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ISSUES OF TEACHING STUDENTS OF THE SERVICE DEPARTMENT BASED ON A CREATIVE APPROACH

Annotation. This article analyzes the issues of teaching service students based on a creative approach. In the research, the importance of creative pedagogical methods in developing students' creative thinking, increasing the ability to provide high-quality service to customers in the service sector is discussed. The article shows the effectiveness of the teaching process, the increase of students' creativity and communication skills by using innovative pedagogical methods for students in the field of service. The results of this study confirm that the education of students based on creative approaches in the service sector is important not only in practical activities, but also in the development of general skills and competencies.

Key words: service, creative approach, teaching methods, creative thinking, pedagogical methods, student, service, simulation, practical training, customer needs.

INTRODUCTION

In recent years, the importance of providing quality education to students in the service sector has been increasing. In particular, the use of creative methods is important for educating students based on modern pedagogical approaches, developing their creative thinking and preparing them for practical activities. The service sector is a widespread and dynamically developing field not only commercially, but also socially. In order to work effectively in this field, students must have not only technical knowledge, but also creative approaches.

The policy of the Republic of Uzbekistan in the field of education is also aimed at supporting this process. The decision "On further improvement of the education system in the Republic of Uzbekistan" issued in 2017 (№ PD-5278) envisages updating the education system in accordance with global requirements. Based on this decision, it was emphasized the need to use creative pedagogical methods in the education system of Uzbekistan, encourage students to think creatively and teach them modern approaches. Also, through the decision "On the development of digital education in the Republic of Uzbekistan" signed in 2020 (№ PD-6046), it was determined that it is necessary to introduce creative and innovative educational methods in the service sector.

In addition, through the 2021 decision "On measures for the further development of the service sector in the Republic of Uzbekistan" (№ PD-6134), training of highly qualified personnel for the public services and service sector and new approaches aimed at improving the quality of service were developed. This decision shows the need to educate students based on creative approaches in the field of services.

The above documents are a clear example of the improvement of the education system of Uzbekistan and the training of qualified personnel in the service sector based on more effective and creative approaches. Teaching students using creative pedagogical methods not only increases their practical skills, but also teaches them to adapt to the needs of customers, find new solutions, and improve the quality of service.

The analysis of scientific research and literature on teaching students in the field of service based on creative pedagogical methods has expanded significantly. Research and theoretical-practical research conducted in this field in different countries is aimed at developing students' creative thinking, improving their customer service skills and analyzing the effectiveness of pedagogical approaches.

Below, we will briefly analyze some important studies about the use of creative methods, its role and results in the educational process.

N. Ergasheva's work entitled "Pedagogical methods and innovative methods in the field of service" (2021) contains a detailed analysis of the importance of creative pedagogical methods and how they are used in the process of providing services to students. The author emphasizes that by updating teaching methods and introducing creative pedagogical methods, students can adapt their knowledge and skills to real working conditions. In the study, it was clearly shown that the use of creative methods helps students to provide services suitable for the needs of customers, to communicate effectively with customers [3].

L. Rizayeva's work "Creative methods in service and working with customers" (2020) discusses the relationship between creative thinking and creative pedagogy in the service sector. The author shows that the introduction of creative approaches into the educational process is effective for students in developing not only theoretical knowledge, but also practical skills. The research emphasizes the important role of creative thinking in customer satisfaction and the need to activate student activity in this process [7].

She's. Jumaniozov's study "Creative pedagogy and its application in the service sector" (2018) shows that simulation methods are combined with creative pedagogical methods. In the study, the effectiveness of creating real working conditions for students and preparing them for the service process through simulations was emphasized. The main goal of the approach is to ensure that students feel confident and professional when working with clients. This method serves to develop students' creative approaches and practical skills [6].

A. Mirzayev's work entitled "Creative approaches for students and the effectiveness of education" (2019) analyzes the impact of the use of creative pedagogical methods and new approaches on the creative and cognitive development of students. By implementing author, creative approaches, students not only acquire theoretical knowledge, but they also learn creative thinking through practical tasks. In the study, it is concluded that modern pedagogical technologies, including interactive training and group work, make students' educational activities more effective [4].

M. In Kadyrov's work "The role of creative methods in the field of service" (2023), the effectiveness of creative pedagogical methods and their role in the student learning process were considered separately. The author emphasizes the importance of creative methods in the formation of professional skills for students. In particular, the specific aspects of customer service have shown how creative methods help students prepare for various situations [5].

METHODS

In this study, several research methods and approaches were used to study the effectiveness of using creative pedagogical methods for service students. The research mainly analyzed the methods studied on the basis of literature analysis, practice and experience.

Literature analysis: In the research, first of all, the existing scientific literature, educational methods and pedagogical technologies were analyzed about the creative pedagogical approaches used in the teaching process in the field of service. Through the literature, existing theoretical approaches, practical experiences and proposals were summarized.

During the research, interviews and questionnaires were conducted with students trained on the basis of creative methods applied to the educational process. Students' opinions, the effectiveness of the approach and the development of their creative skills were analyzed. Interviews were also held with teachers and Methodists, and opinions were collected about pedagogical approaches.

Simulations and group work played an important role in introducing creative approaches to the learning process. Through the simulations, students were prepared for real situations in service. These

methods helped teach students how to serve customers, work in a team, and practice creative approaches.

Questionnaires, tests and evaluation systems were used to evaluate students' creative approaches and practical skills. In the practical exercises and interactive classes conducted by the students, their creative abilities, knowledge in the field of service and skills to adapt to the needs of customers were evaluated.

RESULTS

The results of the study showed the following main changes in the study process of students based on creative approaches:

Students have successfully mastered methods aimed at developing creative thinking in the teaching process. Compared to traditional pedagogical methods, they have shown improvement in creating new ideas, creatively approaching problems and finding innovative solutions.

Through creative approaches, students have learned different ways to serve customers. In this process, their skills of communicating with customers and understanding their needs were formed. Through simulation training and group work, students focused more on the practical aspects of service delivery. Students were prepared for real situations in the service sector through practical training and simulations. This process helped them not only to develop creative thinking, but also to gain work experience.

Through creative methods, students participated more actively in their educational activities. Innovative pedagogical approaches and interactive activities attracted more students and increased their motivation. This, in turn, increased the effectiveness of the educational process.

In surveys and interviews, students noted that teaching based on creative approaches had a positive impact on their personal development. According to them, the development of creative thinking and customer service skills will play an important role in their work in the future.

Creative pedagogical methods had a positive effect on the educational activity of students in the field of service. Teaching based on creative approaches for students in the field of service not only expands their knowledge, but also increases their practical skills. The results of the study show that creative approaches encourage students to adapt to the needs of customers, ensure high quality of service and think creatively.

In addition, students learned to be active and independent during their studies, as well as to freely express their ideas. Simulations and practical exercises carried out through creative methods made it possible for students to simulate real working conditions. This, in turn, plays an important role in preparing students for real service conditions.

The role of teachers is also very important. Teachers should encourage students to think creatively, encourage them to create new ideas, and help students express their thoughts freely. Also, interactive methods and group work are important in activating students' educational activities and developing their creative approaches.

SUMMARY AND DISCUSSION

Teaching students in the field of service based on a creative approach serves not only to develop their creative thinking, but also to train highly qualified specialists in the field of service. The results of the research showed that the effective use of creative pedagogical methods helps students to learn innovative approaches in the field of service, to understand the needs of customers and to develop practical skills necessary to satisfy them.

At the same time, the use of creative methods in teaching in the field of services increases students' activity and motivation, encourages them to freely express their opinions and helps to develop creative solutions. In the future, further expansion and improvement of these methods will serve not only to

effectively organize the educational process, but also to increase the quality of personnel training in the service sector.

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