



## The managing system of excursion by guides

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**Abstract:** *The main reason why this topic has been selected is that managing tour excursions appropriately in order to increase the number of visitors is really critical as well as guides are main people in the industry of tourism who can negatively or positively affect to the tourists' travel experience among offered services such as food and beverage in other words catering, transport service, accommodation and others. Moreover, one of the main purposes of this study is to evaluate the performance of tour guides in Uzbekistan and their impact on tourist experience. Study research objectives consist of a review of the literature on service quality as well as tour guides performance during travelling.; a survey of tourists' expectation and if it accomplished or not with tour guides; evaluating tour guides performance affect to the tourists' satisfaction, analyzing which attribute is important in order to increase tourist arrivals and their satisfaction and so on. 40 people attended in our survey, both local and international ones who were currently travelling around the city of Samarkand. The survey took place in May, 2023. The results of handout surveys were analyzed. Based in the results after survey, different factors can affect tourist expectation and their satisfaction. If we want to make progress in the area of tourism, we should pay attention to a number of issues while managing tour operations. Because some of the obvious problems among tourists are directly or indirectly related to poor management by guides, service facilities that's build by our local people*

**Keywords:** *tourism industry, tourism management, tour guides and agents, tourist satisfaction factors.*

## INTRODUCTION

### Preface



Whenever any client who wants to travel somewhere far away from their home and books a travel experience with any travel agency with tour guides and travel agents, it is natural that they have many expectations to accomplish in a particular place or country. They believe in tour guides' experience, knowledge, diligence towards their work and their ability to provide them with amazing moments while travelling. If those clients booked tour package with guides they expect to travel without any worries with someone who knows the place very well and can guide them, teach them, inform them whenever it is possible to do so. As Uzbekistan has high potential to attract both foreign and domestic tourists to the country, it is critically important to look through some mistakes of tour management. So that this dissertation briefly discuss about how to increase the quality of tour management and increase the number of tourists who visit the city now and then

### **Significance**

The movement of people from one city to another or from one part of the country to another for a purpose, moving within and outside the country is called tourism. Besides, tour guides are the ones who are supposed to provide a professional qualitative service to visitors to the host country from different parts of the world by caring and maintaining a brief comprehension of the place visited. They have high roles as representatives of the host country by bringing profit to the country visited and advertising positive overall national image. While performing they are not only responsible for tourists, but also they should treat local customs and nature appropriately such as environment or wildlife, historical locations and buildings, monuments with much respect. Tourism sectors are defined as various services provided to a visitor such as hotels, restaurants, recreation, transportation and various other services, as defined by tourism statistics. It is no secret that the tourists lift the host country's economy by various means such as buying, exchanging. So in order to develop better economy one should also pay attention to tourism and tour management is the obvious part that should be improved. For a long time tour guides have been considered one of the most vital parts of the important job accomplisher in tourism industry. Because the one who operates tours or excursions critically will have impact on the attraction of guests to the country due to their experiences, roles they left on guests. Good tour guides usually do not only increase the travel satisfaction or experience for their clients, but also they make sure that the trip which is operated by them affect positively both on the destination and minimize negative effects. Because they are the ones who are significant interface between tourists, travel experience, travel satisfaction, local people of particular country and the environment among them so that they have a huge responsibility Moreover, they are really crucial from business perspective as they are main



interface in making sure that the tourist has a informative as well as enjoyable tourist experience, the experience which was enjoyed and recalled in the memories and stored.

### **Aims and objectives**

To evaluate and analyze the basic performance of tour guides who have been working in the tourism industry in Uzbekistan and its impact on the whole tourist experience after the trip and to comprehend the factors which can upgrade tour guides overall performance while working. Because tour guides are front-line workers in the sphere of tourism who has a vital role in forming overall tourists experience and satisfaction. Tour guides are the ones who are able to break or make the best trip. It is significantly crucial to comprehend the performance of tour guides to implement improvements as well as upgrade the basic quality of service. Briefly speaking, it is obvious that the economic success and financial longevity of the business of a tour guiding related to the performance of tour guides within destinations of a host country

### **Literature and review**

#### **Introduction**

Main purpose of this dissertation is to determine tour guides roles, their performance, tour guides managing problems while planning tours and what has been coming as the biggest challenge for tour guides while planning and performing as well as the other factors that can affect tourists' overall satisfaction after he tours. Although the importance of good management skills and tour guides impact had been acknowledged by the number of research scientists, but it has not been studied in depth previously. This study identifies the managerial problems which are created by guides, tour guides roles and their responsibilities, analyzes basic problems with appropriate solutions to the problems in the development of managing excursion by guides. (John, 2021)

Every tour agents and tour guides should have a good travel management plan. On the ground that, it highly can reduce travel expenditure while planning and booking the travel. It usually decreases costs related to the airline tickets, train tickets, travel insurance and so on. Not only it helps to reduce costs but also it allows business owners to pay attention to other parts of their travel company. "Travel makes one modest. You see what a tiny place you occupy in the world" (Flaubert, 2020)

Tour guides are the ones who introduce unfamiliar country or the city to tourists, they show country's touristic destinations to them such as historical buildings, cultural centers, beauty spots, natural places, and maintain them with some background information of a particular place. They are responsible for looking through location carefully, analyze and planning tours. They give



presentations with country's culture. They are also responsible for tourists' safety along with visited place cleanliness and safety. They are supposed to plan tours without any ecological damage to historical locations. Moreover, they organize and lead tourists while travelling along with direct and indirect problem solving and transporting and accommodating visitors to their places safely. Tour guides are ambassadors of a host country and host country's national image so that they must be respectful and intellectually rich to answer tourists any question and tour guides have high role in addressing arising problems among visitors both directly and indirectly during their travel experience. (Geoffrey, ,2021)

## **METHOD**

### **Collecting date**

In the study of tourism, much researches and surveys have been taking place over the years as tourism is flourishing day by day over the centuries. The relationship between tour guides and tourists how to manage tours perfectly have been on the surveys main topic. Many travel paper discuss tourism basic services and many writers comprehend the significance of effective service as an overall successful tourism development programs.

The small survey was conducted as a result of tracking participants, in depth interviews and focusing on three most common quality methods. The methodology was built with the help of simple questionnaire and SWOT analysis. The survey was only offline. We did not use social platforms to obtain answers to the survey. The survey was held on Samarkand's historical places such as Guri-amir, Bibikhonim, Siyab bazar, Registan square, Sjokhizinda memorial complex. Tourists were targeted participants in the survey. On the ground that, they use local services through relying on basic knowledge for the first time in their life. The survey lasted 5 days. It proceeded with both written interview questions on hand-out leaflets and oral interviews who were travelling in the vicinity of above mentioned historical buildings. We introduced us to tourists, explain the study topic, as well as request study topic then asked to fill out our leaflets or oral interview with recording by informing that we are recording their voices for only study reasons. Main survey participants were both local and international tourists in the vicinity at that time.

40 people attended in total in our survey. There are two types of different questions in the survey such as open and close. Most locals are interested in developing tourism management structures around the city as Samarkand has a high role as a tourist attraction to tourists. It took 10-15 minutes of participants to fill questionnaires and give oral interviews which was targeted to be time-saving for participants

**Table 2. Technical sheet of the survey (participant profile)**

Age	15,36-45,46-55,56 or more
Gender	Male, female
Marital status	Married, single
Nationality	Uzbek, Kirgiz, Kazak, Italian,
Date of survey	May 15-20,2023

**Table 3: Methods used**

Qualitative method
In-depth interview
Semi structured
Snowball sampling
SWOT analysis

Sources of methods used: own elaboration

### 3.2 Survey

The study analyzes tourists satisfaction with the existing managerial system which has been planned by guides by now and basic service facilities in Uzbekistan. Moreover, the survey identifies the benefits and flaws of the current system of managing excursions by guides. In the below we will describe the proposed, implemented survey method and format. In this study questionnaire was chosen as one of the most appropriate and fast tool to analyze and investigate tourist experience and overall satisfaction in Uzbekistan. We chose this technique of gathering answers on the ground that it was systematic, organized and easy to analyze. Number of papers have been gathered as a result of a survey we conducted. We identified major problems tourists encounter while visiting Uzbekistan while travelling with tour guides

Before choosing questions on the questionnaire we had number of samples available on study paper such as Scopus Journal and international papers in transportation research to identify the critical problems of managing excursion by guides.



This study data was gathered using a self—management questionnaire. Questionnaire starts by gathering, collecting respondent’s demographic information. Then there are some major questions concerning how tourists rate managerial system of guides in existing periods and how satisfied they are with their previous experiences and as a particular tourist service utilizer.

### **Results and discussions**

Comprehensive researches, surveys and questionnaires have been being made today and they are bearing their fruits today. A lot of focus as well as attention is lead to tourism and its sectors nowadays, in addition. The topic of management of tour excursions by tour guides has been addressed in the tourism sphere. In order to gain tourists belief, overall touristic satisfaction and good national image of a host country, in the establishment or planning of tours by guides they should take into account every small details that can break the tour. Many tourists consider the degree of service maintained in the tourism sphere.

As already mentioned above the survey we conducted during 5 days mainly was lead to national and international tourists who were experiencing travelling with tour guides.

As for challenges with tour guides, there are lot of complaints. Their answers to our survey was as follows:

1. They mentioned the same road map with a monotonic voice that makes them to sleep rather than concentration.
2. Guides took tourists time to wait usually in queues due to the fact that they did not plan beforehand carefully.
3. Guides made them to wait long to solve their simple problems or requests.
4. Local people interrupted tourists a lot even though when guides are present in the vicinity.
5. In the hotel and during the trip guides did not pay attention to maintain tourists with allergy prevention pills.
6. They complained with the availability of food types in the breakfast in the morning.

When it comes to facilities that should be given to tourists while they are staying in Uzbekistan they complained a lot about basic facilities, including low speed Wi-Fi, lack of communication of hotel staff, water shortage sometimes, no vegetarian meals available on lunch and dinner, impolite attitude of restaurant and Café waiters and waitresses.

When it comes to convenience, punctuality they voted rather little. Mostly quality of services provided to tourists in Samarkand city was highly obtained more voices. When they were interviewed whether they were satisfied or unsatisfied of service facilities in Samarkand, the



participants of the survey and interview said they were content with mostly everything such as guides, accommodation and so on.

### **CONCLUSIONS**

It is no secret that, Uzbekistan has great many exceptional potentials to attract tourists around the world because of its rich culture, history, historical touristic destinations. Moreover, year by year authority have been taking crucial measures to develop Uzbekistan as a number one touristic destination among other famous touristic countries like France, Italy, Germany, China and so on due to the fact that tourism has immeasurable part in the country's economy. As a bright example for this is the opening of Silk Road International University of tourism and cultural heritage to bear experienced, knowledgeable, skillful, trained staff members to the sphere of tourism in the upcoming years. Authority made huge changes in transport infrastructure including the launch of new fast-speed train Afrasiyab as well as newly opened international airport of Samarkand in the aim of upgrading existing domestic, international transfer, as well at the same time. Besides, basic rules of entering the country with visa standards for foreign people have lowered and reversed a lot to use Uzbekistan's touristic potential effectively.

Uzbekistan has been attributing its financials to revitalize tourism sector over the years as it has exceptional potential to be one of the most visited touristic destinations in the world. Despite the fact that authority of Uzbekistan has already took crucial, significant measures along the way and launched couple of new reforms to improve such as lowered strict rules to visa for tourists, upgrade tourism with the aim of doubling visitors year by year along with expanding country's financial situation, it is no secret further actions should be taken by authority. On the ground that, government has high role in attracting and managing tourists.

Based on survey results, still the most repeated problems with tourists that are related to the basic service facilities within the country such as follows inconveniences with the payment structure, low-speed internet including limited access to Wi-Fi in hotels, not enough foreign signage in the touristic destinations, limited help when requested, clean bathroom and toilets in public touristic destinations. Those are written as most repeated factors by survey respondents as negative ones to ruin their trip entirely. That's why authority should plan better ways of advancing the touristic image of the country along with improving particular service facilities to tourists along with solving management problems of tours by guides.

### **RECOMMENDATIONS**



As mentioned earlier, government has immeasurable role in expanding country's tourism condition and more issues are actually, related with the government solutions and rules, albeit authority is trying its best to expand tourism sector in any cost.

With improving basic facilities to the tourists, Uzbekistan should also train its staff who works in the industry.

Authority should invite further international professionals to train existing staff to organize more than before in order to treat tourists better by exchanging and sharing opinions and ideas along the way. Or authority should exchange staff with foreigners both to see and learn from their practices. This way Uzbekistan can gain further practical training and treat guest in international standards.

On the other hand, privatization of any business is relatively slow in Uzbekistan. The more the authority helps to build more private business establishments, The more trained and skilful employers they will have. On the ground that monopoly touristic companies mostly impact negatively to newly opened firms, they do not enough opportunities to run their business because of them.

New start-ups should be launched by authority in order to promote new ideas across the country to improve the condition of tourism.

New international projects should be launched such as international conferences, business meetings, press conferences, mega events, sport competitions in order to show existing touristic facilities as well as exceptional touristic potential in every aspect of tourism such as mice, health, eco-tourism. This helps to promote Uzbekistan's tourism opportunities and also it helps to attract business people who can invest to Uzbek business tourism companies after having seen existing opportunities in tourism sphere in Uzbekistan.

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