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PEDAGOGICAL REQUIREMENTS FOR A TOURISM MARKETING PERSON VERSUS STATE UNIVERSITY

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Annotation. Increasing the prestige of teacher's work is one of the main issues today. It is impossible to develop the society, including the economy, without the active work of the teacher, because personnel is the basis of any development. The responsible and complex activity of a teacher is based on the tasks of raising the young generation to be polite and attentive, arming them with scientific knowledge. Implementation of such works depends on the various activities of the teacher.

Basic expressions: *pedagogical activity, moral qualities: goodness, conscience, honesty, truthfulness, duty, responsibility, humanity, requirements, diligence, personal qualities, knowledge;*

Introduction.

One of the main qualities of today's teacher is his devotion to his profession, ideological belief, love for his profession, unlimited devotion to his profession, which distinguishes him from other professions. Because the high level of education in educational institutions depends only on the teacher and his professional training. The high culture of the teacher, his in-depth range of knowledge helps to successfully complete educational work. , to increase the professional reputation of teachers, teachers and science workers. Therefore, increasing the prestige of teacher's work is one of the main issues today. It is impossible to develop the society, including the economy, without the active work of the teacher, because personnel is the basis of any development. The responsible and complex activity of a teacher is based on the tasks of raising the young generation to be polite and attentive, arming them with scientific knowledge. The implementation of such work depends on the diverse activities of the teacher: teaching young people, organizing and conducting educational activities outside the school and classroom, conducting pedagogical propaganda among parents and etc. All this requires the teacher to have deep knowledge, to love his field and children.

In the concept of higher education of the Republic of Uzbekistan, the tasks facing the teacher-specialist are defined as follows: "Specialist qualifications - deep knowledge, broad outlook and professional training, computer literacy, rapid updating and supplementing of their knowledge it consists of such factors as the ability to receive... Among these, it is necessary to educate his feelings of discipline,

responsibility, intelligence, loyalty to his work, goodness and justice in the way of the Motherland and world development. [A.1;,2].

The main tasks of scientific research.

Therefore, in today's society, the role of a teacher is as follows:

1. Arming students with knowledge at the level of modern world development;
2. Cultivating students' interest and passion for knowledge, developing study motives;
3. To pay special attention to the spiritual growth of students, to educate them in the spirit of patriotism and internationalism by forming respect and faith in national and universal values;
4. Paying attention to the development of students' moral, legal, ethical and aesthetic knowledge and skills;
5. Preparing the future generation for life, conscious work and career choice;
6. Development of entrepreneurship, initiative and entrepreneurial qualities in young people;
7. To improve the educational process, to improve one's professional skills, to learn the secrets of pedagogical skills, pedagogical technology, creative work, research;

These ideas are directly related to teachers. Because the fundamental changes taking place in our society, our penetration into market relations require the teacher to be aware not only of professional knowledge, but also of economic, legal, and technical knowledge.[A.2;,3;,4].

Methods and discussion. Students go through different periods of development: childhood, adolescence, adolescence. The content of education given to children changes according to the level of development of children, and as they grow older, the demand for them increases. Because of this, it is better to rely on their independence in raising middle-aged and older children.

A teacher can successfully exert pedagogical influence only if he stands in a certain position in relation to students (this position varies depending on their age). This situation is the main guidance of the teacher in the field of dealing with students, which is analogous to the psychological age characteristics of students. A generalized description of the path and skills of a teacher, who is the subject of influencing the behavior of students of different ages, can be imagined as follows: in the lower grades, the teacher acts as an organizer. According to V. Dahl's dictionary, it means "organizer" (from the word "organization-setting up, solid foundation").

The main content of the pedagogue's influence on the life of young students is determined by the need to organize it. Educators who can be demanding and cheerful educators in teams of young students, who can organize children's lives full of active creativity and create a situation of mutual goodwill, care, and pleasure among them,

have a great reputation. gain attention. Children tend to accept such adults as their friends. This attitude is the best attitude, because it makes it easier for an adult to solve organizational tasks, helps to solve educational tasks skillfully and efficiently. The position of the teacher in classes where teenagers study can be expressed by the word "leader". V. Dal defines this word as follows, i.e. a guide, a coach, a leader, a leader.

All aspects of the educational process are carried out in accordance with the characteristics of the group of students of the general class. However, each student has his own physical, moral, intellectual, spiritual and other characteristics that greatly affect his educational activity. Therefore, it is important didactic value to work in the educational process taking into account the unique characteristics of the students in the group.

It is very difficult and not always possible to fully take into account the characteristics of each student during the lesson. In extracurricular time, he studies his friends and other people's attitude, behavior, willpower, and talks with them. In the process of observation, the pedagogue learns about the student's strengths and weaknesses, his interests, thinking, speech, memory, attention, imagination, and learns the students' vital and work abilities. A skilled pedagogue also studies the psychology of students well and finds ways to improve their mastery of science.[A.4;6].

Research object. Karsi Pedagogical Institute. Professional position of the teacher. Ethical qualities of a teacher. A person who chooses the profession of pedagogy should first be healthy, be able to pronounce words correctly and well, be calm and composed, and be able to maintain self-control in dealing with others. necessary. Also, the presence of personal qualities such as liking children, willingness to work with them, politeness, observation, ability to think broadly, organization, and demandingness towards oneself and others also indicate the suitability of a person for pedagogical work.

An important quality of a teacher is the ability to quickly get along with people, the ability to get along with many people, politeness, friendliness, which means that he has a high culture of behavior. Because the teacher always has to communicate with people and work with them.

The essence and main content of the teacher's manners are expressed in moral (virtue) qualities that are important for pedagogical activity. Ethical qualities are expressed in the form of rules, norms, requirements, criteria that regulate the behavior and character of a person in the process of work. Moral qualities such as humanity, patriotism, national pride, justice, doing good, duty, dignity, responsibility, conscience, honesty, truthfulness, purity, demandingness increase the reputation of the teacher and make the pedagogical activity effective. ensures that. Doing good to children, teacher's duty, teacher's honor, dignity, teacher's responsibility, teacher's conscience, being demanding and fair, teacher's moral image, honesty, purity, honesty, etc. are important

qualities of a teacher's morals. Their deep and thorough mastering is of great practical importance for the future teacher.[A.4;,5].

Goodness is a positive moral virtue, which reflects a set of moral qualities, a sum of positive attitudes towards human activity or any behavior. In order for good to be resolved, in the pedagogical process, it is necessary to be intolerant of evil, to be polite with a good desire, to have a good deed, and to have a unity of good behavior.

Loyalty to duty shows the manners and morals of each person. It is necessary for a teacher to be faithful to his duty in every work, in every matter. The teacher considers his duty in the field of education to the young generation not as an obligation imposed by force, but as the meaning of his life, a call of faith and conscience.

One of the professional and ethical qualities of a teacher is to be demanding and fair. Being fair in pedagogical activity leads the child to trust and love the teacher. Of course, a pedagogue should have a conscience. A teacher should never try to force his opinion on students and force them to answer, otherwise the relationship between student and teacher will become strained.

Knowledge, honesty, truthfulness are important moral qualities of a teacher. These qualities make human relationships beautiful. It is necessary that the teacher's spiritual wealth and knowledge should be focused and served for the benefit of the people, the happiness, prospects, and future of young people. A teacher should be knowledgeable, increase the spiritual wealth created by mankind and diligently teach it to young people, be satisfied with his work, love his profession and children with all his heart - all this is the personality of the student. has an invaluable moral influence on its formation. Honesty, truthfulness, moral purity, modesty and modesty are important qualities in the spiritual image of a teacher. [A. 5;,6;,].

Research results.

Requirements for a teacher: education of a well-rounded person, formation of knowledge and skills by demonstrating work qualities, personal qualities, pedagogical skills.

The teacher's task of educating a perfect person, instilling in him national and universal qualities, is the noblest, highest and most complex task. Every child has his own behavior and character. It is extremely difficult to take into account and study these unique characteristics of young people. Young people who are preparing for pedagogical activities should know these characteristics.

Characteristics of a teacher's personality include:

- in the ideological field - scientific worldview and faith, deep understanding of social needs and moral needs, understanding of social and civic duty, socio-political activity;

- in the professional pedagogical field - love children and interest in working with them, love pedagogical work; psychological-pedagogical intelligence and observation,

pedagogical tact, pedagogical imagination, organizational ability; truthfulness, sincerity, demandingness, persistence and striving for a goal; restraint, self-control; professional competence;

- in the field of knowledge - a wide scientific level, spiritual need and interest, ability to feel novelty, striving to increase pedagogical knowledge.

As in other types of education, serious requirements are placed on the person of a teacher of a higher school. The most important requirement for a teacher is his high qualification. Perhaps it is impossible to do pedagogical work without it. A teacher of a high school should also meet such requirements that students raise him to the level of a person who will form a future specialist at a high level.

The following important and permanent requirements are imposed on the teacher of the higher school:

- ability to correctly assess the political, social and economic directions of the development of the society;

- loves pedagogical activity;

- to have special knowledge in his field;

- to be intelligent;

- pedagogical sense;

- high maturity;

- high level of general culture and morality;

- skillfully mastering pedagogical technologies.

The above-mentioned are not innate qualities characteristic of a pedagogue, but they are created as a result of the pedagogue's regular and personal work and great services..[A.5;6;7].

Summary

An enterprising and motivated teacher can get young people (students) to follow him, students trust him and follow him.

Therefore, every teacher should work tirelessly on himself and have deep knowledge in all fields. should be. To be a spiritually perfect person who has a deep knowledge of the history of the country, national and universal values; Having in-depth knowledge in his field, good knowledge of interdisciplinary relations and teaching it to students; To be the possessor of pedagogic skills who know pedagogical technology well, who can create new ways of it, inquisitive, creative work; To be well-versed in the culture of pedagogical behavior, to control one's emotions, to be disciplined, to follow the rules of pedagogical ethics; to be a person who is aware of the world development level of knowledge and has a scientific outlook; [A.7;8].

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