

**TASKS AND APPLICATION OF METHODS OF GUIDE-EXCURSION
IN TOURISM EXCURSIONS****Talibova Aziza Yusufbekovna ¹*****Abstract***

the article is devoted to the tasks and application of excursion methods of a tour guide when conducting tourism excursions.

Keywords: *investment, innovation, technology, excursionist, biodiversity, originality, principle.*

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Introduction. Tourism develops depending on the level of organization of tourist and excursion services and the quality of services. Of course, the level of technological development of tourist infrastructures is one of the primary conditions and foundations, at the same time, the technological and service level of basic services in tourism also depends on the organization of tourist and excursion services. If tourist excursion services are organized at a high level, and the tourism infrastructure does not correspond to these high levels, the real results of a tourist excursion cannot reach a high quality level. But in any case, the tour operator or tour guide is obliged to understand and master the goals and objectives of tourist and excursion services. Correctly defining the goals and objectives of a tourist excursion will bring satisfaction and good mood to tourists. In this case, the reputation and competitiveness of the travel company will increase.

Rapid development of the national tourism sector in the Republic of Uzbekistan, first of all, to actively attract investment, introduce innovative ideas and technologies into the industry, as well as create more favorable conditions for development through the full use of available resources and opportunities of the rich natural, cultural and historical heritage of the country. President of the Republic of Uzbekistan Shavkat Mirziyoyev “Travel around Uzbekistan!” a decision was made to implement a program for the development of domestic tourism[1]. In this program, all segments of the population are invited to “Travel around Uzbekistan!” Excursions and tourist routes were organized.

Over time, residents of Uzbekistan go on excursions and trips. Therefore, increasing demand for excursion services in the context of the development of domestic tourism, improving excursion and excursion services is one of the pressing issues of domestic tourism.

Exploring the topic. The word excursion is a Latin word meaning a short trip or journey, to go on a journey, to go on a journey, to go on a journey. Before the word tourism appeared, people were interested in the environment, what was far away, behind the mountains or behind the river or behind the hills, as a result, many questions accumulated, an internal excitement-curiosity that called them to travel. was activated [4.2.]

Based on our current knowledge, we come to the conclusion that there is probably not a single person in the world who has not been on an excursion. The main reason for these walks was the biodiversity, uniqueness, and richness of nature. It can be said that the first trips in society occurred as a result of news about other countries and the world.

The excursion is called the heart of tourism. In fact, after checking into a hotel, a tourist first goes on an excursion. In domestic tourism in all countries, excursion tourism ranks first. After all, residents of the country always go on excursions to almost all types of tourism [3]. In this direction, excursion ecotourism is increasingly developing in our country [4.5.6.]

Methodology. analytical, observational, experimental, comparative, logical thinking, comparative methods were used.

Research results. The first task of a guide before organizing excursions is to master the following principles that form the basis of a tourist excursion:

- scientific factual sources, events, theories in scientific explanations in a tourist excursion;
- idealism in a tourist excursion, seeing the idea in practice, proving the idea and ensuring faith in the correctness of the idea;
- having seen in practice the correctness of the content and essence of a tourist excursion, a

feeling of surprise arises;

- proving the connection between a tourist excursion and theory (in nature, natural processes, production, creative meetings, inspection of excursion sites, etc.)

- profitability, usefulness of tourist excursions;

The stated principles reflect the essence, purpose and objectives of a tourist excursion. Based on these principles, tourist and excursion routes are developed.

The second task of the guide is to master the following types of excursion activities:

-tourism and excursion activities carry out economic activities (the tourism company receives income from the implementation of the excursion route, receives income from funds received from excursion participants, jobs for guides and translators are created, tourist infrastructure is created at the excursion site);

-ideological and political activity of a tourist excursion (a sense of pride and a sense of political moderation appear when familiarizing themselves with the historical heritage of the Motherland and new technologies).

- general educational activities of the tourist excursion (the excursion gives tourists universal knowledge - about the historical and cultural heritage, about production, about cultural and educational spirituality, about art, about new technologies, etc.)

-tourist and excursion activities carry out activities to transport information, provide information (past and present events, processes, development of civilization, modern development, global events, international integration, etc.)

-tourist and excursion activities carry out educational activities (preservation, protection of the treasures of the Motherland, feelings of pride, self-esteem, etc.);

-tourist and excursion activities carry out meaningful recreational activities (excursion to nature and its secluded corners, excursion along the banks of rivers, excursion to forests, mountains, streams, etc.);

-a tourist excursion expands a person's worldview (the infinity of the world, the unity of the world, the periodicity of life, the biological movement of bodies, etc.)

The third task of the guide is to evaluate the excursion objects. The assessment of a tourist excursion object can be based on the following criteria (requirements):

- The characteristics of the excursion object, its meaning, feeling, attractiveness, uniqueness are assessed;

- The recognition, popularity, exoticism, and novelty of the excursion object are assessed;

- The impressive strength of the excursion object is assessed. At the same time, special types of the excursion object, harmony, content and other aspects of this object in relation to surrounding objects are assessed;

- the current state of preservation of the excursion object is assessed;

- The location of the excursion object is assessed (convenient access to the excursion object, ease of sightseeing, full location of tourists, availability of parking spaces, etc.)

After assessing the objects of a tourist excursion, when planning and developing an excursion route, the main objects and additional objects of the excursion are determined. The main object is the object chosen by the excursionists or offered to the excursionists by the travel company. Additional opportunities are determined by the tour organizers. Additional excursion sites are indicated on the routes to and from the main site.

Excursions can be organized for groups or individuals. Excursion translated from Latin - *excursio* - means a short trip or trip, go on a journey, go on a journey. Russian scientist B.V. Emelyanov's conclusions, "An excursion is a process of seeing and feeling the world around us. Also, an excursion is a purposeful process of seeing and feeling the reality of the environment, the natural and material environment that surrounds us"[2].

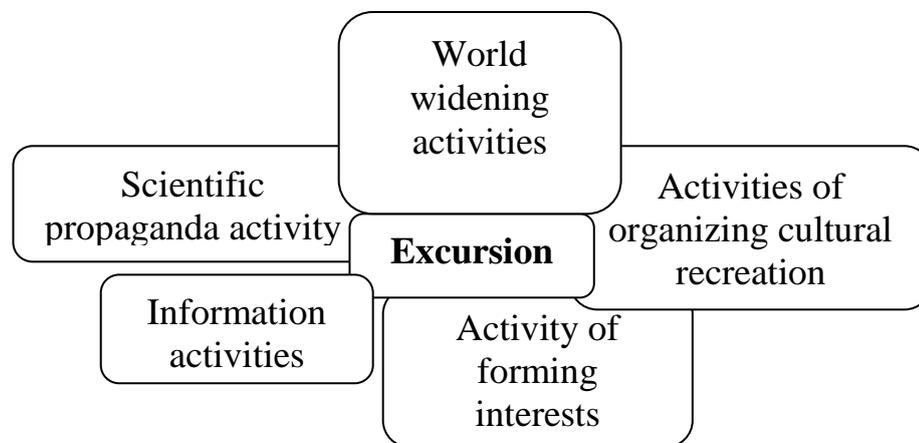


Figure 1. Main activities of the excursion.

The purpose and objectives of the excursion and events are so extensive and varied that all these areas serve human development. Tours, by their purpose and function, relax people and enhance the sense of life (Figure 1). Preparation of a new excursion is mainly carried out in the following 3 stages:

Stage I - At this stage, the topic of a new excursion is selected, scientific and practical resources are studied, and the objects of this excursion are selected according to the topic.

Stage II - At this stage, excursion routes are developed, a technological map of excursions along the route is prepared, a tour passport is issued, an excursion program and an information sheet are developed.

Stage III - At this stage, the tour project is defended, the route is preliminary studied, a tour leader is appointed, a tour guide is appointed, the tour project is approved. Consists of the section:

1. Acquaintance – getting to know a group of excursionists;
2. Measures to ensure the safety of tourists during their stay on the excursion route (safety criteria);
3. Information (brief information on the topic, the duration of the route, the beginning and end of the excursion, the sanitary and medical condition, the impressions of the excursionists).

Main part - in this part, excursion participants are mainly given brief information about the

excursion. Information about other excursions will also be provided to tourists. Based on the results of the excursion, a report on the excursion is prepared, discussed, and then approved.

Excursion methods constitute the main part of excursion science. The purpose of excursion methods is to assist tourism specialists in excursion research and tourist excursion services. We can cognize and understand any reality and process using its methods. Methodology is the methods used to know, understand and master reality and processes, production and learning, in short, all material and intangible things.

Both guides and tourists have a purpose for the tour. The tour guide summarizes the objectives and determines the goals of the activities of the excursionists. In this process, the tour guide uses and applies many methods when conducting the excursion. The tour guide relies only on the methods of conducting the tour, from developing the tour to conducting the tour.

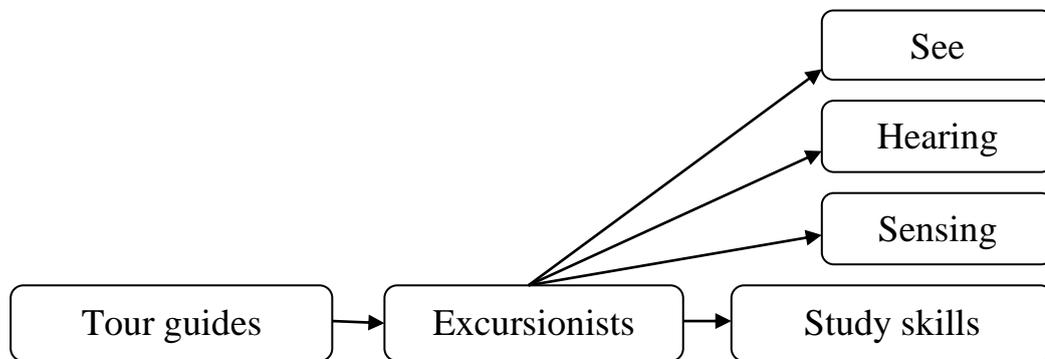


Figure 2. Purpose of the excursion and diagram of the excursion process.

Any excursion is an interaction of 3 components: guide-tourist-excursion object-tourists. An important task of the excursion method requires maximum activity from the guide, and he begins to work with the object and tourists using the excursion method. In initial cases, the establishment works with a guide. Then the guide continues working with tourists (Fig. 3).

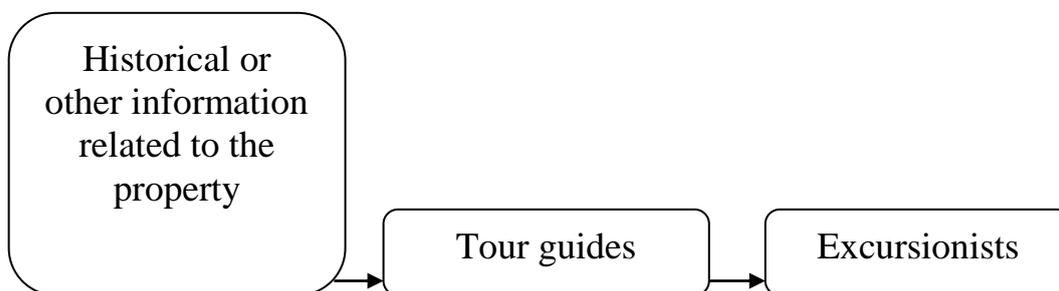


Figure 3. Communication between the tour guide and excursionists through the facility.

The excursion guide did not use the methods of conducting the excursion, therefore, the object of the excursion remains in the “shadow” of the excursion guide. The excursion guide attracts all excursionists to the object at once, based on the method of cognition (scientifically based, unheard of by tourists and other specific sources) (Fig. 4).

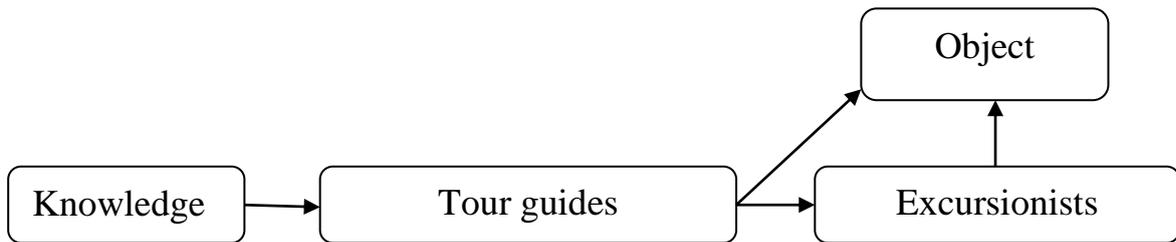


Figure 4. Attracting all tourists to the site at once based on the guide’s knowledge method.

The attention of tourists was focused on the object. Now the tour guide begins to complement the audience with his oral presentation based on the new method and becomes more and more active, following the method he has learned, applying his skills. In this situation, excursionists listen carefully to the excursion guide, who is attached according to the recommendations of the methodology, and, as it were, enter the object (Fig. 5).

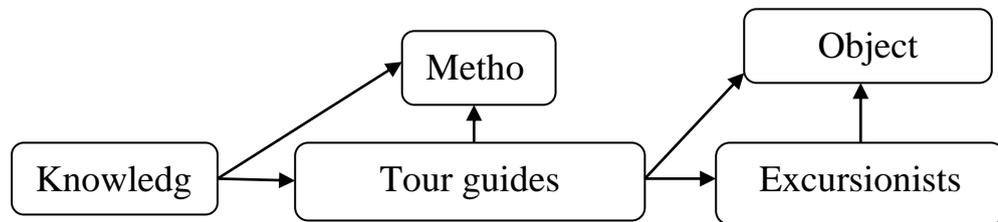


Figure 5. Attracting excursionists based on the method of knowing the excursion guide

The tour guide integrates the interaction of components (guide-tourist+tour object+tourists) into a tour using methods. In this case, the process of an ideal excursion is fully realized (Fig. 6). When the excursion guide uses this method during an excursion, the excursion object, excursionists, methods used during the excursion, methods, methodology and excursion guide are combined into a single process. As a result, tourists receive from the tourist guide the expected information about the selected excursion object.

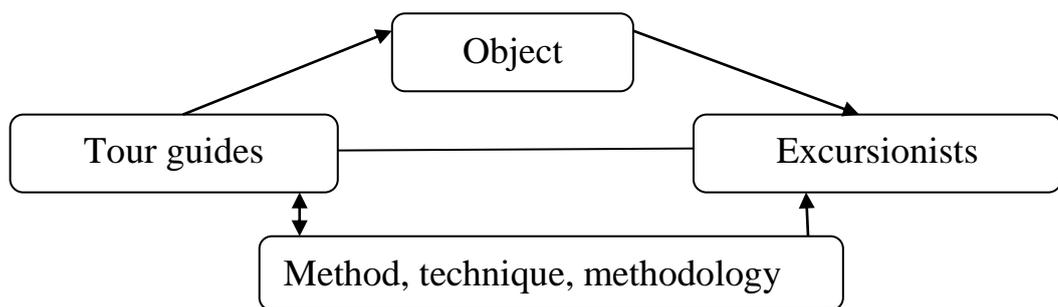


Figure 6. Formation of an ideal excursion process.

Discussion.

1. To effectively conduct all tourist excursions, tour guides in the field of tourism must master practical and theoretical methods of conducting excursions at an excellent level.
2. Interesting conduct of tourist excursions by a tour guide improves the position of the travel company and enhances its competitiveness.

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