

Organization of the Professional Activities of the Guide, Quality Control of the Excursion Product

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ABSTRACT: The purpose of this article is to analyze excursion product and its role in tourism development. This type of tourism is an extremely interesting area of tourism. Unique tours that combine people's modern overlook and most notable part of culture of every nation on the planet are gradually gaining more and more popularity.

KEYWORD: tourism, excursion, tour, tourist activity, guide, excursion product, quality control.

Introduction

Excursion activities are an important part of route planning, they make a big contribution to GDP and play an important role in the global economy. Due to the inflow of funds, the tourist infrastructure is developing, new jobs are appearing, and this contributes to an increase in the standard of living of the population. During the passage of excursion routes, a person gains knowledge, learns a lot of interesting facts, expands his horizons. Excursion activities also introduce foreign tourists to culture, promote the growth of cultural interaction, foster tolerance, mutual assistance, and strengthen world peace.

Among the new, non-traditional types of tourism, virtual tourism stands out. "Virtual tourism is a human activity that allows using modern computer technologies and communication networks to create and receive the most realistic sensory information about the desired destination from among those that really exist without moving to it." The advantage of virtual tourism also lies in the fact that it can be used by all social strata of the population, such as the disabled, people who do not have enough funds for physical and temporary trips, etc. To do this, it is enough to have computer equipment with appropriate applications and programs and home Wi-Fi. Virtual tourism has become especially relevant in connection with the Covid-19 pandemic. Many countries, including Uzbekistan, have introduced a quarantine and self-isolation regime. In these conditions, using the possibilities of virtual tourism, you can usefully get acquainted with the cultural, historical, recreational opportunities of various countries and virtually visit your favorite attractions in 3D format. On June 23, 2020, the first meeting of the association was held in Tashkent. Spot. The E-Commerce Association of Uzbekistan was established in February. Then it was reported that its main goals will be the development of projects and programs aimed at improving the climate; increasing the legal and economic literacy of business representatives and the population, helping entrepreneurs in the development and introduction of new products. The mission of the association is to create opportunities for everyone to buy and sell high-quality goods and services online at any time and in a convenient place. The market potential is \$1.2 billion. This includes the sphere of services, the sphere of goods, delivery. The excursion activity also

introduces foreign tourists to culture, promotes the growth of cultural interaction, fosters tolerance, mutual assistance and strengthens world peace. [4]

Main part

The excursion is a process of cognition of objects and phenomena of the world in which we live. The head of this process is a qualified specialist - a guide who owns professional skills. Tour guides differ from each other as specialists in certain fields of knowledge, and at the same time they are all the same in such matters as knowledge of the methodology of conducting excursions, pedagogical skills and the ability to lead a group in the process of learning. Each guide must have a well-developed imagination and be able to think in images. The guide is not required to be trained in all branches of knowledge and be able to answer any question. It is customary to call erudite guides those who have in-depth knowledge of two or three excursions and can, on the basis of them, prepare options for excursions for various categories of tourists.

The level of guide skill depends on a number of factors. They can be divided into two groups: the first group - factors that do not depend on the guide (the level of methodological documentation, the selection of display objects, route planning, the content of the "guide's portfolio"); the second group - factors that depend on the guide (his general erudition, knowledge on the topic, mastery of the methodology, culture of speech, the ability to establish contact with the group, practical skills and professional skills). An important feature of the guide's skill is the ability to lead a group, establish and maintain the necessary contact with the tourists throughout the excursion. The guide is faced with the task of overcoming the wariness that arises when meeting with sightseers. Here an experienced guide comes to the aid of intuition. An experienced guide, relying on his intuition, can determine their interests without preliminary surveys of the tourists and, on this basis, shorten or lengthen the introductory part of the story, change the content of the logical transition from subtopic to subtopic. [2]

The guide's intuition tells him which methodological technique is most effective in a given audience. No less important role is played by intuition in determining the mood of the tourists, their relationship to the observed objects. It allows the guide to avoid the standard of an "average" excursion and to approach the presentation of the material in a differentiated way. The work of the guide is creative. Creativity in the activities of the guide finds its expression not only in the work of his imagination, but also in his daily work when using methodological techniques, selecting proverbs, sayings, literary sayings, various forms of revitalizing speech, in search of new logical transitions between subtopics, in improving the technique of conducting excursions. However, the creativity of the guide during the tour should not go beyond the control text and methodological development. The nature of the guided tour largely depends on the temperament of the guide, which is manifested in his behavior, in the level of vital activity. Depending on the type of temperament of the guide, his behavior is characterized by a certain depth of emotions: temper, calmness, different reactions to stimuli.

A sanguine guide is characterized by a fast pace of speech, frequent mood swings, and a quick reaction to the actions of sightseers. Choleric is hurried in the story, in the absence of proper control is quick-tempered, unbalanced, touchy. Phlegmatic, on the contrary, is slow, has monotonous gestures and facial expressions. Finally, the melancholic is characterized by greater or lesser strength of feelings, duration of experiences, stability or rapid change of emotions. Therefore, the behavior of the guide, being a manifestation of the general culture of a person, must be subject to his will and depend on the ability to control his emotions. Emotions arising from the guide under the influence of external and internal factors, his mood, elevated or depressed, should not affect the course of the tour. The ability to pull yourself together, to provide the necessary tone in the group is an important part of the guide's professional skills. [3]

An integral quality of a guide as a person is his tendentiousness or conviction. Tendentiousness is manifested in the clear direction of his views and actions, in the desire to bring his point of view to the sightseers and convince them of its correctness. During the tour, the guide directs the group's attention to those aspects of objects, phenomena and events that should be reflected in their minds, in a word, helps them see what he sees himself. Sometimes the guide faces the task of relieving the tension and irritation of the tourists. At such a moment, a joke is appropriate, which helps to set the audience in the appropriate way. However, it should be remembered that humor should be tactful and unobtrusive. The desire to amuse the tourists at all costs shows that the guide does not take the tour seriously enough, and this leads to a loss of control over the group. An equally important task of the guide is to achieve an interested attitude of the group to the topic of the excursion, constantly activating their attention. To activate the attention of the group, the guide must skillfully and timely apply such methodological techniques as accepting assignments, accepting questions, accepting novelty, and finally, accepting the interaction of interests. To attract and retain the attention of tourists, the guide should know the socio-psychological characteristics of people. [5]

The most important professional requirement for a guide is a high culture of speech. Without mastering the word, you can not count on the successful conduct of the tour. The correctness, purity and expressiveness of the guide's speech depend on the degree of his mastery of the norms of the modern literary language.

The language norm is the rules for the use of words, grammatical forms and pronunciation existing in a given period of development of the literary language.

The guide in the process of preparing for the excursion, choosing the words that most accurately express the thought, must know their basic meaning well, take into account additional semantic nuances, and clearly understand where and when one or another word can be used. If the guide does not follow this recommendation, then there are inaccuracies that clog his speech, make it incomprehensible, sometimes distracting from the perception of the content of the tour. Fuzziness of speech, distortion of meaning also occurs when the order of words in a sentence is violated. In the sentence of the Russian language, the word order is considered free: there is no strictly fixed place for one or another member of the sentence. But this does not mean that there are no rules governing the location of words, that their rearrangement does not entail any changes. Word order in a sentence plays an important semantic and stylistic role. [6]

The accuracy and clarity of the guide's speech largely depend on the correct choice of synonyms - words that are close in meaning. They enrich the language, give it flexibility, serve as a means of strengthening thought, help to avoid repetition. And yet sometimes there are unsuccessful expressions, the appearance of which is explained by the carelessness in the selection of language means, the wrong choice of words from a number of synonyms. In addition to the original Russian vocabulary, the vocabulary of each guide is constantly updated with foreign words, the use of which is subject to a number of requirements. The foreign word must:

- be appropriate in the given text;
- be used in the meaning it has;
- Pronounce correctly.

The guide must always take into account the composition of the group. Working with a trained group, the guide can leave foreign words without comment, because they are basically clear to everyone. If the group is not sufficiently prepared, then the terminology must be accompanied by special words or whole sentences that briefly reveal the content of foreign words.

Special terminology should be used sparingly. Terms burden speech, complicate its understanding. It must be remembered that if there are accurate and vivid Russian words, it makes no sense to replace them with foreign ones. An indispensable requirement for the use of foreign words is their correct pronunciation. The

guide can only include a foreign word in his speech when he knows which syllable is stressed in it, how the sounds in the word are correctly pronounced. Enrich the guide's speech with stable word combinations - phraseological units: find a common language, go with the flow, a storm in a teacup, follow the line of least resistance, sewn with white thread, a disservice, etc. [2]

Figuratively convey the idea of proverbs and sayings. When choosing expressive and visual means, one must remember: they help to express thoughts and feelings more vividly and more clearly only when a sense of proportion is observed, when they are quite suitable both in content and in form. However, one should avoid hackneyed epithets and metaphors that do not evoke figurative ideas, but are speech clichés: if success, then necessarily huge, if participation, then active, if tasks, then relevant. But successes can be grandiose, colossal, impressive, large; participation - active, energetic, lively; tasks - burning, topical, etc. Participle phrases should be avoided, their use gives the speech a bookish character. Tour guides with a small vocabulary often have pauses in their speech, which they fill with weed words that do not carry any semantic load, for example, you know, generally speaking, in some way, of course, so it turns out, so to speak, actually speaking, the fact, in general and as a whole, well, that means. Such rubbish words irritate listeners. Inarticulate sounds are even more unpleasant: m-m-m-m, d-d-d, a-a-a, uh-uh, etc. Correct literary pronunciation also requires great attention to stress. Stress in Russian is mobile, and this property of it creates certain difficulties in mastering the norm. Therefore, the guide, using certain words, should carefully listen to their sound, be sure to check the doubtful word in terms of stress in reference dictionaries. [7]

A professional guide must have a well-trained, sonorous voice with good diction and a pleasant timbre. The rate of speech on the tour may vary depending on the content of the various parts of the individual text, the time allotted for the story of the object, the emotional mood of the guide, and the unforeseen situation. Gestures and facial expressions are inextricably linked with the movement of thoughts and feelings of the guide. They arise as if by themselves, based on the content of the speech, its emotional intensity. Rhythmically coordinated with intonation, stresses and pauses, gestures help to focus the audience's attention on certain "shocking" parts of the speech, to express the speaker's emotional attitude to the thoughts expressed, to infect the sightseers with this attitude. The tour guide's gesture evokes similar hidden movements in listeners, setting them up accordingly.

In excursion practice, the following classification of gestures is adopted:

- pointing gesture can be straight, arcuate, broken and made in different directions: from bottom to top, from top to bottom, from left to right and vice versa. The pointer gesture is usually directed towards the object;
- illustrative gestures give an idea of the boundaries of the objects being examined, the size of the displayed territory. The gesture seems to outline the object, stops at individual details;
- emphasizing (spatial) gestures give a visual representation of the size and shape of excursion objects;
- reconstructive gestures help to visually restore the unpreserved parts of buildings, structures, etc. The guide must be able to evoke the necessary associations with this gesture among the tourists;
- incentive gestures that allow the guide to correctly place the group at the sightseeing object. With their help, tourists are invited to make the transition from one object to another, leave the bus or, conversely, take a seat on it;
- visual gestures make it possible to correctly demonstrate the benefits;
- emotional gestures expressing the emotions of the guide, his mental state at the time of the tour. An important indicator of the feelings of the guide is the facial expression, his facial expressions. Facial expressions allow listeners to better understand the guide, to figure out what feelings he is experiencing.

Facial expressions can convey a whole range of feelings and experiences: joy and sorrow, doubt and irony, determination and contempt. Facial expression should always correspond to the nature of speech. The expression of boredom and indifference on the face of the guide has a negative effect on the sightseers. The face of the guide should breathe benevolence towards the sightseers. [3]

Conclusion

One of the main factors on which the overall impression of tourists from the trip largely depends is the excursion service and the work of the guide with the group. The tasks of the tourism industry are to increase the cultural level of a person, to better satisfy spiritual needs, to have a positive impact on his system of values, knowledge, and social behavior. These tasks are largely solved with the help of excursion services, which are the core of tourism programs. Only complex sports trips and a few specialized tours, such as hunting and fishing, can do without it. When organizing other types of tourism - cultural, scientific, ecological, religious, business, educational and others - excursions are necessarily included in travel programs and have a formative effect on a person, enrich him with new knowledge and impressions. Only the right approach to serving guests during the tour can ensure maximum customer satisfaction with this service.

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