Bilim
Innovatsiya
Barqaror rivojlanish

Sentabr
№9, 2026

# AGROBIZNES, FAN VA TEXNOLOGIYALAR

ILMIY-AMALIY
ELEKTRON
JURNALI

Агробизнес, наука и технологии

*Agribusiness, science and technology*

№ 083688

ISSN:
3060-5245

Toshkent-2026

Platform & workflow by
OJS / PKP

**MUASSIS**
Toshkent davlat agrar universiteti

**ALOQA UCHUN MA'LUMOTLAR**
Manzil: Toshkent viloyati, Qibray tumani, Universitet ko'chasi, 2-uy.
Jurnalning telegram manzili:
t.me/agrobiznes_elektronjurnal
E-mail: licht-1989@mail.ru
Jurnalning rasmiy sayti:
https://www.agrobiznesjournal.uz
Tel: +(998) 93 439 30 00

**JURNALNING ILMIYLIGI:**

Ma'lumot uchun, OAK Rayosatining 30.11.2024-yildagi №364/5-sonli qarori bilan 08.00.00-Iqtisodiyot fanlari bo'yicha, 08.05.2025-yildagi №370/5-sonli qarori bilan 06.00.00-Qishloq xo'jaligi fanlari bo'yicha "Dissertatsiyalar asosiy ilmiy natijalarini chop etish tavsiya etilgan milliy ilmiy nashrlar ro'yxati"ga kiritilgan.

**Elektron nashr,** 153-sahifa.
2026-yil, sentabr.

# MUNDARIJA

## IQTISODIYOT FANLARI

# THE ECONOMIC ROLE OF PROFESSIONAL TOUR GUIDES IN ENHANCING THE QUALITY OF ECOTOURISM SERVICES

**AXMADOVA IRODA MUZAFFAR KIZI**
1st year PhD student, Tashkent State University of Economics
E-mail: irodaakhmadova301@gmail.com
ORCID: 0009-0008-6580-134X

Abstract. This article examines the economic role of professional tour guides in improving the quality, sustainability and market value of ecotourism services. The study uses a mixed secondary-data design combining official tourism-service export statistics for Uzbekistan for 2022–2025, policy analysis, and a structured synthesis of international empirical research on tour-guide performance, interpretation quality, tourist satisfaction and pro-environmental behaviour. Official data show that Uzbekistan's travel (tourism) service exports increased from USD 1.61 billion in 2022 to USD 4.88 billion in 2025, while their share in total service exports rose from 36.1% to 47.9%. The evidence review shows that professional guiding is consistently associated with higher tourist satisfaction, stronger behavioural intentions, improved interpretation, safer and better-organized visitor experiences, and more environmentally responsible behaviour. In ecotourism, these quality outcomes create economic value through repeat visitation, positive word-of-mouth, longer stays, higher destination yield, stronger local-service linkages and protection of the natural capital on which tourism depends. The article argues that guide certification, ecological interpretation, local-enterprise referral skills, safety competence and continuous professional development should be treated as economic infrastructure rather than as optional service attributes.
Keywords: professional tour guide, ecotourism, service quality, tourist satisfaction, interpretation, tourism economics, local income, sustainable tourism, Uzbekistan.

Annotatsiya. Maqolada professional gidlarning ekoturizm xizmatlari sifati, barqarorligi va bozor qiymatini oshirishdagi iqtisodiy roli tahlil qilingan. Tadqiqotda 2022–2025-yillarda O‘zbekistonning turizm xizmatlari eksportiga oid rasmiy statistika, normativ-huquqiy hujjatlar hamda gid faoliyati, interpretatsiya sifati, turistlar qoniqishi va ekologik xulq-atvor bo‘yicha xalqaro empirik tadqiqotlar tizimli ravishda umumlashtirildi. Rasmiy ma’lumotlarga ko‘ra, O‘zbekistonda sayohat (turizm) xizmatlari eksporti 2022-yildagi 1,61 mlrd AQSh dollaridan 2025-yilda 4,88 mlrd AQSh dollarigacha oshgan, turizmning jami xizmatlar eksportidagi ulushi esa 36,1 foizdan 47,9 foizga yetgan. Ilmiy manbalar professional gid faoliyati turistlar qoniqishi, qayta tashrif niyati, mazmunli interpretatsiya, xavfsizlik va ekologik mas’uliyatli xulq-atvor bilan ijobiy bog‘liqligini ko‘rsatadi. Shu sababli gidlarni sertifikatlash, ekologik interpretatsiya, mahalliy biznes bilan ishlash, xavfsizlik va uzluksiz malaka oshirish tizimi ekoturizmning iqtisodiy infratuzilmasi sifatida ko‘rilishi lozim.
Kalit so‘zlar: professional gid, ekoturizm, xizmat sifati, turistlar qoniqishi, interpretatsiya, turizm iqtisodiyoti, mahalliy daromad, barqaror turizm, O‘zbekiston.

Аннотация. В статье анализируется экономическая роль профессиональных туристских гидов в повышении качества, устойчивости и рыночной ценности экотуристических услуг. Исследование основано на официальной статистике экспорта туристских услуг Узбекистана за 2022–2025 годы, анализе государственной политики и систематизации международных эмпирических исследований, посвящённых работе гидов, качеству интерпретации, удовлетворённости туристов и экологически ответственному поведению. По официальным данным, экспорт услуг по статье «поездки (туризм)» в Узбекистане вырос с 1,61 млрд долл. США в 2022 году до 4,88 млрд долл. США в 2025 году, а его доля в общем экспорте услуг увеличилась с 36,1% до 47,9%. Научные исследования показывают устойчивую связь профессионального сопровождения с удовлетворённостью туристов, поведенческими намерениями, качеством интерпретации, безопасностью и проэкологическим поведением. Экономический эффект проявляется через повторные посещения, рекомендации, увеличение продолжительности пребывания, рост доходности дестинации, расширение связей с местным бизнесом и сохранение природного капитала.

## INTRODUCTION

2026-yil, sentabr.
№9-son.
ISSN: 3060-5245

Ecotourism converts natural landscapes, biodiversity, local knowledge and cultural practices into visitor experiences. Unlike mass tourism, however, its commercial value depends not only on infrastructure but also on interpretation, behavioural management and the credibility of the sustainability promise. A professional guide is therefore not merely a narrator or route leader; the guide is a front-line producer of service quality who coordinates information, safety, visitor flow, local interaction and environmental conduct. Classic research on the guiding profession emphasizes that guides can transform a visit into an experience through destination knowledge, interpretation, communication and service skills (3). In natural areas, guides additionally model environmentally appropriate behaviour and help visitors understand why conservation rules matter (5).

The economic importance of this function is frequently underestimated because guiding revenue is usually recorded as a small component of a tour package, while many of its effects appear indirectly in other sectors. Better interpretation can raise satisfaction and destination reputation; effective route management can reduce wasted time and encourage consumption of complementary services; reliable local recommendations can channel visitor spending toward community-based accommodation, food, handicrafts and transport; and environmentally responsible visitor behaviour helps protect the natural assets that generate future tourism demand. UN Tourism's Silk Road guide-training initiative explicitly links higher guide standards with improved visitor experience, stronger product development, wider tourist dispersal, and increased length of stay and yield (2).

Empirical tourism research supports this quality-to-value pathway. Tour-guide performance has been shown to have a direct effect on satisfaction with guiding services and an indirect effect on broader tour experience (4). In a study of 580 Chinese tourists in Hong Kong, guiding service had the strongest effect among seven tour-service components on satisfaction with tour services, and behavioural intentions were associated with guide service and tourist satisfaction (6). Research in Taiwan further shows that interpersonal communication, organization and professional competence can create strong positive satisfaction effects, whereas poor knowledge and problem-solving performance can generate disproportionately negative effects (7). These findings are economically relevant because satisfaction and behavioural intentions are leading indicators of repeat visitation, recommendation and destination reputation.

The guide's role is even more strategic in ecotourism. Interpretation services can convert a passive visit into reflective engagement with nature and conservation. A study of 1,277 wildlife tourists found that interpretation services significantly strengthened reflective engagement, which in turn improved multiple forms of ecotourism behaviour (9). Research in protected areas in northern Tanzania using 396 visitors similarly found that interpretive tour guiding positively influenced experience, satisfaction and pro-environmental

2026-yil, sentabr.
№9-son.
ISSN: 3060-5245

behaviour (10). Such effects protect ecosystem quality and reduce the risk that tourism erodes the very natural capital that underpins its own revenue base.

For Uzbekistan, the issue is timely. National policy has moved toward accelerated ecotourism development, including the creation of tourism clusters and services in appropriate natural and buffer-zone settings under Presidential Resolution No. PQ-21 of 12 January 2024 (12). Uzbek tourism scholarship likewise treats route design, service organization, safety and the socio-economic foundations of ecotourism as central elements of a competitive tourism product (13.14). Against this background, the purpose of this study is to evaluate how professional tour guides contribute economically to ecotourism service quality and to identify the competencies and institutional mechanisms through which this contribution can be strengthened.

## LITERATURE REVIEW

The literature on professional tour guiding has gradually moved from describing the guide as a source of factual information to viewing the guide as a multidimensional service professional who mediates between visitors, destinations, local communities and natural resources. UN Tourism's ecotourism guidance stresses that high-quality nature-based tourism requires interpretation, visitor management and conservation-sensitive service design rather than simple access to natural attractions (1). Ap and Wong's study of tour guiding professionalization similarly identifies knowledge, communication, ethical conduct and service responsibility as central components of professional practice, while also noting persistent challenges related to training, regulation and commercial pressures (3). In natural areas, the guide's function is broader still: Randall and Rollins show that visitors perceive guides as important not only for learning and enjoyment but also for directing appropriate behaviour and strengthening understanding of protected environments (5). Together, these works establish the conceptual basis for treating guiding as a quality-producing input within the ecotourism value chain.

A substantial empirical literature connects guide performance with tourist satisfaction and subsequent behavioural responses. Huang, Hsu and Chan demonstrate that tour-guide performance affects satisfaction with guiding services and, through this channel, the evaluation of the overall tour experience (4). Chan, Hsu and Baum, using data from 580 Chinese package tourists in Hong Kong, report that guide service had the strongest influence among the evaluated tour-service components on satisfaction and was also related to behavioural intentions (6). Kuo and co-authors further show that guide service quality has an asymmetric effect: strong interpersonal communication, organization and professional competence generate positive satisfaction outcomes, whereas deficiencies in knowledge and problem-solving can create disproportionately negative reactions (7). More recent evidence from Kuala Lumpur also links guide performance and tourist satisfaction with revisit-related behavioural intentions(8). These findings are economically significant because satisfaction,

2026-yil, sentabr.
№9-son.
ISSN: 3060-5245

recommendation and revisit intention influence destination reputation, future demand and the productivity of complementary tourism services.

Research focused specifically on ecotourism highlights interpretation as one of the main mechanisms through which professional guides create value. Interpretation translates ecological, historical and cultural information into meanings that visitors can understand and remember, thereby increasing the depth of the experience while simultaneously communicating behavioural expectations. Lee, Jan and Chen, in a study of 1,277 wildlife tourists, found that interpretation services strengthened reflective engagement and that this engagement improved several ecotourism-related behavioural intentions (9). Jamaliah and colleagues, examining 396 visitors in protected areas of northern Tanzania, likewise found that interpretive tour guiding positively influenced visitor experience, satisfaction and pro-environmental behaviour (10). The importance of these findings extends beyond immediate visitor enjoyment. When guiding improves compliance with environmental rules, reduces disturbance and encourages conservation-oriented behaviour, it contributes to the preservation of the natural capital on which ecotourism demand depends. Professional interpretation can therefore be understood as both a service-quality instrument and a form of preventive environmental management.

The economic literature and international policy guidance also suggest that the benefits of professional guiding extend beyond the direct price of a guiding service. UN Tourism's Silk Road guide-training initiative links stronger interpretation and guiding standards with improved visitor experience, product diversification, wider spatial distribution of tourists, longer stays and higher destination yield (2). These mechanisms are particularly relevant to ecotourism because nature-based destinations often depend on networks of small local providers rather than vertically integrated tourism enterprises. A knowledgeable guide can connect visitors with community accommodation, local food services, handicrafts, transport and conservation-compatible activities, increasing the local retention of tourism expenditure. Uzbek tourism scholarship similarly emphasizes route development, service coordination, safety, local-resource use and the socio-economic organization of tourism as core determinants of a competitive tourism product (13.14). From this perspective, guide competence affects not only visitor satisfaction but also the distribution of economic benefits across the destination supply chain.

In Uzbekistan, the growing importance of tourism makes the quality of this human-capital component increasingly relevant. Official statistics show a strong rise in travel-service exports during 2022–2025, indicating an expanding market in which service quality, repeat demand and destination reputation have greater economic consequences (11). At the same time, Presidential Resolution No. PQ-21 of 12 January 2024 establishes an institutional framework for accelerated ecological-tourism development and the expansion of tourism services in natural and adjacent areas (12). These policy developments create demand for guides who combine destination knowledge with ecological interpretation, visitor safety,

2026-yil, sentabr.
№9-son.
ISSN: 3060-5245

multilingual communication, digital navigation and the ability to integrate local enterprises into the visitor experience. However, national statistics do not separately report guide-generated revenue, and the available Uzbek literature is stronger on tourism organization and ecotourism principles than on quantitative estimates of the guide's contribution to satisfaction, spending or conservation outcomes (11.12.13.14).

The reviewed literature therefore reveals a clear research gap. International studies provide convincing evidence that guide performance influences satisfaction, behavioural intentions, interpretation quality and pro-environmental behaviour (4.6.7.8.9.10), while international guidance and Uzbek scholarship identify product development, local linkages and professional service organization as important sources of destination value (1.2.13.14). Yet these strands are rarely integrated into a single economic framework, particularly for Uzbekistan. There is limited research connecting guide competence simultaneously with visitor-experience quality, local expenditure retention, destination yield, risk reduction and the protection of natural capital. The present study addresses this gap by synthesizing empirical evidence on guide-related quality outcomes with official tourism-service data and the current ecotourism policy context of Uzbekistan. This approach makes it possible to evaluate professional guiding not as an isolated auxiliary service, but as a productive component of ecotourism infrastructure whose economic effects are transmitted through several interrelated channels.

## MATERIALS AND METHODS

The study applies a secondary-data analytical design appropriate for an economic-service-quality research question where guide-specific national revenue statistics are not separately reported. Three evidence streams were integrated. First, official annual data from the National Statistics Committee of the Republic of Uzbekistan were used to analyse total service exports and travel (tourism) service exports for 2022–2025 (11). Second, national ecotourism policy was reviewed to identify the institutional context for nature-based tourism development in Uzbekistan (12). Third, peer-reviewed studies and international guidance documents were synthesized to identify empirically supported links between guide performance, interpretation, satisfaction, behavioural intentions and pro-environmental behaviour (1.2.3.4.5.6.7.8.9.10).

For the macroeconomic analysis, four indicators were calculated from the official series: annual tourism-service export value, annual growth rate, tourism share in total service exports, and compound annual growth rate (CAGR) for 2022–2025. The tourism share was calculated as travel (tourism) exports divided by total service exports multiplied by 100. CAGR was calculated using the standard expression [(V2025/V2022)^(1/3) − 1] × 100. For 2025, the composition of service exports was also presented by separating travel (tourism), transport and all remaining service categories. These calculations provide market context; they do not imply that guide quality caused the observed national export

2026-yil, sentabr.
№9-son.
ISSN: 3060-5245

growth. The evidence synthesis used a mechanism-based approach. Empirical findings were classified into five channels: (1) service satisfaction, (2) behavioural intention and destination reputation, (3) interpretation and learning, (4) environmental responsibility, and (5) professional risk management. The economic interpretation then linked these quality outcomes to plausible value mechanisms—repeat demand, recommendation, length of stay, destination yield, local expenditure retention, reduced complaint or failure costs, and preservation of natural capital. No primary survey was fabricated and no causal monetary effect was assigned where the cited literature did not provide one.

## RESULTS

Macroeconomic context: tourism services in Uzbekistan.

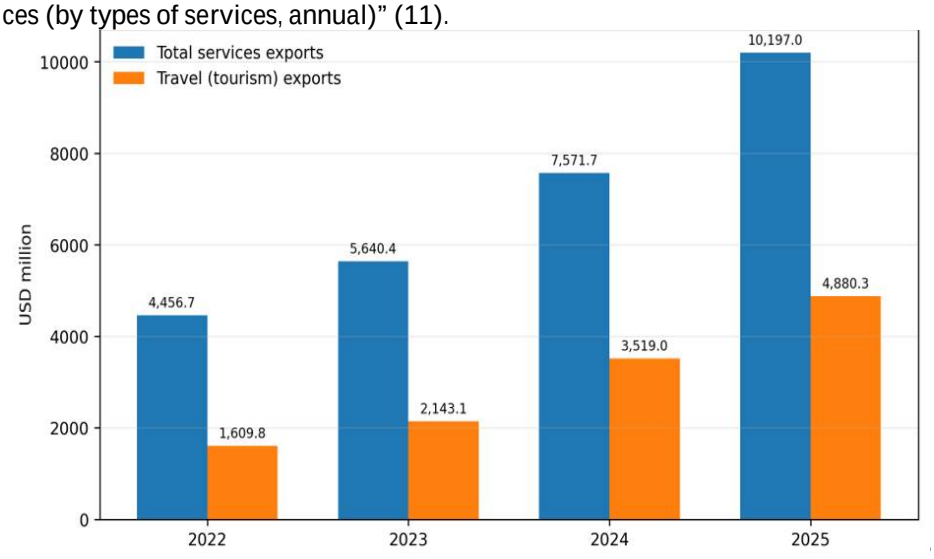
Official data show a rapid expansion of Uzbekistan's travel (tourism) service exports. The value increased from USD 1,609.8 million in 2022 to USD 4,880.3 million in 2025—an overall increase of 203.2%. The calculated CAGR for the period is 44.7%. Over the same interval, total service exports rose from USD 4,456.7 million to USD 10,197.0 million. Tourism's share of total service exports increased by 11.7 percentage points, from 36.1% in 2022 to 47.9% in 2025 (11).

**Table 1**

**Uzbekistan service-export dynamics, 2022–2025**

| Year | Total services exports, USD mln | Travel (tourism) exports, USD mln | Tourism share, % | Tourism YoY growth, % |
|---|---|---|---|---|
| 2022 | 4,456.7 | 1,609.8 | 36.1 | — |
| 2023 | 5,640.4 | 2,143.1 | 38.0 | 33.1 |
| 2024 | 7,571.7 | 3,519.0 | 46.5 | 64.2 |
| 2025 | 10,197.0 | 4,880.3 | 47.9 | 38.7 |

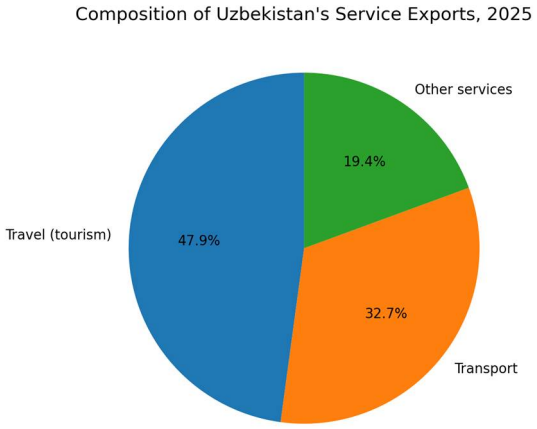
Source: author's calculations based on the National Statistics Committee of the Republic of Uzbekistan, dataset "Export of services (by types of services, annual)" (11).




Source: National Statistics Committee of the Republic of Uzbekistan (11). Values are in USD million.

**Figure 1. Total service exports and travel (tourism) service exports of Uzbekistan, 2022–2025**

The 2025 structure is also notable. Travel (tourism) accounted for USD 4,880.3 million, or 47.9% of total service exports; transport accounted for USD 3,338.0 million, or 32.7%; and all other services combined accounted for USD 1,978.7 million, or 19.4% (11). This structure confirms that visitor-related demand has become a major component of Uzbekistan's external service economy. It does not isolate ecotourism, but it demonstrates the growing economic value pool within which nature-based products and professional guiding operate.




Source: author's calculation from official 2025 service-export data (11). "Other services" = total services minus travel (tourism) and transport.

**Figure 2. Composition of Uzbekistan's service exports, 2025**

**Table 2**

**Empirical evidence linking guide performance with ecotourism-relevant quality outcomes**

| Study | Context / sample | Observed guide-related effect | Economic-quality interpretation |
|---|---|---|---|
| Chan, Hsu & Baum (6) | Hong Kong package tours; n=580 | Guiding service had the greatest impact among seven tour services on satisfaction with tour services; behavioural intentions were linked to guide service and satisfaction. | Supports repeat-demand and reputation channels through satisfaction. |
| Kuo et al. (7) | Taiwan; 309 Mandarin + 254 English questionnaires (n=563) | Interpersonal communication, organization and professional competence produced positive satisfaction effects; weak knowledge/problem-solving produced asymmetric negative effects. | Professional competence protects destination value and reduces service-failure risk. |

| | | | |
|---|---|---|---|
| Syakier & Hanafiah (8) | Kuala Lumpur; n=384 international tourists | Tour-guide performance and satisfaction positively affected behavioural intentions and revisit-related outcomes. | Links guide quality to loyalty and destination reputation. |
| Lee, Jan & Chen (9) | Wildlife ecotourism; n=1,277 | Interpretation services increased reflective engagement, which in turn improved ecotourism behavioural intentions. | Interpretation improves product depth while supporting conservation compliance. |
| Jamaliah et al. (10) | Northern Tanzania protected areas; n=396 | Interpretive guiding positively influenced experience, satisfaction and pro-environmental behaviour. | Creates simultaneous experience value and natural-capital protection. |

Source: synthesized from peer-reviewed empirical studies (6.7.8.9.10).

Economic channels created by professional guiding.

The evidence indicates that professional guides create economic value through several linked channels rather than through guide fees alone. First, they improve perceived service quality by reducing uncertainty, organizing time and solving problems. This raises the probability that visitors evaluate the whole destination favourably, not only the individual excursion (4.6.7). Second, interpretation transforms natural features into meaningful experiences. In ecotourism, this value-added information differentiates a destination from a visually similar but weakly interpreted site and can support premium positioning (1.5.9).

Third, professional guides can influence visitor distribution and spending. UN Tourism's Silk Road training initiative identifies improved interpretation and guide standards as mechanisms for dispersing tourists, developing specific products and services, and encouraging increased length of stay and yield (2). In practice, a guide who understands the local supply chain can direct visitors to community guesthouses, local food services, craft producers, transport providers and conservation-compatible activities. This increases the share of visitor expenditure retained within the destination and strengthens small-business participation. Uzbek tourism literature similarly emphasizes route development, service integration and the socio-economic organization of ecotourism as core elements of destination competitiveness (13.14).

Fourth, guides contribute to the protection of natural capital. Ecotourism income is vulnerable when visitor pressure degrades wildlife, landscapes or community acceptance. Interpretive guiding has been shown to strengthen pro-environmental behaviour and adherence to ecotourism norms (9.10). From an economic perspective, this is a form of preventive asset management: conserving the resource base supports future visitation, reduces restoration and enforcement pressure, and preserves the destination's brand promise. Finally, safety briefings, route competence and problem-solving reduce the probability of service breakdowns that can generate refunds, complaints, reputational loss or emergency costs (3.7).

2026-yil, sentabr.
№9-son.
ISSN: 3060-5245

**Table 3**

**Professional guide functions and their economic pathways in ecotourism**

| Professional guide function | Immediate quality outcome | Economic pathway | Key competency |
|---|---|---|---|
| Interpretation and storytelling | Higher meaning, learning and satisfaction | Premium experience, recommendation, revisit intention | Natural/cultural knowledge; interpretation design |
| Route and time management | More reliable and comfortable service | Longer usable visit time; lower failure cost | Planning; logistics; crowd management |
| Local-business linkage | Broader service bundle | Higher local spending retention; SME income | Local market knowledge; ethical referral |
| Environmental mediation | Better rule compliance and stewardship | Protection of natural capital; reduced degradation risk | Conservation communication; behavioural modelling |
| Safety and problem solving | Lower perceived risk and faster recovery from incidents | Lower complaint/reputational cost; stronger trust | First aid; risk assessment; crisis communication |

Source: author's synthesis based on (1.2.3.5.7.9.10.13.14).

## DISCUSSION

The findings support a broader interpretation of the guide as a productive economic actor in ecotourism. In conventional accounting, guide remuneration may appear as a modest tour-operating expense. In destination economics, however, the guide functions as a quality multiplier across several transactions. A satisfied visitor can generate value for accommodation, food, transport, attractions and local retail, while an unsatisfied visitor can reduce future demand through negative reviews and weak recommendation. The evidence that tour guiding strongly affects satisfaction and behavioural intentions therefore makes professional guide quality economically consequential even when its effect cannot be isolated as a separate national-accounting line (4.6.8).

The Uzbekistan data strengthen the policy relevance of this argument. Between 2022 and 2025, travel-service exports grew much faster than the already strong growth of total service exports, and their share approached one-half of all service exports by 2025 (11). A growing market raises the opportunity cost of poor quality: when visitor volumes and receipts expand, inconsistent guiding standards can destroy more value through dissatisfaction, misinformation, unsafe conduct or weak environmental management. Conversely, professional guiding can help convert demand growth into higher-value, better-distributed and more sustainable spending. The macro data should therefore be read as an economic context for quality policy, not as evidence that guides caused export growth.

For ecotourism, quality and sustainability are inseparable. A guide who maximizes short-term entertainment but ignores carrying capacity, wildlife disturbance or waste behaviour may raise immediate satisfaction while damaging

the destination's long-term income base. The empirical literature indicates that interpretation can influence pro-environmental behaviour, especially when visitors become cognitively and emotionally engaged with the site (9.10). This means professional standards should assess not only factual knowledge and language fluency, but also the ability to translate conservation science into understandable visitor behaviour.

The policy direction of Uzbekistan is compatible with this approach. Resolution PQ-21 establishes a framework for accelerated ecotourism development and new tourism services in natural and peripheral areas (12). To capture the associated economic benefits locally, professional guide development should be integrated with community enterprise development. Certification programs can include modules on local supplier mapping, ethical referrals, conservation messaging, visitor safety, accessibility, digital route tools and multilingual interpretation. Guide training should also be linked to product development so that guides are involved in designing differentiated birdwatching, desert, mountain, wetland, geological and community-based routes rather than being added only after the tour product has already been created.

A practical performance system can combine five groups of indicators: visitor satisfaction, interpretive quality, safety and incident management, local economic linkage, and environmental compliance. For example, destinations can track the share of tours using certified local guides, visitor ratings of interpretation, percentage of guide referrals directed to verified local enterprises, incident rates, and observed compliance with site rules. Such a system would move guide policy away from simple licensing toward measurable destination value creation. Importantly, commissions and sales incentives should be governed by codes of ethics because excessive dependence on shopping commissions can distort guiding priorities and undermine trust—a long-standing professionalization problem identified in the literature (3).

The study has limitations. The official Uzbekistan statistics capture travel services at the national level and do not isolate ecotourism or guide-generated revenue. The international empirical studies were conducted in different destination types and therefore provide transferable mechanisms rather than a single universal monetary coefficient. Future research in Uzbekistan should collect primary data from ecotourists, guides and local businesses in protected areas and mountain destinations. A quasi-experimental design comparing certified-guided, non-certified-guided and self-guided visitors could estimate differences in satisfaction, per-capita local spending, length of stay, conservation donations and rule compliance. This would allow the economic return on professional guide training to be quantified directly.

## CONCLUSION

Professional tour guides occupy a strategic position at the intersection of service quality, visitor behaviour, local economic development and environmental stewardship. The international evidence consistently shows that

guide performance affects tourist satisfaction, behavioural intentions and the quality of the visitor experience, while ecotourism-specific research demonstrates that interpretation can strengthen pro-environmental behaviour (6.7.8.9.10). These effects are economically important because they influence demand retention, destination reputation, local expenditure, service reliability and the preservation of natural capital.

Uzbekistan's travel-service export growth—from USD 1.61 billion in 2022 to USD 4.88 billion in 2025—shows that tourism is becoming increasingly significant within the country's service economy (11). In this expanding market, guide professionalism should be treated as an investment in destination productivity. The most important policy priorities are standardized certification, ecological interpretation, multilingual communication, safety and first-aid competence, ethical local-business referral, digital guiding skills, and continuous professional development. When these competencies are integrated with ecotourism policy and community enterprise support, professional guides can help convert visitor growth into higher-quality, more locally retained and more environmentally sustainable economic value.

**REFERENCES**

1. World Tourism Organization (UNWTO). (2012). Compendium of Best Practices and Recommendations for Ecotourism in Asia and the Pacific. Madrid: UNWTO. ISBN 978-92-844-1426-0.

2. World Tourism Organization (UNWTO). (2016). Enhancing Silk Road Interpretation and Quality Guide Training. UNWTO Silk Road Programme, Almaty; initiative building on the 2015 pilot course in Khiva, Uzbekistan.

3. Ap, J., & Wong, K. K. F. (2001). Case study on tour guiding: Professionalism, issues and problems. Tourism Management, 22(5), 551–563. https://doi.org/10.1016/S0261-5177(01)00013-9

4. Huang, S., Hsu, C. H. C., & Chan, A. (2010). Tour guide performance and tourist satisfaction: A study of the package tours in Shanghai. Journal of Hospitality & Tourism Research, 34(1), 3–33. https://doi.org/10.1177/1096348009349815

5. Randall, C., & Rollins, R. B. (2009). Visitor perceptions of the role of tour guides in natural areas. Journal of Sustainable Tourism, 17(3), 357–374. https://doi.org/10.1080/09669580802159727

6. Chan, A., Hsu, C. H. C., & Baum, T. (2015). The impact of tour service performance on tourist satisfaction and behavioral intentions: A study of Chinese tourists in Hong Kong. Journal of Travel & Tourism Marketing, 32(1–2), 18–33. https://doi.org/10.1080/10548408.2014.986010

7. Kuo, N.-T., Cheng, Y.-S., Chang, K.-C., & Chuang, L.-Y. (2018). The asymmetric effect of tour guide service quality on tourist satisfaction. Journal of Quality Assurance in Hospitality & Tourism, 19(4), 521–542. https://doi.org/10.1080/1528008X.2018.1483283

8. Syakier, W. A., & Hanafiah, M. H. (2022). Tour guide performances, tourist satisfaction and behavioural intentions: A study on tours in Kuala Lumpur City Centre. Journal of Quality Assurance in Hospitality & Tourism, 23(3), 597–614. https://doi.org/10.1080/1528008X.2021.1891599

9. Lee, T. H., Jan, F.-H., & Chen, J.-C. (2023). Influence analysis of interpretation services on ecotourism behavior for wildlife tourists. Journal of Sustainable Tourism, 31(5), 1233–1251. https://doi.org/10.1080/09669582.2021.1949016

10. Jamaliah, M. M., Mgonja, J. T., Alazaizeh, M. M., & Powell, R. B. (2024). How does interpretive tour guiding promote tourists' pro-environmental behaviour? Evidence from Tanzania. Tourism Recreation Research, 49(2), 329–343. https://doi.org/10.1080/02508281.2021.1992953

11. National Statistics Committee of the Republic of Uzbekistan. (2026). Export of services (by types of services, annual), dataset code 1.08.02.0013, updated 15 July 2026. SIAT / stat.uz.

12. President of the Republic of Uzbekistan. (2024). Resolution No. PQ-21 of 12 January 2024 'On measures to accelerate the development of ecological tourism in the Republic of Uzbekistan'. National Database of Legislation (Lex.uz).

13. Tuxliyev, I. S., Hayitboyev, R., Safarov, B. Sh., & Tursunova, G. R. (2014). Turizm asoslari [Fundamentals of Tourism]. Toshkent: Fan va texnologiya. ISBN 978-9943-975-50-7.

14. Xaitboyev, R. (2018). Ekologik turizm [Ecological Tourism]. Toshkent: Barkamol Fayz Media. ISBN 978-9943-5519-5-4.

**2026-yil, sentabr. №9-son.**

**Mas'ul muharrir:** Beglayev Uchqun
**Musahhih:** Boltayev Nurali
**Sahifalovchi va dizaynerlar:** Normurodov Sarvar, Sharipov Shoxruh



Mazkur jurnalda maqolalar chop etish uchun quyidagi havolalarga murojaat qilish mumkin. Ilmiy maqolalar, reklama, hikoya va boshqa ilmiy-ijodiy materiallar yuborishingiz mumkin. Materiallar va reklamalar pullik asosda chop etiladi.

**Elektron pochta:** licht-1989@mail.ru
**Jurnalning telegram manzili:** t.me/agrobiznes_elektronjournal
**Telefon raqami: +998939018320, +998934393000**
**Jurnal rasmiy sayti:** https://www.agrobiznesjournal.uz

"Agrobiznes, fan va texnologiyalar" ilmiy-amaliy elektron jurnali O'zbekiston Respublikasi Oliy ta'lim, fan va innovatsiyalar vazirligi huzuridagi Oliy attestatsiya komissiyasi rayosatining 30.11.2024-yildagi №364/5-sonli qarori bilan 08.00.00-Iqtisodiyot fanlari bo'yicha, 08.05.2025-yildagi №370/5-sonli qarori bilan 06.00.00-Qishloq xo'jaligi fanlari bo'yicha "Dissertatsiyalar asosiy ilmiy natijalarini chop etish tavsiya etilgan milliy ilmiy nashrlar ro'yxati"ga kiritilgan.

"Agrobiznes, fan va texnologiyalar" ilmiy-amaliy elektron jurnali 2023-yil 23-maydan O'zbekiston Respublikasi Prezidenti Administratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan **C-5669225** reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan.
**Litsenziya raqami: №083688**

**Manzilimiz: Toshkent viloyati, Qibray tumani, Universitet ko'chasi, 2-uy**