

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**

**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

# **ORGANIZATION OF TOUR GUIDING**

**Guidelines  
for practical assignments  
for Bachelor's (first) degree students  
of speciality 242 "Tourism"**

**Kharkiv  
S. Kuznets KhNUE  
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O-72

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*Самостійне електронне текстове мережеве видання*

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A list of themes for practical studies on the academic discipline and a bibliography are presented. Practical assignments on each theme and guidelines for doing the practical assignments are given.

For Bachelor's (first) degree students of speciality 242 "Tourism".

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## Introduction

The topicality of the academic discipline "Organization of Tour Guiding" is defined by the demand to master and implement new approaches and standards of tourist services in the highly competitive modern tourist market. It is preconditioned by the necessity of the domestic and inbound tourism improvement and development, which insure the growth of innovation and investment potential of the national economy.

Organization of the excursion activity as a priority area of the tourism industry within certain limits forms economic, scientific, cultural, educational, environmental safety of the country, provides development of technologically related branches of the national economy. Moreover, excursion activity is an integral part of national and cultural revival of Ukraine as it presumes deep knowledge of history and ancient traditions of the Ukrainian people.

To increase attractiveness of the territory and country for local, national and international tourists, tour operators and tour agents should not only consider the market demand but also develop existing local sightseeing facilities, cultural and natural heritage of the destinations, design new excursions and routes on the scientific basis taking into account the requirements of modern excursion methods and standards harmonized with the EU and world requirements.

Mastering the academic discipline is based on the appropriate level of general knowledge and skills acquired when students study general, humanitarian and special subjects.

The aim of teaching the academic discipline is formation of students' theoretical, professional knowledge, practical skills and competences to independently plan and organize excursion activities; to effectively design and conduct excursions; to provide top-level excursion services in accordance with the contemporary demands of the tourism development and cultural environment.

The object of the academic discipline is the process of organizing tourist services, namely excursions and excursion programs.

The subject of the academic discipline is the identification of economic laws and patterns of tourism development, methods, mechanisms, methodological approaches and practical experience of tourism enterprises in providing tourist services, namely excursions to consumers in present-day business conditions in Ukraine and abroad.

In the process of learning, students gain the necessary knowledge at lectures and while carrying out practical assignments. The independent work of students is also of great importance in the process of studies and consolidation of knowledge.

After studying the academic discipline students acquire professional competences and receive learning outcomes which are presented in Table 1.

Table 1

### **Competences and results of studying the academic discipline**

Competences	Results of studying
To identify the place and role of excursion activity in the tourism industry	Understanding of the place and role of excursion activity in the tourism industry
To determine the principles of classification, functions, characteristics of excursions	The ability to classify excursions, understand their functions and characteristics
To determine the main stages of creation and understand the structure of an excursion	The ability to organize and plan excursion activities for various target markets
To understand the methodical techniques of display and narration, their combination during an excursion	The ability to effectively combine and measure the techniques of demonstration and narration
To classify the excursion objects	The ability to classify the excursion objects according to different criteria
To formulate the principles of the differentiated approach to the excursion service	Conducting of the excursions in an effective manner based on their objectives and tasks
To know the requirements to a tour guide	Understanding professional requirements, components of the profession
To identify the types of the excursion services at the tourist-excursion enterprises	Knowledge of the laws and principles of signing contracts with various tourist-excursion enterprises

## **1. The list of topics for practical lessons**

A practical study is the form of lesson at which a lecturer offers a detailed consideration of certain theoretical issues of the academic discipline and forms students' abilities and skills by defining individual tasks so that students should be able to apply them to practice.

A practical lesson is carried out with the help of preliminary prepared methodical materials – tests for assessment of theoretical knowledge, a set of practical problems of various levels of sophistication.

A practical lesson includes preliminary control of students' knowledge, abilities and skills, their reports and class activity. It is also a possibility to raise a general point in arguments and discussions in groups, pairs and with the lecturer, to solve and estimate problem questions.

The plans of practical lessons are given in Table 2.

Table 2

### The themes of practical lessons

Theme	Practical lesson	Recommended literature
<b>Module 1. Theory and history of tour guiding</b>		
1	2	3
<i>Theme 1.</i> The concept of the excursion and tour guiding, its history, stages of development in Ukraine and the world	1.1. The theoretical aspects of tour guiding. 1.2. The history of the tour guiding development in Ukraine. Classification of periods. The World Federation of Tourist Guide Associations. The European Federation of Tourist Guide Associations. The Ukrainian Tourist Guides Association. 1.3. The history of Kharkiv	Main: [1; 6; 8]. Supplementary: [21 – 23; 29; 31]
<i>Theme 2.</i> The objectives and tasks of an excursion	2.1. The excursion as a tourist service. The objectives and tasks of an excursion, its integrity. The essence, functions and features of an excursion. 2.2. Organization of a visit to a museum, an art gallery or participation in a city tour. Submission of a written report on the results of participation in the excursion program	Main: [1; 9; 10]. Supplementary: [15 – 17]
<i>Theme 3.</i> The types and the content of an excursion	3.1. Classification of excursions according to the main characteristics. 3.2. Independent organization of an excursion	Main: [1 – 6; 9; 10]. Supplementary: [15 – 17]
<i>Theme 4.</i> The methodical techniques of demonstration and narration, their combination during an excursion	4.1. Demonstration as the main element of an excursion. Basic requirements to narration. The combination of demonstration and narration during an excursion. 4.2. Drawing up of an itinerary of a tour/excursion about S. Kuznets Kharkiv National University of Economics	Main: [3 – 6; 9; 10]. Supplementary: [15 – 17]

Table 2 (the end)

1	2	3
<b>Module 2. The technology of creation of an excursion, the methods and techniques of conducting an excursion</b>		
<i>Theme 5.</i> The methods of preparing a new excursion	5.1. The stages of creation of an excursion. Planning the excursion route. 5.2. Preparation of an individual excursion according to the methodical requirements	Main: [1 – 3; 6 – 8]. Supplementary: [24; 29; 31]
<i>Theme 6.</i> The technique of conducting an excursion	6.1. Technical aspects of a tour/excursion. 6.2. The technology of conducting an observation bus tour about the Kharkiv city	Main: [3 – 6; 9; 10]. Supplementary: [15 – 17]
<i>Theme 7.</i> Organization of the excursion services at tourist excursion enterprises	7.1. The types of the excursion service contracts. 7.2. Improvement of the efficiency of rendering the excursion services at tourist-excursion enterprises	Main: [1 – 4; 6 – 8]. Supplementary: [25; 27; 29; 31]
<b>Module 3. Professional skills of a tour guide</b>		
<i>Theme 8.</i> The professional requirements, the components of the profession	8.1. The multiple and complex roles of a tour guide, professional skills. 8.2. Defining the forms of verbal and non-verbal communication important for a tour guide	Main: [1; 2; 5]. Supplementary: [23; 27; 30; 31]
<i>Theme 9.</i> The differentiated approach to the excursion service. The features of conducting different types of excursions	9.1. The differentiated approach to the organization, content and methods of preparation and conducting of excursions depending on the groups of excursionists. 9.2. The features of preparation and conducting of different types of excursions	Main: [1; 4; 6]. Supplementary: [14; 16; 31]

## **Module 1. The theory and history of tour guiding**

### **Theme 1. The concept of the excursion and tour guiding, its history, stages of development in Ukraine and the world**

When studying this theme it is necessary to pay attention to the general issues related to the basic concepts of tour guiding, excursion activity, tour guiding theory, tour guiding techniques, tour guiding practice, tour guiding

services, history and stages of tour guiding development in Ukraine and the world.

### **Practical assignment 1.1. The theoretical aspects of tour guiding.**

The student has to master the terms and concepts of the academic discipline, to know the theory of tour guiding, understand the basic concepts of tour guiding, know the methods of preparing and conducting the excursions, to be able to update the catalog of excursions, develop new routes, tourist and excursion products.

#### *The guidelines for carrying out practical assignment 1.1*

In the process of preparation for the practical lesson, students consider the main tasks of contemporary tour guiding:

understanding the phenomenon of the socio-philosophical meaning of a tour/excursion as one of the forms of the individual multifunctional activity;

identification of a variety of practical forms and methods of the tour guiding activity performed by the agents of tourist service;

studying, generalization and implementation of foreign experience of tour guiding;

development of methodological bases for assessing the excursion potential of territorial formations and determining the potential demand for excursion services;

forecasting the development of tour guiding activities in conditions of market uncertainty;

identification of ways to improve the quality and efficiency of tour guiding activities;

development and implementation of a system of quality standards for excursion/tour guiding services.

### **Practical assignment 1.2. The history of the tour guiding activity development in Ukraine. Classification of periods. The World Federation of Tourist Guide Associations. The European Federation of Tourist Guide Associations. The Ukrainian Tourist Guide Association.**

Within the practical assignment, the student should characterize the main stages of the tour guiding development in Ukraine: characterize the preconditions of the tour guiding movement in Ukrainian, its close connection with the development of the country studies caused by the rise of national

revival; analyze the historical events which were the background of the formation and development of tour guiding in Ukraine, the experience that has influenced the current state of tour guiding. It is also necessary to analyze the current state of tour guiding, the change in understanding of the concept of a tourist guide; the world and European trends in tour guiding. Consider the European standard "EN 13809:2003. Tourism Services. Travel agencies and tour operators. Terminology" which explains three most important terms in this area: tourist guide, tour manager, tour escort.

### *The guidelines for carrying out practical assignment 1.2*

Do thorough research into the history of tour guiding which is an integral part of the tour guiding science. It presents a retrospective analysis of achievements and the most important moments in the development of tour guiding activities. There are several classifications of stages of the tour guiding development in Ukraine, we adhere to the conditional division into nine stages.

Pay special attention to the activity of the Ukrainian Tourist Guide Association: in the conditions of deregulation and free competition, the market independently came to understand the need for self-regulation and creation of an association of professionals in the field of tour guiding, which resulted in the creation of the Ukrainian Tourist Guide Association. It was organized in late 2014 as a public union and legalized in 2016. Its activity aims to promote professional training and advanced training of tourist support specialists.

The Ukrainian Tourist Guide Association is an associate member of the European Federation of Tourist Guide Associations, which unites national guides, defines the main founding tasks, and does a lot of work to develop and implement professional requirements for excursion services. FEG has developed a Code of Ethics for European Guides and a Quality Charter.

### **Practical assignment 1.3. The history of Kharkiv.**

The student should study the general history of Kharkiv paying special attention to one of the topics proposed below or select a topic of his choice related to the history of the city and prepare a report.

### *The guidelines for carrying out practical assignment 1.3*

Study the topics presented below and do individual research. Present your results to the class.

1. Kharkiv: from the past to the present.
2. The main monuments of Kharkiv, their connection with its history, their characteristics.
3. Kharkiv theaters, their specialization and features.
4. Kharkiv city parks, their characteristics, the public transport the visitors can use to get there.
5. Kharkiv religious, its main cathedrals and temples.
6. Kharkiv as a city of knowledge and science.
7. Kharkiv as the first capital of Soviet Ukraine.
8. Peculiarities of the literary Kharkiv.
9. The features of the architectural constructions of Kharkiv.

## **Theme 2. The objectives and tasks of an excursion**

When studying this theme the student has to consider the following concepts: excursion; excursion as a process of cognition; excursion as a type of activity; excursion as a form of communication; the functions of an excursion; general and specific features of excursions; an excursion as a product.

**Practical assignment 2.1. An excursion as a tourist service. The objectives and tasks of an excursion, its integrity. The essence, functions and features of an excursion.**

Students should consider an excursion in the following aspects:  
as an independent form of education (patriotic, labour, aesthetic);  
as a form of personal and social education;  
as a form of work with a mass audience;  
as one of the stages of acquiring knowledge;  
as a form of interpersonal communication;  
as a form of dissemination of scientific knowledge, ideological education;  
as a form of cultural leisure organization;  
as an integral part of organized tourism.

## *The guidelines for carrying out practical assignment 2.1*

Summarizing the different approaches to the definition and understanding of the excursion, two main definitions can be singled out:

1) an excursion is a purposeful and programmed individual's visual process of cognition of the surrounding world, built on a combination of visual, auditory and other impressions and taking place under the guidance of a qualified specialist – a tourist guide;

2) an excursion is a comprehensive tourist service aiming to introduce tourists and sightseers to the excursion objects, up to 24 hours in duration, obligatorily guided by a tourist guide, carried out according to the pre-approved route and excluding accommodation services.

In a broad sense, the service is the result of the activity of an enterprise to meet consumers' relevant needs. In the organization of tour guiding, the second definition of the concept of excursion as a complex service is defining, and it permits to interpret this service as a product.

An excursion product is a pre-formed set of services that are provided to the tourist during the tour/excursion and sold at a uniform price.

An excursion product is a specific product that has a number of features, but in some respects they are similar to the features of the travel product.

Today an excursion as a service consists of a set of separate services. Excursion services mandatorily include the following:

insurance of tourists and provision of information services, i.e. support of a qualified guide (that means not less than two services);

additional services including transport services, organization of visits to museums and entertainment venues during the tour, catering services, organization of animation activities for tour participants (for example, during walking tours for children and youth groups), the sale of souvenirs;

drawing up an excursion program with a wide range of additional services, which makes it possible to increase the excursion cost and, accordingly, to receive higher profits from the organization of excursion activities.

**Practical assignment 2.2. Organization of a visit to a museum, an art gallery or participation in a city tour. Submission of a written report on the results of participation in the excursion program.**

The students organize a visit to a museum, an art gallery or participate in a city tour. The students' task is to evaluate the work of the tourist guide,

his/her professionalism, organization of the exposition in a museum/art gallery, quality and logics of the material presented during the excursion.

*The guidelines for carrying out practical assignment 2.2*

The students fill in the table on a 5-point scale (where 5 is "strongly agree", 0 – "strongly disagree"), put "+" or "-" (if the question presupposes a "yes-no" answer) and fill in Table 3 during the excursion/tour. The students have to write the follow-up reports, which summarize their findings.

Table 3

**The student's excursion/tour assessment feedback**

No.	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	2	3	4	5	6	7
1	The tourist guide presented himself/herself and the topic of the tour, announced the time of the tour duration					
2	The tour had an introduction, the main part, the conclusion					
3	The material presented corresponded to the age, knowledge and demands of the target audience					
4	The aims and intended learning outcomes were clear					
5	The tour's composition was logical, the subthemes made a clear composition					
6	The tourist guide's speech was distinct, understandable, articulate, well-heard					
7	The tourist guide's behaviour was professional, the mimics and gestures were appropriate					
8	The group management was effective, the tourist guide effectively kept and attracted the tourists' attention					

Table 3 (the end)

1	2	3	4	5	6	7
9	The tourist guide answered the questions in a stated time					
10	I found the tour an effective way of learning about ____ (title, topic of the tour)					
11	I enjoyed the tour					

### **Theme 3. The types and the content of an excursion**

When studying this theme it is necessary to pay attention to the following issues: the main features of the classification of excursions; the importance of the classification of excursions; the main types of excursions; classification of excursions based on the content; the features of overview excursions; the features of thematic excursions; classification of thematic excursions; classification and features of industrial excursions; classification and features of art criticism excursions; classification and features of literary excursions; classification and features of architectural and town-planning excursions; classification of excursions depending on the number of participants; classification of excursions according to the venue and mode of movement; classification of excursions according to the form of conducting, excursions for children, specifics of conducting excursions for adults.

#### **Practical assignment 3.1. Classification of excursions according to the main characteristics.**

The students should know the features of conducting thematic excursions, overview excursions, classification of excursions according to the content, grouping of thematic excursions, grouping of industrial excursions, the features of art and literary excursions, the features of architectural and town-planning excursions, division of excursions according to the venue and means of transportation, the meaning of the classification of excursions.

### *The guidelines for carrying out practical assignment 3.1*

The issue of classification of excursions has always been in the centre of the tour guiding professionals and scientists' attention. The basic purpose of classification of excursions is the division of excursions into groups and subgroups, which have a general character of conducting excursions and which help a tour guide to tackle all the issues of the excursion development.

Excursion service (tour guiding) is an independent activity (for example, at resorts, universities, schools), and a part of a complex of tourist services (in travel agencies). At the moment excursions are classified according to:

- 1) the content;
- 2) the type and number of participants;
- 3) the location;
- 4) the means of travelling;
- 5) duration;
- 6) the form.

Each group has inherent in it components, specificity and features.

1. Depending on the content, excursions can be subdivided into those giving an overview of the object/objects (multidisciplinary) and thematic.

As a rule, overview excursions are multitheme and they are called multidisciplinary. Historic and modern materials are used. During overview excursions, events are described in general. This gives an idea about a town, area, region, republic, state as a whole. The chronological timeframe of this type of excursion ranges from the date when the town was first mentioned until now and the perspectives of its development.

A thematic excursion is dedicated to one theme and, if it is a historic excursion, one or several events are connected to one theme or some periods of time can form a basis for such an excursion. If the theme of an excursion is architectural, the demonstration objects are the most outstanding pieces of architecture located in the town streets and squares while for bigger cities, it can be architectural complexes of the past centuries. Thematic excursions can have a historical, industrial, naturalistic (ecological) purpose, as well as they can be focused on fine arts, literature, architecture and town planning.

### **Practical assignment 3.2. Independent organization of an excursion.**

In pairs, students organize a short tour (1.5 – 2 hours) of the place where they live or know well. They have to draw up the tour itinerary, including the places for visiting, timings, transport as realistically as possible.

#### *The guidelines for carrying out practical assignment 3.2*

To make the tour you can use geolocation, interactive maps (Google maps), GPS-navigation and other applications to calculate the time required to overcome each section of the route, take into account traffic jams, identify closed objects for construction or reconstruction, route correction in connection with worsening weather conditions, etc. When working on a noisy street with a heavy traffic load, tourists are advised to use headphones and special applications to listen to the speech of the tourist guide.

Consider any issues or problems that may occur during the tour, such as accidents, potential incidents and any etiquette or custom problems that must be followed on the tour. For example, if you are visiting a site of religious significance, the tourists may need to take off the shoes or cover the heads on entering the religious building.

Think how you will prepare the tourists to behave in the appropriate manner.

### **Theme 4. The methodical techniques of demonstration and narration, their combination during an excursion**

When studying this theme it is necessary to pay attention to the following issues: demonstration as the main element of an excursion; the essence of demonstration, the sequence of demonstration. The levels and types of demonstration; the peculiarities of demonstration during an excursion; the types of the demonstration methods: visual reconstruction, panoramic display, visual editing, localization of events, abstraction, visual comparison, integration, association, movement, visual analogies, switching of the attention; the essence of narration; the basic requirements to narration; the tasks of narration during excursions; transformation of narration into visual images; the types of narration methods: specification, description, explanation, comment, reporting, quotation, a question-and-answer session,

discussion, personification, induction, deduction; the combination of demonstration and narration during an excursion; five levels of the excursion process; an excursion as the interaction of three elements: the guide, the objects and the tourists.

**Practical assignment 4.1. Demonstration as the main element of an excursion. Basic requirements to narration. The combination of demonstration and narration during an excursion.**

Students need to consider:

1) the peculiarities of demonstration during an excursion: the plot, the logical sequence, the activity, the paradoxical nature, the defining role, the original meaning;

2) the features of narration during an excursion: subordination of narration to demonstration, the dependence of narration on the speed of the group, the use of visual evidence in narration, the addressness of narration, the specificity of the excursion narration, the affirmative nature of narration, the monologue, the subtext.

*The guidelines for carrying out practical assignment 4.1*

To create an interesting excursion, it is necessary to use and combine:

*the demonstration methods:* demonstration of an object; excursion analysis; preliminary examination; panoramic demonstration; visual reconstruction (reproduction); visual montage; localization; abstraction; visual analogy or association; integration; redirection of attention; the methodical technique of movement; the memorial plaque; demonstration during a bus excursion;

*the narration methods:* the excursion reference; description; characteristics; explanation; commenting (reporting); citation; cento; questions and answers; reference to eyewitnesses; tasks; novelty of the material; complicity; a discussion situation; personalization; a problem situation; excursus; induction; deduction; climax; anti-climax.

Any excursion is based on a combination of two main elements – the demonstration of the excursion objects and the narration about them.

Demonstration and narration are not identical in their volumes and depend on the kind of excursion. The ratio of narration and demonstration can and should change. The demonstration of the objects during one

excursion differs from the demonstration during another one even if the theme and time spent is the same; they also differ by the techniques used. The same changes occur with narration. It can be more or less detailed, more or less figurative.

It should also be noted that any excursion or tour is the interaction of three components – the tourist guide, the tourists and the objects. The core of this interaction is the maximal activity of all components. The major task of an excursion technique is all-round activation of the guide, the objects and the tourists.

**Practical assignment 4.2. Drawing up of an itinerary of a tour/excursion to S. Kuznets Kharkiv National University of Economics.**

Draw up an itinerary of a tour/excursion to S. Kuznets Kharkiv National University of Economics including places to visit (deans' offices, international centres, departments, libraries, etc.) and timings as realistically as possible.

Prior to developing the tour/excursion think about the target audience (would-be students, parents of the would-be students, foreign guests, scientists and researchers, etc.) and their needs/wishes. On this basis, define the main excursion topic and its sub-topics, each stop and the amount of information to be presented.

Consider any issues or problems that may occur during the tour/excursion, any etiquette or rules of behaviour to be observed during the tour. How will you prepare the tourists to behave in the appropriate manner?

*The guidelines for carrying out practical assignment 4.2*

1. Prepare the route of the KhNUE tour:
  - the meeting place with the visitors;
  - the starting point of the tour;
  - the segments of the route;
  - the most logical way from one stop to another;
  - the excursion objects;
  - the end point of the tour.

You can use the KhNUE scheme presented on the official website of the university for drawing the itinerary of the route. Use the following objects or sites for the excursion:

- the faculties;
- the international centres;

the extra-curriculum life of the students;  
 the structural units of KhNUE;  
 the meeting places for students;  
 the catering establishments and canteens;  
 the park and garden areas;  
 the classrooms, auditoriums;  
 the clubs of different directions (international, scientific, sport, etc.);  
 various sport and fitness centres, etc.

2. Define what kind of the excursion content will be covered during each segment of the excursion route and during the demonstration of the selected excursion objects. It is advisable to fill in the excursion guidelines (Table 4) on the basis of specific content of your excursion.

Table 4

### The excursion guidelines

No.	Segment of the route and the stops	Excursion objects	Duration of the presentation during the segment (min)	Subthemes and a list of key issues (content summary)	Organisational guidelines
1	2	3	4	5	6
1					
2					

#### 1. Subthemes and a list of key issues.

This column of the table is devoted to annotating the content of the tour. It contains a list of the main subthemes of the excursion, included in different segments of the excursion route.

For example: the following list of the key questions should be covered at the excursion object "KhNUE International Department":

- a) the history of its creation and recent activity;
- b) the technology of assistance provided to the students in finding foreign internship or study abroad;
- c) the events organized by the department.

2. In the column "Organisational guidelines", indicate any additional things you may need during the tour (for example: special permission to enter the building; the features of the dress code, meeting with a dean or head of the department, etc.

3. Present your tour to the class or conduct it in the field.
4. The group has to analyze the presented tour and indicate its advantages and disadvantages.

## **Module 2. The technology of creation of an excursion, the methods and techniques of conducting an excursion**

### **Theme 5. The methods of preparing a new excursion**

When studying this theme it is necessary to pay attention to the following issues: selection of the excursion theme and objects for demonstration, determining its purpose, target market, timing; selection of the literature resources and identification of other sources of information; the stages of creation of the excursion; preliminary work, the development of the excursion, the final work; planning the excursion route; the methodical development of the excursion; the scheme of the excursion: the introduction, the main part, the conclusion; preparation of the reference text; the concept of the tour guide's portfolio; the tour guide's individual text; the excursion testing and approval.

#### **Practical assignment 5.1. The stages of creation of an excursion.**

##### **Planning the excursion route.**

Creating a new excursion on any theme is a complex process demanding active participation of the whole collective of employees. The viability of the future excursion, its cognitive value directly depends on methodologists and guides' knowledge, their competence, practical mastering, understanding of pedagogics and psychology, the skill to choose the most effective ways and methods of influencing the audience.

An excursion is a result of two major processes: preparation and conducting. These processes are closely connected as it is impossible to provide high quality performance without proper preparation.

Students should consider the process of creating a new excursion and present the results to the group.

## *The guidelines for carrying out practical assignment 5.1*

There are two basic areas of preparation of a new excursion:

1) development of a new theme of the excursion (new in general or new only for a given travel agency);

2) optimization or upgrading of the already existing excursion or preparing a guide for conducting an excursion which is new for him/her but which has already been developed and conducted by a given travel agency.

Preparation of a new excursion consists of several basic stages that are performed in a certain order. A travel agency or an excursion bureau usually follow the sequence of fifteen stages in their working practice.

1. Definition of the goals and tasks of the excursion.
2. The choice of the theme.
3. Selection of the literature and references.
4. Definition of the sources of the excursion material. Acquaintance with the expositions and museum funds on the theme.
5. Selection and study of the excursion objects.
6. Drawing up the excursion route or itinerary.
7. A driving round or going round the route.
8. Preparation of the reference text of the excursion.
9. Preparation of the guide's portfolio.
10. Defining the methods of narration and demonstration.
11. Defining the techniques of conducting the excursion.
12. Preparation of the methodical guidelines.
13. Writing an individual text.
14. The defence of the excursion on route.
15. The approval of the new excursion.

The obligatory documents for an excursion are presented in Table 5.

Table 5

### **The documents necessary for each excursion**

No.	The document title	The document content
1	2	3
1	The cards (passports) of the excursion objects included in a route	A detailed description of the excursion object. The kind of monument, its name, events it is connected with, its location, the authors and time of creation of the object

Table 5 (the end)

1	2	3
2	The reference text of the excursion	The information materials which develop the theme, are carefully chosen and verified by the creative team. The content of the subthemes, the basic questions which form the basis of the introduction, the conclusion, logic transitions
3	The guide's individual text	The text written by the concrete guide in accordance with the guidelines, the structure of the excursion, its route. Giving the characteristic of the objects and events
4	The scheme (map) of the route	The complete scheme of the group movement – the beginning and the end of the route, the objects of demonstration and the places for their observation, the stops of the group's exit to the objects are indicated
5	The guide's portfolio	The folder with the photos, schemes, maps, drawings, figures, reproductions, copies of documents, product samples and other visual materials
6	The methodical guidelines on the theme	The recommendations on conducting the excursion, the methodical techniques of the demonstration and narration, the sequence of the demonstration of objects, visual materials, the techniques of conducting the excursion in view of the differentiated approach to the tourists
7	The materials of the excursion	The materials referring to a definite theme: abstracts, tables, digital materials, excerpts from documents, copies, citations from literary works
8	The list of the guides who are allowed to conduct the excursion	This list is replenished in the process of the new guides' admission to the conducting of the excursion
9	The references on the theme	All the books, brochures, articles which have been used during the preparation of the given excursion are listed

## **Practical assignment 5.2. Preparation of an individual excursion according to the methodical requirements.**

The student has to prepare an excursion / a guided tour on one of the proposed topics (or a student can choose any other topic), to complete the necessary documents (Table 6) and materials and present the findings to the classmates and the teacher.

The students have to formulate the objective of the perspective excursion. For example: to expand the tourists' horizons, to acquaint the excursionists with the history and modernity of the city, to get more knowledge on the topic, patriotic education and fostering love to the homeland, aesthetic education, etc.

### *The guidelines for carrying out practical assignment 5.2*

Using the method of selection of the excursion objects, the student selects the excursion sites, characterises their content, functional purpose, degree of integrity and conducts multidimensional assessment of the excursion objects. Finally, according to the assessment results, the student selects 10 – 15 excursion objects or sites, which will be the basis of the sub-themes, outlines the main content of the narration.

Table 6

### **The structure of the excursion development**

No.	The name of the document	The content of the paragraph
1	2	3
1	The title	The title of the excursion, the student's name, the group, the date of submitting the excursion
2	The excursion objective, the target audience, the general information about the excursion	Formulating the excursion objective, its tasks, defining the target audience, providing information about the excursion duration, etc.
3	The scheme (map) of the route (itinerary)	The beginning and the end of the route, the stops, the objects of demonstration and the best places for observation

Table 6 (the end)

1	2	3
4	The cards (passports) of the excursion objects included in the route	<p>The information card of an object includes:</p> <ol style="list-style-type: none"> <li>1. The name of the object.</li> <li>2. The historic event which is linked to the object, the date of the event.</li> <li>3. The location of the object.</li> <li>4. The description of the object (the author, the date of construction, the materials it is made of, the text on the commemorative plaque (if available)).</li> <li>5. The source of information about the object (literature).</li> <li>6. Preservation of the object (the date of the last repair, restoration).</li> <li>7. Protection of the object (who is responsible).</li> <li>8. In what excursions or tours it is used.</li> <li>9. The photos of the object</li> </ol>
5	The reference text of the excursion	The materials that cover the topic. The content of the reference text is the basis for writing an individual text
6	The guidelines for conducting the excursion	The excursion objects; the sequence of the demonstration of the objects; the main ideas and issues that concern each segment of the route, the time required to develop the subtopics, the methodical techniques of the demonstration and narration, the organizational instructions for the group, the techniques of conducting the excursion
7	The tourist guide's individual text	All materials according to the guidelines, the structure of the tour, its itinerary based on the reference text. The characteristics of the objects and events. The text includes the introduction, the main part, the conclusion
8	The guide's portfolio	The photos, diagrams, maps, drawings, copies of documents, reproductions and other visual aids relevant to the excursion theme and its subthemes
9	The additional materials	The materials relevant to the given excursion – statistics, quotations from literary or scientific works; audio or video assistance
10	The references on the topic	A list of all sources, books, brochures, internet resources that were used during the preparation of the excursion

The formatting of the document is as follows:

1. The front page.
2. The second page: the tasks and objectives of the tour are outlined, the route scheme indicating the objects and stops during the tour are indicated. A list of subtopics is given.
3. Introduction.
4. The cards (passports) of the excursion object.
5. The reference text of the excursion.
6. The excursion guidelines (Table 7).
7. The tourist guide's individual text.
8. The materials of the guide's portfolio.
9. Information about the additional materials.
10. Conclusion.

The efficiency of the guidelines depends on the correct completion of all the parts. The size of the paper is 25 – 30 pages of typewritten text.

Table 7

### The excursion guidelines

No.	Itinerary segment	Stops	Objects for demonstration	Time	Subthemes and relevant issues	Methodical technique of demonstration	Methodical technique of narration	Organizational guidelines
1	2	3	4	5	6	7	8	9
1.								
2.								

### Exemplary themes of tours/excursions:

1. Kharkiv historical.
2. Estates of Kharkiv.
3. Kharkiv theatrical.
4. Kharkiv literary.
5. Kharkiv scientific.
6. Kharkiv musical.
7. Kharkiv gastronomic.
8. Kharkiv romantic.
9. Kharkiv mysterious.

10. Cathedrals and churches of Kharkiv.
11. Squares of Kharkiv.
12. Kharkiv sportive.
13. Monuments of Kharkiv.
14. Kharkiv landscape gardening art.
15. Modernist style in architectural monuments of Kharkiv.
16. Modern architecture in Kharkiv.
17. A sightseeing walking tour of Kharkiv.
18. Kharkiv museums.
19. Kharkiv in the evening.
20. The architectural ensemble of Svobody square.
21. V. N. Karazin University of Kharkiv.
22. Shevchenko Garden as a favourite place of Kharkovites.
23. Sumska Street, the main street of the first capital of Ukraine.
24. Historical regions of Kharkiv.
25. Astronomy and astronomers in the history of Kharkiv.
26. Kharkiv commercial.
27. Kharkiv industrial.

It is highly recommended that each of the themes should be specified in order to add some individuality, uniqueness, specificity to the chosen topic.

## **Theme 6. The technique of conducting an excursion**

When studying this theme it is necessary to pay attention to the following issues: excursion technique, excursion documentation, placing the group near the objects, getting out and returning to the bus, movement of the excursion group, the guide's place, observance of the time to be spent on the excursion as a whole and on covering of individual subthemes, the narration technique during the movement of the transport, answering the excursionists' questions, pauses and breaks in the excursion, the technique of using the guide' portfolio, observance of the rituals.

### **Practical assignment 6.1. Technical aspects of conducting a tour/excursion.**

The student should consider the excursion technique as the sum of recommendations on the organization of the excursion. These recommendations apply to all participants of the tour: tourists, the tour guide, the driver.

The student should also explain the basic questions of the excursion technique as they determine the conducting of the excursion:

Why has the excursion been prepared and what are its objectives, aims, tasks, etc.?

What questions does it highlight?

How should the excursion be conducted (what methodical tools should be used)?

In what way can the tourists' attention be stimulated and kept?

### *The guidelines for carrying out practical assignment 6.1*

All requirements to the excursion technique are developed at the preparation stage and are carefully described in the methodological guidelines. The requirements to the excursion technique include the following.

#### *1. Checking all the necessary documentation.*

Prior to the tour, the guide must check and have the approved methodical guidelines concerning the tour, the approved route map of the vehicle or group (during a walking tour), the materials of the guide's portfolio, an agreement for the excursion service, a list of the excursionists, stamped by the organization that ordered the excursion service, a badge.

#### *2. Acquaintance of the tourist guide with the group.*

The tour guide gets on the bus and gets acquainted with the group; he/she greets the tourists, tells his/her name, the travel agency which he/she represents, introduces the bus driver.

It is important that the guide should keep to the consistent rules of the communication with the group from the first minutes. The guide does not start talking immediately. There is a pause of ten to twenty seconds. The acquaintance defines further contacts of the tourist guide with the group.

Excursionists gradually stop talking, settle in more conveniently, their attention shifts to the tourist guide. It is also necessary that the guide should clearly define the meeting place, the place where the tour group gets on the bus and the place where the excursion begins. The meeting place with the group is determined during the contact of the travel agency's representative with the customer (this place can be a school yard, a convenient parking place known to locals, the central entrance of the hotel).

If the place of the beginning of the excursion and the place of the group's getting on the bus coincide, the tour guide gets acquainted with the group and immediately starts the introductory part. If the guide gets on the bus at the same time as the group and the distance to the first object is still considerable, he/she does not immediately start the introductory part. In this case, the tour guide gets acquainted with the group, informs the tourists about the place where the excursion begins, and on the way to it, enounces the travel excursion information.

### *3. The group arrangement near the objects.*

The arrangement of the group near the objects must ensure good visibility and audibility for all its members. The development of an excursion provides for several options for group arrangement to observe the excursion object. This is done if another group occupies the place or if the sunrays shine into the tourists' eyes preventing from viewing the object. In hot periods of time, the opportunities to place the groups in the shade are also carefully considered. In case of rain or snowfall, the option of placing excursionists under the roof, under the crown of trees is envisaged. In some cases, the technique requires several observation points to be selected: from afar – to observe the object in a complex with other objects and surrounding environment; in close vicinity to it, if some individual details of a house, building, terrain, objects of nature are analysed.

If there are multiple groups simultaneously positioned near one object, a certain distance must be observed between them so that one guide does not interfere in the narration of the other, and one group does not obscure the excursion object of observation for another group.

An important prerequisite for choosing a location is also to ensure the safety of excursionists, especially when observing the objects near the roads, construction and repair areas, at industrial plants or factories. The most common option for grouping around an object is to place it in a semicircle, but it is possible (subject to appropriate conditions) to use other options – to stand in a ring around the object, an oblique angle, in two or three rows (on stairs or elevated elements of terrain).

### *4. Getting out and returning to the bus.*

This technical element is important enough to maintain the integrity of the group. It is also important for avoiding unforeseen situations.

The excursionists must be prepared for getting off in advance. If the excursionists are not informed, a large part of the group remains seated in the bus, they do not observe the objects at their location. In order to avoid this

situation, it is recommended that in the introductory word the group be informed about the number of stops where they are to get off the bus and what they are going to see there, to make the participants interested in the excursion with the exotic, unusual objects.

At the stops, where the excursion group is scheduled to get off, the guide is the first to leave the bus to show the group the way to the object. In addition, when about a half of the group have already left the bus, the guide begins moving to the object, thus hurrying up the rest of the group.

In cases when other stops are foreseen during the excursions, such as sanitary stops or buying souvenirs, the guide informs the group about the exact time (or how much time they have at their disposal) assigned for the bus to depart.

It is important for the guide to ask the tourists to remember (take a photo, put down) the appearance and registration numbers of the bus and to indicate the exact place of its parking in case the tourists are given free time at the end of this part of the excursion, and are to return to the bus on their own. The guide can wait for the tourists in the vehicle. Optionally, the tourist guide can leave his/her phone number in case someone gets lost and falls behind the group.

While getting on the bus, the tour guide should make sure all the excursion participants are there. It can be done in several ways:

after the excursionists are in the bus, the guide counts the free places and checks their number with the initial list;

the tour guide stands to the right of the entrance and mentally lists the excursionists who enter the bus salon. However, this method is rather inconvenient if there are two entrances and it is very easy to leave out the missing people;

a traditional question: "Does everyone see the neighbours, no one lost?";  
to count all the participants in accordance with the list (however, this method is rather cumbersome and time consuming, causing comical situations and distracting the excursionists).

Making sure that all the participants of the excursion are in the bus, the guide enters the bus and lets the driver know it is time to leave.

##### *5. Movement of the excursion group.*

The tourist guide should manage the movement of the group, making the excursion recommendations for the pace and direction of movement, using the appropriate phrases: "Move faster, please", "Turn to the right at the corner of the street", "Stop at the traffic light", "Stand the pace, please".

The excursionists move only as a group. The guide goes in the centre of the group, some people are ahead, the majority are around, others are behind the guide. It is important that the group do not string out: the distance between its head and those who go last should not exceed 5 – 7 meters. The pace of the group's movement depends on its composition, the territory, dangerous zones and so on. In walking tours, the pace is always slow as the objects are close enough. In transport excursions, the speed of movement between the objects is faster. When the guide has reached the object, he/she does not immediately start the narration, but waits for the entire group to approach.

#### *6. The guide's place.*

In the bus, the guide occupies a place from which he can clearly see the objects of the excursion, and have all the excursionists in his view. At the same time, the tourists should see the tourist guide. Usually, this is a specially installed seat next to the driver. The guide, as well as tourists, cannot stand while the bus is moving because it is not allowed by safety requirements. If there is no special seat, the guide takes the first place on the right.

During the walking part of the excursion, the guide must half turn to the object. The objects of demonstration should be in front of the guide's eyes, as he analyses them on the basis of his visual impressions. This is especially important during transport excursions when the tourist guide, sitting in his seat with his back to the excursionists, looks into the front window of the bus and tells about what the excursionists see or will see soon.

#### *7. Observance of the time to be spent on the excursion as a whole and on covering of individual subthemes.*

The main requirement of this technique is that the guide cannot wilfully shorten or prolong the excursion time, the excursionists must arrive at the final destination of the excursion on time.

The exact time allotted for covering of each subtheme is specified in the methodological guidelines. Sometimes, the excursion time is considerably reduced for reasons that do not depend on the guide. The reasons might be – a long meeting of the group, breakfast/dinner not served on time, late bus, personal requests of the tourist group's head and so on. As a result, the excursion starts late. There is only one way out for the guide – to reduce the time to be spent on highlighting of the theme. In this case, only the main ideas and facts of the excursion theme are mentioned. However, this does not mean that any excursion subtheme is eliminated or getting off the bus is

cancelled; the tourist guide should just shorten his narration or the time near the objects.

A skilful and professional tourist guide can easily overcome these circumstances relying on the experience and knowledge.

#### *8. The narration technique during the movement of the transport.*

While moving by bus the tourist guide should narrate the story only through the sound-enhancing equipment. If the equipment is malfunctioning or there is no microphone at all, the tourist guide's attempts to tell the story are in vain. In this case, the guide gives the information about the nearest route before beginning of the movement, while in the course of the movement, he only calls the names of the objects or territory. If there are important sites or settlements worth watching, it is necessary to make a stop and observe the objects either from the bus windows or on the site, which is accompanied by the guide's explanations.

#### *9. Answering the excursionists' questions.*

As has already been mentioned, there is a certain classification of questions in the excursion practice. They are divided into four groups:

guide's questions which the excursionists answer;

questions asked in the course of narration which the guide answers;

rhetorical questions that are asked to stimulate the excursionists' attention;

questions, concerning the theme of the excursion, asked by the excursionists.

The first three types of questions are related to the narration method of the excursion and only the fourth group of questions is related to the excursion technique. The main rule of dealing with such questions is not to interrupt the narration and answer them immediately; it is also not necessary to answer the questions after covering each subtheme. The guide must answer the questions at the end rather than during the excursion. Therefore, when introducing the theme, the guide informs the excursionists about the rules of the question-answer procedure.

#### *10. Pauses and breaks in the excursion.*

The tourist guide should not speak continuously. There should be small breaks between the individual parts of the excursion – pauses that have some essential meaning. They give the excursionists the opportunity to comprehend what they have heard and seen, as well as provide a short rest for the excursionists, the opportunity to buy souvenirs, to eat or drink something, for sanitary needs. The guide also uses the breaks for his own rest. For example, for out-of-town trips, there is a rule to give a 15-minute

break after each hour of work (for the guide, the hour of the excursion is 45 minutes). These breaks for the rest can be summarized and used by the tourist guide at the end of the return trip.

*11. The technique of using the guide' portfolio.*

The technique of using the guide' portfolio materials has two options:

an exhibit can be presented by the guide from his working place while the group is located near the excursion objects. In this case, it is not recommended that the exhibits be given into the hands of the excursionists for further and deeper observation because it may stimulate discussions, exchange of views, which lead to the defocussing of the tourists' attention and violation of the logics of the excursion presentation;

the exhibits may be handed over to the excursionists which they can study during the bus movement to fill in the breaks.

*12. Observance of the rituals.*

The elements of rituals should be observed when visiting memorials, cemeteries, funerals, places of worship, etc. The technique provides a mandatory warning of the excursionists about the rules of behaviour in certain places before visiting them.

When visiting the religious places or spiritual sites, the requirements for appearance (clothing, headwear, footwear, makeup for women) should be observed.

It is desirable to notify the tourists about such excursion rules in advance, before providing the excursion services. This task is entrusted to the tour organizers, and it is recommended for the guide to have spare handkerchiefs and scarves for the religious sites. In addition, the guide must know the rules of behaviour at these objects himself/herself, because they may differ from object to object, be more or less severe.

The elements of rituals have a strong emotional effect on the excursionists, so they must be well thought over and prepared. For example, when attending memorials it is necessary to make sure that excursionists do not talk loudly, do not run or eat there, the men take off their hats, and so on.

**Practical assignment 6.2. The technology of conducting an observation bus tour of Kharkiv.**

Develop a route of an observation bus tour of Kharkiv, which is designed for three astronomical hours (work in small groups). Present the developed observation routes around Kharkiv in class.

The requirements to the tour route are as follows:

1. The route goes through the places which help to imagine the diverse life of the metropolis Kharkiv.
2. The sightseeing objects that can be included in the route are: the natural urban environment, cultural scientific achievements, traditions, and many other aspects of the city life.
3. The route configuration can be linear, circular, radial, combined.
4. An observation bus tour can also include the elements of a walking tour.
5. An observation bus tour of the city includes several stops for a more detailed acquaintance with some interesting objects or phenomena.
6. The route of the city bus tour must coincide with the rules of public transport, take into account one-way traffic on the street, permitted parking spaces, etc.
7. It is desirable to develop the tour route on various types of excursion objects, for example, monuments, memorial plaques, city and park sculpture, streets, squares, memorial places, cult objects.

*The guidelines for carrying out practical assignment 6.2*

The students have to assess the way the tour/excursion has been conducted (Table 8) from 0 to 5 (where 5 is completely agree, 0 is completely disagree) and to express their views on its positive and negative features, advantages and disadvantages. Besides, the questions in the table aim to assess the student's personal work on the preparation of the tour/excursion.

Table 8

**The student's feedback on the assessment of the tour**

No.	Statement	Completely agree	Agree	Neutral	Disagree	Completely disagree
1	2	3	4	5	6	7
1	I enjoyed the tour					
2	I found the tour challenging					
3	I developed new skills through the tour					

Table 8 (the end)

1	2	3	4	5	6	7
4	I found the tour an effective way of learning about ____ (the topic of the tour)					
5	The practical lessons and field classes were useful for the tour					
6	The aims and intended learning outcomes were achieved					
7	The assessment criteria were clear					
8	I learnt from peer assessment of the tour					
9	I learnt from the assessment process					
10	I preferred the tour to an essay or presentation assessment					
11	The feedback I received on my tour was effective					

## **Theme 7. Organization of excursion services at tourist and excursion enterprises**

When studying this theme it is necessary to pay attention to the following issues: types of the excursion organizations, marketing of the excursion activity, the range of the excursion services, advertising, excursion service contracts with museums, art galleries, etc., contracts with the transport companies, contracts with the catering companies, ensuring the safety of tourists, improvement of the efficiency of rendering the excursion services at tourist and excursion enterprises.

### **Practical assignment 7.1. Types of the excursion service contracts.**

The students need to consider the theoretical and practical aspects of drawing up the following types of contracts:

- an insurance contract;
- a guided tour service contract;
- a guided tour service contract at the final destination (museum, nature reserves, etc.);
- contracts with transportation companies;
- contracts with catering companies.

Identify the features and specifics of each type of contract, the procedure and rules of application.

*The guidelines for carrying out practical assignment 7.1*

While working with customers, tourism and travel-related companies must be guided by the requirements of current legislation and state standards for providing excursion services. Relationships of tourism and travel-related companies with customers are built on the basis of agreements/contracts.

The guided tour service contract is concluded according to the rules defined by the civil legislation, including issuing of the voucher. Unless otherwise provided by law and contrary to the nature of the contract, the general terms of a service contract apply to the guided tour service contract. The company or the entrepreneur providing guided tour services is obliged to give the tourist all necessary and reliable information regarding the guided tour service before the conclusion of the contract. Information regarding the guided tour services includes but is not limited to description of the guided tour types and features, the guide's qualifications, the procedure and terms of payment for the guided tour services. The company or the entrepreneur must provide the tourist with any other information on the guided tour services at his request.

The parties shall be liable for failure to comply with the terms of the contract according to the civil and consumer protection laws.

Information on the terms of compulsory insurance must be brought to the attention of the tourist before concluding a contract for excursion services.

Contracts have a certain standard form and are drawn up according to the rules defined by civil law. Contracts usually include the following articles:

general terms;

liability of the parties for non-fulfillment, improper fulfillment of obligations under the contract;

force majeure;

rights and responsibilities of the tourism entities that provide excursion services;

rights and obligations of tourists.

It is important that contracts be carefully concluded and remain functional to provide all that is needed within the allocated time.

Responsibility for the guided tour clients lies with the company that provides the guided tour service. Hence, a tour company should carefully choose vendors and intermediates.

**Practical assignment 7.2. Improvement of the efficiency of rendering the excursion services at tourist and excursion enterprises.**

Customer awareness is much greater now than it has ever been before. This means that people are more assertive in their demands for good service and more critical if they do not feel that they are getting the service that they should. As far as tourists are becoming more vocal, tourism organizations are taking hard looks at their customer service personnel. Thus, good customer service is important to maintaining the tourist guide's job as well as the client's good will.

Competition is becoming much fiercer and choices are wider; therefore, the potential customer will go to the tour guide company / travel agency that gives them the best service but not necessarily the cheapest prices.

*The guidelines for carrying out practical assignment 7.2*

Below is a checklist for the tour guide company / travel agency managers and staff (Table 9). Imagine that you work for this company. Complete the checklist and consider each item carefully. Is this list appropriate for tour guiding only or for hospitality in general? Complete it now and at the end of the course. How have your skills improved?

Table 9

**The checklist for the tour guide company / travel agency staff**

No.	Service standard	Always	Sometimes	Never
1	2	3	4	5
1	I greet visitors as soon as they arrive			
2	I try to make guests feel welcome			
3	I greet my customers with a smile			
4	I aim to please my customers			
5	My customers are my first concern			
6	I am glad to help customers in any way that I can			
7	Visitors receive my undivided attention			

Table 9 (the end)

1	2	3	4	5
8	I know my customer's name and use it			
9	I listen carefully to what my customers say			
10	I promote friendliness			
11	Visitors know what is available to see and do			
12	I volunteer help and information before requested			
13	I provide accurate information			
14	I give precise and easily followed directions			
15	My appearance is at its best			
16	I am honest in my dealings with tourists			
17	The tourist is aware of friction among employees			
18	Tourism service is a team effort			
19	I try to "sell" my local community			
20	I invite guests back to the area			
21	I enjoy my work			

### **Module 3. Professional skills of a tour guide**

#### **Theme 8. The professional requirements, the components of the profession**

When studying this theme it is necessary to pay attention to the following issues: tour guiding as a profession, the multiple and complex roles of a tour guide, professional skills, the instrumental, social, interactional and communicative roles of a guide, the socio-political and cultural roles of a guide, defining and measuring the communication competence of tour guides, effective communication, intercultural communication competence of tour guides, verbal and non-verbal communication, language etiquette, the guide's manners and behaviour.

### **Practical assignment 8.1. The multiple and complex roles of a tour guide, professional skills.**

Students need to write a report on the topic "The contemporary understanding of the profession of a tourist guide" which should cover the following issues: the basic requirements for a tourist guide as a person, the basic professional qualities, knowledge and skills of a tourist guide, difficulties associated with the profession of a tourist guide, imagining yourself as a tourist guide.

In the course of the group discussion of the work results, it is necessary to create "an individual profile of a tourist guide".

#### *The guidelines for carrying out practical assignment 8.1*

Professional mastery of a tourist guide is a complex of specialized skills and cum savvies in the field of the excursion activity, as well as a set of professional qualities inherent in the profession of a tourist guide. In general, the requirements for a tourist guide can be formulated as follows.

*A tourist guide must know:*

the regulatory framework and standards governing the excursion services in Ukraine;

the history, culture, geography of the region;

the main sightseeing objects and localities of the region in historical, geographical, personal and cultural aspects, including exposition materials of museums and exhibition and cultural centres;

service rules for walking, transport and combined sightseeing routes;

service rules on city and out-of-city excursion routes;

instructions and rules concerning the conduct of tourists on different vehicles;

the scheme of action in case of the unforeseen situations;

a foreign language (the language of the main clientele).

*A tourist guide must be able to:*

use the teaching techniques of the presentation, narration and specialized teaching techniques;

use the techniques of conducting the excursions;

work as a team member to create a new tour/excursion;

create an individual text for the tour/excursion;

prepare all the necessary documentation and reports;

use the principles of a differentiated approach to sightseeing services;  
 use specialized terminology for tourist excursion themes;  
 provide primary health care.

*A tourist guide must have knowledge of:*

the basics of protocol and etiquette;

grammar and stylistics of the Ukrainian, English or any other relevant language;

theory of interpersonal communications;

the technique of public speaking;

the fundamentals of psychology, pedagogy and logic;

the basics of conflict resolution;

the basics of organizational culture.

*A tourist guide is obliged to:*

continually improve the knowledge and skills of professional excellence;

follow the rules of the internal corporate labour policy and the code of behaviour;

follow the rules and regulations of labour protection.

**Practical assignment 8.2. Defining the forms of verbal and non-verbal communication important for a tour guide.**

Using Table 10, define which forms of verbal and non-verbal communication are important for the role of a tourist guide. Explain your point of view.

Table 10

**Types of communication**

Non-verbal communication	Verbal communication
Written: memos, manuals, itineraries, electronic mail (e-mail), text messages	Clarity (clear voice), articulation
Body language: posture; gesticulations: movement of hands and body	Tone and pitch
Eye contact	Phrases
Facial expressions	Style of language: formal/informal
Appearance: grooming, clothes	
Proximity: distance (personal space)	

## *The guidelines for carrying out practical assignment 8.2*

Communication is defined as a symbolic, interpretive, transactional, contextual process in which people create shared meanings.

In a Western (mainly American) context, four distinct dimensions of communication competence were identified:

non-verbal behaviours (e.g. eye contact, natural ways of moving hands and head, clear voice);

topic/content behaviours (e.g. sharing information about oneself; introduction, breaking the ice with the tourists);

conversational management behaviours (e.g. asking questions, getting to know the audience, building a positive relationship with the tourists);

wider-context macro behaviours (e.g. being polite, courteous, attentive).

Non-verbal communication (NVC) is any form of communication that is not expressed in words.

Verbal communication (VC) is communication that is expressed using words.

The tour guide's verbal communication with tourists is one of the main points which should be considered. Pleasant way of speaking, high verbal abilities, and desirable and suitable tone of language make the tourist guide able of establishing a good relationship with his/her companions. The tourist guide should have a considerable capability in mixing with tourists. He should attract the tourists and gain their confidence. The tourist guide shows his skills through mixing and establishing relations with visitors.

Communication skills include making good speech, eye contact, natural ways of moving hands and head, and clear voice. Lacking any of these features makes the guide's task difficult. Sometimes, some features and gestures like nasal tones, rough accent, and noise, nervous or monotonous movements of hands or head lead to confusion and affect guide's other positive characteristics. By acquiring enough non-verbal communication skills and tricks, the tour guide will be able to start an effective conversation with tourists and respond to their problems, questions and complaints in an appropriate way.

Non-verbal communication includes all messages that people exchange besides the verbal communication; positioning yourself, the gait, gestures, face and eyes, clothing, etc. all are the elements of nonverbal communication.

It should not be forgotten that verbal communication constitutes 7 %, along with tone and intonation accounting for 38 % of message conveyance. The remaining 55 % belongs to body movements and non-verbal communication, which play the most important role in the transfer of messages.

The tourist guide has to know all these aspects for successful communication with a group of tourists.

## **Theme 9. The differentiated approach to the excursion service. The features of conducting different types of excursions**

When studying this theme it is necessary to pay attention to the following issues: the differentiated approach to the excursion service, the essence, basis, principles of the differentiated approach, the differentiated approach to the organization, content and methods of preparation and conducting of excursions depending on the groups of excursionists, formation of the different groups of excursionists, features of preparation and conducting of excursions for different groups, interpretation and interpretive guiding, guiding tours through drama, storytelling and narrative, animated excursions.

### **Practical assignment 9.1. The differentiated approach to the organization, content and methods of preparation and conducting of excursions depending on the groups of excursionists.**

Students should be able to explain the concept of the differentiated approach to excursion services, understand what criteria are used when distributing tourists into excursion groups, identify the factors that unite and divide the tour audience during the tour, know the types of tourists depending on their attitude, interest to the excursion and the components of the excursion organization and technique, which are influenced by tourists' age, profession and other characteristics.

#### *The guidelines for carrying out practical assignment 9.1*

The excursion audience is a short-term community of people who simultaneously participate in a joint activity, contact with each other, are interested in the same subject and live through similar experiences.

During the excursion, there are factors that combine the excursion audience (the general conditions of perception, the content of the excursion, the personality of the tourist guide, joint activity) and factors that divide it (the motives for the excursion, the extent of understanding the material, the attitude to the excursion).

The differentiation of the excursion services in view of these characteristics makes it possible to vary the subject of excursions, implementing verbal and non-verbal material of varying degrees of complexity, fulfilling one of the main requirements of the excursion activity – taking into account the demands and interests of the different categories of the excursion participants. Accordingly, taking into account the requirements of the differentiated approach, the methodical guidelines for each excursion topic should be prepared. These requirements primarily relate to such components as the choice of the methodical techniques of the narration and demonstration, the techniques of conducting the excursion and, accordingly, presuppose guide's high professionalism and skilfulness.

### **Practical assignment 9.2. The features of preparation and conducting of different types of excursions.**

Students should know the peculiarities of conducting the following types of excursions:

- city overview excursions;
- historical excursions;
- military and historical excursions;
- architectural and city planning excursions;
- literary excursions;
- art criticism excursions;
- natural excursions;
- industrial excursions;
- museum excursions;
- local excursions;
- out-of-city (country) excursions;
- religious excursions.

Compare the requirements and features of city and out-of-city (country) excursions. Formulate the features of carrying out various thematic excursions. Find out the differences between museum and other excursions. The main methods of conducting a museum excursion. Methodical approaches to excursion information during a museum excursion.

## *The guidelines for carrying out practical assignment 9.2*

There is a sufficiently advanced classification of excursions, which aims to give a clearer idea of the diversity of the existing range of excursions, each of which undoubtedly has its own peculiarities in terms of preparation and conducting. Students have to consider the most popular types of excursions, the brief requirements and recommendations of conducting excursions.

Deep understanding of the peculiarities of each type of excursion taking into account excursion audience (the differentiated approach) is the way to successful provision of excursion services of the highest level in accordance with the modern requirements of tourism and cultural environment.

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НАВЧАЛЬНЕ ВИДАННЯ

# ОРГАНІЗАЦІЯ ЕКСКУРСІЙНОЇ ДІЯЛЬНОСТІ

**Методичні рекомендації  
до практичних завдань  
для студентів спеціальності  
242 "Туризм"  
першого (бакалаврського) рівня  
(англ. мовою)**

*Самостійне електронне текстове мережеве видання*

Укладач **Ахмедова** Олена Олегівна

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Подано перелік тем до практичних занять з навчальної дисципліни та рекомендовану літературу. Наведено практичні завдання до кожної теми та методичні рекомендації до їх виконання.

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