

**Syllabus**  
**Discipline “ORGANISATION OF EXCURSION ACTIVITY”**  
**for Bachelor's (first) degree students**  
**of speciality 242 “Tourism”**  
**(lectures – 32 hours; practices – 32 hours; independent training – 86 hours)**

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**Abstract.** Excursion activity is a basic component of the tourist industry which is aimed at achieving not only its commercial purpose, but the social one as well. As a pedagogical and educational activity, excursion work as a subject requires educated professionals with proper level of knowledge and qualification. Unfortunately, modern education of managers is generally concentrated on the economy and almost completely ignores the need for an appropriate level of social and psychological knowledge and skills. The academic discipline "Organization of Tourism: the Fundamentals of the Excursion Activity, the Fundamentals of the Animation Activity" helps to form such a competence. Therefore, training of tour guides who manage the theory of the excursion activity, methods of preparation and holding an excursion, who can renew the catalogue of excursions, develop new destinations, include new excursion objects and in general develop a tourist product, is an important purpose nowadays.

**Competence, which provides.** Upon successful completion of the academic discipline "Organization of Tourism: the Fundamentals of the Excursion Activity, the Fundamentals of the Animation Activity " the students will know: the essence of the excursion methods; the nature of the excursion techniques; the basic requirement for excursion methods; how to apply the main components of the excursion techniques; the main stages of the development of excursions; the structure of an excursion; the classification of excursion objects; how to make a passport for an excursion object; how to develop an excursion route; how to develop a technological card of excursions; the meaning of the "methodical techniques", "methods of excursion"; the features of the display and tale of an excursion; how to practice the basic techniques of telling the story and displaying objects; the nature of animation; the structure of the animation program; the features of the animation management; how to make an animation program; the skills and abilities of a professional animator.

**Discipline content:**

**Lectures:**

**Theme 1. The fundamentals of the excursion activity.** The concept of the excursion theory. An excursion as a product: its content, types of excursions. The role of practice in the development of the excursion science. The publications, which reflect issues of the excursion theory. The task of tourism and economic organization. Advantages of an excursion as a form of getting knowledge.

**Theme 2. The essence, functions and features of an excursion.** What is an excursion. The excursion as a process of getting knowledge. The role of the excursion at the present time. The excursion as an activity. The excursion as a form of communication. Various aspects of the excursion. The concept of a function. Functions of the excursion. The term feature. Communication as a sign of all excursions and specific features of certain types of excursions. Differences between an excursion and guiding.

**Theme 3. Types and the content of an excursion.** The main features of the classification of excursions. The meaning of classifications of excursions. Classification of excursions by content. The features 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 by the structure of participants. Classification of excursions by the venue and means of locations. Classification of excursions by the form of realization.

**Theme 4. Display and tale of 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 on the excursion. Display as the implementation of the principle of visibility. The essence of the tale. Basic requirements for the tale. The task of the tale on excursions. Transformation of the tale in visual images. The features of the tale on an excursion. The combination of the display and the tale on an excursion. Five levels of the excursion process. The excursion, as the interaction of three elements: the guide, the objects, the tourists. The primacy of the display, the unimportance of the tale.

**Theme 5. Methods of preparing a new excursion.** Three stages of preparing a new excursion: preliminary work, the development of an excursion, the final work. The scheme of an excursion: the introduction, the main part, the conclusion. The concept of the stages of preparing an excursion (15 stages). The stages of preparing an excursion. Determining the purpose of an excursion. The theme choice for excursions. The selection of literature and identifying other sources of information. Selection and studying of the excursion objects. Types of objects. Drawing up route trips. Preparation of the control text. The term "the portfolio of a tour guide." Formation of instructional techniques of conducting an excursion: display and tale. Formation of the technique of guided tours. Formation of the methodical development of an excursion. Formation of an individual text. Admission of an excursion. Approval of the excursion.

**Theme 6. Methods of carrying out an excursion, methods of display and tale.** The concept of the methodological procedure. Classification of instructional techniques. Types of display methods: review of the visual reconstruction, panoramic display, visual editing, localization events, abstraction, visual comparison, integration, association, movement, visual analogies, switching of the attention plaque. Classification of instructional techniques of the tale. Types of the instructional techniques tale: excursion information, specifications, description, explanation, comment, reporting, quotation, questions and answers, links to eyewitnesses, tasks, novelty material, literary editing, participation, discussion of the situation, pushing versions, personification of the problem situation, retreat, induction, deduction, climacteric. Specific instructional techniques. Reception of demonstrating visual aids.

**Theme 7. Professional skills of a guide.** The term "professional skills of the guide". Practical skills of the guide. The identity of a guide. Ways to improve excursion skills. Skills of the guide: concept, classification, formation and use on an excursion. The culture of language and its characteristics. Types of language – external and internal. Styles of the guide speech. Speech technology of the guide. Diction. Language etiquette: its requirements and rules. Formation of the skill proficiency. Extra linguistic means of communication. Gestures of the guide. Mimicry of the guide. The appearance of the guide. The manners of the guide. The culture of the guide's behavior, ways of its formation.

**Theme 8. The main concepts of animation.** The definition of animation in tourism and hospitality. Organization of leisure from antiquity to the present. The background of tourism animation. The functions of tourism animation. Types of animation. Kinds of animation – animation program elements. Animation and sports. Features and values of hotel animation.

**Theme 9. The animation management in a hotel.** The concept of management in animation. The features of animation management. Classification of tourists and the features of various categories of tourists. Material resources, equipment, props for the fruitful work of the animation service in hotels and tour facilities. Hotel services and the animation program. Characteristics of the junior staff in the hotel of animation services. Requirements for managers of animation services. Methods of recruitment and HR services animation. The technology of preparation and realization of animation programs.

**The structure of practical lessons:**

**Theme 1. The fundamentals of the excursion activity**

1.1. A seminar – discussion:

a) an idea of a perfect excursion;

b) the theoretical foundations of an excursion;

c) a qualified excursion. 1.2. Presentation of the students' reports on the theme "The life cycle of the excursion activity": a) the emergence of the excursion activity (since the XIX century); b) formation of the excursion activity (1917 – 1945); c) the post-war phase. 1.3. A written test: "How well do you know Kharkiv?".

**Theme 2. The essence, functions and features of an excursion**

2.1. Exercise. Find any inaccuracies or mistakes and correct them in the proposed information block on a certain theme. 2.2. Collective going on a thematic excursion, followed by an analysis of the content, composition, implementation of technology, professional organization and conducting the excursion.

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

3.1. The solution of situational tasks: what kind of excursions corresponds to a certain object, group, place or other circumstances. 3.2. The solution of practical tasks: students have to choose an object and determine the type of excursions. 3.3. Going on an excursion to a museum. Writing a report on the following issues: determine the group and the subgroup the excursions belongs to by the content, location, means of movement, duration, and form; what kind of excursion objects are included in this thematic excursion.

**Theme 4. Display and tale on an excursion**

4.1. Organize an excursion to the museum. 4.2. Based on the experience of visiting, answer the questions: Why is display the main element of excursions? What is the essence of the display? What is the role of consistency in the display of objects? Why is the guide called the head of the display? 4.3. Give an example of material evidence on excursions that display and tale are two important elements of the excursion.

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

5.1. Students' presentations on the theme "Excursion methods": the methods of developing a new theme; the methods of preparing a guide for the next excursion; the methods of making excursions; the methods of work after the excursion. 5.2. Students are required to prepare an excursion using the following plan: identification of the purposes and objectives of the excursion; selection of a theme; selection of literature; identification of the sources of the excursion material; selection and study of the excursion facilities; drawing the excursion route; testing the route; preparation of the excursions; choosing the guide portfolio; selection of instructional methods of conducting the excursion; selection of methods of conducting the excursion; drafting the methodical development; compilation of individual texts; making the excursion.

**Theme 6. Methods of carrying out the excursion, methods of display and tale**

6.1. Organization of an excursion. 6.2. Preparing a report on the following issues: 1. Give an example of displaying methods: the method of pre-inspection; the method of integration; the method of panoramic display; the method of visual installation; the method of visual rehabilitation; the method of visual comparison; the method of visual analogies; the method of displaying plaques. 2. Give an example of buildings on which there are memorial plaques.

### **Theme 7. Professional skills of a guide**

7.1. Students have to conduct an excursion prepared on topic 5, as professional guides. 7.2. Presentations of excursions conducted by students.

### **Theme 8. The main concepts of animation**

8.1. Students' presentations on the following topics: 1. Interaction of marketing communications as a prerequisite for effectiveness of attracting vast audiences in the animation program of travel routes. 2. Using expressive animation programs in tourist destinations as a factor of artistic taste of tourists. 3. The game as an important means of development of intellectual abilities of children and adolescents. Methods of applying the game on tourist routes. 4. The main directions of animation activities. 5. Social functions of animation and cultural-entertainment programs. 8.2. Watching a video or attending an event and analyzing it in the written form according to the following plan: the general emotional evaluation; the idea; the theme; the genre; the directorial course of staging; the expressive means of creating the atmosphere: visuals, scale and tempo rhythm, staging, design of space; the characters of the actors and their interrelations; the style and professional skills of leading; the functions of animators; the quality of the game software; the peculiarities of compositions and expressive means of the climax; the availability of the exposition, introduction, development, climax, re-solution; the technical equipment and the level of support; the quality of organization.

### **Theme 9. The animation management in a hotel**

9.1. Students' presentations on the following topics: 1. The role and importance of the manager- animator in making an emotional and artistic image of animated programs. 2. Specificity of the manager-animator on the organization and conducting of festivals, carnivals, shows. 3. The state and prospects of development of animated shows in Ukraine. 4. The problems of improving the forms and methods of training in the field of animation activities. 5. Characteristics of the animation staff of hotel services. 9.2. Making a cultural program: analyzing the cultural and leisure program; determining the topic, idea, form, genre, title, and selecting the content and methods of activating the audience; working by means of a group brainstorming; revealing the plot, determining the sequence of actions - events; selecting content episodes; making an installation of the episodes; developing the content and tools for selecting the exposition; developing a clear means of building the introduction, and the development of the action; selecting distinct means for culmination; working out the final.

### **Evaluation criteria:**

The lowest possible number of points for the current and module control during the semester is 35 (of 60 possible) and the lowest possible number of points for an exam is 25 (of 40 possible). The evaluation of the examination paper is conducted on a 40-point scale according to the qualification standards. The final mark for the academic discipline " Organization of Tourism: the Fundamentals of the Excursion Activity, the Fundamentals of the Animation Activity " calculated on a 100-point scale according to the qualification requirements (Table 1).

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale
90-100	A	excellent
82-89	B	good
74-81	C	
64-73	D	satisfactory
60-63	E	
35-59	FX	unsatisfactory
1-34	F	

Scores for this scale are fixed in the progress report and other academic documentation.

### **Form of control.** Exam

#### Literature

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5. Dale, G. (2005) Travel and Tourism (BTEC National Book 1). Oxford: Heinemann Educational Publishers.
6. How to Start a Tour Guiding Business, by The GEM Institute of Travel Career Development 2010. – 298 p.
7. Holloway, C. (2006) The Business of Tourism (7th edition). Harlow, Essex: Pearson Education Ltd Johnson, G. Scholes, K. and Whittington, R. (2008) Exploring Corporate Strategy (8th edition). Harlow, Essex: Pearson Education Ltd.
8. Laws, E. (1997) Managing Packaged Tourism. London: Thomson Learning Page, S. J. and Connell, J. (2006) Tourism: A modern synthesis (2nd edition). London: Thomson Learning.
9. Stanton, N. (2004) Mastering Communication (4th edition). Basingstoke, Hampshire: Palgrave Macmillan.
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