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TECHNIQUE OF CONDUCTING EXCURSIONS***Abdullayeva D.****Teacher-Assistant In The Department Of Teaching Languages In Samarkand State Institute Of Economy
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ABOUT ARTICLE

Key words: Professional skill of the guide, a practical manifestation, the development of the route, the knowledge of the guide.**Received:** 20.05.2023**Accepted:** 25.05.2023**Published:** 30.05.2023**Abstract:** The effectiveness of any excursion is determined not only by the choice of display objects, the development of the route, the knowledge of the guide, but also by the good possession of the technique of conducting the excursion. On this depends on ensuring a clear order on it, creating conditions for the perception of the material of the excursion. The technique of conducting the excursion is an integral part of the professional skill of the guide, a practical manifestation of his qualities as the head of the excursion group.

INTRODUCTION

The following are included in the technique of conducting the excursion: acquaintance of the guide with the group, the movement from the bus to the object, the arrangement of the group at the site, the return to the bus, the observance of the excursion plan in accordance with the technological scheme, the answers to questions of tourists, the use of individual text during the excursion, exhibits from the "portfolio of the guide" and sound recordings, work with the microphone and others.

The guide, going to the group or entering the bus, should first of all get acquainted with the group. To this end, he welcomes those present, appears to the group, calling his name, first name, patronymic, tourist company which organizes the excursion, introduces tourists to the bus driver. Then he names the theme of the excursion, lists a few of the most outstanding monuments and landmarks to interest the route of the excursionists, briefly characterizes the route, its duration, place and time of the beginning and end of the route. When completing the introduction, the guide sets out the rules for the behavior of the excursion participants: do not get up and walk on the bus while driving, do not leave

the bus stops without informing the guide, take a seat only when landing, do not smoke on the bus, do not distract the driver during his work with questions. It is important that from the very beginning the guide subordinates his actions to the rules of communication with the group established in excursion practice.

At the beginning guide says, standing in front of the salon facing the tourists before the start of the bus. Then he takes his work place in the first row on the right along the way and tells what the sightseers see in the right and left windows. The existing rules do not provide for the guide to conduct his story necessarily face to the tourists.

At the stops where there is a group exit for the observation of the object, the guide must leave first and, after a short distance from the bus, expect the whole group. Movement of tourists from the bus to the object, as well as between the objects and from the object to the bus is carried out compactly. Place of the guide at the head of the group. The guide must closely follow the movement and not allow the group to stretch. The distance between the head of the group and those who are last, should not exceed eight to ten meters. The guide should ensure that the pace of movement of the group does not violate the integrity of the excursion. In the pedestrian excursion or in the pedestrian part of the bus excursion, the pace of movement should be calm, unhurried. During the movement, you can not continue the story, as only members of the group next to the guide can hear it. It is advisable during the movement to answer the questions of individual excursionists, simply to conduct a casual conversation. Well, if its theme will coincide with the content of the excursion.

Going to the sightseeing facility, before starting your speech, the guide should make sure that the whole group has gathered and waiting for the continuation of the excursion. But first you need to correctly arrange the group near the object.

The location of the group at the display sites must first of all ensure the safety of tourists. Especially it concerns those places where construction works are carried out nearby, there is an intensive movement of transport, and also in working shops on industrial excursions. To inspect one object by the creative group that created the excursion, one, two or even more points can be determined.

It all depends on the content of the tour. For example, a far point is selected when the object is shown along with the environment. Nearest point - if individual parts of a building, a structure, objects of nature are analyzed. In the technological map of the excursion all the points of the group's location should be indicated.

When choosing a point, you need to take into account the time of the day, the seasons of the year. So, in the hot summer time tourists should be placed in the shade, the sun should not shine in their eyes. In case of rain, it is advisable to provide a variant of placing the group under a canopy, under the crowns of trees.

The most convenient location of the group near the object is a semicircle. The guide becomes one of the edges of the semicircle half-turned to the tourists. In order for tourists to settle in this way, the guide gently recommends that they do so, showing a gesture, where and how to become. In practice, the tour guide often becomes in the center of the semicircle. In this case, his story is better heard by all tourists,

it is not required to strain the voice, but with this arrangement the guide stands with his back to the object, which makes the show difficult, and the guide's gestures indicating the gestures can not always be purposeful and accurate.

Observance of the time of the excursion is a condition that must be followed without fail by the guide. He is obliged to follow exactly the requirements of the technological map of the excursion, where the exact time in minutes is indicated for the disclosure of each subject.

During the excursion, participants may have questions. If they are immediately responded, then this will distract the audience from the perception of the main content of the excursion, violating its harmony. The guide should in the opening speech to warn the tourists that he will answer all the questions that arise at the end of the excursion and follow this position. To avoid a significant number of questions, he must remember that the excursion must be distinguished by a good address display, the depth of the presentation of the material, the clarity of the wording, the reliability of the facts, the consistency of the conclusions on the topics, the absence of ambiguities.

Creating a new interesting excursion is not an easy task. It is necessary to break the planned event into two equal stages - this is the preparation and conduct of the excursion. For the development of a new excursion route it is necessary to determine the purpose of the excursion, the view (according to the content - overview, thematic, the way of movement - pedestrian, bus) and the objects of the show. This will determine the text of the excursion, its duration and the richness of the facts. This should deal not with one person, but with a creative group, which should include from three to seven people.

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