

## CULTURAL AND SPIRITUAL EDUCATION OF A GUIDE AND ITS ROLE IN THE TOURISM SECTOR

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### Abstract

This thesis extensively highlights the cultural and spiritual education of a guide, as well as their role and importance in the tourism sector. The professional activity of a guide is analyzed not only as delivering historical and cultural knowledge but also as establishing effective communication with tourists, promoting national values, and shaping the country's image. Furthermore, the article substantiates how a guide's cultural level, speech culture, moral qualities, and spiritual maturity influence the quality of tourism services. In modern conditions, special attention is given to developing guides' professional competencies, improving their training system, and their role in intercultural communication. According to the research findings, the cultural and spiritual preparedness of a guide is one of the key factors in tourism development.

### Keywords

Guide, tourism, culture, spirituality, cultural education, spiritual upbringing, tourism services, intercultural communication, professional competence, moral values, speech culture, tourists, national values.

### Introduction

In the context of modern globalization, the tourism sector is considered one of the fastest-growing branches of the world economy. Tourism not only brings economic benefits but also strengthens cultural exchange among nations and promotes international friendship and cooperation. In this process, guides act as important intermediaries. A guide is not just a person who shows the way, but a representative of the country who introduces its historical, cultural, and spiritual wealth to the world.

The activity of a guide is directly related to the human factor, and their level of knowledge, speech culture, ethics, and spirituality greatly affect the quality of service. Therefore, the issue of a guide's cultural and spiritual education holds special importance in the tourism system.

#### The Essence and Duties of the Guide Profession

A guide is a specialist who provides tourists with information about a specific area, historical monuments, and cultural heritage sites. They directly interact with tourists and shape their initial impression of the country.

The main duties of a guide include:

- providing accurate and reliable information to tourists;
- explaining historical and cultural sites;
- ensuring the safety of tourists;
- establishing intercultural communication;
- shaping the country's image.

In their activity, a guide must be not only knowledgeable but also cultured and spiritually mature.

#### The Concept of Cultural Education of a Guide

Cultural education is a concept that includes a person’s general cultural level, aesthetic taste, speech culture, and social behavior. For a guide, cultural education is reflected in the following aspects:

- speech culture and the ability to speak fluently;
- awareness of national and world cultures;
- ability to communicate with representatives of different nations;
- observance of appearance and etiquette rules.

When working with tourists, a guide is evaluated based on their behavior, speech, and expression of opinions. Therefore, their cultural level determines the quality of service.

#### The Spiritual Education of a Guide and Its Importance

Spiritual education shapes a person’s inner world, moral values, and worldview. A guide’s spiritual maturity is reflected in the following qualities: honesty and integrity, respect and tolerance, sense of responsibility, loyalty to national values. Tourists may represent different nations, religions, and cultures. A guide must treat all of them with equal respect. This requires a high level of spiritual upbringing.

#### The Role of a Guide in Intercultural Communication

Guides act as a bridge between different cultures. Through them, tourists become familiar with the traditions, customs, and values of another nation. In intercultural communication, a guide: prevents misunderstandings; strengthens mutual respect among nations; eliminates stereotypes; correctly explains cultural differences. Therefore, along with knowledge, a guide’s cultural and spiritual preparedness is also essential.

#### Professional Competencies of a Guide

A modern guide should possess the following competencies: knowledge of history, geography, and art; proficiency in at least several foreign languages; psychological approach; communication skills; ability to solve problematic situations. In addition, a guide must constantly work on themselves and acquire new knowledge.

#### Ethical and Aesthetic Norms in Guide Activity

Ethical rules play an important role in a guide’s activity. A guide must be respectful, patient, and polite towards tourists. Ethical norms include: courteous communication, ability to listen, avoiding conflicts, maintaining neutrality. Aesthetic norms are reflected in the guide’s appearance, style of dress, and behavior.

#### Personal Qualities of a Guide

A good guide should possess the following qualities: patience, openness, creativity, quick thinking, responsibility. These qualities increase the effectiveness of the guide’s work and leave a positive impression on tourists.

#### Guide Training System in Uzbekistan

With the development of tourism in Uzbekistan, special attention is being paid to training guides. Specialized courses in guiding are organized in various universities and training centers. This system includes: theoretical knowledge, practical training, экскурсия trainings, language learning. This contributes to improving the professional level of guides.

#### Modern Technologies and Guide Activity

Today, modern technologies play an important role in guide activities. For example: audio guides, mobile applications, virtual tours. Nevertheless, the human factor – that is, the role of a live guide – remains highly important.

## Conclusion

The cultural and spiritual education of a guide plays a decisive role in the development of the tourism sector. A guide acts not only as a knowledgeable specialist but also as a cultural ambassador. Their cultural level, ethics, and spirituality form a positive image of the country among tourists.

Therefore, in the process of training guides, special attention should be paid not only to their professional knowledge but also to their cultural and spiritual upbringing. This will contribute to improving the quality of tourism services, strengthening the country's image, and developing international relations.

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