



## 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 carrier as tour guides and the roles they played in the profession. It also assessed the perceived learning needs as tour guides.

In today's international tourism, culture and traditions are important parts for many destinations because they are a means of their national identity promotion. Without guides and their role, it may happen that current resources or even important information can not be available to visitors or isn't properly understood by them. Intercultural communication and interpretation of local cultural heritage, values living culture and cultural identity in general are main components of the actual guide's role. Unlike any other tourism actors tourist guides are front-line professionals who, unlike any other tourism actors establish a close, intense and influencing contact with visitors while at the same time protects interests of sustainable cultural tourism. Their profession is commonly accepted as an uninspiring repetitive, and mass tourism activity. It can be a creative and effective tool in the construction of tourist experiences.

**Keywords:** Tourist guiding; Guided tour; Creativity; Cultural promotion; Intercultural communication.

*Date of Submission: 05-11-2023*

*Date of Acceptance: 15-12-2023*

### 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 differs 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. This city by its name only speaks about its history and culture. Guides are the forefront of the tourism industry and they are responsible for impressing visitors from tours to experiences. They are responsible for transforming tourism from a "tour" to an "experience".

The purpose of the study is to determine the role of a guide in the promotion of a tourist product. For this, interviews were conducted with different sectors of tourism, such as: Souvenir shops, hotels, restaurants and bus drivers. An analysis was also made of the works of such scientists as: Zygmunt Kruczek, Zillinger, M, Mossberg, L. and other scientists. The work itself consists of five chapters: Introduction, literature review, methodology, results and discussions and conclusion and recommendation. with the help of the conducted questionnaire, there was determined the role and responsibilities of the guide in the promotion of certain tour products. problems associated with guides were also identified. According to the responses of representatives of souvenir shops in today's time, a very large number of guides have appeared who conclude contracts and do not follow the rules (increase prices and percentages of their services), which usually leads to disagreement among sellers. The article also indicates the measures to be taken against non-accredited guides.

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 tour 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. The author also considered responsibilities, tasks and roles of tourist guides as well as the factors that determine the curation of the tourist guide services according to the structure of the community. The similar view was found by Larsen and Meged. They found that guides ensure not only the correct activity of the tour, but also the luxury and comfort of visitors (2013). They create all the necessary conditions for the convenience of visitors in order to increase their level of satisfaction. And the same information was found in the Zillingers’ work. According to literature by Zillinger et al. (2012), guides have been described as leaders who stop at specific sites and locations, perform a mixture of rehearsed and impromptu rituals, and discuss destinations and points of interests they are described as leaders who accompanied tourist.

For tourists were always interested to know how and with what kind of conditions people live in other regions. The partnership between culture and tourism is also reflected in the fact that proceeds from the latter which are used to protect and restore monuments and existing cultural assets, as well as to create new ones. Zillinger also mentioned that organizations of guided tours are an important services represented by the tourism industry. “The performance of tourist guides, which is one of the key points of package tours is very important in success” (Avci,2018) In this page here is written about the qualifications and role of the tourist guide as an important factor that directly affects the success of the package tour. Guides should be able to initiate communication and minimize conflict within the tour group. The performance of tourist guide and behaviors during the tour affect the perception and satisfaction level of tourists (Mossberg & al ,1995). Regarding the role of tour guides, Ap and Wong (2001) argued that tour guides are those who are responsible for the tourism industry and for conveying the impressions and attractions of the destination. Guides transforms a tourist's visit from a tour to an experience; Pond (1993) argues that a tour guides play an important role in helping tourists understand the places they visit. In Tran and King’s article (2007), it is written that the role the guide plays an important role in audience engagement.

By analyzing the studies published on the subject, Zhang & Chow (2004), have noted down no less than 16 particular roles ascribed to guides. According to the fact guides plays a vital importance both for tourism and tourist experience. Pastorelli, has identified the following roles such as: social facilitator, cultural host, information provider, interpreter of the natural and cultural environment, , motivator of conservation values people mover. Pasterolli mentions: “other roles and responsibilities of tourist guide“: teacher or instructor, safety officer, ambassador for one's country, public relations representative or company representative, entertainer, problem solver, confidant and counsellor(2003). They actively participate in projects promoting places or tourist attractions. Because they have to be well-known about new destinations

### **Methodology**

#### **Data collecting**

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 30 representatives: 5 representatives of restaurants, 4 bus drivers, 15 representatives of souvenir shops and also 6 representatives of hotels.

### **Survey**

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.

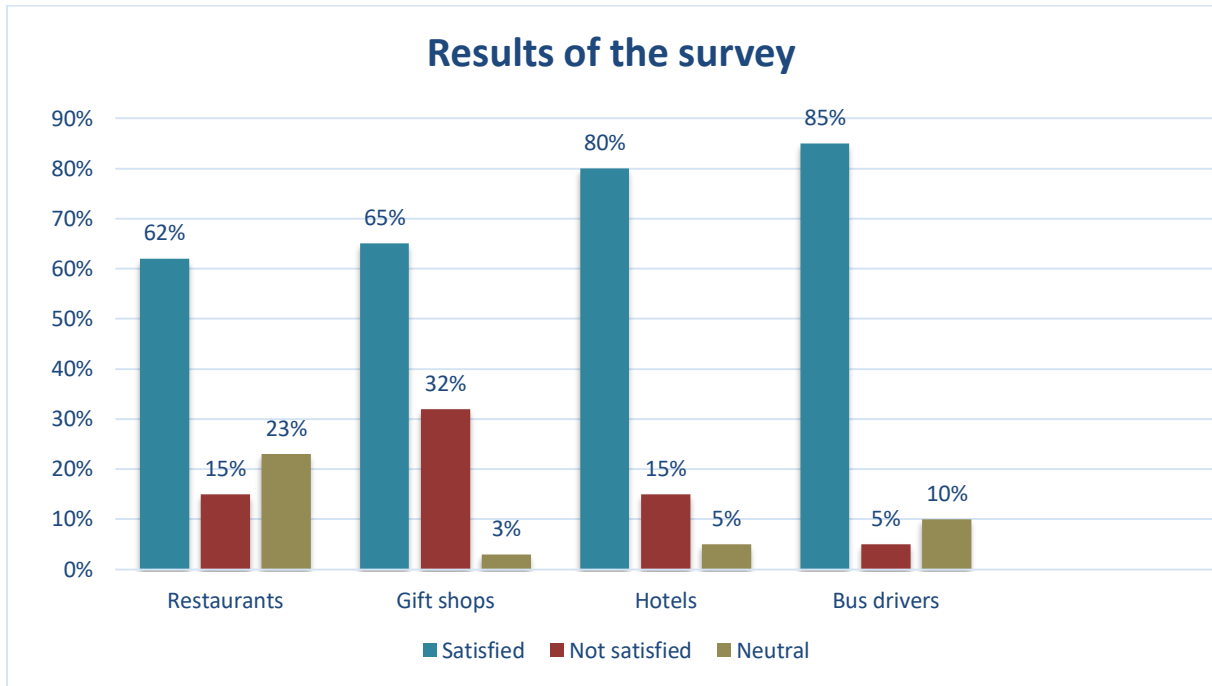
As a result of this survey, I found that in some places guides are especially needed and in some places they do not play a special role in the sale of the tourist product. This questionnaire lasted 3 days. During these three days, we conducted a survey among the owner of restaurants, hotels and cafes, owners of souvenir shops and bus drivers (drivers who do not work for hire and at the same time transport tourists from one point to another).

### **Results and Discussion**

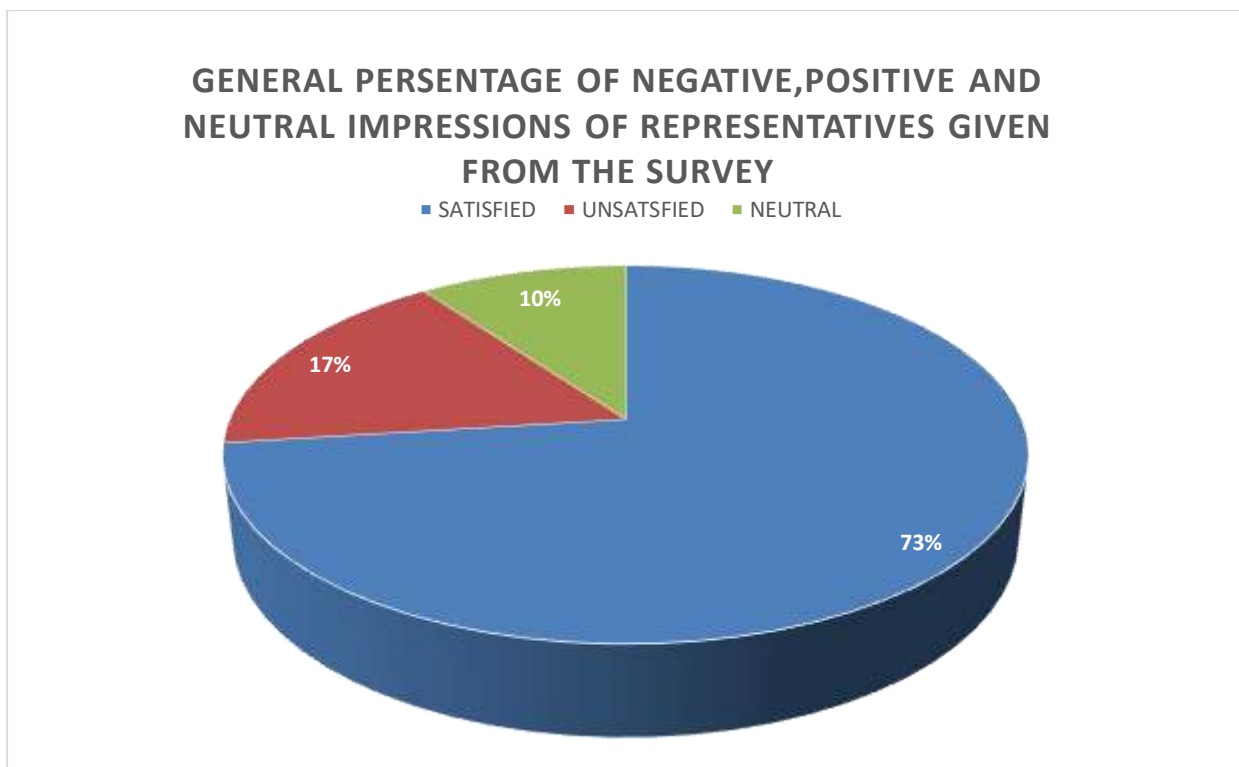
#### **Specific result of the project**

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?", "Tell 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.



**Figure 1** The level of satisfaction with the guides in promotion of products in different sectors of tourism



**Figure 2** Overall level of satisfaction with the role of guides in promoting tourists' products

In the second diagram, the relevant percentages of the interviews represent all 30 interviewers. 73% responded positively and noted that the work of guides is very necessary in promoting their tourism product. 17% of the representatives responded negatively, which was caused by unqualified guides. Also, 10% percent of the representatives responded neutrally. This means that the role of a guide is not necessary in their activities and it will not be difficult for them to lack the services of a tour guide.

## **Findings**

Each person's response was individual and, each had their own concept of work purpose with a guide. For example, the owners of cafes and restaurants popular among tourists and visiting cafes and restaurants that have been operating for many years and have their own customers. These clients have been acquired over the years through customization guides. Yes, it's not only about the guides, but also about the service and dishes of the restaurant. But not everyone who comes to a new country knows where it is tasty and not expensive to eat. Guides help in this case. Since their features include being aware of the opening of each institution in the city, which can become a good place for tourists. Thus, guides recommend to tourists one or another restaurant, which helps the owner to gain the necessary part of the client turnover. As for car owners, they are sure to carry guides. Unlike bus drivers who are employed, they always have jobs and clients. They accompany tourists throughout the tour one day or for several hours depending on the contract with the guide.

The most interesting part of the study for me was the questionnaire conducted among the owners and sellers of souvenirs and among the sellers of dried fruits in the bazaar. The opinions of the interviewers were divided into two parts: positive and negative. Some confirmed that they certainly work and will work with guides. They said that if in the past 50 percent played the role of a guide, now this percentage has risen to 100 percent. This once again suggests that real, professional guides who know the intricacies of their work play a necessary role in the growth of the tour product. And that it is thanks to them that the demand for their goods is increasing. But there were also sellers who were not satisfied and, despite the low demand, refused the services of guides. They claimed that the guides exceeded their rates and began to work inadequately with their partners. Tourist guides, especially those who do not have a specific certificate, use fake certificates and promise various businesses that provide a tourist product with their guide services and promise to bring many customers and buyers. During the investigation, it turned out that they agree on a certain amount and after the arrival of customers, they immediately exceed the price, take all the money and leave without returning. This has become a huge reason for distrust of tour guides.

### **Problem related to guides regarding the survey questions.**

At the end of my research, the reason for all these negative opinions about guides was discovered. The whole reason was that unqualified guides without certificates and proper knowledge work in the industry. A few years ago, a number of problems were identified in Uzbekistan that hinder the development of tourism in the country. All of them are reflected in the draft resolution of the Head of state "On measures for the development of tourism in the Republic of Uzbekistan in the period up to 2025". There were problems discovered that hinder the development of the tourism industry. Representatives of this industry told in an interview with AN Podrobno.uz what problems they face. One of the problems was illegal guides. Accredited industry workers have long been sounding the alarm about the invasion of illegal guides. While a certain number of professional guide-interpreters sit at home without work, local and foreign groups of guides who do not have documents, without knowledge of the history of the city and historical sites, drive around tourist sites. In an interview Said Muminov a professional guide, said: "Indeed, Uzbekistan has faced the problem of illegal guides. Illegal guides not only do not have the necessary license, but also misrepresent the facts about cities and monuments, deprive licensed specialists of their legitimate earnings and do not pay taxes began to catch violators, after which a certain number of once illegal guides agreed to undergo training at the training center under the State Committee for Tourism in order to continue legal activities. However, there are few such people, most continue to illegally conduct excursion work.



"Usually these are men over 35-40 years old, who in their free time taxi at airports and train stations, and "catch" their victims there. They know how to speak convincingly, to inspire certain information. The services of illegal guides cost almost half as much as those of professional guides, because they do not have to pay taxes. While guides who have a patent and a license pay a certain amount to the state treasury every month.

#### **Suggested solutions to the problem occurred**

To avoid such problems, a number of necessary precautions should be taken. First of all, it is necessary to prohibit enterprises from cooperating with illegal guides. Without presenting the relevant document business should not cooperate with these who provide their guide services. Otherwise, the punishment will affect both of them. Another possible solution is to create cash incentives for those who identify illegal guides. Lastly, Uzbekistan could make changes to the constitution to make people look at this problem more seriously. because these illegal guides affect not only the quality of the tourist product, but also our culture.

#### **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. As an 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.

#### **Perceived roles of tour guides**

The services of tour guides are an important element of the tourism product. They represent independent products and services on their own. The involvement of tourist personnel tour guides and tour leaders in the process of making tourist products creates an opportunity by increasing the value of the tourist guide or tour leader brand to prepare solutions in which the main mandatory service is an element of the tourist orientation service. A good guide can increase the level of travel experience and add extra value. While the smaller guide does the opposite. For example, they leaves customers disappointed and dissatisfied. A tourist service product is a separate tourist service offering gastronomic, hotel, transport or tourist guide services. Services such as advise or tourist information, mediation are of great importance, especially in relation to the preparation for the trip.

In the tourism product, the work of guides is considered as a separate product or service. It also forms an integral element of a real product that allows you to satisfy the basic need of a tourism product. The visitor can also select products in which there is a tourist guide or tour leader service. A classic example of such a product is an event created by an excursions, resort holidays, tourism organizer, rallies, rafting trips and other products.

Tourist guides are a value that is added to a tourism product. Behind this is the responsible work of guides and guides. Thus, the quality of the whole tourist event depends on the experience, knowledge, organizational skills and creativity of the tour guides. The guide protects the tourist from dishonest sellers, thieves and exploitative beggars. When it comes to buying groceries, the guide provides correct information about the price to be paid and recommends the right local shops for

shopping. It helps the local community to earn money and helps the tourist to buy something of value at the right price. They encourage tourists to interact with locals by telling them about local traditions, customs, religion, rituals, values and risks. By interpreting the local culture, the guide plays an important role in preventing misunderstandings.

### **Role of tour guides in promoting restaurant business**

The guide advises to consume local food and drinks or buy products produced locally, gives information about the practical aspects of their stay. Thus supporting the local economy. Tourist guides include culinary culture. They have full experience about culinary of their culture. A good knowledge of the cultural, national cuisine enable them to inform tourists about aromatic national dishes and drinks. This will be the first step over the free promotion of the national culinary culture by tourist guides.

In order to introduce the national cuisine to the tourist, many activities can be used, such as the publication of books and magazines, the preparation of brochures, the creation of television programs, the use of the Internet as a marketing tool, or the information agency of a travel agency which can help to attract and welcome tourists to the country. All these presentation and marketing strategies would not be effective and sensible as a tourist guide. A guide is a person who attend tourists during their travels and has a great influence on the satisfaction of tourists.

Thus, it is clear that tourist guides will be more effective in presenting national cuisine than other marketing tools and strategies. Therefore, guides play an important role in the presenting national cuisine. Tourists are usually acting with the tourist guides point of view and impressions while recognizing a country. Therefore, giving advises about local cuisines, to foreground the national cuisine during their tour will increase the demand to national cuisine and culinary tourism. It means that tourist guides will provide a global marketing activity.

### **Role of tour guides in promoting souvenir shops**

The tourist experience is incomplete without shopping. Buying souvenirs is considered as a part of the tourist experience which includes a conjunction of activities that creates a variety of feelings and emotions. Souvenirs may sometimes be traditional products handicrafts or luxury products. A professional guide who is well acquainted with local souvenir shops knows where to buy souvenirs of good quality and at an affordable price, which is a very necessary part for tourists when buying gifts for friends and relatives. Thus, by attracting three hundred to certain places, they increase the sales of products and the percentage of client turnover.

### **Recommendation**

With the help of this research, the importance of the role of a guide in Uzbekistan is proven. It is an important role of this profession in the nation's economy. Tour guides and tour guides are the face of our city and provide tourists with the riches of the history and culture of the country. As everywhere else and in this industry there are problems that can be solved and prevented. Each tourism sector that provides its own tourist services to tourists cooperates with tour companies or guides. After conducting a survey with several of them, it is worth noting that most of them are very satisfied with their work and activities. their work is irreplaceable. Guides are the connecting link between the tourist and tour complainer or businesses. The military needs to strengthen control over unskilled illegal guides who interfere with the activities of experienced guide interpreters.



While difficult to solve this problem must be tackled. It will be a huge plus for the country and economy. People will have no doubts and will trust the guides more, which will help improve the relationship between them.

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