

DEVELOPING TOURISM IN UZBEKISTAN THE
IMPORTANCE OF GUIDE ACCOMPANIMENT AND INTERPRETER
ACTIVITY

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***Abstract:** This study is devoted to tracking foreign tourists in Uzbekistan and the problems that arise in this process. Conclusions are given regarding the importance of guide accompaniment and quality interpreting activities to increase the country's tourist potential.*

***Key words:** Tourism, tourists, Uzbekistan, tour guide, translation activities, language, safe tourism.*

INTRODUCTION. Today, tourism is the most profitable and in high demand in the modern world is one of the fields. Tourism for the community is the world. The demand for new tourist destinations is increasing year by year is going. As a result, countries have made great progress in the field to further improve their tourist potential; to provide services they are trying to improve the quality. Based on such demand, tourists regarding the protection of safety and rights, provision of quality tourist services it is natural that various problems arise. All tourists are in unfamiliar places, cannot travel easily in countries where foreign languages are spoken. For this, people to adapt to the travel area and communicate assistant guide and translators will help closely.

Guide service is one of the main areas of tourism, without it

It is difficult to imagine tourism because it is a service consumer's journey

Facilitates travel arrangements and various other issues allows you to get rid of many worries. All such tasks

It is carried out by guide-interpreters and foreign tourists are unfamiliar the country will be prevented from facing various difficulties.

Foreign tourists are accompanied by a guide-interpreter or other official number of tourists coming to our country from abroad and their composition related to Various problems always arise in the development of international tourism came Such problems are mentality, language, customs, traditions and ethics due to the fact that the principles are fundamentally different from each other. In this regard guides and translators should be aware of the mentality and traditions of tourists and it is necessary to coordinate mutual actions accordingly is appropriate. Even if such a situation does not arise, there are always such problems there is a risk of occurrence. As a result, foreign tourists are completely out of the situation they leave the country disappointed. Also the host country

The disappointed tourist who left advised his friends to come there

On the other hand, friends do not give this information to other acquaintances deliver, because of which many potential guests are lost.

A foreign tourist has visited this country several times however; he always experiences some level of stress. That is why he to the change of place of residence, other laws and traditions, climate and time must adapt to changes in the zone. In such a situation, directly to him accompanying and psychological support guide-interpreters come to help necessary. The process related to the psychological support of the tourist is the environment help in adapting to the conditions (customs, traditions and laws), includes supporting the tourist in unexpected situations.

Psychological support for a foreign tourist to have a comfortable rest in the country should help to leave a positive impression. Good psychological methods an ignorant guide-interpreter cannot cope with stressful situations, conflicts arise it is enough for a foreign tourist to get confused when he arrives may not be able to provide psychological help. Also, psychologically the unprepared guide-interpreter himself is the cause of the conflict or it can strengthen.

The guide is great for successful psychological support of tourists to have knowledge and characteristics of tourists, their age and must have the ability to adapt to the social structure³. Foreign tourists

The next problem to follow is the potential for guide-interpreter positions selection of employees, their further development and training. Because lack of qualified personnel development in the market of tourism services causes it to be unobserved. It is to not only engage in the activity of a guide-interpreter higher professional education, work experience, but also certain personal and requires a set of professional qualities. Often, the employer is hiring does not pay attention to these qualities, but to the diploma and its grades.

The presence of the diploma and the grades in it still affects the efficiency of the employee and his does not show potential.

Development of personal and professional qualities of employees and solving the problem of improvement, training and retraining is to implement educational programs, which allows the following provides: - increasing the level of professional qualification of employees; - professional staff increase efficiency; - the problem of personnel shortage and turnover partial or complete resolution; - reducing costs of control measures.

CONCLUSION. Material and moral stimulation of guide-interpreters, as well as providing services to foreign tourists to ensure their growth has a good effect on the quality, because the qualified employee of tourist organizations is foreign can present our country to guests in a beautiful and charming way, will give them an unforgettable, positive impression of this trip. As a result, the reputation of the country in the field of tourism will increase, because the foreign tourist who left not only returns, but also to his acquaintances and friends in our country describes tourist opportunities. Also in solving legal problems improvement of legislation, their functions for guide-interpreters, law and it is necessary to develop a concept that includes obligations.

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