



ETHICAL AND PROFESSIONAL RESPONSIBILITY IN GUIDE-INTERPRETER ACTIVITY

Orzimurodova Marjona Jasur kizi

Student of the Department of English practical translation

Uzbekistan State World Languages University

E-mail: morzimurodova@gmail.com

Nodira Mukhammadiyeva Khudoyor kizi

Teacher of the Department of Practical English Translation

Uzbekistan State World Languages University

E-mail: muhammadiyeva.nodira@bk.ru

Abstract. Ethical and professional responsibility has become one of the most important components of guide-interpreter activity in the modern tourism industry. Guide-interpreters are not only responsible for providing linguistic assistance but also serve as cultural mediators who facilitate mutual understanding between visitors and host communities. Their professional activities require a high level of ethical awareness, responsibility, accuracy, and cultural sensitivity. This article examines the theoretical and practical aspects of professional ethics and responsibility in guide-interpreting. Particular attention is given to the ethical principles that regulate professional conduct, including neutrality, confidentiality, accuracy, cultural competence, and accountability. The study also analyzes common ethical challenges faced by guide-interpreters and discusses strategies for maintaining professional standards in modern tourism. Furthermore, the article highlights the role of ethical behavior in promoting sustainable tourism, preserving cultural heritage, and strengthening intercultural dialogue.



Key words: guide-interpreter activity, professional responsibility, ethical principles, interpreting ethics, tourism communication, cultural mediation, professional conduct, intercultural competence.

Introduction

The modern tourism industry is one of the fastest-growing sectors of the global economy. The expansion of international travel, globalization, and digital communication has increased interactions among people from different linguistic and cultural backgrounds. In this context, guide-interpreters play a crucial role in facilitating communication and promoting cultural understanding between tourists and local communities.

Traditionally, guide-interpreters were viewed primarily as translators who conveyed information from one language to another. However, the contemporary tourism environment requires much broader competencies. Today, guide-interpreters act as cultural ambassadors who introduce visitors to the history, traditions, customs, and values of the host country. Their work directly influences tourists' perceptions, experiences, and overall satisfaction.

Because of this influential role, professional ethics has become an essential component of guide-interpreting. Ethical behavior ensures that information is communicated accurately, respectfully, and responsibly. It also helps prevent misunderstandings, cultural conflicts, and misinformation that may negatively affect both tourists and destinations.

The increasing complexity of intercultural communication has made ethical responsibility particularly important in tourism. Guide-interpreters often work with people representing different religions, social backgrounds, traditions, and value systems. Therefore, they must demonstrate professionalism, neutrality, tolerance, and respect while carrying out their duties.



The purpose of this article is to analyze ethical and professional responsibility in guide-interpreter activity and to identify its role in ensuring effective intercultural communication and high-quality tourism services and to analyze their significance in promoting effective intercultural communication.

Materials and Methods

The present study employs descriptive, analytical, comparative, and cultural research methods. The research is based on academic publications related to tourism studies, translation studies, intercultural communication, and professional ethics. Theoretical materials from international tourism organizations and scholarly literature were analyzed to identify the main ethical principles governing guide-interpreter activities.

The study also examines practical examples from the tourism industry to demonstrate how ethical standards function in real professional situations. Comparative analysis was used to investigate the relationship between ethical responsibility and service quality within international tourism environments. Special attention was given to professional guidelines developed by tourism organizations, including the World Tourism Organization (UN Tourism) and the World Federation of Tourist Guide Associations. Their recommendations serve as an important framework for understanding ethical conduct in guide-interpreting.

Results and Discussion

Professional ethics represents a system of moral values, behavioral norms, and professional standards that regulate the activities of specialists within a particular profession. In guide-interpreting, professional ethics establishes the principles that guide communication between interpreters, tourists, tourism organizations, and local communities.

One of the most important ethical principles is accuracy. Guide-interpreters are responsible for providing reliable and factually correct information about



historical monuments, cultural traditions, and social realities. Inaccurate explanations may create false impressions and damage the reputation of a destination. Therefore, all information presented to tourists should be based on trustworthy sources and professional knowledge.

Another significant principle is neutrality. Professional guides should avoid expressing personal political, religious, or ideological opinions while performing their duties. Tourists expect objective and balanced information rather than subjective interpretations. Maintaining neutrality helps create a respectful and inclusive environment for visitors from diverse backgrounds.

Confidentiality is also an essential component of professional ethics. During excursions and tourism activities, tourists may share personal information with guide-interpreters. Such information should remain confidential and must not be disclosed to third parties without permission. Respecting privacy strengthens trust and professional credibility.

Cultural competence represents another key aspect of ethical responsibility. Modern tourism brings together individuals from different cultural, linguistic, and religious backgrounds. Guide-interpreters must understand these differences and demonstrate sensitivity toward cultural diversity. Respectful communication reduces the possibility of misunderstandings and contributes to positive intercultural experiences.

Professional responsibility extends beyond linguistic competence. Guide-interpreters are expected to perform their duties honestly, punctually, and efficiently. They should be prepared to solve unexpected problems, assist tourists when necessary, and maintain professional behavior in challenging situations. Responsibility contributes to the overall quality of tourism services and enhances visitor satisfaction.



Ethical challenges frequently arise during guide-interpreting activities. For example, tourists may ask sensitive questions regarding politics, religion, or historical conflicts. In such cases, interpreters must provide balanced and factual information while avoiding bias. Similarly, situations involving cultural stereotypes or inappropriate comments require diplomatic communication and cultural sensitivity.

Globalization has introduced additional ethical considerations. The widespread use of social media and digital communication means that information shared during tours can quickly reach international audiences. Consequently, guide-interpreters must exercise greater caution regarding accuracy, professionalism, and cultural representation.

Ethical conduct also contributes to the preservation of cultural heritage. Guide-interpreters play a significant role in presenting historical monuments, traditions, and national values to foreign visitors. Their explanations influence how cultural heritage is perceived and understood. By providing respectful and accurate interpretations, they help preserve cultural identity and promote appreciation for local traditions. From a sociocultural perspective, ethical guide-interpreters serve as bridges between cultures. They facilitate dialogue, encourage mutual respect, and contribute to peaceful intercultural relations. Through professional communication, they help tourists develop a deeper understanding of the societies they visit. The tourism sector of Uzbekistan provides a particularly relevant example of the importance of ethical responsibility. The country's rich historical heritage, including the cities of Samarkand, Bukhara, Khiva, and Tashkent, attracts visitors from around the world. Guide-interpreters representing Uzbekistan must demonstrate professionalism, hospitality, and cultural sensitivity while presenting the nation's history and traditions.



As tourism continues to develop globally, the demand for highly qualified and ethically responsible guide-interpreters will increase. Professional ethics should therefore remain a central component of tourism education and training programs.

Conclusion

The analysis of professional ethics and responsibility in guide-interpreting demonstrates their crucial importance in modern tourism. Ethical principles such as accuracy, neutrality, confidentiality, cultural competence, and professional responsibility form the foundation of effective communication between tourists and host communities. Guide-interpreters perform much more than linguistic functions. They act as cultural mediators, representatives of national heritage, and facilitators of intercultural understanding. Their ethical behavior directly affects the quality of tourism services, tourist satisfaction, and the international image of destinations. The study confirms that professional ethics contributes not only to successful communication but also to sustainable tourism development, cultural preservation, and international cooperation. As globalization continues to expand intercultural interactions, ethical awareness will remain an essential requirement for guide-interpreters worldwide.

Future research may focus on comparative studies of ethical standards in different countries, the impact of digital technologies on guide-interpreting ethics, and the development of specialized ethical training programs for tourism professionals.

References

1. World Tourism Organization (UN Tourism). (1999). Global Code of Ethics for Tourism. Madrid: UN Tourism.
2. Cohen, E. (1985). The Tourist Guide: The Origins, Structure and Dynamics of a Role. *Annals of Tourism Research*, 12(1), 5–29



3. Pond, K. L. (1993). The Professional Guide: Dynamics of Tour Guiding. New York: Van Nostrand Reinhold.
4. Newmark, P. (1988). A Textbook of Translation. London: Prentice Hall.
5. Wadensjö, C. (1998). Interpreting as Interaction. London: Longman.
6. World Federation of Tourist Guide Associations (WFTGA). (2017). International Code of Conduct for Tourist Guides.
7. Karimov, U. (2021). Intercultural Communication and Tourism Ethics in Uzbekistan. Tashkent.
8. Abduazizov, A. (2022). Cultural Tourism and National Image in Uzbekistan. Tashkent.
9. Rasulov, A. (2020). Development of Tourism Services in Uzbekistan. Journal of Tourism and Hospitality
10. Orzimurodova M. (2025). Ethical and Professional Responsibility in Guide-Interpreter Activity.. Bachelor's Graduation Thesis. Uzbekistan State World Languages University.