

LINGUISTIC AND COMMUNICATIVE FOUNDATIONS OF GUIDE-INTERPRETER
ACTIVITY

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Abstract: *This article examines the linguistic and communicative foundations of guide-interpreter activity in the tourism industry. The study highlights the importance of language proficiency, communication competence, and intercultural awareness in professional guiding activities. Particular attention is paid to verbal and non-verbal communication, translation strategies, and intercultural interaction between tourists and guides.*

Keywords: *guide-interpreter, linguistics, communication, tourism, intercultural communication, translation, professional competence*

INTRODUCTION

Tourism has become one of the fastest-growing sectors of the modern global economy. The expansion of international tourism increases communication between representatives of different cultures, languages, and traditions. In this process, guide-interpreters play an essential role as mediators between tourists and local communities.

Moreover, the growing importance of cultural tourism has increased the demand for highly qualified guide-interpreters capable of representing national heritage professionally. In many countries, tourism not only contributes to economic development but also promotes intercultural dialogue and international cooperation. Therefore, guide-interpreters are expected to perform not only linguistic functions but also educational and cultural responsibilities during excursions.

In recent years, the rapid development of tourism in Uzbekistan has created favorable conditions for improving tourism services and Samarkand, Bukhara, and Khiva attract thousands of international visitors annually. Consequently, the professional preparation of guide-interpreters has become one of the important priorities in tourism education.

Linguistic Foundations of Guide-Interpreter Activity

Linguistics is the scientific study of language, its structure, and its functions in communication. In tourism communication, language serves as the primary tool for exchanging information, expressing ideas, and creating interaction between guides and tourists. Guide-interpreters strengthening international tourism relations. Historical cities such as should possess strong language competence, especially in English, which functions as the international language of tourism.

Another important aspect of linguistic competence is the ability to adapt language according to tourists' backgrounds and levels of understanding. Professional guide-interpreters should simplify complex historical or cultural information without losing its original meaning. This ability allows tourists to understand information more effectively and increases their interest during excursions.

In addition, multilingual competence significantly improves professional opportunities in the tourism industry. Modern tourists often represent different linguistic groups; therefore, guides who speak several foreign languages possess competitive advantages in the labor market. Knowledge of English, Russian, Chinese, Arabic, and Turkish is especially valuable in international tourism communication.

Furthermore, pragmatic aspects of language also play an important role in guide-interpreter activity. Pragmatics studies how meaning changes according to communicative situations and social context. During excursions, guides should choose appropriate expressions, polite forms, and culturally sensitive vocabulary in order to maintain positive interaction with tourists.

Communication Theory in Tourism

Communication is one of the most important components of guide-interpreter activity. Effective communication helps establish mutual understanding between tourists and guides and improves the quality of tourism services. Verbal and non-verbal communication skills are equally important in guiding activities.

Communication effectiveness in tourism also depends on feedback between tourists and guides. Feedback allows guide-interpreters to evaluate tourists' understanding, emotional reactions, and overall satisfaction. Positive feedback helps maintain active interaction, while negative feedback may indicate communication problems requiring immediate attention.

Another essential component of communication is public speaking ability. During excursions, guides frequently communicate with large groups of tourists in open environments where noise and distractions may influence communication quality. Therefore, clear articulation, proper intonation, and confident speech are necessary for successful information delivery.

Researchers also emphasize the importance of persuasive communication in tourism activities. Professional guides often encourage tourists to visit additional attractions, participate in cultural events, or purchase local products and souvenirs. In such situations, communication skills directly influence tourists' decisions and experiences.

Intercultural Communication in Tourism

Intercultural communication refers to interaction between people from different cultural backgrounds. Guide-interpreters function as cultural mediators between tourists and local communities. Their task is not limited to translating language; they also explain traditions, customs, and social behavior.

Intercultural misunderstandings may occur because of differences in traditions, religious beliefs, communication styles, or behavioral norms. For example, gestures or

facial expressions acceptable in one culture may carry negative meanings in another society. Therefore, guide-interpreters should carefully observe tourists' reactions and adapt their communication style accordingly.

Cultural sensitivity is especially important when discussing religion, history, politics, or national traditions. Professional guides should avoid stereotypes and demonstrate neutrality and respect toward all cultural groups. Such behavior strengthens mutual understanding and creates a positive image of the destination country.

Intercultural communication also contributes to peacebuilding and international friendship. Tourism allows people from different countries to exchange ideas, values, and traditions. Consequently, guide-interpreters play an important social role in strengthening intercultural dialogue and global understanding.

Professional Competence of Guide-Interpreters

Professional competence combines knowledge, practical skills, and personal qualities necessary for successful guiding activity. Linguistic, communicative, organizational, psychological, and sociocultural competencies are considered essential for professional guide-interpreters.

Continuous professional development remains one of the major requirements for guide-interpreters in modern tourism. Tourism trends, communication technologies, and tourists' expectations constantly evolve; therefore, professional guides should regularly improve their qualifications through seminars, language practice, and practical training.

Digital competence has also become increasingly important in guide activity. Modern guides use online booking systems, digital maps, wireless microphones, and mobile translation applications in order to improve communication and organizational efficiency during excursions.

Another important element of professional competence is leadership ability. Guide-interpreters should be capable of managing tourist groups, solving unexpected problems, and making quick decisions in emergency situations. Strong leadership helps maintain discipline and ensures tourists' safety and comfort throughout the excursion.

Conclusion

In conclusion, guide-interpreters occupy an important position in the tourism industry because they ensure communication between tourists and local culture. Effective communication significantly improves tourists' experiences and contributes to the positive international image of the country.

The integration of linguistic knowledge, communication skills, and intercultural competence allows guide-interpreters to perform their professional duties more effectively. Successful communication creates emotional connections between tourists and destinations, making tourism experiences more memorable and meaningful.

In the modern tourism industry, guide-interpreters are considered not only service providers but also representatives of national culture and hospitality.

Their professionalism directly influences tourists' impressions, satisfaction, and willingness to revisit the destination in the future.

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