



Dealing With Common Barriers Faced By Tour Guides

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ABSTRACT

Tourism as a phenomenon and also as a means of socio-economic good is becoming increasingly important. Like any other product growth of tourism depends upon tourist satisfaction. Guides play a vital role in bringing satisfaction to tourists visiting a country or region. While tour guides are expected to assume roles of cultural ambassadors it is imperative that they get a supportive work environment. This article discusses barriers like noise, accent, mispronunciation, beggars, code of ethics and the ways to overcome them, also professional behaviour in terms of four essential attributes, as well as common challenges faced by Uzbek tour-guides while they are working, after all, draws the conclusion with the communication strategies used by tourist guide during the communication with foreign tourist.

KEYWORDS

Tour guide, tourism language, communication strategies, and professional behaviour.

INTRODUCTION

Tourism is an activity which involves the direct contact between cultures and all that this includes (folklore, customs, gastronomy, etc.) and therefore, tourism language is considered here as a joint element between tourists and the place they are visiting and their cultures.. In this context, tourist translation becomes indispensable, since tourists come into contact and get to know a country by tourist guides, advertisements, etc. Tour guides must transfer information that may not exist in the target culture in a very attractive way, so as to

attract tourists to the target destination. By doing so, guides become intercultural mediators and play an important role in the tourist sector. Likewise, guides must meet all the translation competences that we have seen before, that is, "translating competence", "linguistic and textual competence in the source language and the target language", "research competence", "cultural competence", and "technical competence". In this sense, guides must keep the essence of the source text, its content, its

function, its cultural references, and at the same time they must approach the translation to the target audience, by making the content comprehensive, promoting the destination and making it closer to them.

THE MAIN FINDINGS AND RESULTS

Sometimes, tour guides can't effectively get tourists' message due to barriers. In tour guiding, these barriers could be:

1. Noise: in a noisy place, guides simply cannot hear visitors properly. The solution of this problem moving to a quieter place if possible. If not, then keeping the communication for a later, quieter time can be the way. Or using an electronic tool like a microphone to increase the volume of guide voice is also effective solution.
2. Accents: it may be difficult for tourists to understand the guide as the guide speaks English as a second language, with an accent (how to say the English words). In order to solve this problem the guide should improve accent as much as possible, learn how to say words correctly using Dictionary Apps on the phone, by Internet.
3. Culture: our understanding and interpretation of things may be very different from what guides should consider these characteristics of different cultures. To deal with is the guide should listen carefully to what is being said and try to understand it from a different point of view. It should not be taken too personally—should understand that culture has differences and that these may cause difficulties among people.
4. The next problem is mispronunciation. The tour guides find it difficult to pronounce the English words because they are not familiar with the words and the way to pronounce them due to lack of chances to speak EFL.

Mispronunciation can lead to misunderstandings between speakers. Consequently, it is important for them to be able to learn EFL pronunciation so that they can pronounce English correctly.

5. Touts/hawkers/beggars. Tourist guides may face some threats from some disturbed characters like touts, hawkers, beach boys and beggars who are trying to disturb the tourists while on the tour. So the guides have to protect them from them while interpreting at the tour sites.
6. Getting last minute information. In some cases guides may receive the tour details in last minute which does not allow them opportunity to prepare, organize themselves for the assignment in well advanced and it may reduce the service quality.
7. Appearance of tour guides & code of ethics. It is necessary to prescribe a suitable uniform for tourist guides then it will be able to distinguish clearly. Also, it is necessary to have standards for physical appearance including personal hygiene. Further, should introduce codes of ethics for tour guides then it will help to solve most of the associated issues.

It is obviously seen that one of the main problem related to language is the guides' lack of vocabulary and collocations. The mastery of vocabulary is very important for the local guides. Most of them do not have enough vocabulary, and thus they find it difficult to speak English. The lack of vocabulary is one of the major problems for them as foreign language learners of English. They need to enrich their vocabulary as much as possible including the use of idiomatic words and collocations, so that they can make a good impression with foreign tourists.

It is suggested that professional behaviour may be defined in terms of four essential

attributes: first, a high degree of generalized and systematic knowledge; second, a primary orientation to community interest rather than to individual self-interest; third, a high degree of self-control of behaviour through codes of ethics, and finally, a system of rewards (monetary and honorary) that is primarily a set of symbols of work achievement.

In addition, while taking interview from the Head of Tourism Training Consulting Center, Nargiza Salomova Tolibovna, open-ended questions were applied and she tried to illustrate a set of common challenges faced by Uzbek tour-guides while they are working. They can be defined as followings:

- a) Language barriers (lack of fluency and vocabulary in foreign language);
- b) Cultural misunderstandings because of the differences in intercultural dialogues and lack of knowledge in navigational skills, like historical-archeological knowledge.
- c) Background obstructions like noise, interference of other people

It is defined that “communicative competence as the underlying systems of knowledge and skill required for communication”. Moreover, there will always be language barriers in an interaction of two or more people; even they share the same kind of language. And it will become worse and worse if they do not share the same kind of language. Based on the functions of communication strategies, there are following types of communication strategies consisted of:

a) concept of avoidance or reduction strategies

This strategy includes topic avoidance, message replacement and message abandonment. The speaker or guides uses this strategy to avoid talking about certain topic in the conversation. The reason of using this

strategy is probably because of the lack of knowledge, idea, or vocabulary items about the topic area. The speakers might feel that it would be too difficult for them to talk about this certain topic as they would probably get stuck in the middle of the conversation due to their lack of linguistic competence. For example:

Tourist: “Was this site really established by the Russian military leader and who was that person like?”

Guide: “Right, the site was erected by the initiation of Russian constructor, as you all see the buildings constructed by Russians display more European style, that is the introduction of tented roofs into brick architecture and baroque style dominated structural design. You see here... (in this example, instructor has successfully avoided from speaking about certain topic, exact information on one person, that is rather unknown for the guide).

b) Concept of self-monitoring strategies

In this strategy, the guide uses to correct own mistake during the conversation and have initiation to correct it by asking, getting information from foreigner himself. The guide uses self monitoring as the effort to make the speech clearly. For example:

Guide: Most of the travelers from Muslim world are much interested in visiting pilgrimage sights in Samarkand like memorial complexes of Imam al- Bukhary, Prophet Daniel, Shahi Zinda complex and.. where else?

Tourist: And the cave of Davud... ,mosque Hazrat Hyzr and ...

Guide: Of course, Hazrat Hyzr mosque and Davud’s cave are also mostly visited places by Muslims.

c) Concept of interactional strategies

In this strategy, the guide used interactional strategies in their conversation which aim helpful the guide to avoid misunderstanding in the communication.

In addition, the guide used this strategy was the utterances are not clear enough for foreign so that the foreigners cannot achieve what the guide mean for example:

Tourist guide: Just the way I think the culture of British people is similar like Uzbek people.

Foreign tourist: Look a similar?

Tourist guide: Yeah, is similar.

From the example above, look a similar the foreign asked for confirmation of the guide's utterance. The foreign repeated his sentence to confirm whether what he hears are the same as what the guide's mean or not.

The process of communication strategies used by tourist guide occur during the communication with foreign tourist since the conversation did not always go as smoothly as it expected. And the factors that made the tourist guide chose certain way to control the communication was due to their lack of English grammar, vocabulary, and lack of self-confidence.

CONCLUSION

The tour guide as “the soul” of the tourism industry plays an essential role in the success of the sector by delivering high quality services. Working on the front line of tourism reception, tour guides are leading players in enhancing the image and the reputation of tourist destinations, with the service quality that they deliver regarded as an important barometer for measuring overall success of the tourism industry. The article discusses main barriers of tour guide during the process of working, types of communication strategies and the ways how to cope with these issues. Taking everything into account,

tourist guides themselves have the core responsibility to improve their moral, intellectual and professional qualities to resolve problems stemming from patterns of sub-standard abilities, and lack of service professionalism.

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