truly form completed mechanism and pattern for raising MICE talented person at present .

Building a good educational environment is the key of running MICE education successfully . However , the environment nowadays in China is not entirely as desire . There are three main weaknesses . Firstly , some Local government and enterprise lack strong consciousness of responsibility in cultivating talented person . Secondly , many enterprises are eager for quick success and immediate gain in the talented person demand ,they are not willing to take much time to support employees a further education . Thirdly , neither



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intense enterprise nor the ability of expansion outward is not own by universities . Moreover , the successful case of open-door schooling has not to be truly extensively realized . The cooperation between university and other organizations urgently waits to be strengthened . All these weakness limits the development of MICE education .

Zhejiang University City College dispatches teachers to go to Germany positively to inspect MICE education . We are inspired by the teaching mode of "Dualization" from German vocational education and developed the cooperation with the government and the profession association . We subsequently constructed a new training system what based on the tripartite interactive relationship between government , association and universities . In the system , University and Office of the Organizing Committee of Hangzhou West Lake Expo established Zhejiang University City College Hangzhou MICE Study Center jointly (i . e . MICE Center) . Team member of MICE Center is constituted by mainly the professional staff who employed by enterprise . They directly contract and run related projects with our team of professional teachers and students together . As a government apparatus , Office of the Organizing Committee of Hangzhou West Lake Expo assigns some projects to MICE Center and plays a positive role in assisting education . Based on this , we proposed a sustainable development idea which called "no funds , just projects" . Because we know that the project is unceasing year by year , the fund often is supplied for short-term . The reason we choose project is it not only may be transformed as resources for raising talented person , but can also bring us social efficiency and economic profit . Besides official assistance , Hangzhou MICE Industry Association also vigorously guides its member enterprise to cooperate with our university and provides the first-hand resources to us . MICE enterprises always participate in us by the status of second party while undertaking projects . Their engagement is extremely beneficial . On the one hand , it provided the opportunity for our teachers and students to study and work with experts from MICE field together . On the other hand , it enhanced the talk between university and the Industry , thus we may train students with the aid in project running . These powerful enterprises have become the broad platform for a flexible school teaching .



Zhejiang University City College has possessed sufficient MICE projects . These projects supplied us with good fortune to carry on a new educational mode based on " project driven " . During the process of running the above-mentioned mode , MICE Center in our university plays an important role . There are three functions in which include teaching and training , research and project running are displayed by MICE Center . Firstly , our teaching is mainly giving lectures to students . Meanwhile , we organize students to participate in the jobs of project design and execution . Secondly , our training is mainly carrying out various lessons in order to satisfy social demands . For example , local government asks for training volunteers who may do services in a large convention . MICE enterprises entrust us the training for their fresh employees . Our research mainly involves two aspects . We contract related topics and do some research . At the same time , we are in charge of a magazine's edition and operation . As for the project running , we always take doing service for society as our aim . As a result , we plan and execute many MICE projects from official Westlake Expo and other unofficial units . Running projects bring us some benefits . Firstly , it links our teaching tightly and establishes a benign interaction . Secondly , it is useful of HR allocation and use . Teachers guide students how to run a project from the angle of theory , professional staff team in MICE Center coach students while executing project . In summary , MICE Center supplies teaching and practice with sufficient case support . Our teaching and research also give the further development of practice a theoretical support . Both of them are essential elements for talented person cultivation .

Except teachers and professional staff team , our student team is also powerful . Students are not only the objects what require knowledge , but they are also an effective group for MICE project execution . All the three teams guarantee that our MICE Center owns three advantages , satisfied depth , elasticity and the supplement for teaching and research . The depth guarantees a strong execution , the elasticity satisfies the different personnel demand in both of the off season and the busy season in MICE industry , and the supplement for teaching and research brings us a higher sight while regarding and running project . Precisely these three advantages make our MICE Center a



powerful competition , thus it have attracted many social organizations to cooperate with us on their own initiative . Since the founding of MICE Center , we have achieved great successes . Take 2010 for example . MICE Center have undertaken and participated in over 20 projects , including " National Day of Drinking Tea 2010 " , the activity of drumming up support for the 12th Westlake Expo , the 3rd China City MICE Peak Forum and the Development of MICE Education Forum " , International Leisure Development Forum 2010 Hangzhou China " , the work of scene supervisory in " International Fireworks Grand Event 2010 Hangzhou China " , and the assistance which may make local government to complete related work successfully for participating in " World Expo 2010 Shanghai " . All these projects have been finished and praised widely by organizers and all parties . MICE Center also obtain many awards which include the third place of " Westlake Expo Projects Running " , " One of the Ten Outstanding Brands for MICE industry in Hangzhou " , " One of the ten outstanding projects planner for MICE industry in Hangzhou " , the honor of " World Expo 2010 Outstanding Organizer " and so on . Running projects not only bring us prizes , but it also brings us considerable profits . On the one hand , MICE staff receives wages on their own way . On the other hand , it nurses MICE education . We may provide more opportunities of overseas exchange and inspection and conducting research for the teachers and students .

Zhejiang University City College pays great attention to the practice in MICE education . We involved practice into our whole teaching system and create a flexible mechanism . We encourage students make use of 1 to 2 weeks each semester to attend project running in MICE Center , and involve their behavior of practice in the final evaluation of related courses . The whole process of running a project can be divided into three stages , planning , execution and summary . Students are required to participate in all stages . Firstly , students are grouped into several teams . Then they begin to plan activities according to the topic and aim of our project . Secondly , students execute projects and undertake jobs in turn . What is worth mentioning is that we give students an internship for working in a real project , but not a role of volunteer . Students are always evaluated by a higher standard . Finally , students submit a report to summarize their practice experience . It is helpful of



improving their abilities in both of planning and execution . Our practice has illustrated that "Project Driven" was an effective method for raising talented persons . Our students led in "National MICE Skill Competition" than students from other universities . Our student obtained the only one first place in "National University Students MICE Planning Competition" . Besides , many students achieved the honor of "National MICE Outstanding Student" .

Emphasizing practice is important without doubt . We also pay attention to theoretical study . On the one hand , we set up "China City MICE Peak Forum" and "China City MICE Education Seminar" yearly . University invites both domestic and foreign experts in educational circle to Hangzhou to carry out talks related to MICE education and researches . University is also responsible for all fees for experts . On the other hand , our teachers are in charge of editing a magazine called *Hangzhou MICE* . This magazine every year publishes four core issues and two supplemental issues , and gives complimentary copies to other universities and organizations in the field of MICE rooted in the area of Yangtse Delta . We devote ourselves to promote raising talented person in both of regional and national ranges . We also make our effort to enhance information communication in this industry .

All the above contents will be detailed recorded in this book called *Ideas , Practices and Explorations of MICE Characteristic Specialized Construction* . It was written by Mr . Zhang Jiankang and Mr . Huang Bin , come from the speciality of MICE Economy and Management , Zhejiang University City College . Reviewing the experience of launching MICE specialized courses , our gratitude to either people who helped us or the units assisted us is endless . We are grateful of assistances from all levels of the Department of Education Supervisory and leaders of Zhejiang University City College . We are also grateful of vigorous help and support from domestic and overseas friends in both fields of MICE industry and educational circles . Among all these organizations , Office of the Organizing Committee of Hangzhou West Lake Expo and Hangzhou MICE Association are worthy of thank specially . Our success in MICE education could not be separated from their high responsibility and strategic consciousness for raising MICE professional persons . Meanwhile , it is necessary for us to thank experts and scholars from other domestic



universities . We also thank all professors from Media College , University of Nebraska at Omaha , USA . We could not achieve rapid growth and progress without all helps and supports given by you . During the process of writing this book , we also get much useful suggestions . As the first domestic monograph about MICE educational reform , the book definitely is not mature and imperfect . We are looking forward your continuous attention and more criticism and correction .

MICE industry asks for complex talented person . Nowadays , Zhejiang University City College makes use of its early-move advantages to carry out " big MICE education " . It means that more disciplines have been involved in the system of MICE teaching and more specialized directions in which almost cover all areas of this industry have been open or will be open soon . University has found " MICE Economy and Management " specialized direction and " MICE Information Management " direction in Media and Humanities College . " MICE and Tourism Management " and " MICE Design " have been respectively run in Business College and College of Fine Arts . Besides , our university is preparing to establish " Media Events Planning " courses on the base of Dissemination Study , " MICE Informationization " courses on the foundation of Information Control , " MICE English " which rely on the resources from College of Foreign Languages and Literature and so on . Additionally , Zhejiang University City College lays stress on globalization while launching MICE education . We also encourage students to take innovation and start an undertaking in our process of teaching . We take these actions because of our targets , which make us to be the basement for training MICE talented person in China and the most powerful research organization in the area of Yangtse Delta . We exert ourselves to be a well-famous university in the field of MICE education in China soon . Undoubtedly , the achievement of all these aims needs supports from personalities of various circles .

Our MICE education is young , but nevertheless it is successful . Teachers work hard and obtain lots of achievements . In 2004 , we published the first set of MICE serial teaching material in China with the cooperation of Higher Education Press . In the same year , Mr . Zhang Jiankang and Mr . Huang Bin obtained the honor of " Ten Theoretical Figures in Chinese MICE Industry " .

" MICE Economy and Management " specialized education was put on the top of the list called " the First Batch of Characteristic Specialities " released by local



government in 2009 . In 2010 , College of Media and Humanities had been elected the vice-president of IEIA (International Exhibition Industry Alliance) Academic Committee . Moreover , we have got other good news recently . Firstly , we have achieved the honor of " National MICE Education Outstanding Prize" in the recent two years continuously . Secondly , Hong Kong industrialist Mr . Wei Shaoxiang generously contributed 500 ,000 RMB to Zhejiang University City College and set up " Mr . Wei Shaoxiang MICE Research and Development Special Fund" . He expressed a good desire of encouraging and insisting MICE education in his hometown . Although we have achieved some positive results , our teachers are not complacent . We will make persistent efforts in order to achieve more progress .

Finally , we anticipate that friends from various circles may hand in hand and further strengthen our cooperation in such a prosperous and harmonious atmosphere for MICE industry in China today . Let 's do our utmost together to raise more good talented person for this sunrise industry . Both domestic and overseas MICE colleges and professionals are very welcome to contact and visit us .

Mr . Zhang Mengxin
March , 2011 , Hangzhou

(Mr . Zhang Mengxin , Ph .D and Ph .D .supervisor , the professor of Zhejiang University . He is the incumbent chief of College of Media and Humanities , Zhejiang University City College , he is also the chief of Hangzhou MICE Research and Development Center .)



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