

## THE ROLE OF THE TOUR GUIDES IN THE FIELD OF TOURISM AND THE MAIN FEATURES

**MIRZAYEVA LOLA SHERMAT QIZI**

*O'zbekiston davlat jahon tillari unversiteti tayanch doktoranti*

### ANNOTATSIYA

Ushbu maqola ekskursiya xizmatini tashkil qilishda gidning o'rni, fazilatlari, gid hamrohligi kasbining o'ziga xosliklari va qanday xususiyatlarga ega bo'lishi kerakligi haqida bayon qiladi.

**Kalit so'zlar:** Gid hamrohligi, ekskursant, kommunikativlik, tashkilotchilik, konstruktivlik, notiqlik, tashqi nutq, ichki nutq.

### ANNOTATION

This article is about tour guide's career, qualities in organizing an excursion service, gid companion has the peculiarities of the profession and what features it has describes what it is necessary.

**Keywords:** guide companion, tour guide, communicativeness, organization, constructivism, oratory, external speech, internal speech.

### АННОТАЦИЯ

В данной статье описывается роль экскурсионного обслуживания, его характеристики, особенности профессии экскурсовда и какими чертами она должна обладать.

**Ключевые слова:** Сопровождение гида, экскурсant, общение, организация, конструктивность, красноречие, внешняя речь, внутренняя речь.

### INTRODUCTION

Today, the tourism industry in our country is rapidly developing given importance, and in the medium-term perspective, "Travel across the territories of the Republic" implementation of domestic tourism development program. This fulfillment of tasks requires the development tourism-excursion services in Uzbekistan. Excursion service is one of the main services in the field of tourism. Any tourist who visits first of all the history of the country, to get acquainted with culture, social life, natural resources, to watch wants excursion service has its visuality, meaningfulness, emotionality influences the formation of the spiritual outlook of the excursionists. [1]

### METHODOLOGY

The tasks of the excursion service are as follows possible; [1] GUIDE - EXCURSIONERS [ Sees; He hears; Feels;]

Until recently, the work of a guide was not considered a profession, it is an amateur group it was just an interesting exercise for him. The work of the guide is

carried out by specialists in various fields performed without separating from their main activities (pedagogues, museum scientific staff, scientific staff of the institute, etc.). Just a few excursions there were guides in the state institution and individual museums. But that's it at times, this activity began to have professional characteristics [2]

A change in the function of the excursion service from its recreational form the transformation of cultural and educational work into an organizational form in work teams, turning into a network serving the population, a new specialty, that is lead to an increase the role of tour guides.

Article 3 of the Law on Tourism of the Republic of Uzbekistan tourist group leader (tour leader) and guide (excursion leader) concepts are included. According to him, "the head of a tourist group is a tourist activity is a representative of its subjects and acts on its behalf, serving tourists the person who ensures the fulfillment of the terms of the performance contract ", "Gid (excursion leader) - providing tourist services to tour participants within the scope of the contract, excursion-information, organizational services and qualified Definitions of "natural person providing assistance" are included.[3]

Each guide not only has knowledge in his specialty, but also pedagogy and it is necessary to know the basics of psychology. The guide must analyze his work correctly, give an objective assessment of the excursion service, and should be the principal himself. Guide's communication with tourists, his recommendations, instructions has an educational effect enriches the aesthetic. Thus, the excursion service is part of the pedagogical process it educates people, enhance their worldview. All as in pedagogical processes, both parties participate in the excursion service will be: teacher-guide and learning excursionist. A guide on a specific topic gives knowledge, and excursionists receive it. These two sides are mutual action is the basis of the pedagogical process. Exchange with tourists in relation, the guide uses methods of pedagogical influence.

Pedagogical skills are part of the professional qualification of the guide constitutes art. The pedagogical skills of the guide include:

- sufficient knowledge of specialty;
- ability to analyze, imaginative thinking;
- understanding the psyche of the excursionist;
- being able to manage a group;
- having knowledge and skills in the field of pedagogical technology;
- intuition;
- respecting the tourist's personality.

The profession of a guide requires specific practical skills. This qualification belongs to him correctly selecting, embodying and effective knowledge for the audience enables transmission.

### **DISCUSSION AND ANALYSIS**

In the course of the excursion, the guide encourages tourists think, analyze, to express sympathy, to ensure that they unite according to their interests and become a team. Guide not only should pay attention educational, but also upbringing aspects . This is how he chooses and uses excursion information it is necessary that the excursionists should develop qualities such as love for the homeland, respect for other nationalities, their customs and traditions.

The guide should choose complete, accurate information about the objects and in addition to giving, he should also have personal qualities and professional skills. Ethical requirements imposed on a person are general principles and moral standards compliance, striving for perfection.

The formation of a person as perfect and complete in all aspects takes place during his whole life (general education at school, college, higher education institution, in the community, in everyday life, training guides in courses, in interaction with excursionists). The main activity of the guide is to prepare and conduct excursion service [5].

Preparation of excursion service is divided into 3 parts:

- 1) Preparation of individual text;
- 2) Remembering the requirements of methodical development;
- 3) Remembering the route.

The ability of the guide to attract tourists during the excursion, the group in order to keep its atmosphere stable, it has the following 4 types of abilities should work on and improve:

- Constructivity;
- Organization;
- Communicativeness;
- Analysis.

**Constructive** ability excursion service for excscursors able to select and formalize information correctly, it is understandable and reliable delivering, in necessary cases, using the excursion plan, methodological instructions It is expressed in such things as the ability to review the order and the ability to think is the basis.

**Organizational** ability to manage the tour group, it is approved for tourists and excursionists to direct their attention to the desired object finds its expression in the execution of services in the program.

**Communication** skills are appeared when working with a tour group establishing a relationship, maintaining this environment during the excursion service,

handling the ability to absorb the characteristics of the culture and the bus in the process of the route driver, exhibition, museum workers, stylistic club leaders, other guides, manifested in the process of establishing a proper relationship with the leaders of the tourist group.

**Ability to analyze** is known critical analysis of one's own work, tour service in the objective assessment of the quality, effectiveness of the application of methodical methods.

The role of the guide's temperament is important in the organization of the excursion service. Human temperament (sanguine, choleric, melancholic, phlegmatic) manifestation is the result of general human culture. What is the tour guide's character, world view, free thinking, and the relationship he established with the team qualitatively determines its passage. Guide to the tourists inside and outside he should know the norm in expressing his feelings and relationships.

"Guidance arising under the influence of external and internal disorders feelings, mood (extremely high or depressed), should not affect the process of excursion, capture oneself, the necessary environment in the group provision is the basis of the guide's expertise. The guide's feelings should objective character".[1]

Each person has his own characteristics that distinguish him from others (speech, conveying information, gestures). Having fluent speech, ability to attract excursionists, accurate and clear information to excursionists must have the ability to deliver. Any historical stories, narratives, the figurative delivery of myths is the guide's forte. Guide speech culture, he should learn manners and be able to show them during the excursion. Because speech culture, manners are the main criterion determining the general morality of a person." "Speechculture", he respected the messages that needed to be told and the listener in this case, it is understood to convey to his satisfaction with expressions of literary standards.

The concept of "speech" refers to oral and written speech. Both of them it will be meaningful, understandable, expressive and modern. Guide's written speech culture can be seen when working with the following documents: basic and individual in the text, methodological manuals, abstracts, lectures, reviews, bibliographic images. The main text is written in the literary language, and the individual text is written more in the oral language. Speech is divided into internal and external speech. External speech has communicative importance its essence is aimed at hearing and understanding of other people. "Solitaire communicating with many listeners is a relatively complex communicative process [4] The guide's story is an example of external speech and its function influencing the minds and actions of tourists, about specific objects is to convey information. Inner speech is the speech of the inner world of a person, which should be delivered in the audience It is the pre-formation of future thoughts. A person about a subject dialogue with his inner voice. Thoughts using inner speech is carried

out, including drawings, images, tables and other auxiliary tools is used. When we talk about an audience listening to a public speech, audience can be complex and very complex. Therefore, the speaker when going out in front of a large public, of course, he should seriously prepare, be ready for any situation and questions. [4]

### **Guide requirements**

The appearance of the guide should include the following:

- compliance with personal hygiene;
- neat appearance;
- discipline in actions;
- cultured dress;
- he should not smoke while working.

In turn, such features leave a warm impression on tourists. In addition, he must have personal

qualities. For example,

- good physical health;
- mental stability;
- to be accessible;
- order should be disciplined;
- to be polite;
- should have artistic ability and be able to be a director and organizer.

Because the guide is not only a representative of the tour company, but also his country advertises its potential, provides new information to guests and is known is a person who helps in the implementation of actions. The most important thing is that the guide is unhappy should be able to provide first medical aid in the event of an accident.

### **CONCLUSION**

Development of the tourism sector of the Republic of Uzbekistan, related to this sector training of all personnel and specialists, the visitor to all standards to welcome and provide them with high-quality services, guide being able to show the history, culture, traditions of our country accompanied by one of the important tasks is to increase the interest of tourists. Hence, tour guide in the field of tourism serve as advertising the tourist potential of our country and attracting tourists.

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