

The Research on MICE Education from the Perspective of Artificial Intelligence

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Abstract—In the era of AI, it is an inevitable way for MICE education to adopt the technology of science to innovate teaching. In order to strengthen the breadth and depth of college MICE education, innovative and reform teaching skills should be synchronized into the curriculum design and teaching methods of college MICE education. Through AI technology innovation, it is possible to optimize the design of MICE teaching curriculum, enrich the innovation of MICE teaching content, realize the teaching concept of the integration of student learning and practice, and improve the competitiveness of China's MICE industry and international cultural exchange.

Keywords: *artificial intelligence, MICE education, innovation teaching*

I. INTRODUCTION

The United Nations educational, scientific and cultural organization (UNESCO) has officially released the Beijing consensus on artificial intelligence and education, proposing that all countries should formulate corresponding policies and explore effective strategies and practices to promote educational innovation through artificial intelligence [1]. In the generation of powerful science and technology, artificial intelligence technologies of various countries in the world continues to innovate, and China is also vigorously promoting scientific and technological innovation. Therefore, in this generation of artificial intelligence, it is stimulating the reform and overturn of college education. Under the premise of the rapid development of the Internet, knowledge has been rapidly renovated. How to strengthen and integrate the ability to use knowledge in college education is now an urgent task, especially the highly applicable MICE education. While strengthening theoretical education, it is also necessary to combine technological innovation with social demand for progressive education in order to achieve the mission of college cultural and creative education which strengthens in science and nurtures in culture for our country. In the era of Industry 4.0, the change of society and technological innovation have made education and teaching methods reversed with the times. Therefore, in the era of Industry 4.0, college MICE education focuses on the ability to integrate interdisciplinary knowledge. In the uncertain future with the constant impact on education reform, especially the invention and application of artificial

intelligence, also brings different thinking concepts and directions for innovative teaching.

In 2016, after the launch of artificial intelligence teaching in Georgia institute of technology in Atlanta, the United States, it brought new stimulation and thinking directions to the education community around the world. Therefore, how to use artificial intelligence technology to assist teaching has become an important development trend in education in various countries. With the advent of the era of artificial intelligence, traditional MICE teaching methods can no longer meet the "multiple and varied" application requirements of modern MICE education. Teachers should transform their teaching methods and constantly learn new ones. At present, teachers should use artificial intelligence to reform technology, strengthen the design of teaching content and the use of teaching methods, and create "diversity" and "multiple changes" in teaching methods of MICE education, in order to enrich teaching content and methods to help students achieve a unified learning and use practical teaching.

Therefore, how to use AI technology in MICE education is one of the important job cognitions of higher educational workers engaged in MICE and cultural and innovative industry. The artificial intelligence-based college MICE teaching system has established China's unique MICE education innovative teaching model. To create unique technology teaching and innovative teaching is an important subject that current college MICE education needs to think.

II. SIGNIFICANCE AND IMPORTANCE OF INTEGRATING ARTIFICIAL INTELLIGENCE INTO MICE EDUCATION

Artificial Intelligence, also known as AI, is a collection of technological innovations and an important factor for industrial innovation [2]. Machine intelligence (MI) is one of the important researching areas of artificial intelligence. In recent years, artificial intelligence machine learning has continued to innovate based on the evolution of software and hardware such as big data analysis, mathematical algorithms, autonomous learning, deep learning, and sensors [3]. AI machine learning brings new teaching content and concepts to MICE education. It analyzes the diversified creative products, precise market analysis, and channel utilization network in MICE education curriculum, and launches new MICE teaching content and market practice.

What is so called that AI to be integrated into MICE teaching? It refers to the use of "artificial intelligence technology" as an intermedium to collect educational data, improve teaching methods and strengthen the use of technological techniques, thereby conveying MICE knowledge and application methods to students and in the meantime generating virtual MICE and interaction situations with students, in order to facilitate the teaching practice of MICE educations. Artificial intelligence is integrated into the MICE education classroom, interacting with students via the Internet for learning, and using artificial intelligence to find a specific business MICE teaching application model in a large number of data of teaching materials and real market business, so that students can fully understand the characteristics of current market customers' preferences, separate the consumer markets of MICE, provide suggestions for the preferences of unknown MICE companies and customers, and reach an MICE plan for the market. At the same time, through artificial intelligence and machine learning, sales, consumers, and various data can be used to enhance the function of online search, strengthen the practical planning and application of MICE education classes, and furthermore predict the demand of MICE companies and consumers on new MICE products and styles. With the rapid development of artificial intelligence, college MICE education can help to understand the needs of MICE for modern society through the diversity of big data and artificial intelligence technology, and also to do a more accurate market forecast by using machine deep self-learning. Therefore, by adopting the data, students are able to plan a consumer market that meets the needs of MICE companies.

III. OPPORTUNITIES FOR APPLYING ARTIFICIAL INTELLIGENCE TO MICE EDUCATION

In the current era of artificial intelligence, the Internet has a wealth of data resources, including tons of structured and unstructured data. Among them, machine self-learning is an important area of artificial intelligence (AI). Through machine self-learning, we can efficiently obtain information and knowledge in a large amount of data, improve the performance of business learning prediction models, and make appropriate market consumption trend judgment decisions. Therefore, in the field of college MICE education, machine self-learning, which is the learning developing path of artificial intelligence, can be used to divide machine learning into supervised learning (which means the data is attached to the label during the training process), unsupervised learning (which means there is no standard answer attached to the training data, and no label needs to be entered in advance), semi-supervised learning (in between supervised and unsupervised learning, which means some training data is attached to the label) and reinforcement learning (input data as feedback from predictive models). Whether it is supervised or unsupervised learning, through the large-scale collection of data, and then through the analysis and dissemination of the Internet, the computing supported by the cloud technology enables machine self-learning to meet the needs of the market and consumers in the MICE education curriculum for the important basis and

judgment of the students, and furthermore the students can use this market development trend and consumer preferences and demand data to show the real market and consumption phenomena in the MICE education classes, and to show good results of MICE education practice from the interactions in classes.

The integration of artificial intelligence technology into MICE teaching can enable educators to overcome the limitations of past face-to-face teaching. Before the integration of artificial intelligence machine self-learning technology into MICE teaching, MICE teaching materials were often limited to "flat" and "text", and often made educators unable to clearly convey fuzzy consumer preferences and demand images. Students are not possible to internalize the MICE knowledge conveyed by teachers, or to understand the changes in the MICE industry market in real time. At the same time, after class, the interaction between teachers and students is often limited by the place and time. Artificial intelligence technology has had a new impact on the traditional teacher-student interaction model and after-school learning and discussion. Therefore, the technological advancement of artificial intelligence machine self-learning and the transformation of teaching methods will bring many innovative opportunities for brand-new college MICE education.

IV. CONSTRUCTING AN INNOVATIVE FEEDBACK TEACHING MODEL FOR THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN MICE EDUCATION

At present, there are four problems in China's college MICE education. They are: insufficient MICE experts, insufficient professional MICE teachers, few opportunities for growth of MICE teachers, and limited teachers in remote areas, which cause college MICE education unable to exert its influence. Therefore, the constructing of the MICE teaching model of artificial intelligence technology is an important technology and direction for the reform of MICE education. MICE education application of artificial intelligence is the focus of the artificial intelligence technology and the MICE education teaching depth fusion process, using artificial intelligence technology can be integrated with the MICE education teaching, promote the artificial intelligence technology MICE education to react to the changes between supply and demand among enterprise, market, and consumers, and to achieve optimum MICE education teaching of marketization, the application and implementation to do one practice learning effect.

As a higher education educator, based on my personal teaching experience and years of practical curatorial experience, I try to develop artificial intelligence learning models combining teaching and learning content with technology centered on artificial intelligence machine self-learning (see "Fig. 1").

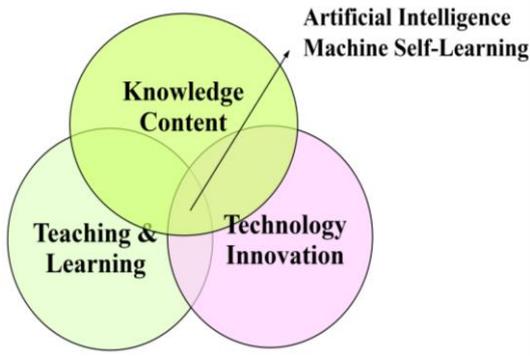


Fig. 1. Artificial Intelligence self-learning model.

From this model, it can be found that when integrating artificial intelligence technology into MICE teaching, we must first understand the nature of learning. Artificial intelligence technology is to help achieve the goal of MICE teaching. Therefore, we must effectively utilize and use artificial intelligence technology to assist students in teaching. And hence, MICE educators must have a thorough understanding and application of teaching and learning strategies. The purpose of teaching is to transfer knowledge. Only in the process of learning, all teaching content is included in learning activities, can we ensure the quality and effectiveness of students' learning. Therefore, under the premise of the model of artificial learning (see "Fig. 1"), the application and implementation of the MICE education of the Artificial Intelligence Machine self-learning should be based on the learning environment and the diversity of the premise based on the feedback from teachers and learners to achieve the innovative teaching model of integrated feedback. According to the different levels and methods of the application of artificial intelligence technology in the field of MICE education, artificial intelligent MICE education integrates the needs of teachers, the market, enterprises, and consumers, and designs the MICE teaching courses in a timely manner, taking into account the factors of learners' individual psychological and personal learning environment. constructing real-time interaction and feedback between learners and educators to achieve real-time innovation in the design of MICE courses, while integrating artificial intelligence machine self-learning, supplemented by big data, virtual application MICE curation planning, practical teaching combined with practical teaching course. This mode is shown in "Fig. 2".

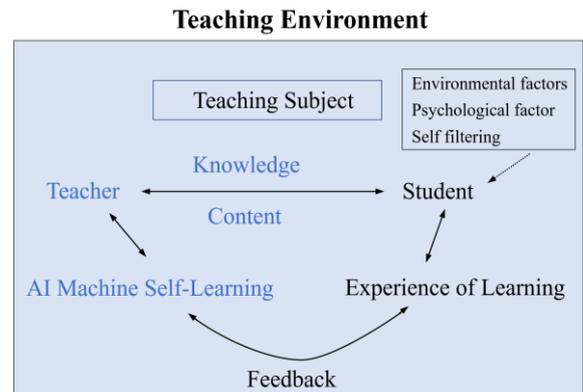


Fig. 2. Innovative feedback teaching model for MICE education.

V. CONCLUSION

MICE education is a multi-disciplinary knowledge system. Students should learn professional MICE knowledge, not only to master MICE theory knowledge, but also to have a full and necessary understanding of media, business administration and marketing. Therefore, it is a great test for both teachers and learners.

Due to the rapid development of artificial intelligence technology in recent years, today's MICE education can adopt innovative artificial intelligence machine self-learning to create a learner-centered teaching curriculum design. If teachers can make good use of the deep learning of artificial intelligence machine self-learning, continuously update the existing teaching content and market information, and further use data analysis to provide MICE teaching content that meets market needs, it will certainly improve the quality of education for MICE education, and cultivate the advantages and competitiveness of MICE professionals who meet market demand.

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