

## **Travel agency management course teaching mode reform-----Based on the theory of task driving**

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**Abstract.** Travel agency operation management is a professional course which is full of applicability and practicality, according to the course characteristics, on the basis of the theory of task driving, which is supposed to help the students experience through practice, practicing while learning. It will help them to improve the students' interest in learning and the ability of using theory to solve practical problems, improve their comprehensive ability.

**Keywords:** Task driven theory; the travel agency management; Teaching mode.

### **1. A task drive theory**

Task driven theory comes from Piaget's structuralism (also known as constructivism). The construction of the theory is that knowledge is get by through the interaction of subject and object, the essence of learning is the student to absorb external knowledge and the process of internalization, the construction of students to the outside world is to adapt to subjective initiation, and students are not mapping and internalization of the external world to their own consciousness, but embodied with their own personal experience

Task driven theory based on the constructivism theory, stress the real situation of teaching mode, create and design the learning task or problem into into the daily activities. Its teaching mode is mainly to explore questions to inspire the students' motivation and interest, lets the students complete teaching set tasks or goals while in learning activities. This teaching model can mobilize student's enthusiasm and initiative effectively. Students acquire knowledge and not let the knowledge from the process of the simple transfer or transfer from inner to outer, but gradually to build their own knowledge system in the process of learning, by acquiring new knowledge and rub it into the original knowledge, constantly supplement and enrich their own knowledge system.

### **2. The disadvantages of traditional teaching mode**

Giving particular stress on theoretical knowledge instead of practice ability.

Due to the profound influence of the traditional education concept and ways, teaching in colleges and universities is still largely follows the traditional teaching mode, the travel agency management course teaching is also inevitably following the old model. What we can see in learning is mostly by memory and passive repeat, students rely on reciting knowledge; Class represents a feature of giving and cramming. Teachers teaching in class and students take notes which is the old way. Travel agency management lesson is a platform of tourism management, the current teaching methods caused a big deviation between teaching effect and teaching purpose.

Single teaching method which is difficult to arouse the enthusiasm of the students.

By the restriction between the current system of teaching management and teaching resources in colleges and universities, teaching is still continue using large classes, teaching method and means is relatively traditional, single and simple. In fact, the teaching process is the combination of teaching and learning, it is communication and interactive process between teachers and students. Using "one-way" style of education will lead the students giving up the curriculum, what is worse will eventually led to an unattractive course, which make students losing interests in learning.

Overemphasis on the examination results, examination ways are too simple.

Constrained by the traditional planned education system in colleges and universities, students' learning achievements can only judge by the test scores only. This way of assessment has a definite effect, but it is not scientific and perfect enough, it is also too simple, the condition of a students' study over a semester or a year will judged only by this test paper, this unavoidably seemed a little bit one-sided and unfair. In order to pass the examination, students only desperately memorizing the content of the book before the exam. Travel agency management programmer focuses on cultivating students' ability on practical and application, traditional way of examination is obviously not comprehensive and scientific enough.

### **3. Task driven teaching theory apply in the travel agency management application in teaching practice**

Based on the characteristics of the travel agency business management courses, task drive theory, reform the teaching mode, improving the teaching effect.

Setting objectives, cultivate students' comprehensive ability.

In the traditional teaching mode, teacher's dominant position in teaching activities, students in a relatively passive position, the teaching process is a teacher to teach according to the organization and systematicness of knowledge basically. Passive learning mode makes the students be in a condition of a simple copy and mandatory memory, students also gradually formed the bad habits of think less and less hands-on ; Moreover, the unequal relationship between teachers and students, which often makes the problems and obstacles of communication between teachers and students, directly affects the teaching effect and quality. Based on task driven teaching mode under the guide of the theory of teachers on the basis of the teaching goal, to meet the needs of the travel agency industry, determine the emphasis and difficulty of teaching, the careful design good related task goal, guides the student to spontaneously to find the solution to solve the problem, so as to fulfill the task of teachers set goals. This model helps to cultivate students' comprehensive ability to analyze and solve problems.

Adjust the teaching methods and content, meet the demand of the tourism industry.

Teachers are supposed to analysis task,while preparing and confirm good task content in class, in addition to the basis of the teaching material content, increase or extension which content should also be considered, cut or compression which content, try to complete the task of content which is not too large, in one class and also cannot be too small; we should give students to set objectives for their taccept and digest to limit, achieving the rhythm to overwork, which can stimulate students' study enthusiasm effectively to achieve the expected teaching effect. To meet the needs of travel agency management course teaching content, teachers can adopt diversified teaching method and use modern teaching means to enrich the classroom teaching, fully mobilize students' learning enthusiasm and interest.

Establish evaluation system, accomplish the diversification of evaluation.

Evaluation is one of the keys to implement task drive, also is an important part to assess the task driven teaching effect. Establish a reasonable and effective evaluation mechanism cannot only stimulate students' learning enthusiasm but it can also promote their interest in learning which will make students having a more subsequent learning motivation. During the process of evaluating the students' learning outcomes, teachers should pay May attention on parsing and encouraging students, doing their best to realize the innovation of the students' thoughts, teachers should not blow students' enthusiasm on study.

As a teaching economic management in university, we should study new theory actively, we should create new and innovated teaching method constantly, this will make our teaching quality higher and higher, and we will produce more applied talents for the new situation.

### **Acknowledgement**

Funded by Teaching Reform Program of Liaoning Education Department

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