

The Importance of the Training System of Guide Translators in using the Tourist Authority of Samarkand Region

Makhmudov Sobir Khudoyberdievich

*Associate Professor of the Department of Tourism, Samarkand Institute of Economics and
Service*

Abdurakhimov Javokhir Gulom ugli

SamIES, "Management of human resources" department, part-time student of the group 122

Abstract: In the article, guides play an important role in promoting the richness of historical and cultural heritage, in awakening tourists' great interest in our material and cultural heritage, and in increasing the promotion of tourism services.

Keywords: History-heritage, guide, tour efficiency, skillful tourism course, civilization.

It is known that guides play a very important role in promoting the historical and cultural heritage of the region, in arousing great interest in our material and cultural heritage in tourists, in leaving an indelible mark in their memory, as well as in increasing the efficiency of using tourism potential. Guides should pay close attention to each tourist, have rich and deep knowledge about the objects of the travel program, have the art of telling interesting and reliable stories to travelers, be able to attract the attention of the traveler and organize the trip efficiently. Naturally, tourists want to learn as much as possible from the guides, to get full and meaningful answers to every question that arises. The guide is required to be skilled, especially to be well aware of the Samarkand region, its history and culture, people's customs, traditions, monuments of historical and cultural heritage, major changes taking place in the region, and positive processes implemented in all spheres. A professional tour guide should be able to express his opinion in a beautiful and understandable language and be polite, patient, and very civilized.

It is natural for guides to know foreign languages perfectly. However, knowledge of foreign languages is not enough for guides. Or vice versa, if the guides know the historical and cultural objects well, but lack the vocabulary in a foreign language to explain them, they cannot provide tourists with information about the country's history and national heroes completely and interestingly. Guide specialists should have the ability to combine two aspects, that is, the knowledge of foreign languages and the ability to explain historical and cultural objects, to tell about historical figures, and to show customs. The tour guide is not limited to telling the visiting tourists about our unique historical and cultural heritage and remarkable traditions, the history of which dates back several centuries, but also to leave a deep and indelible impression of our historical and cultural wealth reflected in them, respect for our country and must also have the ability to form feelings of affection. In addition, the tour guide should be ready to provide emergency assistance to the traveler in the event of an emergency (for example, when one of the members falls ill), and should be able to provide first aid when the time comes.

Our guides are mainly specialists who have graduated from foreign philology. For this reason, they are not satisfied with the information provided by tour guides to foreign and local tourists

about historical and cultural objects and heroes of the nation. As a result, tourists spend less time visiting historical and cultural sites.

It is important to find measures to eliminate the differences between the methods of training specialists in this field and the level of demand for their knowledge expressed by society. For this purpose, we would like to justify some of our suggestions and comments.

There are centers in our republic that train guide specialists and improve their qualifications. On March 23, 2019, the decision of the Cabinet of Ministers of the Republic of Uzbekistan No. 2530 "On improving the system of personnel training and qualification in the field of tourism" was adopted. Based on the decision, to introduce qualification categories for guide-excursion leaders and guide-observers and to improve their qualification system, the "Regulation on issuing qualification certificates to guide-excursion leaders and guide-observers" was approved.

Following the regulation, non-state unitary enterprises under higher educational institutions, non-state educational institutions, and training centers operating based on a license can issue retraining certificates and certificates of qualification improvement. Each guide is required to undergo professional training courses every three years for a minimum of 72 hours. These centers only teach guide specialists to know the language, to work with tourists and to attract them, and to explain to foreign and domestic tourists the historical and cultural tourist objects of our country.

In our opinion, it is necessary to fundamentally improve the training system of guide specialties. Improving the professional skills of guides is one of the most pressing issues today.

The results of the research showed that the need for tour guides to improve their skills in explaining information about historical and cultural objects in the territory of the region interestingly is somewhat neglected by them. However, the element of skill plays a major role in explaining historical reality to consumers. It is especially important to explain the courage of historical figures, the history and details of the construction processes of historical objects, the circumstances of the war, and the losses and sufferings caused by it.

Guidebooks explain to foreign and local tourists about historical and cultural objects, and historical figures, with information that is not able to create a deep impression and envy in the well-known listeners. General information about historical and cultural objects is also given in textbooks. The student hears it from his teacher during the lesson. Therefore, most local tourists are not satisfied with the services of professional guides. Foreign tourists can also read general information about historical and cultural objects from Internet resources. Foreign and local tourists who come to the region want to see the rich historical and cultural objects of Samarkand, get to know them closely and hear and learn interesting information about historical monuments.

The discovery of new historical and cultural tourist objects plays an important role in enriching the information of the guide-excursion books about historical and cultural objects. This, in turn, allows tour companies to create new tour routes. It is known that historical-cultural tourism is the way of life traveled from the distant past to the present day, the experiences in the fields of social, political, economic, spiritual-educational, cultural, and state-building, which are inherited from generation to generation, constantly developing and enriching, historical figures who led nations. consists of knowing the data. Just as every nation has its own long and unique history, the history of the Uzbek people is also rich and rich. According to various historical written and archeological sources, Samarkand is famous in the world along with ancient and great countries such as China, India, Iran, Egypt, and Rome. It is a peer of the ancient Roman city. In ancient times, in particular, in the holy book of Zoroastrianism, "Avesta", Samarkand was mentioned as the capital of the ancient Sogdiana state. It is written in the sources that at the time of the founding of Samarkand, states and civilizations such as Sogdiya, Bactria, and Khorezm appeared in Central Asia. In the works of ancient Roman and Greek historians, it was mentioned for the first time under the name Marakand (Greek - marakauba). In particular, Quintus Curtius Rufus, Arrian, Strabo and other biographers of Alexander the Great wrote about Marocand in 329 BC

and described it as a developed and strong city (this city, which was a center of crafts, culture, and trade, was conquered by Alexander the Great in 328 BC).

Samarkand, as one of the most vibrant intersections of world history where the civilizations of different nations met, had a certain influence on the formation of the entire human history. At the same time, the life of our ancestors was influenced by the civilizations of other nations. It is natural that these world-famous historical events interest foreign and local tourists and attract their attention. However, since the information about this has not yet been made public, it has not been reflected in the books.

To arouse great interest among foreign tourists about Samarkand and its past rich in historical facts, important information should be prepared in the form of a booklet, translated into many languages, and widely distributed to different countries. This booklet should be written in such a perfect and fluent language that foreign citizens can get an idea about the unique history, monuments, culture, and modern life of Samarkand and arouse interest in coming to travel.

The booklet should contain brief information about the history of the emergence and development of Samarkand, Alexander the Great, the introduction of Islam, conquest by the Mongols, Amir Temur's empire, occupation by Tsarist Russia, life during the Soviet era, and life during the period of independence. Information about all museums of Samarkand, their addresses, working order, national parks, historical sites, and monuments should be placed in the booklet.

In general, the role of guide-excursion books in the effective use of the potential of tourist resources is very large. For this reason, it is appropriate to set requirements for the qualifications of tour guides and to regulate them. Based on the results of the research, we found it necessary to include the following in the qualification requirements for tour guides:

1. Document confirming qualification (diploma, certificate, certificate);
2. Speech culture, the ability to narrate thoughts in a logical sequence, clearly and fluently, in an interesting and understandable language;
3. Dressing culture, pleasant appearance, ability to communicate with others;
4. The ability to organize group work based on a strict plan and in a specified sequence and manage the group;
5. To have an in-depth knowledge of the objects of historical and cultural heritage, the customs and traditions of the people, and the socio-economic life of the region.

Based on these, we recommend organizing skill courses in centers that train guide specialists. We also suggest that guide specialists be evaluated on their skills in providing information about historical and cultural objects, and explaining the culture and customs of the people. We recommend that training centers for guide specialists evaluate their skills using the following criteria:

- the level of knowledge of the language, the ability to use historical expressions in it;
- able to provide additional interesting information (based on sources, legends, legends) in addition to general information about historical and cultural objects, courage of national heroes, customs of the people;
- when explaining information about historical and cultural objects, can use appropriate and interesting expressions, can use attention-grabbing words (you know, the most important, etc.);
- historical and cultural objects, bravery of national heroes, matching of sound intonations, actions, and facial expressions in explaining people's customs.

In our view, if foreign and domestic tourists are introduced to the historical and cultural objects and the feats of our national heroes by guide specialists, it will be an important factor in realizing

the great potential of the Samarkand region in terms of historical and cultural tourism and turning it into one of the important sources of the material wealth of our nation. serves.

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