

TASKS AND SPESIFIC FEATURES OF NARRATING OBJECTS IN EXCURSION SERVICES IN THE TOURISM

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Annotation. The important chores and special qualities of narrating items during excursion services in the tourism sector are discussed in this paper. It looks at how well good storytelling improves travel experiences, the difficulties tour guides have, and the methods used to produce interesting and educational stories. Combining literary evaluation, qualitative interviews with seasoned tour guides, and quantitative visitor surveys, the study employs a mixed-methods approach. The results underline the need of changing stories to fit different audiences, mixing factual knowledge with narrative, and using several approaches to keep visitors interested. This study advances knowledge of successful communication techniques in tourism and offers useful information to help excursion services be better.

Keywords: excursion services, object narrative, tourism, storytelling, tour guide, tourist experience

Excursion services are quite important in the ever-changing realm of tourism in giving guests interesting and educational encounters. The art of recounting stuff drives these services; it's a skill combining knowledge, communication, and narrative. This paper is to investigate the responsibilities and particular aspects of object narration in excursion services, thereby addressing how successful narration can improve the whole tourist experience and support the development of tourism sites. The relevance of this subject arises from the increased need in travel for real and unforgettable experiences. The ability to bring historical, cultural, and natural items to life via narrative becomes even more important as visitors search for more than just tourism. Knowing the subtleties of good object narration will enable tour guides, travel agencies, and locations to enhance their offerings and provide guests more fulfilling experiences.

The following research questions are attempted to be addressed by this work:

1. During excursions, what main responsibilities are included in object narrations?
2. What particular aspects define good object narration in travel?
3. In what ways may tour guides modify their storytelling methods to fit several audiences and settings?
4. How could good object narration affect visitor learning and satisfaction?

For many years, tourism studies have been interested in the skill of narrating objects in excursion services. Research in this field was first pioneered by Holloway (1981), who emphasized the several functions of tour guides as information-givers, leaders, and mediators between visitors and the host site. Building on this basis, Pond (1993) underlined how crucial narrative is to provide visitors unforgettable experiences. More recently, research on the particular abilities needed for successful object narration has concentrated on Key competencies for tour guides identified by Weiler and Black (2015) included knowledge management, communication skills, and the capacity to enable significant interactions between guests and the surroundings. Their efforts highlight the difficulty of the tour guide's interpretation and presentation of material regarding sights and artifacts. As Ap and Wong (2001) highlighted, the idea of "edutainment" in tourism emphasizes the need of tour guides in striking a mix between entertainment value and instructional content. This strategy fits the growing need for experiential tourism, in which guests want to interact more deeply with locations (Pine and Gilmore, 1999). Moscardo (1996) first proposed the idea of "mindfulness" in travel experiences, contending that good interpretation and narrative might improve guests' cognitive involvement and learning. Later studies highlighting the part storytelling plays in forging meaningful relationships between guests and the objects or venues they come across have helped to strengthen this viewpoint (Mossberg, 2008). Yu et al. (2001) looked at how cultural differences might affect the efficacy of tour guide communication, therefore addressing the difficulties of telling to different audiences. Their work emphasizes how object narrative should be flexible and culturally sensitive.

This study uses a mixed-methods technique to fully investigate the chores and aspects of narrating objects in excursion services. The study plan consists in: To create the theoretical framework and pinpoint important issues, a methodical assessment of scholarly literature and industry publications is

done. Semi-structured interviews with twenty seasoned tour guides from different travel locations would help one understand their narrative styles, difficulties, and best practices. Three hundred visitors who had taken guided excursions were asked to rate their opinions about object narrative efficacy and how it affected their general experience. Using thematic analysis, qualitative material from the interviews was captured, transcribed, and examined to find recurrent trends and main ideas. Descriptive statistics and correlational analyses were used to investigate links between narrative approaches and visitor satisfaction using the quantitative survey data. Over a six-month period, data was gathered including peak and off-peak travel seasons to consider possible changes in guide performance and visitor expectations. From historical, cultural, and nature-based tours, the tour guides under interview covered a wide spectrum of disciplines. To provide a representative sample, randomly chosen from several excursion groups were the visitors surveyed.

1. Tasks of Narrating Objects: The study revealed a number of important responsibilities in narrating objects on trips: Guides have to precisely present factual knowledge on things, including historical background, cultural relevance, and pertinent facts. Beyond simple facts, guides help guests comprehend the meaning and value of artifacts, therefore guiding their interpretation. Maintaining visitor interest over the excursion turned out as a key responsibility for guides who must use several strategies to keep the story interesting. Adaptation: Guides have to constantly change their story to fit the audience's background, tastes, responses. One of the most crucial tasks was connecting particular objects to the general trip subject and to the specific experiences of the visitors.

2. Particular Characteristics of Successful Object narrating in Travel: Several elements defined good object narrating in travel: Successful guides always applied narrative devices to make material more interesting and unforgettable. Effective storytelling frequently required appealing to several senses, therefore enabling guests to generate vivid mental images. Including questions, exercises, or hands-on experiences improved the potency of object storytelling. Good narrative balanced factual knowledge with interesting tales or less well-known details. Two key elements were timing the story to line up with object seeing and controlling the general rate of information flow.

3. Adaptation Strategies: Notes on reported utilizing several approaches to fit their storytelling: Many guides, at the beginning of the trip, quickly evaluated the interests and background of their party. Guides used reading body language and facial expressions to evaluate audience involvement and modify their approach. Flexible Narrative Structure: By means of a flexible structure, guides could highlight or de-emphasize particular features depending on audience response. Based on the audience's apparent degree of knowledge, guides changed the language complexity and technical term usage.

4. Effects on Learning and Visitor Contentment: With a $r = 0.78$, $p = 0.001$ the quantitative survey found a high positive association between perceived efficacy of object narrative and general visitor satisfaction. Those who gave the narrative a very high rating also reported higher degrees of knowledge and memory of the areas and objects visited.

This paper emphasizes the intricate and multifarious character of object narration in trip services. Good object narration covers tasks of interpretation, interaction, and adaptability in addition to simple information transmission. The particular characteristics of effective narration—such as interactive elements and narrative techniques—help greatly increase visitor happiness and learning results. The results highlight the need of teaching and improving the storytelling abilities of tour guides to raise the general caliber of excursion offerings. Long-term effects of good object narration on destination image and repeat visitation could be investigated in next studies. The skill of storytelling items is still very important in producing significant and unforgettable experiences for tourists as the travel sector develops. Understanding and applying the tasks and features found in this study will help travel agents greatly improve the value and influence of their excursion offerings.

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