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THE ROLE OF THE PROFESSION OF GUIDE INTERPRETERS IN TODAY'S WORLD

Yaxshibayeva Raziya Imanali qizi

Student of Tashkent state university of economics

E-mail: raziyayakshibaeva@gmail.com

Abstract

This article examines the current state and development prospects of the profession of guide-interpreters in Uzbekistan. It explores the essential role of guide-interpreters in the tourism sector as cultural mediators and communicators who enhance tourist experiences and foster cross-cultural understanding. The study analyzes the skills, education, and working conditions required for the profession, and employs a SWOT analysis to assess its strengths, weaknesses, opportunities, and threats. The findings emphasize the need for continuous professional development and technological adaptation to ensure competitiveness in the global tourism market.

Keywords: guide interpreter, international tourism, tourists, service.

Annotatsiya

Ushbu maqolada O'zbekistonda gid-tarjimonlar kasbining bugungi holati va rivojlanish istiqbollari tahlil qilinadi. Gid-tarjimonlarning turizm sohasidagi roli – madaniyatlararo ko'prik, tarjimon va muloqot vositasi sifatidagi ahamiyati ochib beriladi. Maqolada ushbu kasb uchun zarur bo'lgan ko'nikmalar, ta'lim va mehnat sharoitlari o'rganilib, SWOT tahlili orqali kuchli va zaif jihatlar, imkoniyatlar va xavf-xatarlar baholanadi. Xulosalarda kasb egalari uchun doimiy malaka oshirish va texnologiyalarga moslashuv zarurligi ta'kidlanadi.

Kalit so'zlar: gid-tarjimon, turizm, kasbiy rivojlanish, ta'lim talablari, texnologiya, virtual gidlik.

Аннотация

В данной статье рассматривается текущее состояние и перспективы развития профессии гида-переводчика в Узбекистане. Раскрывается важная роль гида-переводчика в сфере туризма как посредника между культурами и коммуникатора, способствующего улучшению туристического опыта и межкультурному пониманию. В исследовании анализируются необходимые навыки, образование и условия труда, а также проводится SWOT-анализ, охватывающий сильные и слабые стороны профессии, возможности и угрозы. В заключении подчеркивается необходимость постоянного повышения квалификации и адаптации к технологическим изменениям для сохранения конкурентоспособности на глобальном туристическом рынке.

Ключевые слова: гид-переводчик, туризм, профессиональное развитие, образовательные требования, технологии, виртуальные экскурсии.

INTRODUCTION

Guide (guide-translator) — an individual — a resident of the Republic of Uzbekistan, professionally trained to provide with information and organizational

services, to familiarize tourists and sightseers with tourist resources in the country (place) of temporary residence[1].

Guide interpreters are professionals who provide interpretation and translation services in a variety of settings, such as tourist attractions, cultural events, conferences, and business meetings. They play an essential role in facilitating communication and promoting mutual understanding between people who speak different languages. Let's analyze the profession of guide interpreters in more detail:

Skills and knowledge: being a guide interpreter requires a high level of language fluency, cultural sensitivity, and communication skills. These professionals must be able to speak, read, and write fluently in at least two languages, and have a deep understanding of the cultural and social norms of the people they are interpreting for. Additionally, they need to possess excellent public speaking skills and the ability to convey complicated information in an accessible and concise manner.

Education and Training: Many guide interpreters have a degree in translation and interpretation or a related field. Aspiring guide interpreters may also attend short-term certificate programs or workshops to gain specialized training in certain areas like medical or legal interpreting. In some countries, guide interpreters are required to pass certification exams before they can practice professionally.

Working conditions: Guide interpreters may work in a variety of settings, including conference rooms, tourist attractions, and other public places. They may work independently or as part of a team, and travel extensively.

ANALYSIS OF LITERATURE

Guide interpreters are emphasized in numerous studies for their multifaceted function. They accomplish this by acting as cultural mediators, educators, and entertainers, all the while guaranteeing that visitors have an enriching experience [4]. To generate immersive experiences for visitors, guide interpreters must strike a balance between factual accuracy and engaging storytelling, as per Salazar [5]. Beyond translation, their responsibilities encompass crisis management, logistical coordination, and hospitality.

Guide interpreters are required to possess a comprehensive skill set, as indicated by the literature. Linguistic proficiency is the fundamental prerequisite, as they must communicate effectively in multiple languages [6]. Moreover, success in the field necessitates adaptability, problem-solving abilities, interpersonal skills, and a profound understanding of culture and history [7]. Frequently, training programs prioritize the capacity to interpret intricate historical narratives in a manner that is relatable to a wide range of audiences, in addition to language skills.

METHODOLOGY

The research issue was chosen based on the need for guide interpreters in Uzbekistan as the tourism sector is getting increasingly competitive and diverse. A guide interpreter not only enhances the visitor experience but also help preserve and promote the rich cultural heritage of the region.

Presidential Decree No. 6165 of February 9, 2021, titled ‘On measures to further develop domestic and pilgrimage tourism in the Republic of Uzbekistan,’ significantly enhanced the legal framework for the employment of tourism specialists.



Figure 1. SWOT Analysis of Guide Interpreters¹

This decree further incorporated the roles of a guide (guide-translator), tour leader, and tour guide within the classification of activities (jobs, services) for self-employed individuals. Additionally, this research employs the SWOT analysis method.

ANALYSIS AND RESULTS

The career of a guide interpreter possesses several strengths, limitations, possibilities, and threats that influence its function within the tourism sector.

¹ Author's work

Strengths: A primary strength of guide interpreters is the substantial demand for their services resulting from the expansion of international tourism. They are essential in promoting cross-cultural contact, guaranteeing that travelers enjoy an immersive and real experience. Their expertise in linguistic competence and cultural acumen renders them indispensable specialists in the tourism, business, and diplomatic arenas. Moreover, guide interpreters enhance tourist satisfaction, rendering sites more accessible and pleasurable.

Weaknesses: Notwithstanding these strengths, the profession possesses specific drawbacks. Guide interpreters necessitate a profound level of linguistic proficiency and cultural understanding, which may take years to cultivate. Furthermore, the occupation frequently entails seasonal employment, indicating that job prospects may vary according to travel patterns. The position may also be physically taxing due to considerable travel and prolonged working hours. Moreover, competition from unlicensed or informal guides can undermine the credibility and income of professional interpreters.

Opportunities: The demand for multilingual professionals is increasing, and technological improvements have enabled the provision of remote or virtual guiding services. Furthermore, there is an increasing demand in specialty sectors within specialized tourism, like historical, adventure, and medical tourism, where guide interpreters can enhance their proficiency.

Threats: Nevertheless, the profession encounters numerous threats. The swift progression of artificial intelligence and translation technologies presents a possible concern; as automated translation services may diminish the dependence on human translators. Economic recessions and worldwide crises, including pandemics, can adversely affect the tourism sector, resulting in diminished employment prospects. Moreover, regulatory hurdles and disparate licensing criteria across several countries provide significant obstacles for guide interpreters. Competition from digital travel platforms and self-guided tours jeopardizes the conventional function of human interpreters. In conclusion, although the career of guide interpreters presents numerous advantages and opportunities, it also encounters problems necessitating ongoing adaptation. To maintain competitiveness, guide interpreters must adopt technological innovations, enhance their competencies, and investigate new specializations within the tourism sector.

In the world of international commerce and communication, guide interpreters are essential. They are the ones who make it achievable for people who speak different languages to communicate with one another and who offer background and cultural insights that would not be possible without. Guide interpreters serve as a bridge between tourists and local communities, facilitating communication and enriching cultural understanding. Despite their main function in the tourism system, guide interpreters have received very little scientific research so far. Guide interpreters serve as a bridge between the traveler and the host country. In today's world, guide interpreters play an important role in enabling cross-cultural communication and developing understanding across different languages and cultures. They are qualified

specialists with great language skills and an extensive understanding of the cultural subtleties and customs of the countries for whom they interpret. Guide interpreters work in a range of areas, such as tourism, business, and government. They aid travelers in tourism by offering information on local attractions, customs, and traditions. They also assist travelers in navigating strange surroundings and communicating with locals.

In today's tourism, guide interpreters play a significant and diverse role. A safe and high-quality experience is provided by a guided tour when all three participants engage at the same time and place. This interaction involves the guide, the tourists, and the surroundings. What guide interpreters offer, translate, and explain has an impact on how visitors experience a location or site, comprehend the local culture, participate in local activities, and behave in public. From the viewpoint of tourists, guide interpreters serve as the destination's ambassadors and front-line experts who provide information and interpretation. In contemporary tourism, effective destination presentation is one of the key elements that determines the economic and social benefits that follow.[2]

Without the function of guide translators in today's international tourism, current destination resources may be unavailable to visitors or improperly perceived and valued by them. The interpretation of local heritage, living culture, values, and cultural identity in general is a critical component of the function of the modern guide. Tourist guides are front-line professionals who, unlike any other tourism participant, maintain close, intensive, and influential contact with visitors while also preserving the interests of sustainable tourism. They are frequently referred to as "tourism ambassadors" for their destinations. Nonetheless, their occupation is frequently viewed as an auxiliary, repetitive, and mass tourism activity, despite the fact that it may be a very useful tool in the creation of visitor experiences. Tourists are said to interact with the locations they visit, and the common process of influence is occasionally reinforced by interpretation, which alone constitutes the process of presenting places for tourist use[1].

The main conclusion is that the profession of a guide-interpreter has seen significant growth and development in recent years, thanks to the expansion of travel and tourism industries across the world. With the increasing demand for guide-interpreters, there is a need for more skilled professionals in this field. The current state of the profession indicates that it has become more specialized, with personalized tour offerings and niche markets becoming more prevalent.

The prospects for the future of the profession are positive. Advancements in technology and digital media have led to new opportunities, such as virtual tours and online language services, which can allow even more people to access the services of guide-interpreters. With the increasing globalization of the world, there will undoubtedly be a continued demand for guide-interpreters who can facilitate cross-cultural communication and understanding.

However, the profession of a guide-interpreter faces several challenges, such as the need for high-level language skills, competition from other professionals, and the need to adapt to changing travel trends. But with continuous upskilling, effective

promotion, and an open-minded approach to innovation and changes, guide-interpreters can overcome these challenges and thrive in the future.

The profession of a guide-interpreter is a fulfilling and rewarding career that requires a passion for travel, cultural exchange, and a willingness to learn and adapt continuously. With dedication and commitment, guide-interpreters can help make traveling a more enriching and educational experience for their clients, contributing to the sustainable development of the travel and tourism industries worldwide.

The investigation into the current state and prospects for the development of the profession of a guide-interpreter has significant theoretical implications. Below are some of the theoretical implications of this investigation.

Interpreting theory and practice: The findings provide insights into the role of guide-interpreters, their strategies and techniques, and the challenges they face. This information can be used to improve interpreting training programs and develop new models of interpreting.

Tourism studies: The investigation involves tourism studies by examining the role of guide-interpreters in the tourism industry. The findings highlight the importance of guide-interpreters in promoting cultural exchange and understanding, enhancing the tourist experience, and contributing to the sustainable development of the tourism industry.

Language and communication: The findings reveal the importance of language proficiency and communicative competence in guide-interpreting. They also highlight the need for guide-interpreters to be able to adapt their communication style and strategies to the needs of their audience.

In conclusion, the profession of a guide-interpreter is facing challenges but also has potential for growth. It is important for licensed guide-interpreters to stay updated with the latest technological advancements and continuously enhance their skills and expertise to remain competitive in the industry. At the same time, there is a need for regulatory bodies and government agencies to take measures to protect the integrity of the profession and ensure that travelers have access to high-quality guide-interpreter services.

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