



# 职业教育集团“三平台三基地”理论与实践

Through the theory of "Three Platform & Three Training Base" running vocational education group

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## 广州市旅游商务职业教育集团简介

### The summary of the Guangzhou vocational education group of tourism & business

- 由广州市旅游商务职业学校2011年发起组织。
- Organized by the Guangzhou vocational school of tourism & business, launched in 2011.
- 提出“三平台三基地”设想
- Put forward the ideas of “Three Platform & Three Training Base”





## 广州市旅游商务职业教育集团简介

### The summary of the Guangzhou vocational education group of tourism & business

- 以旅游商务产业为依托，联合区域内的行业协会、企业和职业院校组成联合办学体。
- Based on tourism and business industry
- The joint area of industry associations, enterprises and professional colleges and universities form a compact body.





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## 经济结构转型对职业教育的要求

Economic structure transformation to the requirement of vocational education

- 深化产教融合、校企合作，培养高素质劳动者和技能型人才。
- The integration of industry and education
- School and enterprise cooperation
- High-quality workers and skilled personnel





# 1 经济结构转型对职业教育的要求

Economic structure transformation to the requirement of vocational education

- 实现职业教育与产业链对接
- For the connection of vocational education and industrial chain
- 职业教育集团化办学
- Make use of the vocational education collectivization of running a school



➤ 集团成员189家，其中行业协会 12个，职业院校18所，企业 159家。

➤ 189 members of the group, including 12 industry association, 18 vocational and technical colleges, 159 enterprises.

➤ “校店合一” 人才培养模式建立了仿真实训运作机制。

➤ Set up “The combination of school and hotel” education mode simulation training mechanism.

➤ 企业、行业 and 院校的共同需求。

➤ Common demand of enterprises, industries and colleges

## 形成“三平台三基地”

### Three Platform & Three Training Base

➤ 人才培养平台 Personnel training Platform

➤ 资源共享平台 Resource sharing Platform

➤ 标准共建平台 Standard to build Platform

➤ 实习实训基地 Practice Bases

➤ 研发培训基地 Research and training Base

➤ 就业创业基地 Employment and Entrepreneurial Base





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### 形成“三平台三基地”理论的过程

Formation of the theory of "Three Platform & Three Training Base" process

➤ 我校办学实践过程的总结与提升

➤ Summarize and promote our school practice process





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### 形成“三平台三基地”理论的过程

Formation of the theory of “Three Platform & Three Training Base”  
process

- 根据教育学与心理学基础理论，分析研究职业教育的本质
- According to the basic theory of pedagogy and psychology, analysis and study the essence of vocational education





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### 形成“三平台三基地”理论的过程

## Formation of the theory of "Three Platform & Three Training Base" process

- 为学生实现从“学校人”向“职业人”转变提速
- Students realize transition from "ordinary person" to "professional person"





### 3.1 研究职业教育改革政策，创新运用教育理论

Research on vocational education reform policies, on the basis of the theory of education innovation

- 产教深度融合是未来职业教育发展的重要原则。
- Industry and education depth fusion is an important principle in the future development of vocational education.





### 3.1 研究职业教育改革政策，创新运用教育理论

Research on vocational education reform policies, on the basis of the theory of education innovation

- 产教深度融合的基本要求是实现“五个对接”。
- The basic requirement of industry and education depth fusion is the realization of "five docking".





### 3.1 研究职业教育改革政策，创新运用教育理论

Research on vocational education reform policies, on the basis of the theory of education innovation

- “三平台三基地”的建设以实现校内实体化运营为目标，使学校人才培养与市场需求“无缝接轨”。
- The construction of the "Three Platform & Three Training Base" materialization operation as the goal, in order to realize the campus make the school personnel training and market demand "seamless integration".





# 职业教育集团“三平台三基地”建设体系 Vocational education group "Three Platform & Three Training Base" construction system

## 学校 School

专业设置  
课程标准  
教学过程  
Professional Settings  
Curriculum standard  
The teaching process

## 政府 Government

资金  
设备  
Money  
Equipment

## 行业 Industry 企业 Enterprise

人才需求  
职业标准  
真实实战  
The talent demand  
Professional standards  
Real combat



# “三平台三基地”基本体系

- ◆ 整合政府和社会资金投资建设
- ◆ Integration of government and the construction of social capital investment
- ◆ 建设“标准共建平台”实现职业标准与课程标准对接
- ◆ Construction of "standard to build platform" for the connection of professional standards and curriculum standard





# “三平台三基地”基本体系

- ◆ 搭建“人才培养平台”实现人才需求与专业设置的对接
- ◆ Set up "talent training platform" for the connection of talent demand and professional settings
- ◆ 形成“资源共享平台”将企业真实实战运营与学校教学过程进行衔接
- ◆ Formation of "resource sharing platform" the enterprise actual combat operations and schools in the teaching process





# “三平台三基地”基本体系

- ◆通过建设“实习实训基地”、“研发培训基地”、“就业创业基地”保障教育集团内部的运作，形成多赢共赢的格局和机制。
- ◆Construction of practice bases, research and development of "training base", "employment entrepreneurial base", used for operation of the internal security education group, form a win-win pattern and mechanism.



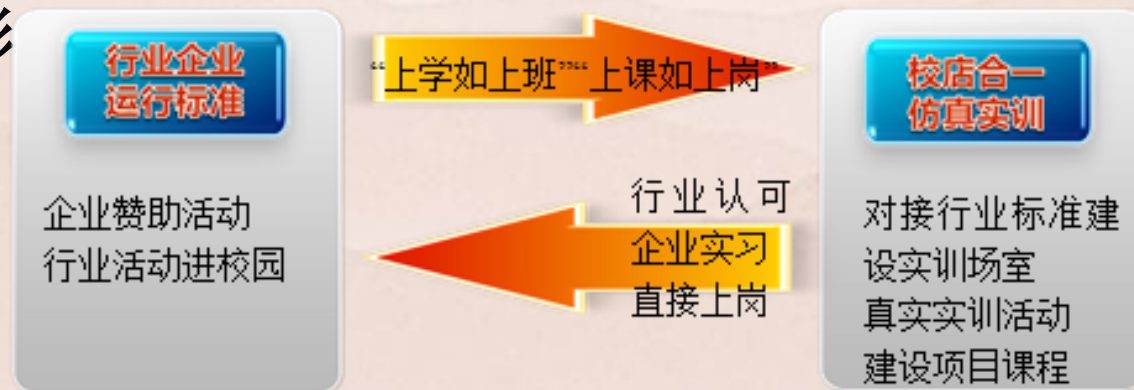


### 3.2 总结办学经验，遵循教育规律

To sum up the experiences of running a school  
and follow the rules of education

➤ 我校在过去30多年的发展中，逐步形成“校店合一”办学模式，建立以“劳动用工为导向”的校企合作形式。

➤ In our school during the past 30 years of development, founded the school-running mode of “the combination of school and hotel”, establish a “labor employment as the guidance” form of university-enterprise cooperation.





## “三平台三基地”的运行体系 "Three Platform & Three Training Base" talent cultivation system

- 面对产业逐步升级为一体化的形势，学校明确开展“引企业进校园开展真实运营和实习”的校企合作，形成“学校如企业，实训室如门店”的育人氛围。
- Facing the industry gradually upgraded to the integration of the situation, school clear to carry out the "lead enterprises into the campus to carry out the real operation and practice" of university-enterprise cooperation, formed "schools such as enterprise, training rooms, such as stores" educational atmosphere.





# “三平台三基地”运行图

## "Three Platform & Three Training Base" talent cultivation system

职业教育集团“三平台三基地”建设

学校

专业设置  
课程标准  
教学过程

政府

资金  
设备

行业  
企业

人才需求  
职业标准  
真实实战

引企入校运营  
“学校如企业，  
实训室如门店”

“三平台三基地”实现目标

品牌化运作  
研发培训服务  
学生就业创业  
终身学习服务



『三平台三基地』的实践  
practice of 『Three  
Platform & Three  
Training Base』

1



人才培养平台：校企共管定制，共同培养人才

2



资源共享平台：实现集团内成员互惠互赢

3



标准共建平台：行业指导教学，共建标准

4



实习实训基地：行业实体进校，真实运营实习

5



研发培训基地：共同开发产品，创造经济效益

6



就业创业基地：高标准就业，大众创业



标准共建平台旨在建立“行业指导教学，共建标准”的基本原则，职业标准与课程标准对接。

"Standard to build platform" to build "industry to guide teaching, to build standard" the basic principle, to the curriculum standard, professional standard.



4.1





资源共享平台努力实现“实现集团内成员互惠互赢”，将企业师资实践经验与课堂教学对接，课堂教学资源回馈企业人力资源培训，形成牢固的联合共同体。  
"Resource sharing platform" to "achieve mutually beneficial win-win" the group's members, will dock teachers' practical experience and classroom teaching, classroom teaching resources to enterprise human resources training, form a strong united community.

4.2





搭建的人才培养平台遵循“校企共管定制，共同培养人才”的基本制度，实现人才需求与专业设置进行对接。

Set up "talent cultivation platform" follow "the condominium custom and common develop talent" the basic system, for the connection of talent demand and professional Settings.



4.3





实习实训基地一定要坚持“行业实体进校，真实运营实习”的运行模式，形成稳定的机制和管理体系。

"Practice bases" must adhere to the "business entity school, real operating practice" mode of operation, to form the stable mechanism and management system.

4.4





利用研发培训基地实现“共同开发产品，创造经济效益”，以此带动集团实体自我运行，反哺行业 and 教学。

Use "training base" implementation "to jointly develop products and create economic benefits," drive group entities run itself, with industry and teaching feedback.





就业创业基地要坚持“高标准就业，大众创业”的原则，运用新技术新工艺推动新兴产业及行业的创新发展。

"Employment entrepreneurial base" to adhere to the principle of "high standard employment, entrepreneurship", using new technology promote the innovation and development of emerging industries and industry



4.6





5

## “三平台三基地”的研究方向

The research direction of “Three Platform & Three Training Base”

- 通过“三平台三基地”的建设，我们目的是能够有效地形成职业教育集团实体化的运行，创造出具有特色的运行机制。
- Through the construction of “Three Platform & Three Training Base”, our aim is to effectively form materialization of running vocational education group, create a distinctive operation mechanism.

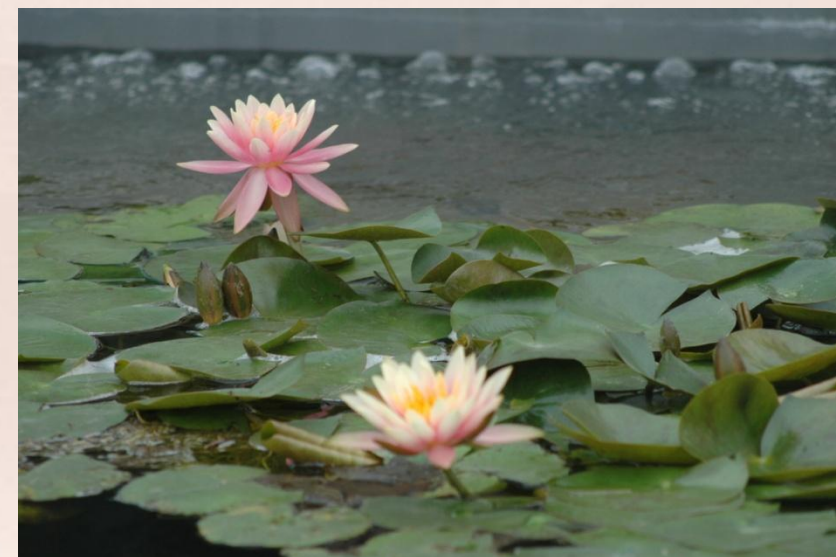




首批全国中等职业教育改革发展示范校  
国家级重点职中学校



# Thanks to listen



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人人皆可成才 人人尽展其才