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Tajibayev Shohruh Maqsudovich

Bukhara State University

Doctor of Philosophy (PhD) in Psychological Sciences

THE INFLUENCE OF PSYCHOLOGICAL CHARACTERISTICS ON GUIDES' COMMUNICATIVE SKILLS AND THEIR PROFESSIONAL SIGNIFICANCE

Abstract: *The tourism industry demands high professional and personal skills from guides, with active communicative competence being especially crucial. This study explores the psychological factors that shape guides' communicative abilities, including emotional intelligence, empathy, social perception, self-reflection, and stress resilience. These qualities support effective interaction with tourists, build trust, foster a positive atmosphere, and improve professional performance. The findings can inform professional training, advanced qualification programs, and courses on communication psychology in tourism.*

Keywords: *guide, interpersonal communication, communicative competence, psychological factors, emotional regulation, social empathy, professional training.*

Аннотация:

Индустрия туризма предъявляет высокие требования к профессиональным и личностным навыкам экскурсоводов, при этом особенно важным является активная коммуникативная компетентность. В данном исследовании рассматриваются психологические факторы, формирующие коммуникативные способности экскурсоводов, включая эмоциональный интеллект, эмпатию, социальное восприятие, саморефлексию и стрессоустойчивость. Эти качества способствуют эффективному взаимодействию с туристами, формируют доверие, создают позитивную атмосферу и повышают профессиональную эффективность. Полученные результаты могут быть использованы при профессиональной подготовке, программах повышения квалификации и курсах по психологии коммуникации в туризме.

Ключевые слова: *экскурсовод, межличностная коммуникация, коммуникативная компетентность, психологические факторы, регуляция эмоций, социальная эмпатия, профессиональная подготовка.*

In today's tourism industry, professional guides play a key role as intermediaries between tourists and cultural-historical heritage, making their ability to communicate effectively and build trust essential for successful excursions [1]. Despite advances in guide training methods, the psychological aspects of developing active communicative competence remain insufficiently studied, highlighting the relevance of this research. The study aims to identify and substantiate the psychological factors that contribute to guides' communicative abilities and assess their impact on professional effectiveness. The research involves a theoretical analysis of the concept and structure of communicative skills in the context of guiding, identification of key psychological components such as emotional intelligence, empathy, social perception, reflection, and stress resilience, and examination of their influence on communication efficiency. The object of the study is the professional activity of guides and communication processes in tourism, while the focus is on the psychological factors shaping active communicative skills and their effect on task performance. The study's novelty lies in a comprehensive approach that considers interpersonal and emotional components, and its practical significance lies in the potential application of the results in professional training, advanced qualification programs, and courses on communication psychology in tourism.

Modern psychology emphasizes the study of communicative skills as a core element of professional competence. From a psychological perspective, these skills include both personal and social components that ensure effective interpersonal interaction. Traditional approaches link communicative abilities to the development of emotional and cognitive domains, such as empathy, social perception, self-reflection, and emotional regulation. Contemporary research highlights that communicative competence is dynamic, shaped by professional environments, social contacts, and

personal experience, and encompasses both verbal and non-verbal elements, including facial expressions, gestures, intonation, and tactile signals. Cognitive aspects, such as listening, analyzing information, and constructing logical responses, are also critical, particularly in professions where precise communication is essential [2].

To deepen the understanding of guides' communicative skills, it is important to consider psychological models that explain the structure and functioning of communicative competence in professional activity. In psychology, communicative competence is often viewed as a multilevel construct that includes motivational, cognitive, emotional-regulatory, and behavioral components. For guides, all these levels interact dynamically and determine the quality of interaction with tourists.

The motivational component reflects a guide's professional orientation, interest in interpersonal interaction, and intrinsic motivation to establish meaningful contact with tourists. High communicative motivation increases engagement, openness, and readiness to adapt communication strategies to audience needs. Cognitive components include knowledge of communication norms, cultural specifics, and strategies for effective information delivery. Guides must not only possess factual knowledge but also understand how information is perceived, remembered, and emotionally processed by tourists.

The emotional-regulatory component plays a particularly significant role in guiding activity. It includes emotional intelligence, self-control, emotional stability, and the ability to manage emotional states in stressful or unpredictable situations. Emotional regulation allows guides to maintain composure, demonstrate friendliness, and prevent emotional burnout, even when dealing with demanding or diverse tourist groups. Behavioral components involve verbal clarity, expressive non-verbal behavior, flexibility in interaction, and the ability to manage group dynamics effectively. These components form an integrated system, where the deficiency of one element can reduce overall communicative effectiveness. Therefore, professional development of guides should be based on holistic psychological models that address motivation, cognition, emotion, and behavior simultaneously.

The development of guides' communicative skills relies heavily on integrating psychological training into professional preparation. Programs that enhance emotional intelligence and empathy allow guides to understand tourists' needs, regulate their own emotions, and establish trust, which is essential for creating a positive and engaging tour experience. Training in social perception and stress management equips guides to interpret non-verbal signals, adhere to social norms, and respond effectively to unexpected situations, ensuring smooth communication with diverse audiences. Role-playing and simulation exercises provide practical opportunities to rehearse real-life scenarios, enhancing confidence, adaptability, and problem-solving skills. Additionally, psychometric assessments help identify areas for improvement, enabling targeted professional development and ensuring that guides maintain high levels of interpersonal effectiveness [3]. Collectively, these strategies strengthen the guides' ability to convey information clearly, manage group dynamics, and foster lasting positive impressions, making communicative competence a central pillar of professional success in tourism.

Tourism-specific communication has unique features compared to everyday or professional interactions in other fields. Guides are not only conveyors of cultural and historical information but also mediators who create tourists' emotional experiences and foster trust and comfort. Excursion settings often involve group communication, requiring skills in managing attention, guiding group behavior, and addressing diverse personal and cultural characteristics. Additionally, tourism communication is highly dynamic: guides must respond promptly to questions, unexpected situations, or tourists' emotional reactions, adapting messages to the context. Interaction often involves cultural differences, varied language skills, and social expectations, necessitating intercultural competence and the ability to anticipate comprehension challenges and optimize information delivery.

An important aspect of communicative competence is the influence of stable personality traits and individual psychological differences. Research in social and personality psychology indicates that traits such as extraversion, emotional stability, openness to experience, and agreeableness significantly affect communication styles and effectiveness in service-oriented professions.

Extraverted guides typically demonstrate higher sociability, expressiveness, and ease in initiating contact with tourists, which contributes to creating a lively and engaging atmosphere during excursions. Emotional stability helps guides cope with stress, criticism, or unexpected changes in tour conditions without compromising professional behavior. Openness to experience supports creativity in presenting information, flexibility in adapting narratives, and sensitivity to cultural diversity. Agreeableness facilitates cooperation, patience, and conflict prevention, especially in group communication settings.

At the same time, introverted guides may also demonstrate high communicative competence when supported by well-developed reflective skills, empathy, and structured communication strategies. This highlights that communicative effectiveness is not determined by personality type alone, but by the interaction between personality traits and psychological competencies developed through training and experience. Understanding individual differences allows training programs to adopt a differentiated approach, helping guides enhance their strengths and compensate for potential limitations. Personalized psychological support and coaching can significantly improve professional communication outcomes.

Emotional intelligence, empathy, and social perception play a central role in developing guides' communicative skills. Emotional intelligence enables understanding and regulating one's own emotions, recognizing others' emotional states, and responding appropriately, directly affecting communication effectiveness. Empathy allows guides to perceive tourists' emotional needs, attend to individual differences, and build trust. Social perception involves analyzing non-verbal cues, social norms, and behavioral context, helping to interpret audience reactions and adjust communication. Together, these factors allow guides not only to convey information but also to create positive, emotionally engaging experiences, enhancing tourists' satisfaction and trust. Integrating emotional intelligence, empathy, and social perception into professional training provides a comprehensive framework for communicative competence, effective in diverse tourism and intercultural contexts.

In the context of globalization and international tourism, guides increasingly interact with tourists from diverse cultural, linguistic, and social backgrounds. This makes intercultural communicative competence a critical extension of psychological communicative skills. Intercultural competence includes cultural awareness, tolerance, flexibility, and the ability to adjust communication styles to different value systems and behavioral norms.

Psychologically competent guides demonstrate sensitivity to cultural differences in communication patterns, emotional expression, personal space, and social expectations. They avoid stereotypes, respect cultural identities, and create inclusive environments that promote mutual understanding. Empathy and social perception play a central role in recognizing subtle cultural signals and preventing misunderstandings.

Ethical aspects of communication are equally important. Guides bear responsibility for accurate information delivery, respectful representation of cultural heritage, and ethical interaction with tourists. Ethical communicative behavior enhances trust, professional credibility, and the overall image of tourism services. Psychological reflection helps guides evaluate the ethical implications of their communication, recognize potential biases, and maintain professional integrity. Incorporating intercultural and ethical dimensions into psychological training programs expands guides' communicative competence beyond technical skills, fostering responsible and human-centered professional practice.

Empirical research methods included observation, questionnaires, and psychodiagnostic procedures aimed at studying the real-life manifestation of guides' communicative skills in professional settings. Observation was used to record verbal and non-verbal behavior during tours, analyze interaction strategies with tourists, assess the group's emotional climate, and evaluate information delivery effectiveness [4]. Questionnaires helped identify guides' subjective perceptions of professional communication, levels of emotional intelligence, empathy, and stress resilience, as well as gather information on professional experience and individual characteristics. Psychodiagnostic methods quantitatively assessed components of communicative competence, including self-regulation, social perception, emotional management, and adaptability in various

communicative situations. The combination of theoretical and empirical methods ensured scientific validity, identified key psychological factors, and provided a basis for recommendations in professional guide training [4].

The study identified several key psychological factors significantly influencing the development of active communicative skills in guides: emotional intelligence, empathy, social perception, reflection, stress resilience, and cognitive flexibility. Emotional intelligence allows guides to understand and regulate their own emotions while recognizing tourists' emotional states, fostering trust and a positive experience. Empathy enables comprehension of individual needs and expectations, helping to adapt communication style and information delivery to specific situations. Social perception facilitates analysis of non-verbal cues, behavioral patterns, and social norms, which is crucial when interacting with multicultural or multilingual groups. Reflection and self-observation allow guides to evaluate their communication effectiveness, detect potential errors, and adjust behavior in real time. Stress resilience and cognitive flexibility support adaptation to unexpected circumstances and emotionally challenging situations, enhancing overall professional stability.

The identified psychological factors directly influence the effectiveness of guides' professional communication. High levels of emotional intelligence and empathy enable accurate and sensitive information delivery, reduce conflicts, and increase tourist satisfaction. Social perception allows guides to anticipate audience reactions, adjust content presentation, and manage group dynamics, which is especially important during large tours. Reflection and stress resilience help maintain professional behavior under emotional pressure, ensuring consistent service quality and a positive group atmosphere. Together, these factors equip guides with active and effective interpersonal skills, a crucial condition for professional success in tourism.

Sustained communicative activity, emotional involvement, and constant interaction with diverse groups place guides at risk of emotional exhaustion and communicative burnout. Burnout negatively affects communication quality, emotional responsiveness, and professional satisfaction. Therefore, psychological prevention of burnout is a crucial component of maintaining long-term communicative competence.

Stress resilience, emotional self-regulation, and reflective practices help guides recognize early signs of fatigue and emotional overload. Techniques such as emotional self-monitoring, relaxation strategies, and cognitive restructuring support psychological well-being and professional stability. Organizational support, peer communication, and supervision also play important roles in reducing burnout risks.

By integrating burnout prevention strategies into professional training, tourism organizations can enhance guides' communicative sustainability, ensuring consistent service quality and positive tourist experiences over time.

Interpretation of the data indicates that developing guides' communicative competence requires a systematic approach, combining theoretical training with practical exercises aimed at enhancing emotional intelligence, empathy, and social skills. Comparative analysis showed that guides with higher emotional intelligence and empathy create a more positive group atmosphere, manage tourists' attention more effectively, and respond promptly to questions or challenges. Observational examples demonstrated that applying psychologically informed communication strategies not only improves information exchange but also fosters long-term positive impressions of tours. Thus, these psychological factors are key components of active communicative competence and determine the professional effectiveness of guides in the modern tourism industry.

Conclusions: The study identified key psychological factors that shape guides' active communicative skills, including emotional intelligence, empathy, social perception, reflection, and stress resilience. The integration of these factors enhances interpersonal effectiveness, fosters trust and a positive atmosphere during tours, increases tourist satisfaction, and helps guides adapt to diverse communicative situations. Systematic development of these qualities also supports professional growth and improves service quality, which is particularly important in the modern tourism industry.

Based on the findings, the following practical recommendations are proposed for guide training:

1. Introduce targeted training programs focused on enhancing emotional intelligence and empathy, allowing guides to regulate their emotions, recognize tourists’ needs, foster trust, and improve professional communication.

2. Conduct workshops on social perception and stress management to strengthen guides’ ability to read non-verbal signals, adhere to social norms, and remain effective in emotionally demanding or unexpected situations.

3. Incorporate role-play and simulation exercises to rehearse practical communication scenarios, build confidence, and adapt to a variety of real-life tour situations.

4. Utilize psychometric assessments to evaluate communicative competence, identify areas for improvement, and tailor individualized professional development plans.

These measures create a comprehensive system for developing guides’ communicative competence, ensuring high professional standards and meeting tourists’ needs in diverse excursion and intercultural contexts.

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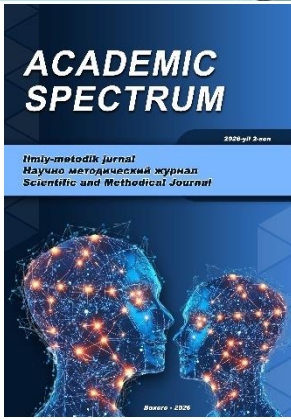
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