

Factors Influencing the Performance of Tour Guides in Uzbekistan

Bekhruz Tursinboev, Madina Yakubova

Silk Road International University of Tourism and Cultural Heritage

Abstract: The tourism industry holds a crucial position in Uzbekistan's economic advancement, where the involvement of tour guides assumes paramount significance in ensuring top-notch tours and imparting enriched experiences to the visitors. The quality of tour guides' performance exhibits significant variability, thereby exerting a notable influence on tourist contentment and the frequency with which they undertake future tours. This present study endeavors to identify and analyze the various factors that exert an influence on the performance of tour guides in Uzbekistan. Specifically, the study seeks to shed light on the impact of such factors as their knowledge, communication skills, cultural sensitivity, attitude, and work experience on their overall performance. This study endeavors to investigate pertinent factors in order to offer valuable insights to tourism authorities which can be utilized to develop robust strategies aimed at enhancing the performance of tour guides and ultimately augmenting the overall tourism experience in Uzbekistan.

The main purpose of this thesis is analysing the factors influencing the performance of tour guides in Uzbekistan. The research objectives consist of a review of the literature on service quality and tour guide performance, challenges and problems they face during their tour. As tour guides are front line service providers, they play a main role at a destination. Considering these factors, this research paper illustrates the factors influencing the performance of tour guides in Uzbekistan by conducting survey among tour guides and providing the result and recommendations. Within this context, an online questionnaire form was distributed to tour guides in Uzbekistan who work in different regions of country..

Keywords: Tourism, evaluation, performance, tour guides, tourism authorities, factors.

In the modern era, it is being challenging to gain customers satisfaction in a high level and high market competition has emerged as new businesses are increasing. In these situations it is important to keep a good relationship with customers. To be in a good relationship, service should be satisfied. In tourism and hospitality industry, in case of tour guide profession, customer's satisfaction has a crucial role and tourism is depended on human power. In order to achieve tourist satisfaction tour guides should demonstrate high customer-oriented skills.

Without a doubt, tourism plays a vital role in the world economy. Recent data from UNWTO is showing that over 900 million people went on trips internationally in 2022. this is twice as many as in 2021. However, this number is still only 63% of what it was before the pandemic. Tourism is increasing all around the world. Tourist arrivals in the Middle East rose to 83% of the number before the pandemic. This was the highest increase compared to other places (UNWTO Annual Report, 2022). Tourism also plays an important role in the economy of several countries as well as of what in Uzbekistan. In the year 2022, Uzbekistan was visited by a total of 5.2 million

international tourists. The figures indicate an increase of roughly three-fold from the number recorded in the year 2021, which stood at 1.8 million. Last year saw a notable influx of representing a substantial increase of 28.3% in comparison to preceding year (Uzbekistan Statistics Committee, 2022). We can see from the statistics that tourism is being one of the main income source of Uzbekistan.

Considering the fact that tour guides have importance in tourism industry, meanwhile, tourism industry of Uzbekistan is being emerged. However, while analysing the profession it has been clear that there is not ample study on the influencing factors impacting tour guide profession in Uzbekistan. To fill this space, the profession should be critically evaluated considering the casual factors the influence the performance of tour guides in Uzbekistan; quality of service delivery; and finding the way to be successful in the tour guide business; as well as giving contribution to the tourism improvement of Uzbekistan as a favourite destination.

LITERATURE REVIEW

The tourism sector is experiencing exponential growth across nations, and the role of tour guides in delivering an exemplary experience to tourists is significant. The performance of tour guides has a notable influence on not solely the contentment of visiting individuals, but also on the reputation of the destination and its financial prosperity. Henceforth, it is imperative to comprehend the determinants that impact the efficacy of tour guides. This literature review analyses the existing research on this topic and provides an overview of the key findings.

Tour guides are knowledgeable individuals who deliver information and guidance to tourists pertaining to cultural, historical, and natural sites. The provision of an exceptional travel experience is reliant upon the critical role played by individuals within the travel industry. In this segment, comprehensive details pertaining to the functions and obligations of tour guides, as well as their requisite training standards, will be presented. The attainment of exceptional tourist experiences relies heavily on the tour guide's extensive knowledge and expertise regarding the destination, which can be conveyed through various methods and strategies. As elucidated by Kim, Lee, and Lee (2020), the acquisition of knowledge and expertise in musical compositions, paintings, and literary works facilitate visitors in acquiring a profound comprehension of historical events and cultural customs endemic to destination areas. While tour guides may assume a local or international stance, those specializing in specific regions, nations, or localized areas tend to manifest heightened knowledge of local landscapes, and thus possess the ability to customize the experience according to the interests of the visiting audiences.

Moreover, with regards to the duties of tour guides, certain scholars have expressed their perspective. Kong and Huang (2018) posit that tour guides are accountable for a plethora of obligations and tasks, which encompass, yet are not restricted to, the subsequent:

Academic Writing: The given text needs to be transformed into an academic style of writing, as follows: The original text is unclear in its tone and structure, and it lacks a formal approach that is characteristic of academic writing. Therefore, it can be revised as: "Transformation of the given text is essential to render an academic flair that is distinctive of formal research and scholarly communication. The existing text is ambiguous in style and presents a non-academic approach. Consequently, it warrants a revision to incorporate the conventions of academic writing." The process of devising and arranging travel schedules.

It is necessary to apply a systematic approach in conducting research in order to produce reliable and valid results. Without such an approach, the findings of the research are likely to be inaccurate and irrelevant to the subject matter being investigated. Therefore, it is imperative that researchers follow a structured process that encompasses various stages, including defining the research problem, formulating research questions and objectives, designing a research methodology, collecting and analysing data, and drawing conclusions. This ensures that the research is conducted in a systematic and rigorous manner, thereby producing valid and reliable

results that can contribute to the advancement of knowledge in the field. The dissemination of historical and cultural knowledge regarding the sites that have been visited.

Unfortunately, there is not enough context provided to rewrite the text in an academic way of writing. Please provide more information. Guaranteeing the well-being and security of travellers throughout their itinerary.

Rewrite: The following passage must be rephrased in an academic writing style. Catering to the requirements and preferences of tourists.

It is essential to maintain a balanced diet and engage in physical activity to achieve good health. However, many people struggle to achieve this balance due to various factors, including work schedules, access to healthy food choices, and personal motivations. Moreover, the lack of proper nutrition and exercise can lead to numerous health problems, such as obesity, cardiovascular disease, and diabetes, which can be detrimental to one's overall well-being. Therefore, it is crucial to educate individuals on the importance of a balanced lifestyle and to provide them with supportive resources and opportunities to make informed decisions about their health. Rendering proficient counsel and direction pertaining to destinations worth visiting and activities worth engaging in.

It is necessary to adopt a more formal and academic tone when rewriting the provided text. Rewritten: The adoption of a more formal and scholarly register is imperative when addressing this matter. The ability to organize and coordinate logistical efforts, including transportation and lodging, is of notable importance.

Additionally, the qualifications possessed by tour guides significantly impact their performance in the industry. Shen, Li, and Zhang (2019) suggest that the efficacious execution of a tour guide's obligations is contingent on their level of education and training. An elevated level of education is positively associated with superior performance, whilst training programs are effective in enhancing the knowledge and skill sets of tour-guides. Consequently, this may culminate in an elevated degree of engagement, interactivity, and heightened satisfaction of tourists. It is imperative for an individual seeking to fulfil the role of a tour guide to possess the requisite personal capabilities, knowledge of pertinent information, interpersonal skills, and distinguished identity. Insufficient proficiency in any of these aspects would make it untenable for an individual to excel in this influential position. In order to fulfil the job requirements, it is imperative that one possess the appropriate identity or capability. As there has been a dearth of information concerning the precise itinerary of the tour, the analyst conducted a series of inquiries pertaining to the historical properties included in the tour route.

As per the World Federation of Tourist Guide Association (WFTGA), a tour guide is construed as an individual who escorts visitors proficiently in their preferred language, discerns and explicates the cultural and customary heritage of a given region with which the person usually possesses a locality-specific expertise, typically bestowed and/or validated by competent authorities. According to the source cited in 2012 from the World Federation of Tourist Guide Associations, it is suggested that a customary tourist guide would typically be an individual who is a resident of or has grown up in the tourist destination, possessing a strong connection to the local culture and history of the area. It is worth observing that corroborated events and societal contexts are not entirely objective, as they are also affected by venturing into historical landmarks and delivering public addresses.

The World Federation of Tourist Guide Associations (WFTGA) distinguishes between a tour guide and a tour chief or escort. The latter is responsible for overseeing the itinerary on behalf of the tour operator to ensure that it is carried out as depicted in the tour operator's promotional materials sold to the client. In addition, the tour chief or escort provides pertinent local information to the traveller/consumer. The present inquiry concerns the term "tour guide," which denotes an individual responsible for leading groups during excursions, communicating with

patrons in their desired language, and acquainting them with their destination's cultural, historical, natural, and tourist sites throughout their journey. This investigation was sourced in 2015 from a publication by the World Federation of Tourist Guide Associations (WFTGA).

The importance of the role of the tour guide in facilitating guest engagement has been highlighted by Ap et al. According to the observation made by (2001, p. 551), tour guides hold a significant position as primary stakeholders in the tourism industry. By leveraging their understanding and analysis of the various attractions and cultural aspects of a given destination, in conjunction with their adept communication and service-oriented competencies, tourism professionals have the capacity to elevate tourists' visits from mere tours to enriching and memorable experiences.

Moreover, Uzbekistan boasts a rich historical legacy, a myriad of tourist destinations, and diverse landscapes that have the potential to attract millions of global visitors annually. The collaborative efforts of both governmental and private entities in Uzbekistan exemplify the manifestation of supportive relationships within the tourism industry contributing to its noteworthy advancements.

There are various approaches to address the issue of unemployment in the current economic landscape. It is imperative to understand the diverse reasons behind this problem, such as technological advancements, globalization, and lack of education and training opportunities. Adopting an interdisciplinary approach that involves policymakers, researchers, educators, and industry leaders can help in developing effective strategies to tackle this challenge and enhance employment prospects for individuals. Furthermore, it is necessary to monitor the implementation of these policies to ensure their efficacy and to make necessary changes as per the evolving economic conditions. The field of personality psychology pertains to the study of personal characteristics, commonly referred to as personality traits. As a subset of psychology, the study of personality traits seeks to identify consistent patterns of thought, feeling, and behaviour across individuals. Personality traits are defined as relatively stable and enduring patterns of behaviour, thought, and emotion that distinguish one individual from another. Such traits are characterized by their consistency over time, as well as their ability to predict an individual's behaviour across a variety of situations. Both hereditary and environmental factors are believed to play a role in the development of personality traits. The study of personality traits has important implications for fields ranging from psychology to business, as it can help identify potential strengths and weaknesses in individuals.

The behaviour and actions manifested by tour guides signal strongly towards their individual dispositions, thereby implying a strong correlation between performance and personal traits. According to Li and Li (2019), empirical research indicates the pivotal role that soft skills such as honesty, conscientiousness, extroversion, and emotional stability play in enhancing the job performance of tour guides. The enumerated factors have a substantial impact on the profession. However, conscientiousness bears particular significance as it pertains to the qualities of organization, responsibility, and dependability. These attributes are deemed critical as tour guides are expected to be readily available to attend to the needs of their clients.

Moreover, the demeanour and disposition of a tour guide may have a significant impact on their efficacy, consequently influencing the overall gratification of tourists. According to Huang, Liu, and Zhou (2019), the effectiveness of a tour guide in providing satisfactory services is influenced by their attitude, whereas their personality plays a crucial role in their interactions with tourists and their ability to cater to their diverse needs. In the tourism industry, tour guides who possess a kind and compassionate demeanour towards visitors are effective in establishing a sense of comfort and rapport with them, ultimately leading to a more enriched and satisfying encounter. It is of utmost importance to give due consideration to the demeanour and temperament of the tour guide in order to establish a constructive and enduring impact on the visitors. The performance of tour guides is also impacted by personality traits, such as empathy, patience, and adaptability.

Tour guides are able to comprehend the requirements of tourists and acquiesce to their preferences through the utilization of empathy and patience. Furthermore, the capacity to adjust their strategies enables them to proficiently navigate unanticipated occurrences, such as flight delays or weather shifts. As per the findings of Li and Li, tour guide performance can be best predicted by emotional intelligence and agreeableness. Therefore, it is imperative to consider these professional attributes.

One salient consideration is that certain personality traits, namely extraversion, agreeableness, conscientiousness, emotional stability, and openness to experience, are deemed significant for attaining effectiveness in performance and customer satisfaction (Bayramoğlu & Ünlüönen, 2014). As previously noted, the performance of tour guides is a crucial factor in determining customer satisfaction. A research investigation conducted by Chen and colleagues. The findings of the study conducted in 2014 indicated a positive correlation between emotional intelligence, which is considered integral to one's personality, and key indicators of success within the context of tour guiding, namely job performance, work engagement, and overall satisfaction with one's employment. Tour guides who manifest elevated levels of emotional intelligence demonstrate an enhanced ability to regulate their emotional responses and adapt to a diverse range of circumstances, facilitating more gratifying tourist experiences. Consequently, Gao and colleagues (Gao et al.) Recent research (2020) highlighted that the personality traits of tour guides played a crucial role in shaping tourist satisfaction. Moreover, the study further revealed that the destination image functioned as a moderating variable in this relationship. It is important to acknowledge that a destination, despite being undervalued by visitors, may still serve as a source of satisfaction for a professional tour guide.

To briefly recapitulate, the tourism literature has devoted considerable consideration to the significance of personality traits in the tour guide profession. The five personality traits of extraversion, agreeableness, conscientiousness, emotional stability, and openness to experience are recognized as crucial factors for achieving optimal performance and promoting positive customer satisfaction outcomes. The employment of personality testing in the recruitment process is a subject of ongoing debate; notwithstanding, it persists as a favoured instrument within the commercial sector. Additional investigation is imperative to scrutinize the correlation linking the personality of tour guides and additional components, such as cultural proficiency and communication proficiencies.

The degree and type of influence of tourists in question have received minimal attention in the research. The tourism industry has long recognized the significant role of tour guides in shaping the experience and overall satisfaction of tourists. However, it is noteworthy that a limited body of the research has investigated that tourist satisfaction as a factor influencing to the work of a guide. Melia (2017) asserts that individuals who engage in tourism activities are the predominant that encounters the most discernible effects. Within the realm of tourism, frequently visitors come across a plethora of obstacles encountered during their expeditions to the industry itself. Throughout the execution of their responsibilities, individuals are required to perform actions and make decisions as part of the course of their duty. The tour guides are mandated to proficiently address any difficulties that they may encounter during the course of fulfilling their duties. The recent research demonstrates that tourism has emerged as a vital aspect in the progression of many countries worldwide.

According to given data by scholars, it is suggested that incorporating a greater amount of details may enhance the comprehensibility of the subject considering tour guide profession matter under discussion. Hence, in the absence of supplementary information, generating an academic rendition of the given text is deemed challenging. Tour guides are subjected to arduous working conditions, since they are required to display a plethora of competencies and proficiencies.

Furthermore, in order to achieve success in diverse occupational environments, individuals are required to possess a range of essential competencies, which comprise personal aptitudes, as well

as outstanding communication and negotiation proficiencies. Moreover, it is crucial to possess the competency to proficiently execute assignments and obligations. Effectively communicating information by integrating thought-provoking and engaging approaches, while simultaneously abiding by the conventions of scholarly writing. Additionally, in order to impose favourable professional affiliations with corporate entities and visitors, adherence to established protocols is imperative. In keeping with the need for effective governance and functional societal systems, the establishment and enforcement of laws and regulations play an essential role. In accordance with the investigation undertaken in 2010 (Prakash et al., 2010) the profession of tour guides is fraught with a multitude of challenges and difficulties. Numerous conditions can be identified, which may be outlined in the subsequent manner. Firstly, seasonality denotes the fluctuations in the demand and supply of labour that transpire within specific time intervals. The subsequent types of employment opportunities include part-time work, which entails working hours that are less than full-time, and casual work, which refers to work that is performed inconsistently on an ad-hoc basis. The negative ramifications of employment conditions on work output are a critical area of concern within the professional realm. In the digital era, modern inventions may overweigh the profession of tour guide, but as for being natural, tour guides keep their stability.

Another pertinent point is that technology is also emerging and it has influence on every industry. Meanwhile, it has positive and negative impacts on tour guides profession. Based on prior research conducted by Shidende in the year 2017 and subsequently revised in the year 2019, it was established that as individuals traverse the landscape of the digital era, they are faced with a plethora of challenges and opportunities. The widespread dissemination of cutting-edge technological tools and intricate systems has bred an exigency for heightened proficiency in technical expertise and comprehension. The progression of information technology has given rise to novel obstacles for individuals during their traversal of the digital era. The contemporary landscape of systems characterized by intricate and heterogeneous infrastructures, as well as the wide scale adoption of cutting-edge technology, necessitates the possession of sophisticated technical proficiencies and cognizance for the adept utilization and administration of information technology. The availability of digital information resources has the potential to reduce the dependence of tourists on tour guides. Melia (2017) has reported the existence of numerous mobile applications and associated websites that are particularly geared towards tourism and travel. So, technology may have numerous advantages for tour guides in terms of source of information but in the near future, the profession is about to be deeply damaged because of it.

METHODOLOGY

Data collection

In order to collect data for the study, online survey was conducted. The survey received 37 responses and it was expected to receive total of 40 responses. The survey was conveyed to tour guides who are from Uzbekistan living in different regions.

Tour guides were targeted participants because they are informed what factors have influence on their performance during the tour. Meanwhile survey results will permit insights into how tour guides perform themselves in front of guest and what challenges they face.

Generality of is study is impacted by three main demographic features, which will be discussed in the next section. The aim was to involve guides from different regions; Their financial statement; Their attitude toward to tourist's desire.

Survey

The study investigates impacts which have effect on the performance of tour guides in Uzbekistan. In this study, a questionnaire (survey and explanation) was chosen as the most available tool to investigate the factors influencing tour guide's performance. The reason why this technique was opted, it is organized and re-analysed, yielding in the demonstrating of a complete group of research that suit the specific goal of this study. Namely, in the digital era,

technology is exceptionally developed and by means of it information is distributed fast and safely. The main tools used in the survey are Telegram and Google platform. Questions were created in the Google form and shared through Telegram platform into the telegram group ‘Group of guides of Uzbekistan’ as we have access to it.

The study’s data was collected using a self-management questionnaire. The online questionnaire starts by requiring tour guides demographic information. Then there are questions to figure out the factors influencing them. If the answer is affirmative, participants of survey are asked to pick up proper degree or they confirm their own answer by writing in. The questions have been given to tour guides in Uzbek and Russian languages but they have been written in English language. In the next step, formed online questions were put in Google form and as a link was shared to social media groups.

RESULT AND DISCUSSIONS

Specific result of project.

Tourism industry is providing a large share to the economy of Uzbekistan. So, in order to keep it in balance tour guides should be prioritized to provide an excellent service but they have challenges to perform themselves. According to conducted online survey among tour guides in Uzbekistan, it has demonstrated that ignorance and dissatisfaction of tourist discourage the tour guides to perform themselves efficiently. As a result is about to be main negative factor for them to be in confident during their tour

Furthermore, as for the earnings of tour guides in Uzbekistan that all the survey participant are satisfied with their monthly earnings which is considered advantageous influence on them which gives them motivation to work with passion. When it comes to outsidess effects as well as impact of weather and noise is giving the result of average level.

Findings.

In the following part of the bachelor thesis, all the results of online survey will be depicted in the charts with numbers and percentages. More than the half of participants, 57%, were females and 43% were males. It is interesting to notes that 46 % participants were guides who were elder than 40 years old, 23% were from the youngest group at the age of 18-25 years’ old.

Are you satisfied with your monthly salary?

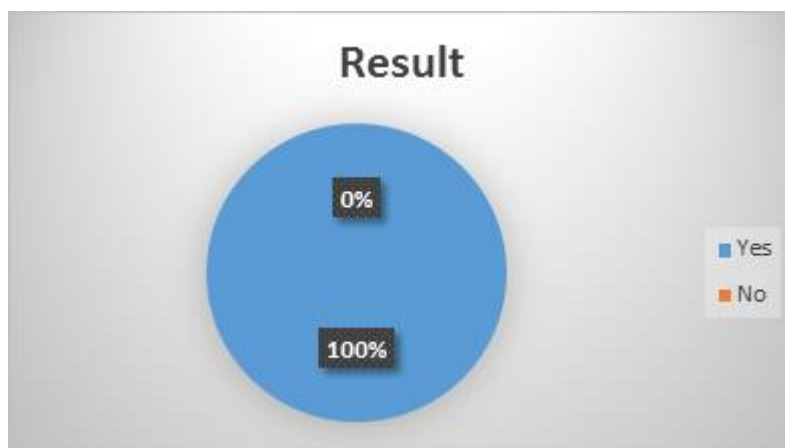


Figure 1. Salary satisfaction

Weather exposure level during the tour? Rate from 1 to 5. 1=Weak, 5=Strong

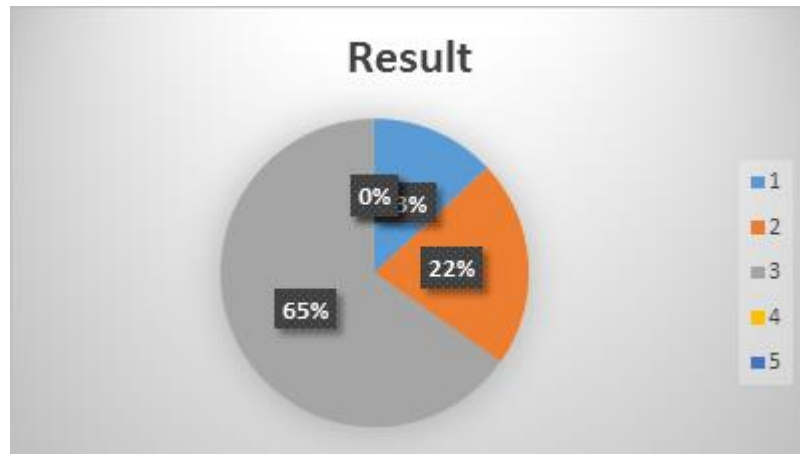


Figure 2. Weather exposure level

How does it affect you if tourists don't follow the dress code while visiting the shrines?

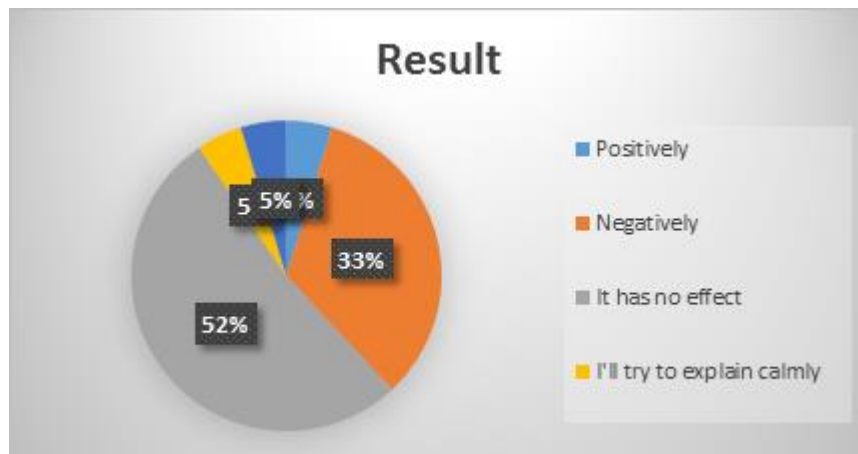


Figure 3. Dress code affect

The level of influence of other tour guides during the tour (talking loudly, interfering with, disturbing your balance). Rate from 1 to 5. 1= weak, 5=strong.

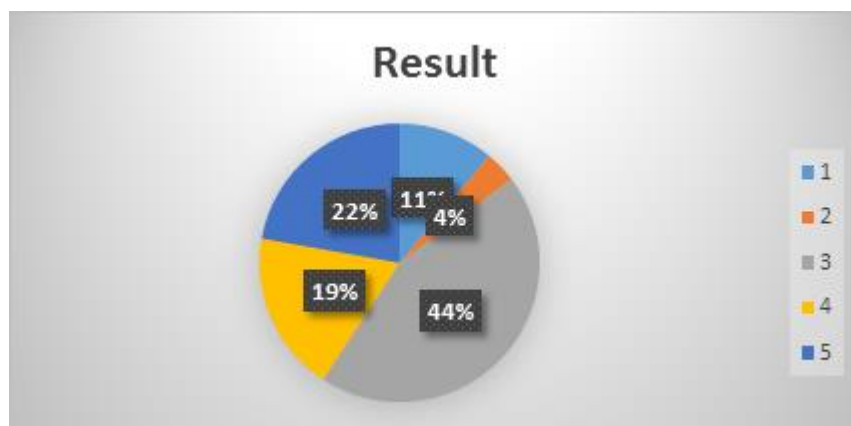


Figure 4. Other tour guides influence

How is the impact of noise in your work? Rate from 1 to 5. 1= weak, 5=strong.

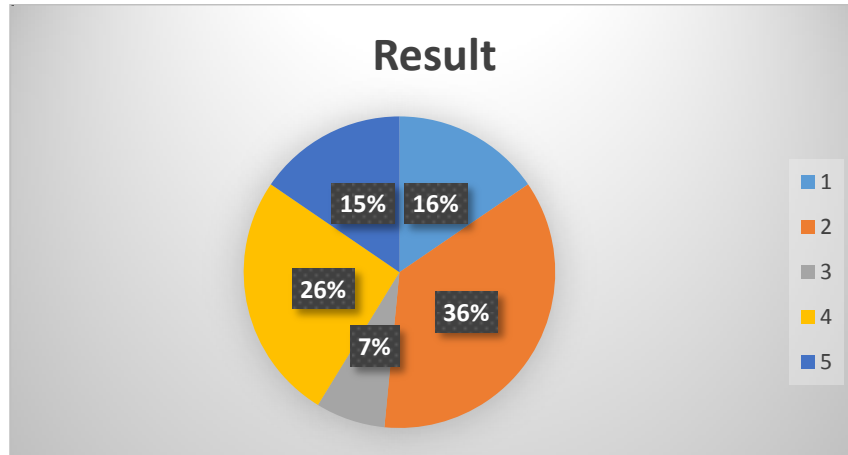


Figure 5. The impact of noise

How does amount of tips affect?

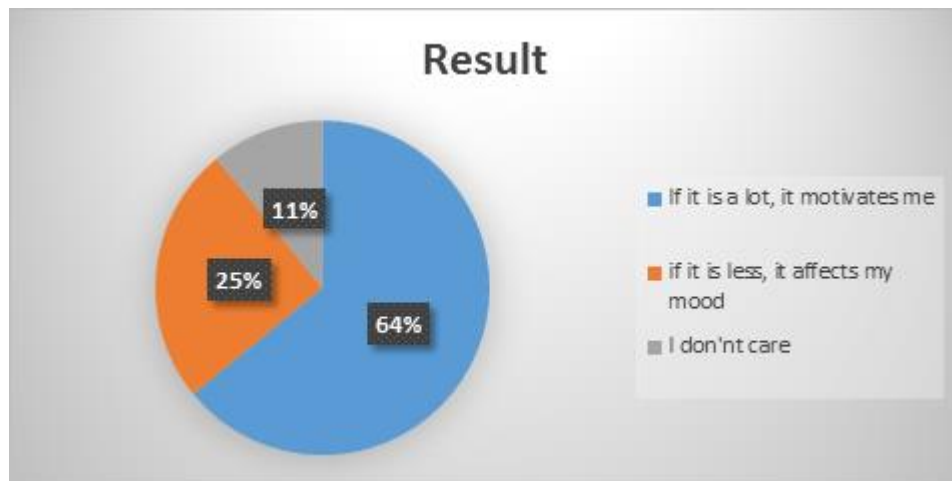


Figure 6. Tips effect

Responses of open-ended questions: Table.1

Positive factors	Negative factors
The interest of tourists in the material presented by the guide	Working with condense groups
Purposefulness and sociability	During the holiday days, noise of atmosphere and jam in museums
Hotels and restaurants	Ignorance of tourists to the tour
Stability and peace in our state	Uncertainty during the speech and unsociability
Comfortability of weather	During the tour, tour guides are mentioned as a new one
Responsiveness of guests	Being disrespectful of local people during the tour
Good mood of tourists	Inadequacy of tourists
Going to museums regularly and not speaking from the sky	Laziness and greed

	Price knockdown by other guides
	Rushing to lead large groups

Discussion

Based on the received answers from tour guides, influencing factors will be discussed in the given part of the thesis. As for the demographic data, percentage of male tour guides is merely higher than that of female tour guides in this case, males outweigh females due to the fact that in Uzbek culture and lifestyle men work more than women while almost half of guides are higher than 40 years old. It means that tour guides work when they gain enough knowledge and experience (Figure 1 and 2).

It should be noted that exactly 50% of respondents conduct their tour in Russian language whilst there is no any guide who conduct the tour in Uzbek language which is considered a sensational result. The main reason why more guides conduct the tour in Russian than Uzbekistan is a member of CIS countries and main visitors are Russian speaking tourists (Figure 3).

As it is mentioned before, all tour guides are content with their monthly earnings, which gives motivation to them to work hard. Cause of earning more money in the profession that guides mainly get tips and wages in other currencies like US dollar and Euro which possess high value comparing to UZS. (Figure 4).

When it comes to destination, Samarkand was the premier spot comparing to other regions because it has more sightseeing places and historical monuments in comparison with other regions. (42%) and second place belongs to Bukhara with 34% (Figure 6).

Furthermore, impact of weather exposure is indicating a moderate level that 65% of participants rated 3 measuring from 1 to 5. As Uzbekistan has a continental climate for tour guides it is not a bothering factor. (Figure 7). Figure for influence of other tour guides is also depicting the same result that 44% of guides evaluate it as average (Figure 9).

However, indicator of noise impact is rated differently in the measurement 1-5, in percentage, 15,36,7,26 and 15 respectively. In this phase it should be noted that in Uzbekistan is not a type of country which has a noisy environment, that is why the result is demonstrating an average result (Figure 10).

As for the insurance factor, 44% of participants indicated that they were not helped if they have mishaps and 28% of them tell that their company support them during injuries or damages. This situation should be taken into consideration that insurance should be implemented. (Figure 12).

It is time to note that the given factor plays a vital role in the profession of tour guides to conduct the tour without fear. Considering the skill of tour guides, according to survey 75% of them revise their speech every day which is a positive factor that to deliver their speech with confidence (Figure 13).

Moreover, indicator of tips amount is illustrating the fact that 64% of guides are motivated after getting tips. It should be mentioned that they might get more tips comparing to their daily wage (Figure 14).

Another survey result giving the data that more guides (63%) are confident while answering tourists' questions. As aforementioned, most of them revise their speech on a daily basis which is the factor that increases confidence (Figure 16).

In a nutshell, having analysed the survey results, in the next chapter some recommendations and implications will be given to improve tour guide potential and remove bothering factors.

CONCLUSION AND RECOMMENDATION

Conclusion

To sum up, after looking at views of experts in the literature review and responses from online survey which was sent to tour guides in Uzbekistan, we can see that many things affect how well tour guides do their jobs. These include how they talk to people, their personality, their training and where they work, how much they know about things and how well they speak different languages. A combination of these factors, including things we have not talked about, work together to make sure tourists have a great time they will not forget. It is important to train tour guides, make sure they are satisfied at work and encourage them to learn about the local area and languages so they can do a good job. Making sure tour guides have the right training, the right work environment and the right personality is very important to improve tour guide's performance. We need to find good ways to train tour guides and help them do better. Taking into account all given factors future research should focus on identifying effective training programs and developing strategies to improve tour guide performance and this idea will be expanded in the upcoming parts of the thesis with supportive contents

Implications

Certainly, finding out what causes tour guides in Uzbekistan to perform better or worse would help improve the tourism industry by identifying areas that need to be worked on.

- Customer satisfaction: Tourists want good service from tour guides. If the tour guide is not good, the tourists might not be happy. To make tourists happy, Uzbekistan should figure out what makes tour guides work well.
- Economic benefits: If tour guides do a better job, more people might come to visit Uzbekistan. This would bring in more money, create jobs, and make the country more financially stable.
- Future research: Finding out what makes tour guides in Uzbekistan do a good job can help us figure out what to study next. That could help make tourism in Uzbekistan even better.

Recommendation

Meanwhile, to improve the performance of tour guides, some enhancements should be done and in the recommendation part, several suggestions will be shared.

- This study looks at how well tour guides do their job based on how well they can speak the language.
- This research looks at how a person's culture affects their ability to be a great tour guide
- It should be examined how being good at interacting with people helps tour guides in Uzbekistan do well at their job.
- It should be analysed that how well boys and girls do in something and compares them.

It should be studied how much money tour guides are paid and how it affects how well they do their job.

References

1. Ap, J., and W., Kevin K.F. (2001). Case study on tour guiding: professionalism, issues and problems. *Tourism Management*, 22, pp.551-563.
2. Bayramoğlu, G., & Ünlüönen, H. (2014). The importance of personal traits of tour guides in tourism. *Procedia-Social and Behavioural Sciences*, 150, 1183-1189.
3. Gao, J., Li, S., Huang, Y., & Zhang, Y. (2014). Marketing in travel and tourism. *Travel and Tourism*, 907–924. <https://doi.org/10.4135/9781446213810.n14>

4. Gao, J., Li, S., Huang, Y., & Zhang, Y. (2020). The relationship between tour guide personality and tourist satisfaction: The moderating role of destination image. *Journal of Travel & Tourism Marketing*, 37(3), 281-295.
5. Huang, Y. C., Tseng, S. S., & Wong, K. K. (2020). Enhancing Tourist Experience through Service Quality Management: The Mediating Role of Tour Guide Performance. *Journal of Travel & Tourism Marketing*, 37(9), 1017-1030. doi: 10.1080/10548408.2020.1749525.
6. Kong, H. J., & Huang, J. H. (2018). Guiding to communicate: Role of communication competence and cultural intelligence in conveying image through tour guides' performances. *Tourism Management*, 69, 318-328.
7. Li, J., & Li, Y. (2019). The Relationship between Tour Guide Personality Traits and Job Performance. *Journal of Tourism Research*, 4(1), 1-14.
8. Melia, D., (2017): A Career in Tour Guiding: A Case Study of Dublin, Ireland, Dublin Institute of Technology Conference, Ireland.
9. Prakash, M., Chowdhary, N., and Sunayana, (2010b): Tour Guides: Roles, Challenges and Desired Competencies: *A Review of Literature, International Journal of Hospitality and Tourism Systems*, Vol. 3(1), pp. 1- 1
10. United Nations World Tourism Organization Annual Report, 2022. <https://www.unwto.org/sustainable-development/reports-oneplanet-stp>
11. World Federation of Tourist Guide Association Report, 2015. <https://wftga.org/wftga-exbo-report/>