

## Organization of the work of the guide-interpreters

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### I. INTRODUCTION

Undoubtedly, the guide represents him as a representative of his country with foreign citizens. During the tour, the guide's behavior, friendly attitude, and respect for the guests in meeting the guests will shape their perception of this country and the society as a whole. A guide is not only a representative of a travel agency, but also an advertiser of the role of guides in today's tourism industry is incomparable. Especially when working country's potential, provides new information to guests, and performs certain actions (shopping, communicating with people, teaching dancing, etc.) is also a person who helps to increase. As a coordinator, he connects the chain of all events (excursions - concerts - rest - excursions) and services (police - pharmacy - communication - transport). In the event of an accident, the guide should know how to provide first aid, be an arbiter of peace when conflict situations arise between tourists (excursionists) and local residents, and be able to attract the attention of tourists (excursionists) as a speaker during the excursion service, most importantly, as an organizer, he should be able to gather people around him. The group of a guide who lacks organizational skills may disperse, deviate from the travel schedule, to be late for events (concert, lunch) and, as a result, the whole planned route may be ruined. Therefore, the guide is not only a service provider, but also a manager who manages the travel process.

According to the website [blog.gitnux.com](http://blog.gitnux.com), the guided tour industry may be a quickly developing segment with an evaluated worldwide esteem of \$783.5 million in 2019 and an anticipated Compound Yearly Development Rate (CAGR) of 12.1% from 2021 to 2026. Europe held the biggest advertise share for visit direct administrations at 38%, whereas Asia Pacific was anticipated to be the fastest-growing locale with 10% development between 2018 and 2023. Enterprise Tourism, which incorporates guided visits, had a add up to advertise estimate of \$566.6 billion in 2019; 65% of guides are self-employed; 30% utilize versatile applications to discover and book exercises; over 50% work portion time; North America has 86,000 individuals utilized as guides or escorts; 40+ percent were matured 18-34 in 2013; British visitors spend £5000 (\$7000) per trip on guided visits ;20+ percent European travelers interested city visits driven by local people ; Native social

tourism esteemed at around \$310 million every year ; 646 million visits detailed museums/cultural attractions 2019 ; normal compensation full-time US visit direct ~\$48K , 60+ % female & 10 % travel workforce made up by guides . 95 % perused online surveys some time recently booking & 85 % said quality decided by visit pioneer vital figure when choosing movement.

Based on the statistics, we know that the profession has been one of the most valuable jobs, and a locomotive sector of industry of countries. This thesis aims to provide a comprehensive understanding of the organization of the work of the guide, including the strategies and techniques used by guides to ensure that their tours are well-planned and enjoyable for visitors. By examining the various factors that contribute to the success of guided tours, this thesis will provide valuable insights into the role of the guide in the tourism industry and the impact they have on the overall visitor experience.

Organizing the work of guides is very important and has many different benefits. At first, it makes sure the guide has what they need to do their job well. Next, it makes the tour better by improving how things are organized, what information is given, and how things work overall for the visitor. When guides work in an organized way, they can make sure that all tours are done in the same way. This is important because it helps us keep a good reputation and makes people want to come back again. This tool helps tour guides plan their schedules better and use resources efficiently, which saves money for tour companies.

### **Aims and objectives**

- To look at changes and advancements in directing calling.
- To advise critical variables and impacting outside and inner components within the organization of directing work and moves of the occupation.
- To analyze surveys related to this field with individuals locked in in directing exercises.

Regardless of who forms the tour (company or tour guide), there must be a demand for it, it must be of good quality, it must meet the standards, and it must be aimed at a certain category of consumers (the elderly, young people, athletes, families, etc.) should be directed. Therefore, creating a convenient program is the first and main task of the guide.

First of all, the type is coded so that it is easy to distinguish it from other similar routes. For example, Ch T-1 (Trekking #1 in Chimgan- it means hiking in Chimgan). Then the type is given a catchy, catchy short name (for example, «The Road to the Sleeping Princess»).

It is also necessary to specify the appearance of the program and which category of tourists (excursionists) it is aimed at. The tour should be mixed, that is, combined (by car, on foot, on horseback) or a structure (mountaineering or rafting), that is, tourists should have the opportunity to choose.

It is also necessary to pay attention to the seasonality of the route.

The duration of the program is shown in days/nights or hours. The tour will be commented from the day of the visit until the return. It is recommended to provide information such as a description of the place, a scheme of movement along the route, the height of peaks, duration of movement, stops.

A tourist (excursionist) should have information about the conditions under which it is possible to participate in the program. For example, natural climatic conditions (it is dangerous to travel when there is a risk of avalanches, floods), political (military conflicts in the mountains), technical (availability of communication, rescue team, helicopter, car), economic (favorable prices, good infrastructure), etc.

When organizing the trip, it is necessary to explain what the tourist (excursionist) can or cannot take with him (for example: primus, lantern, etc. Necessary things). Sometimes, when the number of necessary inventory in travel agencies is small, tourists can bring it with themselves or rent it. The program also provides information about services included in the price of the tour or paid for separately (feeding, toilet, translator in your own language, taking pictures, etc.).

If the guide is given a ready-made program, he should thoroughly familiarize himself with this program, determine its positive and negative aspects, clarifying some issues. This can prevent many misunderstandings (for example: horses are given after reaching a certain area, bathing is planned in a lake and not in rivers encountered on the way, etc.).

2. Selecting and working with service personnel. The tour also includes organizing activities of service providers for tourists (excursionists) on the route, making them as comfortable as possible, and performing tasks promptly. There should be a «team» that will achieve the set goal as one. Such a team may include:

- grooms who take care of horses, take care of them, prepare them for the road, provide veterinary assistance;
- cooks who deliver food products, firewood, prepare food, and their assistants who serve the table and collect waste;
- qualified specialists engaged in a narrow specialty (for example, botanists, zoologists, geographers, archaeologists, geologists, ethnographers, mountaineers, etc.).

Service personnel on the route may encounter various situations, the guide should organize their tasks as follows:

- loading of special equipment and luggage of tourists (excursionists);
- animal care;
- management of freight carriers;
- management of kitchen staff;
- going through various permission formalities (arranging the route with border guards, rescuers).

3. The initial work of the guide. The guide clarifies all issues of the trip for himself, that is, analyzes the results of previous tours, identifies positive and negative aspects, makes his own suggestions, predicts problems and develops a mechanism for their elimination. Then he studies the list of tourists (excursionists) (wishes, health, age, etc.), prepares handouts (program, scheme, tour route) and conducts a briefing (informs about the results of various stages of the trip gives information).

4. Welcoming tourists (excursionists). Tourists (excursionists) can be met in different places – at the airport, in a hotel, in a village. Therefore, the guide will have to:

- if transport brings tourists (excursionists) to the designated place, the guide must go there on time. This increases respect for the guide;
- should carefully check all tourists (excursionists), make sure that there are no latecomers;
- respecting tourists (excursionists), he should help them get on the bus, answer questions.

When picking up at the airport and train station, the guide must come out with a sign with the name of the company, and wear a badge with his name and picture. He gets to know each tourist and advises where to store luggage, store documents, exchange currency, buy souvenirs, books, maps.

It also provides information about changes in the program, discusses each day of the tour in detail. Ensures that all necessary items are received, otherwise rental inventory ensures the move is on time.

If the program does not include dinner on the first day, the guide will recommend where tourists can eat. Diseases of tourists should be identified, especially chronic diseases, which may develop during the trip. Therefore, he should not forget to take with him a first aid kit filled with all the necessary medicines. Pays special attention to valuables (money, documents, equipment) and travel safety (criminal, accidents).

Sometimes tourists call their homes from the number or buy alcohol from the mini bar. The guide must explain that such services are not included in the tour and that a separate payment must be made for them. Tourists should announce the same time so that they do not wait for each other.

According to the standards of the Republic of Uzbekistan, a tourist group consisting of 10 people is considered to be a tourist group of travelers who come for the purpose of study, recreation, and sightseeing.

A tourist group consists of 4 people and 2 hunters who like climbing peaks and rocks, traveling in the mountains, desert, swimming in rivers, speleology and other special types of routes.

5. Organizational and management issues of tour implementation. From this process, tourists evaluate the guide's qualifications, services, and how reliable the costs are. During the route, the guide should be inspired and proudly tell stories about the objects. Reading a memorized scientific text is like giving a lecture. Excursionists will be interested only if the guide tells the facts based on his spiritual experiences in an understandable language.

The organization of the tour requires a daily briefing, that is, the guide must discuss the situation in the group with the tourists, interaction with local residents, service and impressions, identify the problem that has arisen, and find a solution together. Usually there are two briefings:

- in the morning, after breakfast, in which the guide will briefly remind the group about upcoming events, safety measures, sanitary stops on the road, rules of behavior on the route;

- evening, after the meal, in which the results of the day are summarized, changes are made in necessary cases, additional information about the area is given (history, ethnography, flora and fauna of the country).

When working with tourists (excursionists), the guide should be persistent and be able to refuse if necessary. He should direct people to work as a team, talk to them individually when a problem arises, and not start a conflict.

The guide should always treat all members of the group equally, invite everyone to talk, and work in cooperation with informal leaders who are able to show themselves. The main thing is to encourage tourists (excursionists) to support national crafts, traditions and culture. They willingly buy souvenirs made by our craftsmen.

6. Farewell to customers. The farewell party should be organized in such a way that it does not change the good impression formed in the minds of tourists during the tour. On this night, tourists express their opinions and make suggestions. These

suggestions must be taken into account by the guide. At this event, the guide will provide information on the formalities of leaving the country and accompany them to the point of departure.

7. Report preparation. At the end of the tour, the guide informs the tourist company about the work done (problems and successes), provides financial documents, analyzes the opinions of tourists about the route, area and observers. Even after the tour is over, the guide can keep in touch with the tourists. This will help them to know the points they missed and to overcome the shortcomings in the next rounds.

## **II.LITERATURE REVIEW**

This writing is about investigating how tour guides plan their trips and how they do their job. It also aims to provide information for current guides about the languages they should be proficient in, the obstacles they might face, and any new developments in their field. This means that the things you read or write about at work are connected to your profession or field of work. They are not separate. We have found that it is more fun to have a guide when going on tours or trips to new places instead of going alone. Legends and stories not only provide entertainment, but also make your trip safer and less expensive. Many tour guides know more than one language, which helps them learn about different cultures and traditions. This makes it easier for them to work with visitors from different countries, and we call these people multilingual.

Guides have unique qualities that are important for their job. People on a trip understand what the trip is about by listening and looking at the guide. They can hear the guide talking to them during the trip. The person who helps tourists may come to them in these situations: the person who provides information, or in other words, tells someone else something they know. The guide tells a story to the visitors without sharing his opinion or feelings about the events. He only explains the important details and shares knowledge with them on the tour.

The guide talks to you and asks you questions when showing things to you. We will give you information by asking questions and giving answers. We care about what you think about the information and we promise to make the talk fun. The person who is leading can give more details about what happened by talking about their connection to it and by asking questions.

The person who talks during a sports game or event is called a commentator. The guide tells us about things we see or experience and tells us why they happen.

A consultant is someone who shows and explains things so that people can understand and see them the right way.

A leader who is led by emotions and gives guidance assesses things and situations, expresses their feelings to travelers, and helps them understand what they are seeing.

The idea behind the tour guide thesis comes from different areas like tourism, communication, and education.

Many people have talked about how important it is to communicate well when guiding tours. The writer, Jonathan Lord, talks about how tour guides need to change how they talk to visitors depending on what they like and need. This helps to help visitors have a better time. The book was written in 2011. In the book, "Tourism Communication" was written in 2004, Elisa Backer and Constanza Bianchi explain how tour guides can make visitors more interested and enjoy their trip more by using storytelling and humor.

The book "Teaching and Learning with Museum and Gallery Collections" written by Viv Golding talks about how to teach people about places using educational methods. Golding believes that tour guides can use museums and galleries to help visitors learn important things in a meaningful way.

Many research studies have looked at how teaching guides better can improve their work. For example, Lee and colleagues. A study done in 2019 looked at how a special training program for tour guides in Hong Kong made their services better. The research discovered that the certification program helped tour guides improve their knowledge and skills. As a result, they were able to provide better service, which made tourists happier.

People are looking into how important it is for guides to understand and respect different cultures. Intercultural competence means guides can get along with tourists from different cultures and talk to them in a way they can understand. Chen and his colleagues conducted a research. In 2020, the writers studied if training guides to understand different cultures was helpful in making cultural exchange experiences better. The research showed that teaching people how to understand and communicate with people from different cultures helped tour guides to make it easier for tourists and locals to interact with each other.

Having good management for guides is important to make them work well. A research project conducted by Hsu and colleagues. In 2017, some people studied how different ways of leading affect how happy and well workers who guide others

do their jobs. The research shows that leaders who encourage and care for their team members, they can motivate them to do better at their job. This was seen in tourist guides who were happier and did their job better when they had this type of leader. Many research studies have looked into using technology to make guiding services better. For example, in a research done by Lee and their team. In 2018, researchers studied how a mobile app that gives tours can affect how happy and loyal tourists are. The research showed that using the app made tour guides better and made tourists happier.

### **III.METHODOLOGY**

An online and the same offline were used to collect data for the study. The survey 56 responses, and while 60 questionnaires were sent, only 54 were viable, yielding a 90% response rate. The survey was distributed to not only Uzbek tour guides residing in various districts but also some guides of other countries.

Guides are targeted while they are working, and it helped us to identify what factors are more important to organize their work during excursions, process of work. Also we should mention that guides were asked their thoughts about new opportunities, future of the work and the most important factors for work of them.

The generality of this study is influenced by four major demographic characteristics, which will be explored in the following section.

1. Most of responded guides are as multilingual people. 2. Their main purpose is not money, while other people think they work for only budget. 3. More of them are working on another profession in which is related to this sphere. 4. They considered knowledge in history, also experience more important in this occupation, and work is more interesting in historical cities.

#### **Survey**

The study investigates the most important factors which are basis of their work and what is more to pay attention for being a guide. A questionnaire (survey and explanation) was chosen as the most accessible technique to evaluate the determinants in this study. This technique was chosen because it is arranged and re-analysed, resulting in the demonstration of a comprehensive group of research that meets the specific purpose of this study. The offline and online (self-management) questionnaire was utilised to collect data for the study. The questionnaire begins by requesting demographic information from tour leaders. Then there are questions to determine the factors that influence them. If the response is yes, tourists will be asked

to pick up the appropriate degree or confirm their own answer by texting or writing in.

#### **IV. RESULTS AND DISCUSSION**

##### **Specific result of project**

As we know that in tourism of today guiding profession is one of the most valuable service, and not only nowadays, but also for future we will need professional and more people who can guide, translate each traditions and customs, service in each sector of tourism sphere for guests in growing and attracted this industry.

The comprehensive analysis of the current challenges and opportunities in the guide industry, including the impact of technology and regulatory requirements. Apart from this, a review of best practices in guide management, including recruitment, training, scheduling, and performance evaluation. The survey of guides to identify their needs, expectations, and satisfaction levels with the existing guiding services. Moreover, an evaluation of the pilot study results, including feedback from the participants, key performance indicators (KPIs) such as customer retention, guide satisfaction, and revenue growth, and a cost-benefit analysis of the new system. A set of recommendations for implementing the new guide management system, including training, communication, and change management strategies, as well as a timeline for the rollout. The results of this project, highlights its significance for the guide industry and related fields, and suggests directions for future research and development.

##### **Findings**

The survey took place from April 3 to April 28, 2023. A total of 54 guides replied to the poll, according to the age, the most of 20 respondents (37%) are between 33 and 40 ages, whereas the youngest group of guides consist of (17 %) 9 guides. Other two ages of group are equal number 13 (28%) participants in each one, namely 26-32 ages group and above 41 age group (Diagram 1).

Based on the questionnaire, we asked their languages which they can guide professionally, respondents answered that 83% of (45) participants can manage tour in Uzbek language, in the second level English and Russian languages (40 participants) 74% and (39 participants) 72% respectively and French, Chinese and other languages lower than 42%. As an analyzing research, knowing multilingual is secret of the work of guides, it helps them to adopt more guests (Diagram 2).

Given question which is important in your profession, more percentages are in Career and communicating with people 37% and 39% than chosen Money 13%,

Interest and Other roles stay at neutral with 27%, 31% properly. The research shows that the guides consider money is not the basic role in their profession (Diagram 3).

One of important asking from guides is payment which we give them, is it enough for their work or not, 44 participants (82%) answered „Yes, always” , whereas 6 guides (11%) replied „Sometimes”, 7% of participants is not satisfied from money (Diagram 4).

In the questionnaire, we asked to know that are you agree or disagree with working students for helping them to feel thoughts of guides, they answered that 63% of participants „Yes”, that is great” , 20% of them „ No, they cannot well, 17% of them „ I do not care “. We understand that most guides agree with work of students (Diagram 5).

We included opportunities for participants to remark and give comment at the end of the survey. We have addressed these in the recommendation section, based on the feedback we have received.

## V.CONCLUSION AND RECOMMENDATION

Making sure the guides are doing their jobs well is difficult and involves paying close attention and being good at talking to people. Organizations can make things better for their clients by giving everyone clear jobs and teaching them well, while also using helpful technology. Organizations need to check and change their ways of doing things to make sure they keep up with what their clients want. If guides are organized well, organizations can save time and money, make their customers happier, and become successful in tourism for a long time. Guides need to be good at their job and keep learning because there is competition from both other guides and artificial intelligence. It helps them serve guests better by providing more information and being on time.

This thesis suggests that good management of tour guides is very important for making tourism successful. We need to teach guides and help them learn more so they can do their job better. Everyone needs to know what their job is and communicate well with each other. We should also check how well the guiding is going and give suggestions for making it even better. Many professional guides think it's good for students to work as guides too. In a study, everyone said that being able to communicate well is the most important skill when guiding people.

Tourism is a growing business that helps economies of countries. It provides more job opportunities for people. While organizing their work, guides will learn about new technologies in this modern age. The better their performance in serving guests, the more clients they will attract. Besides these, they should learn multiple

languages for the job, and also have knowledge about different locations and historical landmarks.

We think adding these things to the service and arranging how the work is done will help in these ways:

- Organizing tours, excursions and travels in detail
- Improving communication skills
- Helping time-consuming
- Adopting new technologies and innovations
- Being outgoing and polite for clients

Moreover, the implications of this research extend beyond the tourism industry to other domains where effective organization of work is essential.

### **Recommendation**

On the survey, there are two open-ended questions which respondents may answer independently basic their experience and what they face to challenges during their work. These questions consist of, what is your advice for future guides to become a good guide?'' and, Shortcomings in areas, and what innovations can be introduced? they are given at the end of the poll to know their thoughts. According to the answers, for being a professional guide, they mentioned that practice, knowledge in languages and about objects, communication skills, being patient, respect guests, punctuality, feeling responsibility and following etiquette rules. That is absolutely true and everybody agrees with this advice and it is improving factors for managing activities. And based on the next question, they replied on that creating places for rest, respecting guides each other during excursions, modifying technologies and lack of apps for using easily, and also electronic boards and halls for movies to show more data by reviving objects, people by artificial intelligence.

Based on the research, we would like to make the following recommendations:

The process of preparing a new tour service begins with defining its specific purpose, which helps the authors to organize the tour service later. The guide's story also serves this purpose. We list several goals of the excursion service: educating tourists in the spirit of patriotism, inviting them to socially useful work, instilling a sense of respect for the culture of other nations, aesthetic education, broadening the worldview, additional information about science and culture. Giving information and others.

In the process of preparing the topics of the excursion, it is intended that the guide conducts independent training with a watch in his hand when composing the story. Speech speed is 75 words per minute, average – 60 words, slow – 45 words.

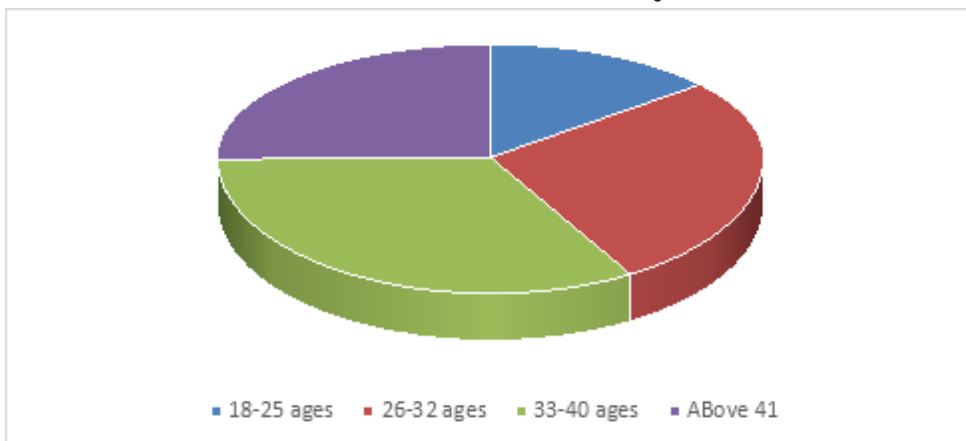
Speaking quickly (80 or more words per minute) in the process of telling a story is wrong, it bores the listeners and makes it difficult to analyze the information of the excursion. Excursionists do not accept fast-paced speeches without breaks. At the same time, it is wrong to maintain the same pace during the entire excursion. In the guide speech, the main events are narrated more slowly than other information. The material that develops the main cases is presented quickly.

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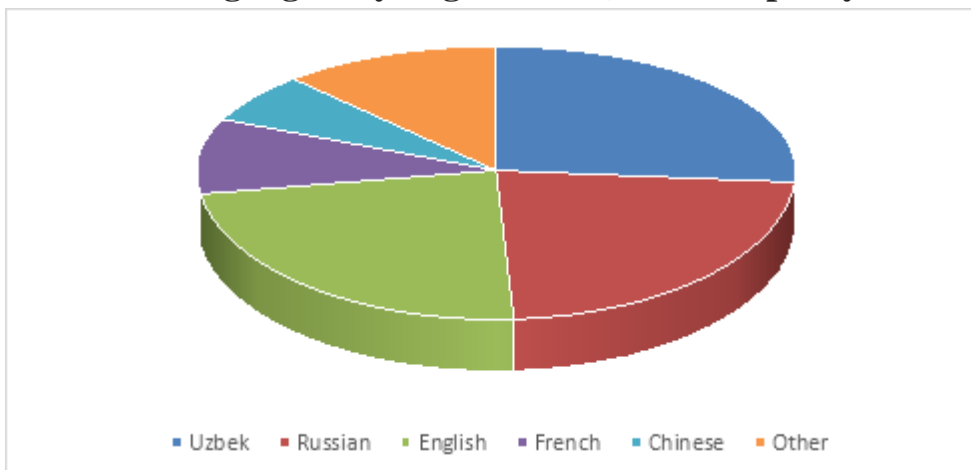
Tour Guides and Escort Skills and Knowledge from  
<https://www.mymajors.com/career/tour-guides-and-escorts/skills>

**APPENDIX**  
**How old are you?**



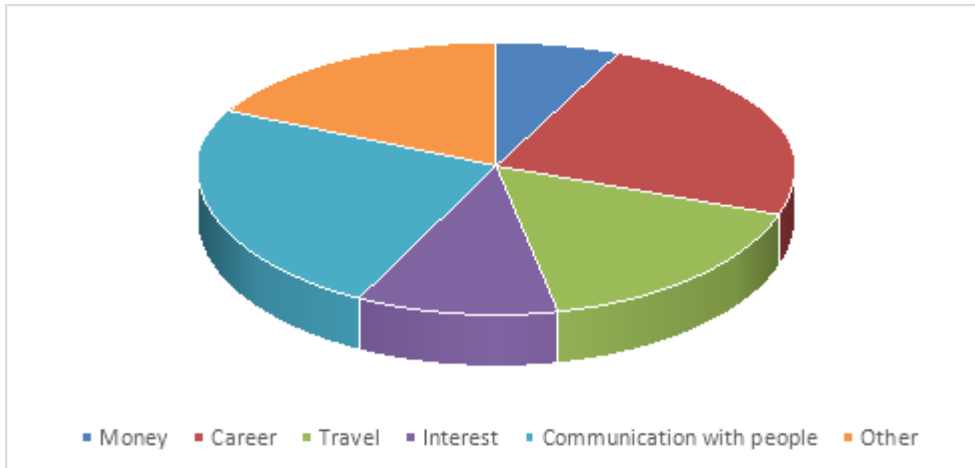
**(Diagram 1)**

**What language do you guide in? (You can specify more than one)**



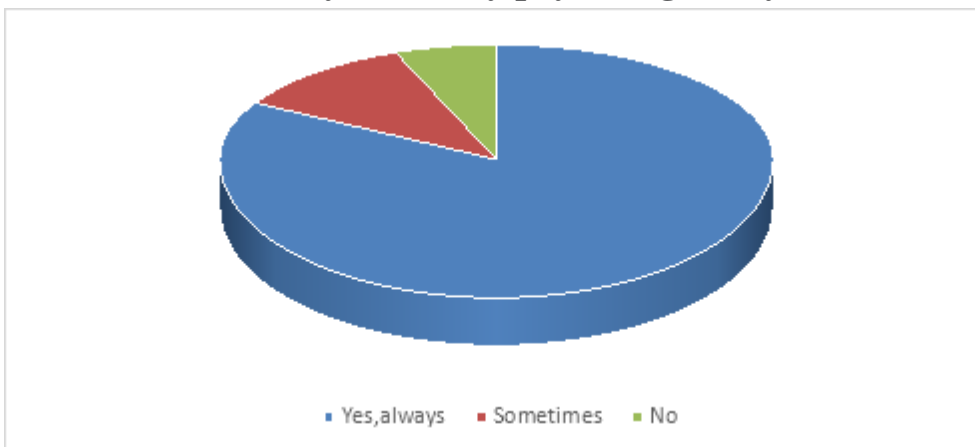
**(Diagram 2)**

**What plays an important role in the activity of a guide? (You can chose more than one)**



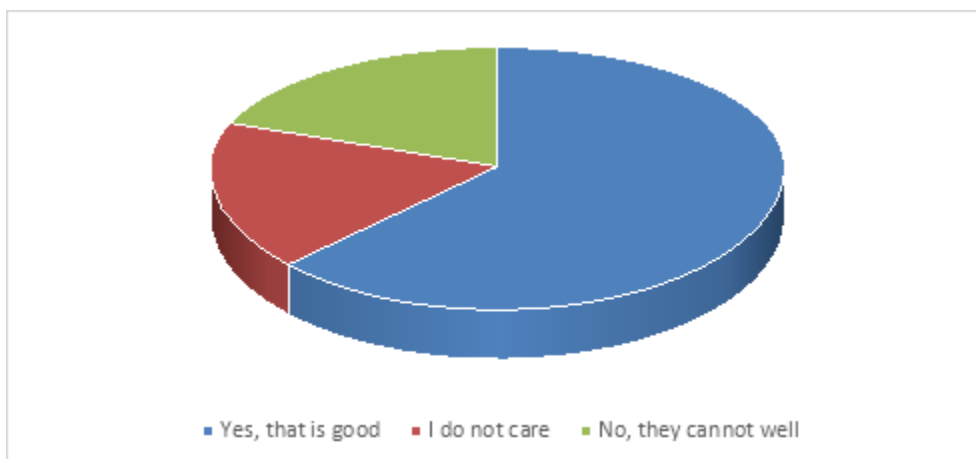
**(Diagram 3)**

**Does your salary pay enough for your work?**



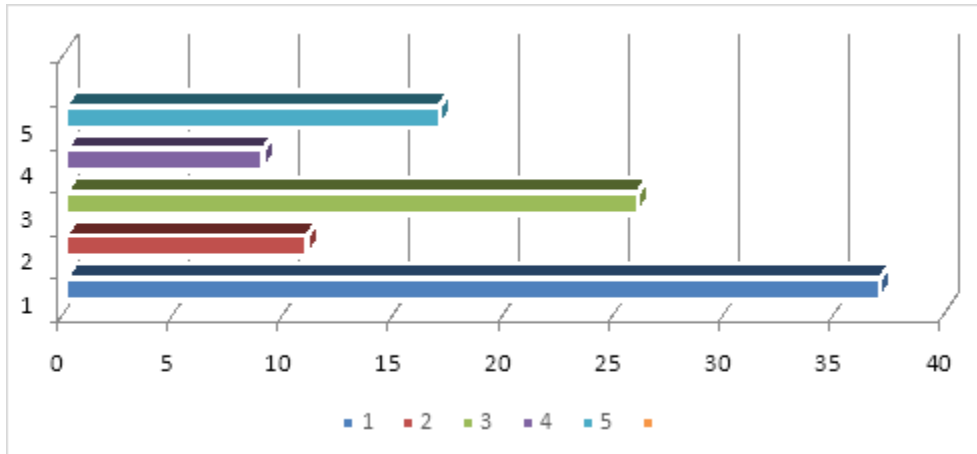
**(Diagram 4)**

**As a professional guide, how do you see young students working in this field?**



**(Diagram 5)**

**How does the movement of other guides amid the visit (talking boisterously, disrespecting you, interfering along with your discourse, influencing your adjustment, etc.) influence you? 1=weak, 5=strong**



**(Diagram 6)**