

STUDY TOUR AS AN INNOVATIVE FORM OF LEARNING

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ANNOTATION

This article describes in detail the methodological aspects of using study tours in the educational process in the field of economics and marketing. The experience of learning on official and informal trips increases the interest, knowledge and motivation of students. The role of the teacher in planning and conducting determines how the excursion will affect the activities of the students.

Keywords: study tour, economics, motivation, innovative teaching method, practical skills.

INTRODUCTION

The country's quality education system is undergoing a number of fundamental changes, including the introduction of credit-module systems and the digitalization of the accounting process. The educational process is constantly being improved by introducing new elements that meet the requirements of modern society.

The knowledge acquired by students in the educational process should be truly integral and contain information about modern regional resources, infrastructure and the availability of promising excursion sites. It is necessary to pay attention to the specifics of the pedagogical process of training personnel in the economy, in which the organization of training should include innovative forms and methods of teaching.

Future professionals in the field of economics receive special knowledge, skills and competencies through lectures, seminars and workshops. At lectures, students receive theoretical knowledge covering the organizational and methodological aspects of the economy. At the seminars, students develop the ability to think logically and analyze.

Education must meet the challenges of the modern development of the economic sector. Therefore, the use of innovative educational technologies in the field of economics should be focused primarily on practice.

The process of using basic educational technologies and their components is constantly being improved through the introduction of new elements that meet the requirements of modern society. Thus, we can talk about the continuity of the introduction of innovations in this field of activity.

Field trips are a special form of extra-curricular learning to explore a topic that cannot be successfully demonstrated in class. The purpose of the excursion should be determined based on the objectives of the curriculum; excursions with visits to natural, cultural, historical and economic places.

Students will benefit from excursions in any subject - excursions will enrich students with a set of emotions and skills; will enable observation and interpretation, application of methods

discussed in the classroom, collection of data for future research, and development of collaborative skills. The connection of excursions with the previous and subsequent presentation of educational material, illustrated by visual aids, gives an idea of the practical use of knowledge.

During an excursion to tourist sites, students get to know them directly, which forms vivid images and contributes to a stronger assimilation of scientific foundations that students did not have the opportunity to observe directly. Therefore, the relevance of excursions as a means of shaping future specialists in the tourism industry is beyond doubt.

Excursions can take many forms in terms of meeting different needs and promoting in-depth and active learning. The expected educational outcomes of the excursions are divided into the following five areas:

- Development of social and personal skills;
- Development of observation and perception skills;
- Increasing the relevance and content of training;
- Providing personal experience in the real world;
- Gaining intrinsic motivation and interest in science.

Study tours can be an effective tool to achieve many of the above goals in the educational process of the university.

In order to more fully achieve the educational goals of the excursion, in our opinion, it is necessary to adhere to the following recommendations:

1. The goal should be to answer the following questions:

1) Why a field trip is the best way to learn and
2) What will students learn from this trip? Ideally, this excursion should be planned in the work program (syllabus) of the subject.

2. Preparation and planning. Tour planning begins with the development of a curriculum and sets specific learning objectives, i.e. the knowledge and skills that students will acquire during the tour, as well as how these achievements will help them master the entire course of study.

3. Reality. One of the advantages of excursions is that they allow students to apply theoretical knowledge in real life.

4. Reflection. Reflection allows students to organize and reflect on their excursion experience. Once a certain limit of experience is reached, thinking helps to understand more than additional experience. Comments on the subject can be in the form of essays, exam questions, travel analysis reports, articles, travel critiques, and more. Mobile devices have many programs for collecting and sharing data. Students can use these devices while traveling or on their own to create content for a specific location.

5. Orientation and training. Careful information and organization of the excursion will help students to fully appreciate the experience and meet their expectations.

- Travel itinerary. A test drive will save you from many unpleasant surprises.
- Necessary information for students:
 - A clear statement of the purpose of the trip;
 - development of rules for students' behavior during the excursion (initial preparation - the study of theoretical material before the excursion, as well as practical skills).
- Health and safety:

- Exchange of contact information between students and teachers in case of loss of a student or other emergencies;
- Ambulance services, contact details of the police;
- Logistics;
- Time and date/place of meeting and return;
- Meal plan;
- Check the weather forecast and ask the students to dress accordingly. Make sure you have enough food throughout the day.

6. Monitoring and continuous improvement - are designed to timely (not in conclusion) evaluate the effectiveness of teaching and understanding of the subject by students, immediately solve problems that arise in the educational process. This process facilitates communication between teachers and students. Student feedback will help them change their teaching style to help students achieve their future learning goals.

7. Evaluation. Students should have a clear idea of what they expect from the field trip and develop ways to measure achievement in future knowledge/skills/behavior. These can be tests, presentations, essays, field trips, short Q&A sessions, field research, and more.

8. Recognition - the knowledge and discoveries of students must be recognized. Review and assessment, general or specific, to help students understand and celebrate their accomplishments.

Leave about Students participating in study tours receive the following benefits:

- Increased interest in science and deepening in specialization;
- Improvement of conceptual knowledge;
- Understanding of the course content, increasing the effectiveness of the course and interest in science;
- Increasing the level of communication, competence and intrinsic motivation with teachers and students of the course.

Depending on the purpose, intended result and content, educational excursions are divided into the following types:

Collecting primary data/visiting primary sources. Students and teachers collect data in a new environment with unpredictable learning outcomes. The inclusion of thematic material allows students to study in more depth so that they can feel the authenticity of the process of collecting and interpreting data.

Teachers need to be flexible and willing to manage difficult or ineffective outcomes—for example, if the data does not show any significant results (or provides an outcome that conflicts with the teacher's original predictions). However, this experience may have the highest potential for student learning as it creates new knowledge in a sense.

Creates new knowledge in a sense.

Guided discovery - the group visits an area familiar to the teacher, but new to the students, and he plans activities that will lead the students to discover the intended result. Students must use the skills and concepts learned in the theoretical part of the course and apply them in a new context. Teachers should consider how their assignments and questions will help students develop high-level skills such as research and critical thinking skills. At the same time, this method takes a lot of time and requires a lot of potential from the teacher.

The term "guided discovery" (English guided discover). Teaching methodology, according to which the teacher not only tries to convey some information to the students, but also creates conditions for easier assimilation of it, stimulating them to actively participate in the discussion and independently search for a solution.

A virtual tour is an organizational form of learning that differs from a real tour by a virtual display of real-life objects in order to create conditions for self-observation, collecting the necessary facts, etc. The advantages are accessibility, the possibility of repeated viewing, visibility, the presence of interactive tasks and much more.

What you need to consider when preparing methodological support for a digital resource:

- The idea of the excursion;
- Goals and objectives of the tour;
- The content of the tour;
- Itinerary and registration of the excursion;
- Technical component of development (navigation, interactivity including);
- Results and guidelines for the use of the resource.

Sightseeing can positively impact students' cognition, knowledge, interests, and future careers. Analysis of work experience has shown that the use of active forms of conducting classes (excursions) in the educational process contributes to the development of the educational component of the educational process, the formation and development of general and professional competencies of students.

The alternation of extracurricular work with theoretical knowledge allows achieving high results in the development of the main educational program, provides more effective independent work of students.

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