

## CULTURAL DISCIPLINE OF GUIDE-TRANSLATORS

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**Annotation.** This article is devoted to the role of tour guides and translators in tourism. Guide translators play very important role in the development of the tourism sector. Guides are the first people who enlighten the culture of the country and leave a positive impression on the tourists about the country.

**Key words:** guide-translator, qualities, skills, excursion, meeting

A guide-translator conducts excursions for foreigners or translates the words of a local guide for tourists. A guide can work with both a group (and groups vary in size) and with individual clients. But as much as this profession is interesting, exciting, full of impressions, it is also difficult. What qualities and skills are needed to work as a guide-translator?

**Fluency.** This item is implied by default. Please note that in the courses for guide-translators they teach direct tour guide work, and do not improve their knowledge of the language. The guide-translator does not just pronounce the memorized text, he must be able to correct the text along the way depending on the interests of the group, in addition, he will definitely be asked questions and asked to tell about something in more detail. You need to be proficient in both literary and spoken language to understand tourists. Of course, before working as a guide, it is highly advisable to have experience as an interpreter. If you have previously been mainly engaged in written translation of text, but have little or no experience in oral translation, then it will be more difficult. The guide-translator must speak a foreign language fluently.

**Knowledge of the material**

A competent guide-translator knows his excursion routes well. Licensed guides are taught “theory” in courses, but this is not enough. A professional guide also educates himself and constantly improves in the area he covers.

Of course, it is impossible to know everything. And tourists can ask the most challenging questions, which not every historian can answer. And yet, it is in the interests of the guide himself to constantly expand his knowledge. Firstly, this way the guide will be able to diversify his excursions, especially since telling the same thing year after year will tire the guide himself. Secondly, learning new things is very exciting. Depths of history, old and new urban legends, curious facts that are not written about in a history textbook - often a guide-translator in Uzbekistan or another city learns a lot of new things about well-known places.

It's not enough to know interesting material; you need to be able to present it beautifully and appropriately. A guide-interpreter is a speaker, on whose eloquence the success of the excursion depends. It is important for the guide to be able to structure his speech in such a way as to captivate the group and be able to hold their attention throughout the entire excursion, and at the same time not bore them with an abundance of facts or details.

It is important for the guide to feel the mood of the group, to adjust his story depending on whether the audience is bored, tired, etc. The groups are very different in their composition and their preferences, so there is no universal scenario.

Eloquence also implies the ability to speak figuratively, in good literary language, adding solemnity where necessary, and adding humor where necessary.

Oratorical talent also implies good diction and a well-trained voice. Sometimes the guide is given a microphone, which eliminates the problem of a quiet voice, but he needs to develop diction and confident speech on his own. Without this, tourists will find it boring or even difficult to follow his speech.

A guide-translator is always also an organizer. Firstly, depending on what agreements are concluded with the customer, he can lead a group or an individual client from and to: meeting at the airport or train station, checking into a hotel, accompanying them to catering establishments and generally being their kind of "leader" in trip. With this option, the guide solves all questions that arise for tourists.

There is another option: when the guide-translator is only charged with conducting the excursion. But even in this case, he needs organizational talent.

Even the excursion itself requires clear organization. For each object that will be visited, you need to know the rules for visiting it, the operating hours, and connect this data to all points of the tourist route in order to avoid any overlaps. Many issues require what is called technical solutions. For example, if you plan to stop at a certain monument, will there be somewhere to accommodate the group? Guides and interpreters of our cities and other cities will confirm: alas, not all beautiful places in our homeland are suitable for walking group excursions. It happens that very beautiful buildings are located where very narrow sidewalks are laid. Often you have to look for some workarounds in order to combine maximum benefit with minimum inconvenience. Today, it is important for many tourists to take a photo with a landmark. Therefore, you need to take into account where you can and cannot take photographs, what conditions different tourist sites have for photography, where it is better to stay so that it is convenient to do this. As for the choice of route, it can be dictated by the guide-translator's employer (a travel agency or direct customer), or it can be quite flexible (then the translator can adjust any points on the route at will).

There is a lot of improvisation in the profession of a guide-translator. There was a force majeure during the excursion (a tourist was robbed, one of the tourist sites

suddenly became unavailable, there was a clash between tourists)? We need to react quickly. Difficult question for a tourist? Whether you like it or not, you have to answer. The group stopped following the guide's words and began to disperse? We need to put it back together again. Of course, this profession requires the translator to be stress-resistant, quick-witted, and also a reserve of optimism. And yet, the guides and translators are sure that all the difficulties of the work are worth doing. That's why guide-interpreter jobs remain highly desirable.

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