



THE ROLE OF GUIDES IN CONTEMPORARY TOURISM

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Annotation: Nowadays, traveling around the world, discover new cultures and meet with foreign people are the common occurrence among the people. This article is devoted to express the importance of guides in our society and how they need to service and communicate with the tourists.

Keywords: tourism, guide, manner, history, location, tourist .

Аннотация: В настоящее время путешествия по миру, знакомство с новыми культурами и встречи с иностранцами являются обычным явлением среди людей. Эта статья посвящена выражению важности гидов в нашем обществе и тому, как они должны обслуживать и общаться с туристами.

Ключевые слова: туризм, гид, манера, история, место, турист.

“If everything is open and honest, you will not be ashamed in front of people” Sh.Mirziyoyev .Tourism is generally regarded as the act of travelling to a different location, for either business or pleasure purposes. However, it actually has quite a specific definition: the act of travelling to another environment, for at least 24 hours, but for no longer than one year, for purposes related to business or leisure.

A tourist is generally only classed as such if they stay in overnight accommodation situated in the location they travel to. By its very nature, tourism involves a round trip, rather than travel in one direction only. With this in mind, the tourism industry refers to all aspects of the service industry for society. On the contrary, I would like to show the reasons why the profession of guide is beneficial for the society .

Historically, tourist guiding is one of the oldest human activities. Guides existed even two and a half millennia ago, but along with the beginning of modern mass tourism they have become an important factor of the travel industry ever since. Today, it is difficult to perceive the organized tourism without the service of guides, both tour and managers/tour leaders and tourist guides .

Nowadays tourism industry, also known as the travel industry, is linked to the idea of people travelling to other locations, either domestically or internationally, for



leisure, social or business purposes. It is closely connected to the hotel industry, the hospitality industry and the transport industry, and much of it is based around keeping tourists happy, occupied and equipped with the things they need during their time away from home. And another aspect of the tourism industry is related to the profession of a guide. Because traveling with guide is the best way to learn about the place and its history. Additionally, tour guides ensure that itineraries are met and that customers are being informed in an entertaining manner the location they are touring. They are also responsible for ensuring the safety of the group and ensuring that tour groups remain together. Moreover, undertaking research and planning tours, preparing and giving presentations, offering sightseeing advice, organizing and leading excursions, problem solving, translating and interpreting, transporting and accompanying tourists are their duties. In that case, not everyone can do this job without preparing and studying.

There are some people who believe that whoever study at the English faculty and learn English can be a guide for foreigners. Nevertheless, there is huge difference between branches of the study among the faculties. For instance, the students who study at the pedagogics are taught how to teach the pupils, how to communicate with them and related to the education sector. Whereas, the subjects which learn the guides are radically different. We are lectured in how to be in contact with tourist, guide's behavior and morals, history of the popular places in the Uzbekistan, communication rules. Above all, the principles and rules oral and written translation of the words. Translating a word from one language to another is not easy task. Especially, in this field also has its own regulation and rules. That is why, I think The Faculty of Foreign Languages differs from the Faculty of Guiding and Interpreting. As well as, coming more and more tourists in Uzbekistan, especially, not only Bukhara, Samakand or Khiva but also Andijan, Ferghana and other regions serve as growing tourism industry. Because in our region also there are so many historical and popular locations where foreigner must to see. Nevertheless, there is lack of attention and adverts tourist rarely come there. But by means of guides, there will be a great opportunity to attract tourists and foreign visitors to this place and introduce them our history, current life and famous places. For this reason, guide's profession is in need of our society.

As a conclusion, every profession and field has its own place. We cannot replace one job with another because each of them is necessary and important for our community, like the profession of guides and translators.



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