

## GUIDE'S COMMUNICATIVE SKILLS

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### Annotation

This article explores the importance of communicative skills in the professional activity of a tour guide. Effective communication is a key factor in delivering high-quality экскурсия (excursion) services and ensuring tourists' satisfaction. The study analyzes the types of communication skills required for guides, including verbal and non-verbal communication, intercultural competence, emotional intelligence, and storytelling abilities. Additionally, it highlights the role of modern technologies and challenges faced by guides in diverse environments. The article concludes that communicative competence is essential for building trust, providing accurate information, and creating memorable experiences for tourists.

**Keywords:** Tour guiding, communicative competence, verbal and non-verbal communication, intercultural competence, emotional intelligence in tourism, storytelling techniques, tourist engagement, cultural interpretation, active listening skills, communication strategies in tourism, professional tour guide skills, cross-cultural communication, visitor experience management, public speaking in tourism, guide-tourist interaction.

Tourism is one of the fastest-growing industries in the modern world, and tour guides play a central role in shaping tourists' experiences. A guide is not only a source of information but also a communicator, storyteller, and cultural mediator. Therefore, communicative skills are among the most essential competencies for any professional guide.

Communication in guiding is not limited to speaking; it includes listening, observing, understanding cultural differences, and responding appropriately to various situations. A guide must interact with people from diverse backgrounds, languages, and expectations. This requires flexibility, clarity, and confidence in communication.

The purpose of this article is to analyze the main communicative skills required for guides, explain their importance, and provide a structured overview of how these skills contribute to successful экскурсия activities.

### 1. Definition of Communicative Skills

Communicative skills refer to the ability to convey information effectively and efficiently. For a tour guide, this includes:

- Clear speech
- Active listening
- Non-verbal communication
- Emotional expression
- Adaptability in communication

A guide must ensure that information is understandable, engaging, and appropriate for the audience.

### 2. Verbal Communication Skills

Verbal communication is the primary tool of a guide. It includes:

- 2.1 Clarity and Accuracy

A guide must speak clearly and use simple language. Complicated terms should be explained in an easy way so that all tourists can understand.

### 2.2 Voice Control

Tone, pitch, and speed of speech are important. A guide should avoid speaking too fast or too slowly. A confident and friendly tone helps build trust.

### 2.3 Language Proficiency

Guides often work with international tourists, so knowledge of foreign languages (especially English) is essential. Correct grammar and pronunciation improve professionalism.

## 3. Non-Verbal Communication

Non-verbal communication supports verbal interaction and includes:

Facial expressions

Gestures

Eye contact

Body posture

For example, maintaining eye contact shows confidence and respect, while positive gestures make the explanation more engaging.

## 4. Intercultural Communication

Tour guides interact with people from different cultures. Therefore, intercultural competence is crucial.

### 4.1 Cultural Awareness

A guide must understand cultural differences in behavior, traditions, and communication styles.

### 4.2 Respect and Tolerance

Respecting tourists' beliefs and customs is essential for avoiding misunderstandings.

### 4.3 Adaptability

Guides should adjust their communication style depending on the cultural background of tourists.

## 5. Listening Skills

Communication is not only about speaking but also about listening.

### 5.1 Active Listening

A guide should carefully listen to tourists' questions and respond appropriately.

### 5.2 Feedback

Providing feedback shows that the guide understands tourists' needs.

### 5.3 Problem Solving

Listening helps identify issues quickly and find solutions.

## 6. Emotional Intelligence

Emotional intelligence is the ability to understand and manage emotions.

### 6.1 Self-Control

Guides must remain calm even in stressful situations.

### 6.2 Empathy

Understanding tourists' feelings helps build strong relationships.

### 6.3 Motivation

A positive attitude influences the overall экскурсия experience.

## 7. Storytelling Skills

Storytelling is one of the most powerful communication tools for guides.

#### 7.1 Engaging Narratives

Instead of giving dry facts, guides should tell stories to make information interesting.

#### 7.2 Creativity

Using imagination makes экскурсия more memorable.

#### 7.3 Emotional Connection

Stories help tourists feel connected to the place.

### 8. Use of Technology in Communication

Modern guides use technology to enhance communication:

Audio guides

Mobile apps

Visual presentations

Technology helps deliver information more effectively and interactively.

### 9. Challenges in Communication

Guides face several challenges:

Language barriers

Cultural misunderstandings

Large groups

Noise and environmental factors

To overcome these challenges, guides must be flexible and prepared.

### 10. Professional Ethics in Communication

Ethics play an important role in communication:

Honesty in providing information

Respect for tourists

Avoiding offensive language

Maintaining professionalism

### Conclusion

In conclusion, communicative skills are the foundation of a guide's professional success. A guide must combine verbal and non-verbal communication, cultural awareness, emotional intelligence, and storytelling abilities to create an engaging and informative experience.

Effective communication helps build trust, improve турист satisfaction, and enhance the overall quality of экскурсия services. As tourism continues to grow, the importance of communicative competence will increase, making it a key area of development for future guides.

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