

THE CONTRIBUTION OF GUIDES IN PROMOTING THE TOURIST PRODUCT

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Abstract The aim of this study is to determine the role and significance of a tourist guide as an intermediary between supply and demand and as well as their role in providing a bridge between tourists and local communities in supporting the local economy and sustainable tourism within tourist destinations. Research on tourism suggests that tourist guides are key representatives in the tourism industry in that they have contributed significantly to the satisfaction of visitors and are believed to determine whether or not the tourist will revisit destinations. The present study sought to investigate the perception of local tour guides pertaining to their future career as tour guides and the roles they played in the profession. The analysis of the attributes was improvements could be made to enhance the overall tourist experience. The Tourist satisfaction survey and data analysis were conducted using the Statistical Package for Social Science (SPSS).

INTRODUCTION

The organization of tourism, tourist routes and excursions, first of all, requires favorable natural conditions. It attracts people with its unique relief, climate and diverse exotic landscape, cultural heritages, traditions and many others. Due to the fact that Samarkand has developed both the historical and cultural, modern part, as well as the natural and climatic conditions of the Samarkand region is visitable favorable than in other regions of the country. There have been settlements in the country for millenniums, and the local population has been engaged in such areas as agriculture and variety of crafts. As one of the centers of world civilization, Samarkand is a center of secular and religious knowledge, spirituality, enlightenment and culture, as well as the beautiful climate and nature. It should be noted that Samarkand differ from other regions by its beautiful nature and flora.

Tours include many products and services. The presentation and management of these products and services are mostly done with the help of tourist guides. In this aspect, the performance of the tourist guide, which is one of the key points of package tour, is very important for its success. In reviewing the literature, it is noteworthy that

many studies have identified the role and effectiveness of tourist guides the accomplishment of the package tours.

This study will mainly consider guides, their qualities, features, characteristics, their role in tour packages and contribution to local tourism. About guides' influence the sales of tour products in the city and other regions will also be considered. Under what conditions are they ready to work, with one or another owner enterprise and a person who has his own product or services offered to tourists. To determine their role on the example of the city of Samarkand, which is called the second historical capital of Central Asia.

LITERATURE REVIEW

Tourist guides unlike other representatives of tourism industry are front-line professionals. They establish an intense, influencing and close contact with visitors which is at the same time defends interests of sustainable cultural tourism. Their profession is usually perceivable as an uninspiring, repetitive and mass tourism activity, also it can be a creative and effective device in the creation of tourist experiences. The role of tour guides has received more attention in academic literature. They are started to be recognized as an effective intermediate for conveying important environmental information to visitors and tourists. It is commonly caused a more comprehensive analysis of other roles they may play in complex tourism and allocated the need for monitoring guiding standards. In other words, the role of a tourist guide is difficult and different, containing of lots of "sub-roles" (Holloway, 1981).

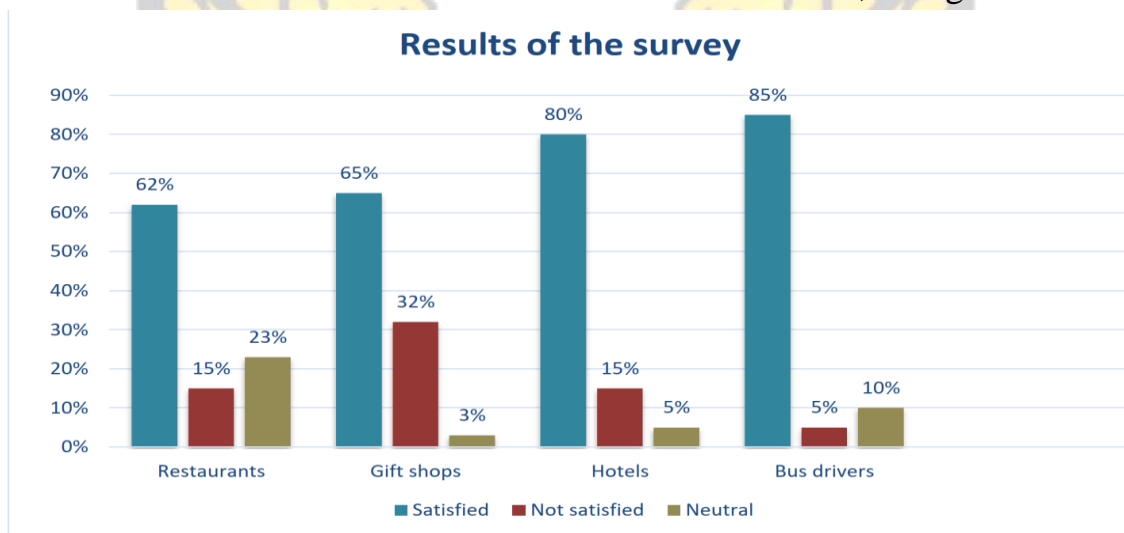
On the other hand, according to Istanbul's "Resmi Gazete" (2012) there are many terms related to the profession of tourist guiding, Tourist Guiding Profession Law which is determining the scope and limitations of guiding services provides the most complex definition of the subject. "The services tourist guides and tour are important element of the tourist product.

They constitute independent products – services themselves, or else are value which is added value to the complex regional tourist products. Involving tourist personnel tourist guides and our leaders in process creating tourist products or else in consulting their introduction, creates the possibility through an increase of the value of the brand of tourist guidance or tour leadership of preparing solutions in which the element of tourist guidance is a fundamental service" (Kruczek,2013). Here Zygmunt Kruczek describes the tourist product's structure and points to the role that tourist guides play in the process that increasing the assurance of the regional tourist product.

DATA AND METHODOLOGY

The major purpose of this research depends on the performance of tourist guides who are the important key element in tourism sphere. The purpose of this study is to determine what qualities a guide should have in order to retain or attract the attention

of a tourist or client and what key qualities a guide should have to attract a tourist. The thesis also explores the contribution of guides and their importance in the tourism product, as well as their role in the promotion and marketability of the tourism product. An interview questionnaire was used to determine all of these guide functions. The survey was conducted among the people who provide their products tourism sectors. The survey involved representatives of restaurants, 4 bus drivers, souvenir shops and also representatives of hotels. The research question is based on the answers to the following question “How guides can effect to the promotion of the tour product?”. The literature review and the professional experience of the researcher as a tourist guide were effective in determining the research question. The research was carried out in order to examine a research question in to the deep and, therefore, the research data was collected using qualitative research methods that allow in- depth of the research. The population of the thesis consists of who have their own tourist product that they provide to tourists. These people range from sellers in the market to owners of restaurants and cafes of theater cinemas or to owners of hotels, tour guides and others.



Would Like to re-visit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	38	38,0	38,0	38,0
	Yes	62	62,0	62,0	100,0
Total		100	100,0	100,0	

More than half of the total participants would like to re-visit with 62% while the other 38% ignored.

RESULTS AND DISCUSSION

Based on all the selections of interview, the contribution and role of the guide in expanding the marketability of the tourist product in the city of Samarkand was analyzed. This

work made demonstrates once again the importance of this profession is in the promotion of tourism and the economy, as well as in the lives of ordinary people. They are working like an advertising machine. But this does not mean that they offer tourists anything at all, no, they do everything possible for the comfort of tourists. For example, they take tourists to the places where cook delicious food or sell goods for a long time, and where it is not expensive to rent a room and in many other things and for all this, the guide will have to find the best ones that can leave a tourist with good memories and make him come back. The graph below shows the results of the interview. Each owner of one of the enterprises was asked a question concerning their business. As an example, we asked the restaurant owner a question "how do tour guides influence the promotion of your restaurant?" "Tell about all the pros and cons of the tour guide's activities". The same similar questions as: "What is your main purpose to work with tour guides?", "Talk about positive and negative sites of tour guides", "Tell about contribution of guides in promoting your hotel business" were given to bus owners of souvenir shops and hotels. Each of the answers differed from each other in their individuality. Everyone tried to convey all the positive and negative aspects of the tour guides in order to remove the problems that prevent cooperation with them in individual cases.

CONCLUSION AND RECOMMENDATION

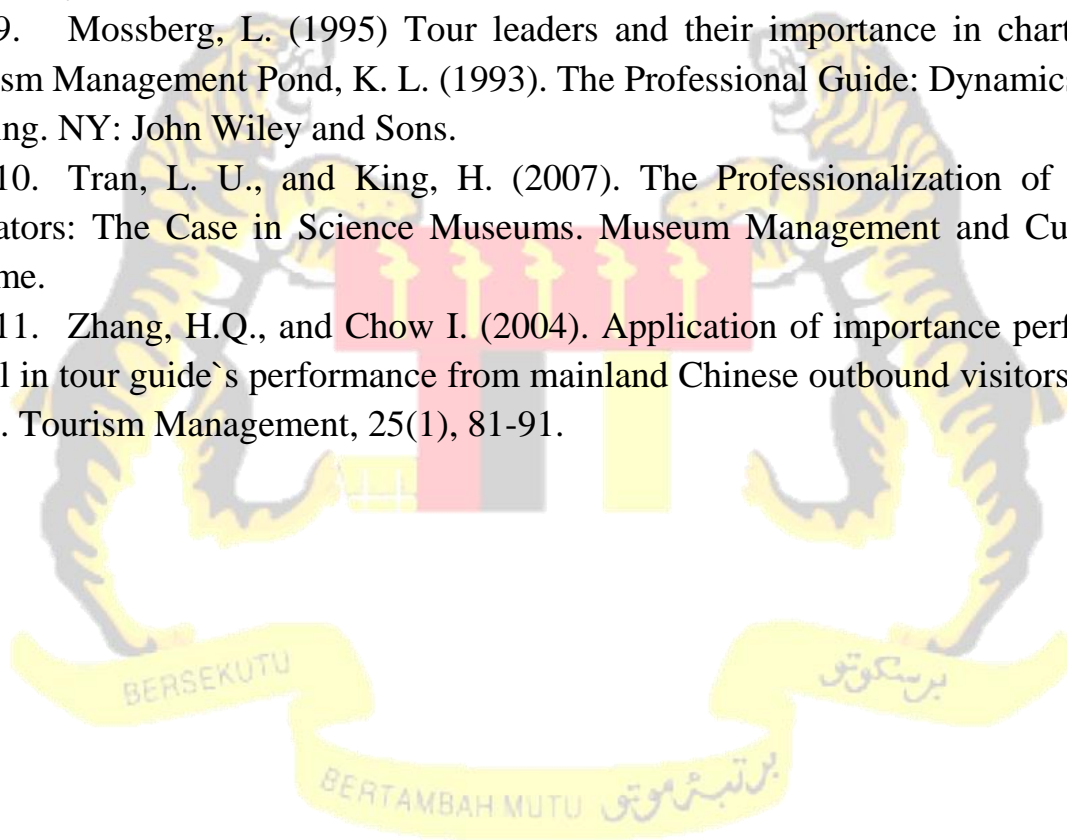
A tourist product is a complex section and its individual items perform different functions. There are many different types of tourism products. For example, one of them is the services of a tourist guides and tour leaders. A tourism organizer who creates tourism products added this category to the tourism product. A tourist product is also any combination of services, material, organizations, benefits of places, and concepts, including the perceptions of potential buyers about them, that satisfy the needs of the buyer regarding a tourist trip. In this sense, such a product is also understood as a package of basic goods which are tourist features of a particular or anthropogenic nature, material goods: souvenirs, maps, tourist equipment, as well as a package of services using tourism resources which may be related to the need of the buyer.

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TOVARLARNI SINFLASH, TASNIFLASH VA SERTIFIKATLASHTIRISH

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Tovarlarni sinflash, tasniflash va sertifikatlashtirish hozirgi kunda hayotimizda katta ahamiyat kasb etib bormoqda. Tovarlarni tasniflash yoki sinflash bizga bojxona ishlarida juda katta yordam berib kelmoqda. Bojxona hududidan import bo'lib kelayotgan tovarlarni tezroq va qulay aholiga yetib kelishi uchun uyg'unlashgan tizim bizga yordam beradi.

Uyg'unlashgan tizim haqida qisqacha ma'lumot berib o'tadigan bo'lsak bu tizim Belgiyaning Bryusel shahrida 1983-yil 14-iyunda qabul qilingan konvensiyadir. Bu konvensiya 1986 yil 24-iyunda protokol orqali kiritilgan o'zgartirishlar bilan birga 1988- yil 1 yanvarda kuchga kirgan. O'zbekiston Respublikasi 1998-yil 29-avgustda Oliy Majlisning 687/1 sonli qaroriga asosan bu konvensiyaga qo'shilgan. Bu konvensiya Respublikamiz hududida 2000-yil 1-yanvarda kuchga kirgan va hozirgi kungacha foydalanib kelmoqdamiz. Bu konvensiya 20 ta moddadan iborat. Biz iste'mol qilayotgan mahsulotlarimizning barchasi TIF TN kitobi orqali sinflanib tasniflanadi. TIF TN kitobida 97 guruh mavjud bo'lib, bu mahsulotlarni bojxona hududi balki boshqa jabhalarda ham ancha as qotadi deb hisoblaymiz. Chunki biz import bo'lib kirib kelayotgan mahsulotlarni shu TIF TN kitobga qarab ajratib olamiz va boshqa davlatlar ham shunga qarab ajratib oladilar. Masalan, TIF TN ning 1-bo'limda "Tirik hayvonlar va hayvon mahsulotlari" klassifikatlanadi. 01 guruhda esa "Tirik hayvonlar", 03 guruhda esa "Baliq va qisqichbaqasimonlar, malyuskalar va boshqa suvdagi umurtqasizlar" klassifikatsiyalanadi.

Tovarlarni sinflashda qo'llaniladigan tasniflash qoidalari oltita. Ular:

1-qoida. Tovar nomi bo'yicha tasniflanadi, yani tovarning aniq nomi berilgan bo'lsa, u nomi bo'yicha tasniflanadi, lekin keyingi qoidalar birinchi qoidani inkor etsa, bunday holda keyingi qoidalarga murojat etishimiz mumkin.

2-qoida ikkiga bo'linadi

a) Tugallanmagan, tayyor bo'lmagan tovarlar, lekin tovarning umumiy xossasini, xususiyatini namoyon qiladi, bunday xolatda tovarlar tayyor tovar sifatida tasniflaymiz;

b) Agar tovarlar bir necha materiyaldan tashkil topgan bo'lsa, ularni miqdoriga, tarkibiga, narxiga, funksiyasiga va tashqi savdodagi salohiyatiga ko'ra tasniflanadi.

3-qoida, bu qoidani ham to'rtga bo'lishimiz mumkin