

## **The Importance and Types of Sightseeing Services in Tourism**

**Salieva Nilufar Mukhtarjan Kizi**

*Namangan State University*

**Abstract:** This article reveals aspects of the relationship between tourism and sightseeing services. In particular, the target directions of excursion services, their main indicators and the existing information base at the tourist enterprise are described. The sightseeing services are highlighted by the organization of the signpost, as well as the signs needed for each excursion.

**Keywords:** improvement, management, agriculture, innovative development, personnel training.

Tourism is closely related to the excursion. Because an excursion is a mental expression of every tourist trip. An excursion is usually understood as a visit to attractions, which we consider as forms and ways of exploring monuments, museums, institutions, etc. Excursion service is the organization of excursions and the provision of excursion services to meet the needs and demand of a person for spiritual and moral values, in the acquisition of knowledge, including in conditions of free choice of professional and cognitive means, methods, objects.

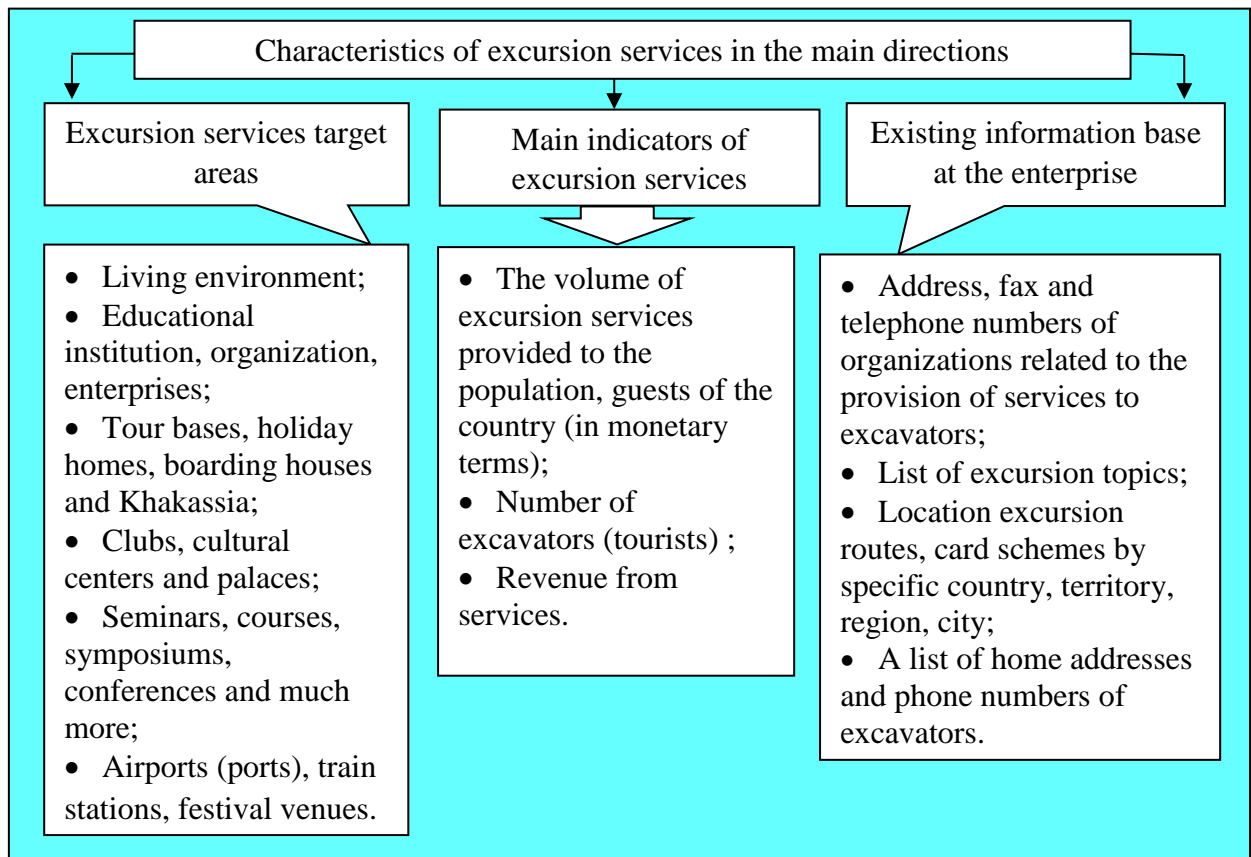
The provision of excursion services made it possible to convey to the consumer (tourist, tourist) comprehensive knowledge of history, culture, geography, ethnography, ecology and economics, as well as other sciences. It satisfies the needs of the individual in understanding museums and exhibits, historical, cultural, natural, ethnographic, engineering and other attractions, objects.

The choice of excursion services by a person is of the nature of resourcefulness and erudition. Because the tourist chooses excursion services that satisfy several of his needs at once, that is, these services acquire functional completeness. For example, by visiting an excursion outside the city, its participants not only satisfy cognitive needs, but also relieve emotional and intellectual stress through movement, increase the efficiency of information exchange when communicating with each other. Thus, the provision of sightseeing services can be considered not only as part of a complex of tourist services, but also as an independent type of service, the purpose of which is to meet the needs and requirements of tourists.

An excursion is a demonstration of an object, conducted according to a clearly defined plan for the purpose of familiarization or study, accompanied by thematic stories. The content (feature) of each excursion consists in a story, demonstration, and provision of information. If there is no demonstration (familiarization), such a cultural, scientific jatuman is not an excursion, but an ordinary lecture or conversation. Considering the excursion service as a result of the activities of an organized leisure system of tourist and excursion enterprises, one should not forget that the complex of tasks for providing excursion services includes the organization of excursions and trips to historical, cultural, natural and other sites. Satisfaction of the needs of tourists directly depends on the quantitative and qualitative integrity of excursion services.

Each form (form) of the organization of excursion services is a set of actions aimed at a specific goal. The provision of sightseeing services serves to meet the needs and requests of tourists. The targeted nature of the coverage of the population with excursion services is carried out depending on the types of services.

Excursion services the basis for the organization of all work can be the business plan of the enterprise. It is compiled taking into account the demand and needs in the tourism market by type of excursion services, the composition of participants. It reflects the main indicators of the excursion service. These indicators serve as a criterion for continuous improvement. For this purpose, it is desirable for the enterprise to have the following information bases (Fig.1).



**Figure 1. Characteristics of excursion services in the main directions**

Excursion services the information completeness of the organization of the display is provided by cards of various types:

- Transport enterprises (car farms, bus stations, railway stations, airports, ports, etc.);
- Deployment Tools;
- Catering establishments;
- Cultural institutions (museums, concert halls, theaters, etc.);
- In accordance with the list of topics for which excursions are conducted, their classification, duration, mode of transportation, place of beginning and end, and the cost of the excursion are indicated.

The provision of excursion services is carried out by tourist enterprises (firms) in the administrative territory under their jurisdiction (city, district). Work with groups heading to another city (even if they are located in a certain area) is transferred to tour agencies or tourist enterprises in these cities. The guide walking with the group acts as its leader. This approach characterizes the increased attention of the state to the development of the provision of excursion services in the current period.

The peculiarity of the tour is that it organically combines display and narration. When the guide shows the object, he supplements the information about it with explanations and historical information in the process of analysis. He teaches you to perceive what you see correctly, to objectively evaluate events, phenomena, and facts related to the object. Thus, in the process of cognition, a purposeful impact on the religious worldview of tourists is carried out. And the

information provided is well remembered by the conditions of visibility and allows you to broaden your horizons. Each excursion, regardless of the topic and purpose, should have the following designations:

- Having a clear task, theme and goal;
- Availability of a group or individual (individual) guide;
- Availability of an excavator;
- Length of time;
- Display of sightseeing objects directly in the place where they are located;
- The expediency of the spectacle;
- Driving along a pre-designed route.

In the production of a tourist product, the creation of an excursion product can be considered a kind of result. The concept of a travel product is understood as a set of special travel services intended for sale to a consumer interested in it. The most important condition for the successful work of a guide is the availability of a methodology for creating and conducting an excursion.

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