

Professional Guidelines for Tour Guides: The Practical State of Legal, Regulatory, And Methodological Support

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Abstract. *This article highlights the historical and touristic significance of the monuments in Bukhara, a city that holds an important place in the field of guiding and tourism and attracts numerous visitors with its unique features. As a recommendation for guide services, the article provides methodological advice for trainee tour guides preparing to work in architectural monuments built in the second half of the 16th century under the leadership and funding of Abdullakhan II, who ruled the Bukhara Khanate during that period. These suggestions aim to support the organization of quality tourist services at such sites.*

Key words: *national image, guide service, trainee guides, preparation phase, internet sources, historical books, storytelling and dialogue method.*

Introduction. The professional activity of tour guiding plays a key role in the development of a country's tourism sector. In particular, professional tour guides are crucial in strengthening the national image and promoting cultural heritage. From this perspective, thorough preparation is essential for the successful implementation of guiding as a profession. This article presents the necessary stages of preparation and key recommendations for organizing effective tour guide services.

As the main aspects of guide training, the article offers recommendations in four key areas that future professionals should follow during their preparation phase in order to provide effective services in their respective fields.

Methodology. For example, as a recommendation for guide services, a tour guide in training who is preparing to work in architectural monuments built in the second half of the 16th century in Bukhara-initiated and funded by Abdullakhan II, who ruled the Bukhara Khanate during that time-may set the following tasks as professional goals.

First Stage of Preparation – “Orientation”. This methodological phase, referred to as “Orientation”, involves the trainee guide studying the socio-political changes and factors of economic development that occurred in the Bukhara Khanate during the second half of the 16th century, along with the internal and external policies of the state. The guide must be able to analyze the reforms implemented by Abdullakhan II and the achievements gained as a result-especially the stability that led to the construction of solid and magnificent architectural monuments in Bukhara. Furthermore, the guide should understand the original purposes of these structures and their current architectural, historical, and touristic significance.

Second Stage – “Collecting New Information”. This phase is titled “Collecting New Information”. Here, the tour guide trainee prepares scientific facts and core concepts in advance related to the architectural structures built in Bukhara in the 16th century.

This stage consists of two parts:

In the first part, the trainee is advised to gain knowledge of the territorial extent of the Bukhara Khanate during the reign of Abdullakhan II, the ruling dynasty of that era, and Abdullakhan II's personal achievements. The guide should collect data from various sources, including internet sites, regarding the social and economic situation of the state at that time, its religious and administrative systems, cultural life, and diplomatic relations with other countries.

For instance, one internet source states:

“After years of internal conflict, the Bukhara Khanate became a stable and powerful state during the reign of Abdullakhan II. Under his rule, the khanate reached its peak of strength. Abdullakhan II not only put an end to internal strife, but also expanded the state's territory, seizing the cities of Mashhad, Nishapur, and Sabzevar from the Safavids. He launched a campaign against the Khiva Khanate and annexed it into Bukhara. To the east, he included Kashgar in his domain. During Abdullakhan II's rule, Uzbek statehood reached its last and greatest territorial expansion. Even the Siberian Khanate became politically dependent on Abdullakhan. He established the second largest Uzbek state in the region of Turan after Amir Temur.”

Third Stage of Preparation:

At this stage, a tour guide specialist preparing to enter the field is expected to become familiar with a range of academic sources related to the architectural monuments of the specified period and plan to utilize historical books during their professional activity. These sources can be divided into two categories.

Firstly, it is recommended to study original historical texts written during the era itself. For example, future guides should become familiar with works such as “Abdullanoma” by Hafiz Tanish Bukhari and “Mehmonomai Bukhoro” by Ruzbehan. They should know the date of writing, the year of publication, the central idea, and be able to briefly summarize the content. Additionally, they should be capable of explaining the names of locations and terms used in the texts.

For instance, it is important for a guide to know the following details about the “Abdullanoma” (also known as “Sharafnomai Shohiy”):

It is a historical source dedicated to the history of Mawarannahr in the 16th century. Written in Persian by Hafiz Tanish Bukhari between 1584 and 1590, the work was dedicated to Abdullakhan II, the ruler of Bukhara. Some shortened versions of the text are also known as “Zafarnomai Abdullakhan”. The book was composed in rhymed prose and consists of a preface, two main chapters (maqolas), and conclusions. However, the final part of the book is known to have remained unfinished.

In the introduction, the author describes the political events that took place in Mawarannahr before Abdullakhan's reign—such as the Mongol invasion led by Genghis Khan, the establishment of the Abulkhayr Khanate in the Dasht-i Qipchaq (1428–1468), the campaigns of Shaybani Khan (1451–1510) into Khorasan, military conflicts between the Shaybanids and Zahiriddin Babur, and the genealogy of Abdullakhan himself.

Secondly, it is worth noting that in the years of Uzbekistan's independence, a large number of scholarly studies, monographs, treatises, and articles have been produced on this period. Particularly during and after the celebration of the 2500th anniversary of Bukhara in 1997, many academic works by historians, political scientists, source critics, and museum specialists were introduced into scholarly discourse, focusing on the architectural heritage of this era.

Results. For a specialist aiming to provide effective and successful guide services, it is essential to adopt modern methods to ensure productivity. As a recommendation, it should be noted that the storytelling and dialogue methods yield very positive results in this regard.

The storytelling method involves presenting historical facts, events, and phenomena related to a monument either as a whole or in parts using descriptive tools, creating vivid imagery, or delivering concise and consistent narratives.

The dialogue method is a question-and-answer-based conversational approach, known since ancient times—even Socrates used it skillfully in his era. This method develops critical thinking, responsiveness, and communication culture. In contemporary studies, it is often referred to as the “exploratory conversation” method. Among its advantages is its ability to help participants collaboratively explore and internalize the subject matter.

Conclusion. In the context of New Uzbekistan, guiding is one of the most important professions, playing a key role in promoting tourism and cultural heritage. Historically, the guiding profession has existed for centuries, and its significance continues to grow today.

This is because professional tour guides are crucial for advancing the tourism sector and enhancing the country’s image. Therefore, successful implementation of professional guiding requires thorough preparation.

Improving and professionalizing the guiding industry, along with enhancing the training system for specialists, can create new opportunities in Uzbekistan’s tourism market.

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