

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ



**"ЗАТВЕРДЖУЮ"**  
Заступник керівника  
(професор з науково-педагогічної роботи)

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ОРГАНІЗАЦІЯ ЕКСКУРСІЙНОЇ ДІЯЛЬНОСТІ  
робоча програма навчальної дисципліни

Галузь знань 24 "Сфера обслуговування"  
Спеціальність 242 "Туризм"  
Освітній рівень **пеший (бакалаврський)**  
Освітня програма "Туризм"

Вид дисципліни **базова**  
Мова викладання, навчання та оцінювання **англійська**

Завідувач кафедри туризму

О.А. Сущенко

Харків,  
ХНЕУ ім. С. Кузнеця  
2019

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS



"APPROVED"

Vice-rector on scientific and pedagogical work

M.V. Afanasiev

ORGANIZATION OF TOUR GUIDING  
syllabus of the educational discipline

Branch of knowledge    **24 "Service sector"**  
Speciality               **242 "Tourism"**  
Educational level       **First (bachelor)**  
Educational programme **"Tourism"**

Type of the course  
Teaching and evaluation language

**standard  
English**

Head of the Tourism Department

O. Sushchenko

Kharkiv  
S. Kuznets KhNUE  
2019

APPROVED  
at the Department of Tourism meeting  
Proceedings № 1 of 28.08.2019

Complier:  
Olena SUSHCHENKO, Doctor of Science in Economics, Professor  
Olena AKHMEDOVA, PhD in Public Administration, associate professor

**Calendar of the syllabus  
of an academic discipline renewal and re-approval**

Academic year	Date of the Department of Tourism meeting	Minutes number	Signature of the Head of the Department

## INTRODUCTION

**Annotation of educational discipline:** The topicality of the educational 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 direction 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, accounting for the requirements of modern excursion methods and standards harmonized with the EU and world requirements.

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

### **The aim of educational discipline:**

The aim of educational discipline is formation of the students’ theoretical, professional knowledge and practical skills and competencies 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.

Course	<b>2</b>	
Semester	<b>2(4)</b>	
Number of ECTS credits	<b>5</b>	
Lessons	<b>Lectures</b>	<b>32</b>
	<b>seminars, practical studies</b>	<b>32</b>
Independent work		<b>86</b>

### **Structural-logical scheme of studying the discipline:**

<b>Previous disciplines</b>	<b>The following disciplines</b>
History of Ukraine	Organization of Tourism
Fundamentals of the Tourist Activity	Economy of Recreation and Tourism
Geography of Tourism	Organisation of the Inbound Tourism
History of Ukrainian Culture	Management and Marketing in Tourism
Ukrainian Language	Insurance in Tourism
Foreign Language	Logistics in International Tourism
Psychology	Analysis of the Tourist Enterprise Activity

## 2. Competences and results of studying the 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 excursion	Being able to classify excursions, understand their functions and characteristics
To determine the main stages of the excursion creation and understand its structure	To organize and plan excursion activities for various target markets
To understand the methodical techniques of display and narration, their combination during an excursion	Being able to effectively combine and measure the techniques of display and narration
To classify the excursion objects	Being able 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 effectively based on their objectives and tasks
To know the requirements to a tour guide	To understand professional requirements, components of the profession
To identify the types of the excursion services at the tourist-excursion enterprises	To know the laws and principles of the contracts signing with the various tourist-excursion enterprises

## 3. Programme of the discipline

### Module 1. Theory and history of tour guiding

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

*The fundamentals of the excursion activity. The concept of the excursion and tour guiding theory. The concept of tour guiding in Europe and world. An excursion as a product. The role of practice in the development of the excursion science. History and evolution of guided tours. The formation and development of the excursion activity in Ukraine. Tour guiding in the political context. The contemporary role of the excursion. The advantages of excursion (tour guiding) method of cognition. World Federation of Tourist Guide Associations. European Federation of Tourist Guide Associations. Ukrainian Tourist Guides Association.*

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

*Excursion as a tourist service. The objectives and tasks of the excursion, its integrity. The essence, functions and features of an excursion. The interconnection of the objective, theme and name of the excursion. The principles of the excursion conducting and its target orientation. Fundamental signs of the excursion. The evaluation of the excursion. The tour guide's influence on the visitors. Communication as a sign of all excursions and specific feature of certain types of excursions*

#### **Theme 3. Types and the content of an excursion**

*Classification of excursions by content. Subjects and content of excursions. The features of thematic excursions. Classification and the features of industrial excursions. Classification and the features of art excursions. Classification and the features of literary excursions. Classification and the features of architectural excursions. Classification of excursions according to the target audience. Classification of excursions according to the venue and means of location. Classification of excursions by the form of implementation. The alternative classifications. Overview of the typical tour guide services and responsibilities.*

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

*Display as the main element of the excursion. The essence of the display. The sequence of the display. Levels and types of display. Peculiarities of display during the excursion. Types of the display methods: visual reconstruction, panoramic display, visual editing, events localization, abstraction, visual comparison, integration, association, movement, visual analogies, switching of the attention. The essence of the narration. Basic requirements to the narration. The tasks of the narration during the excursions. Transformation of the narration into visual images. Types of the narration methods: specification, description, explanation, comment, reporting, quotation, questions and answers session, discussion, personification, induction, deduction. The combination of the display and the narration during the excursion. Five levels of the excursion process. The excursion as the interaction of three elements: the guide, the objects and the tourists.*

### **Module 2. Technology of the excursion creation, methods and techniques of excursion conducting**

#### **Theme 5. Methods of preparing a new excursion**

*Selection of an excursion theme and the excursion objects for display, determination of its purpose, target market, timing. The selection of the literature resources and identification of other sources of information. The stages of an excursion creation. Preliminary work, the development of an 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 control text. The concept of “the tour guide’s portfolio”. The tour guide’s individual text. The excursion testing and approval.*

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

*Discussion of the excursion route with the driver. Meeting the group, presentation of the driver and the route. Time keeping during the excursion, the concept of “lost time”. The concept of “travel information”. The rules of leaving and returning to the bus. Parking of the transport. The location of the group next to the display object. The place of the tour guide. The sightseeing. The distance between groups during the excursion. The need for “breaks and pauses” during the excursion.*

#### **Theme 7. Organization of the tour guiding services at the tourist-excursion enterprises**

*Types of the excursion organizations. Marketing of the excursion activity. The range of the excursion services. Advertising. Excursion service contracts with the museums, art galleries, etc.; contracts with the transport companies; contracts with the catering companies. Ensuring the safety of the tourists. Improvement of the efficiency of the excursion services rendering at the tourist-excursion enterprises.*

## **Module 2. Professional skills of a tour guide**

### **Theme 8. Professional requirements, components of the profession**

*Tour guiding as profession. The multiple and complex roles of a tour guide, professional skills. The instrumental, social, interactional and communicative roles of the 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.*

### **Theme 9. Differentiated approaches to the tour guiding service. Features of conducting different types of tours**

*Differentiated approach to the excursion service. The essence, basis, principles of the differentiated approach. Differentiated approach to the organization, content and methods of preparation and conduct of excursions depending on the groups of excursionists. Formation of the different groups of excursionists. Features of excursions preparation and conducting for different groups. Interpretation and interpretive guiding. Guiding tours through drama, storytelling and narrative. Animated excursions.*

### **The order of evaluation of studying results**

In the process of studies students get necessary knowledge when attending lectures, performing practical tasks. The most complicated questions are proposed for consideration and discussion at seminar studies.

The assessment of students' knowledge, abilities and skills includes the following types of studies according to the syllabus of the academic discipline "Organization of the excursion activity": lectures, seminar and practical studies, and also independent work and performance of individual tasks. Control and assessment of students' knowledge can be conducted in a few ways:

1. Evaluation of knowledge at seminars and practical studies.
2. Preparation of individual research project.
3. Performance of the tasks for independent work.
4. Homework problems, assigned Readings.
5. In-class assignments and tests.
6. In-class case studies, role plays/simulations, brainstorming activities.
7. Current module control.
8. Final written examination.

The assessment of students' level of competences is based on a 100-point scale cumulative rating system.

**Current-control** and assessment of training results is conducted in a few ways:

- control and assessment of students' activity at lectures, seminars, and practical studies;
- control and assessment of individual research project preparation and presentation;
- control and assessment of skills to complete stereotypical, diagnostic, heuristic tasks;
- intermediate control of students' knowledge and skills;
- final control (written examination).

**The control of individual tasks performance and students' activity during seminars and practical studies.** The following criteria are used:

- 1) understanding, the level of learning the theory and methodology of problems which are examined;
- 2) the level of learning the facts concerning the academic discipline;
- 3) acquaintance with the recommended literature and up-to-date literature, Internet sources on the given questions;
- 4) the ability to combine theory with practice when solving realistic problems, performing tasks, making calculations for individual work and collective disputes;
- 5) logic, structure, style of representation of material in written works and speech in front of the audience, the ability to defend their own position, generalize information and draw conclusions.

**Final control** is performed in the form of an examination taking into account the results of the educational-cognitive activity of students during a semester (on the basis of a 100-point scale cumulative rating system).

**Intermediate control** includes evaluation of students' knowledge of the theoretical material and ability to apply it to solving a practical situation. It can be oral testing or a written work.

#### **The order of current evaluation of students' knowledge**

The evaluation of students' knowledge during seminars, workshops (including individual tasks) is conducted according to the technological chart based on the following criteria:

- 1) the degree of assimilation of theoretical and methodological issues;
- 2) the degree of mastering the facts of the academic discipline;
- 3) the use of the recommended literature, as well as modern publications on the issues;
- 4) the ability to combine theory with practice when considering the simulated situations, solving problems, carrying out calculations while performing tasks designed for self-study, and tasks to be done in the classroom;
- 5) logic, structure and style of the presentation made in writing or orally, the ability to justify their position, to summarize the available information and draw conclusions.

During the evaluation of practical tasks the lecturer pays attention to the quality, independence and timeliness of doing the tasks (according to the schedule of the educational process).

The highest possible mark for a particular task is given on the condition that an individual students' task or his/her oral answer meets all the mentioned criteria. The lack of any component lowers the number of points. When assessing the individual task one should pay attention to the quality, independence and timely submission of the accomplished tasks to the lecturer, according to the academic schedule. If any requirement is not fulfilled, the points will be lowered.

**The criteria for extracurricular independent work of students.** The general criteria for assessment of extracurricular independent work of students are: the depth of knowledge, the level of thinking, the ability to systematize knowledge on certain topics; the ability to draw grounded conclusions; mastering the categorical apparatus; skills and



abilities to perform practical tasks, find the necessary information, systematize and process it; the ability to express oneself at practical studies and seminars.

**Essays and presentations** are assessed by such criteria:

individual preparation;

consistency and detailing of the plan;

completeness and depth of the topic coverage;

availability of illustrations (tables, figures, charts, etc.);

the number of references (at least ten);

the use of statistical (quantitative) information and presentation of practical experience;

availability of specific proposals;

quality of the design.

**A final written examination.** An indispensable condition for the final examination is positive current module control assessment of knowledge. The examination is carried out in writing. An examination paper consists of one stereotypical task, one diagnostic task, two calculation tasks and one heuristic task). The evaluation of the **examination paper** is conducted on a 40-point scale according to the qualification standards for bachelor's training direction 242 "Tourism".

### Distribution of points by weeks

*(evaluation tasks according to the technological map)*

Themes		Lectures	Practical lessons	Individual tasks	Presentations	Test-papers	Examination	Total
1		2	3	4	5	6		7
Themes 1,2	1 week	0.5	0.5	2				3
	2 week		1	2	3			6
Theme 3	3 week	0.5	0.5	2				3
	4 week		1					1
Theme 4	5 week	0.5	0.5	2				3
	6 week		1					1
Theme 5	7 week	0.5	0.5		3			4
	8 week		1					1
Theme 6	9 week	0.5	0.5	2				3
	10 week		1					1
Theme 7	11 week	0.5	0.5					1
	12 week		0.5		9			9.5
Theme 8	13 week	0.5	0.5	2		5		8
	14 week		0.5	2				3.5
Theme 9	15 week	0.5	0.5	2		5		8
	16 week		1		3			4
Examination	17 week						40	
	18 week							
<b>Total</b>		4	11	14	21	10	40	100

### Results scale: national and ECTS

The amount of points for all types of educational activities	ECTS score	National score	
		for an exam, term paper (work), training	for a final test
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D		
60 – 63	E	satisfactory	failed
35 – 59	FX	unsatisfactory	
1 – 34	F		

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