



Syllabus of the educational discipline
« ORGANIZATION OF THE TOUR GUIDING »

Specialty	242 «Tourism»
Educational program	«Tourism»
Level of education	First (bachelor)
Discipline status	Standard
Teaching language	English
Course / semester	2 course, 2 semester
Number of credits ECTS	5
Distribution by types of trainings and hours of study	Lectures – 24 hours. Practical studies (seminars) – 24 hours. Independent training – 102 hours.
Form of final assessment	Exam
Department	Department of Tourism, Nauky Ave., Kharkiv, office 316. Tel. 38(057)758-77-26 (add. 451) http://www.hneu.edu.ua/Department_of_tourism
Teacher (-s)	Olena Akhmedova, PhD in Public Administration, associate professor
Teacher's contacts	yelena.akhmedova@hneu.net
Days of the classes	According to the schedule
Consultations	According to the schedule
The purpose of the 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.	
Prerequisites for learning	
<i>History of Ukraine, Fundamentals of the Tourist Activity, Geography of Tourism, History of Ukrainian Culture, Ukrainian and Foreign Language, Psychology/ Basic knowledge about the main recreational resources of the world, geography of tourist flows, the history of Ukraine and the native land</i>	
Content of the educational discipline	
Content module 1. Theory and history of the excursion activity	
Theme 1. The concept of the excursion and tour guiding, its history, stages of development in Ukraine and world	
Theme 2. The objectives and tasks of an excursion	
Theme 3. Types and the content of an excursion	
Theme 4. The methodical techniques of display and narration, their combination during an excursion	
Module 2. Technology of excursion creation, methods and techniques of excursion conducting	
Theme 5. Methods of preparing a new excursion	
Theme 6. The technique of an excursion conducting	
Theme 7. Organization of the excursion services at the tourist-excursion enterprises	
Module 3. Professional skills of a tour guide	
Theme 8. Professional requirements, components of the profession	
Theme 9. Differentiated approach to the excursion service. Features of conducting different types of excursions	
Material and technical support (software) of the discipline	
The use multimedia tools is necessary to cover the discipline	
Course page on the Moodle platform (personal training system)	Syllabus, technological card, lectures, tasks for practical and independent classes, information materials, tasks for testing knowledge (https://pns.hneu.edu.ua/enrol/index.php?id=3050)



Recommended literature

Basic: 1. *Organisation of Tour Guiding: навчальний посібник для студентів спеціальності 242 "Туризм" першого (бакалаврського) рівня : [Електронне видання] / укл. О.О. Ахмедова, О. А. Суценко. – Харків : ХНЕУ ім. С. Кузнеця, 2020. – 236 с.* 2. *Mitchell G. How to Start a Tour Guiding Business. – Charleston: The GEM Institute of Travel Career Development, 2005. – 298 p.* 3. *Travel Agency and Tour Guide Operations. Study Guide. – Singapore: BPP Learning Media, 2011. – 161 p.* 4. *ГОСТ 28681.1 – 95 “Туристическо-экскурсионное обслуживание. Проектирование туристских услуг”. – 30 с.* 5. *ГОСТ 28681.2 – 95 “Туристическо-экскурсионное обслуживание. Туристические услуги. Общие требования”. – 30 с.* 6. *ГОСТ 28681.3 – 95 “Туристическо-экскурсионное обслуживание. Требования по обеспечению безопасности туристов и экскурсантов”. – 32 с.* *Supplementary:* 7. *Akhmedova O. O. Problems of managing workforce in the hospitality and tourism industries. – Сучасні проблеми управління підприємствами: теорія та практика : матеріали Міжн. наук.-практ. конф., м. Харків, 29 – 30 березня 2018 року. – Харків : Видавництво “НТМТ”, 2018. – С.191 – 194.* 8. *Ap J., Wong K. Case study on tour guiding: professionalism, issues and problems. – Tourism Management, 22 (2001) – P. 551-563.*

Assessment system of learning outcomes

The assessment system includes the current control, which is carried out through lectures and practical classes in this discipline and is assessed by the sum of points scored; final modular control, which is carried out in the form of a written test, in accordance with the schedule of the educational process (maximum - 100 points, minimum - 60 points). More detailed information on assessment is given in the technological card of the discipline.

Types of training	Max points
Lectures (active work)	4
Practical studies (active work)	10
Individual work	15
Presentations and reports	21
Competence-oriented tasks	4
Written Test	6
Examination	40
Max points	100

Transference of Simon Kuznets KHNU Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

Discipline policies

It is mandatory to adhere to the policy of academic integrity, the absenteeism policy and the policy of completing tasks on time.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline.