

**ДЕРЖАВНИЙ ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД  
«УЖГОРОДСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ»  
ФАКУЛЬТЕТ ТУРИЗМУ ТА МІЖНАРОДНИХ КОМУНІКАЦІЙ  
Кафедра туризму**

**«ЗАТВЕРДЖУЮ»**

Декан факультету туризму та  
міжнародних комунікацій

доц. Габчак Н.Ф.

« 10 » серпня 2021 року



**РОБОЧА ПРОГРАМА НАВЧАЛЬНОЇ ДИСЦИПЛІНИ**

**ЕКСКУРСОЛОГІЯ**

Рівень вищої освіти	<b>Другий (магістерський) рівень</b>
Галузь знань	<b>24 Сфера обслуговування</b>
Спеціальність	<b>242 Туризм</b>
Освітня програма	<b>Туризм</b>
Статус дисципліни	<b>Вибіркова</b>
Мова навчання	<b>Англійська</b>

Ужгород 2021

Curriculum programme of the discipline “Excursion Studies” for students of the second (master's) degree of higher education in the area of knowledge 24 “Service area” specialty 242 “Tourism” educational programme master’s degree in “Tourism”.

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The curriculum programme was considered and approved at the meeting of the Department of Tourism

Protocol № 12 as of “22” June, 2021

Head of the Department  Mashika H.V. Doctor of Geography, Professor


The curriculum programme was considered and approved at the meeting of the Department of International Communications

Protocol № 11 as of “24” June, 2021

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Approved by the scientific and methodological commission of the Faculty of Tourism and International Communications

Protocol № 7\_ dated “29 “ June, 2021

Head of the scientific-methodical commission  prof., Doctor of Geography, Mashika H.V.

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## 1. DESCRIPTION OF THE COURSE

Indicators	Hours section for the curriculum	
	Full-time education	Extramural education
Number of ECTS credits – 4	Year of studying: 1 <sup>st</sup>	
Total number of hours – 120 hours	<i>120 hours</i>	<i>120 hours</i>
Number of modules – 2	Semester:	
Week hours full-time education: 3 classroom - 48 individual work of a student - 72	2	2
	Lectures:	
	20	8
	Practical classes:	
	28	8
Summative assessment: exam	Laboratory classes:	
	–	–
Form of the summative assessment: combined	Individual work:	
	72	104

## 2. PURPOSE OF THE COURSE

**The purpose** of the discipline “Excursion Studies” is the formation of special knowledge, skills and abilities of students in the development of new excursion routes, methods of excursion process, mastering the elements of professionalism of the future specialist.

**The main tasks** of the discipline are theoretical and practical training of students on: theories and methods of sightseeing; pedagogical technique of excursion work; psychology of excursion activity; formation of organizational, communicative and analytical abilities of the guide; analyze the needs of a group of tourists and use the necessary forms of work with them; independently prepare a tour and a set of documents for it; develop and conduct tours; analyze the proposed tour; analyze the results of the excursion.

**Subject** - methodological principles of organization of excursion process, mechanisms of perception of excursion information; ways to attract, concentrate and divert the attention of tourists; logical requirements for the presentation of excursion material.

According to the educational programme, the study of this discipline contributes to the formation of higher education in the following competencies:

1) integrated competence - the ability to set and successfully solve at a sufficient professional level complex research and practical tasks, to generalize the practice of tourism, to predict the directions of their development, to solve professional problems and practical tasks in the field of tourism both in education and in work process that involves research and / or innovation and is characterized by uncertainty of conditions and requirements.

2) general competencies:

- GC 1. To act on the basis of understanding of humanitarian values and globalization processes, priorities of national development;

- GC 3. Ability to work in the international and domestic professional environment;

- GC 4. Fluency and ability to communicate in business English and other foreign language (s) within the framework of professional activity;

- GC 13. Ability to process and interpret using basic knowledge necessary for professional activity;

- GC 14. Ability to conduct an oral presentation and write an article based on the results of research and modern concepts of tourism development;

3) professional, subject competencies:

- PC 1. Ability to define basic scientific concepts and categories, methodologies of tourism (tourism studies) and apply them in professional activities;

- PC 8. Ability to implement international experience of recreational and tourist activities;

- PC 11. Ability to manage information;

- PC 14. Ability to social and academic mobility in the field of tourism.

## 3. PREREQUISITES FOR STUDYING THE COURSE

Prerequisites for studying the discipline “**Excursion Studies**” are the threat of the following disciplines (D) of the educational program (EP):

- 1.1.1. Translation Workshop

- 1.1.3 Methodology and Organization of Scientific Research;

- 1.2.1. Tourism Studies

- 1.2.3 International Tourism.

## 4. EXPECTED LEARNING OUTCOMES

According to the educational programme, the Master's degree in “Tourism” studying of the discipline “Excursion Studies” should ensure the achievement of higher education students the following program learning outcomes (PLO):

<b>Programme Learning Outcomes</b>	<b>PLO code</b>
Knowledge of advanced concepts, methods of research and professional activities on the border of subject areas of tourism	PLO 1
Ability to understand and apply in practice the theory and methodology of the system of sciences that form tourism	PLO 2
Practice the use of foreign languages in professional activities	PLO 10
Act in a multicultural environment	PLO 11
Demonstrate the ability to self-development and self-improvement throughout life	PLO 16

Expected learning outcomes to be achieved after studying the discipline “**Excursion Studies**”:

<b>Expected Learning Outcomes of the Discipline</b>	<b>PLO code</b>
Know the subject, tasks, structure of excursion studies, operate with the basic concepts of the discipline	PLO 1
Understand the role of sightseeing in the context of tourism industry development	PLO 2
Understand the methods of formation and technique of excursions, design the process of servicing tourists	PLO 2
Be able to form an individual text of the guide and present tour material	PLO 10
Be able to develop different types of excursions taking into account the cognitive needs of tourists and apply innovations to improve the tour service	PLO 10
Analyze the excursion potential of the region from the standpoint of its popularity among different segments of tourists	PLO 11
Be able to apply elements of pedagogy and psychology in excursion activities, as well as methodical methods of conducting excursions	PLO 11
Evaluate the range of excursion product and management of excursion business	PLO 16

## **5. DIAGNOSTIC TOOLS AND EVALUATION CRITERIA LEARNING OUTCOMES**

### **Assessment Tools and Methods for Demonstrating Learning Outcomes**

Means of assessment and methods of demonstrating learning outcomes in the discipline are: 1) full-time education - current (reports in seminars, design of excursions, test tasks on the topic), modular and final semester control in the form of credit; 2) on the extramural form of education - current control, control work which is the admission to the final semester control in the form of examination.

### **Forms (Methods) of Control and Criteria for Evaluating Learning Outcomes**

Forms of current control: performance of practical tasks, speeches at seminars, performance of test tasks on the topic.

Form of module control: module control work or testing (written).

Form of final semester control: exam.

### Distribution of Points Received by the Students (Module 1)

Ongoing assessment and individual work				Module Test	Total
T1	T2	T3	T4	40	100
5	10	15	30		

T1, T2 ... – themes

### Distribution of Points Received by the Students (Module 2)

Ongoing assessment and individual work					Module Test	Total
T5	T6	T7	T8	T9	50	100
10	10	10	10	10		

T1, T2 ... – themes

### Assessment of Certain Types of Educational Tasks in the Discipline

Type of activity	Module 1		Module 2	
	Number	Maximum number of points (total)	Number	Maximum number of points (total)
Practical classes	5	30	6	40
Written testing in thematic assessment	1	5	2	10
Design of the thematic excursion	1	25	–	–
Module test	1	40	1	50
<b>Total</b>		<b>100</b>		<b>100</b>

### Criteria for Evaluating Module Tests

Current control is carried out during practical classes and aims to verify the assimilation of educational material by students. The form of current control during training is determined by the curriculum of the discipline. During the evaluation of the studying of each topic for the current educational activity of the student, grades are set taking into account the approved evaluation criteria for the respective discipline.

Module test is the control of students' knowledge after studying the logically completed part of the curriculum of the discipline of the content module. The frequency of this type of control is determined by the number of content modules during the semester.

Assessment of academic achievements and practical skills of students is carried out on a 100-point system. The total number of points per semester in the discipline consists of the arithmetic mean score for the modules and points for the current control.

In case of receiving a positive final grade for the modules, student has the right to refuse to take the exam. In this case, the general final grade is entered in the test report. Provided that if the student wants to improve the final grade in the discipline, he must pass an exam. The results of the current control are not taken into account.

If the student attended less than 50 percent of classes, the regularity and activity of his work is estimated at 0 points.

Assessment of module tasks. After execution of the program of the content module in the term determined by the dean's office the current module control in the form of written module task or testing is carried out. If for objective reasons the student did not come for the module control

within the specified period, he has the right with the permission of the dean to pass it within two weeks after the debt.

Students who did not appear for the module test, or its module assessment is from 0 to 34 points, are required to pass (recompile) the module before the final control within the time specified by teachers of the discipline and agreed by the dean of the faculty.

When assessing the module test takes into account the scope and correctness of the tasks:

- a) the grade "excellent" is given for the correct performance of all tasks;
  - b) the grade "good" is given for the performance of 75% of all tasks;
  - c) the assessment "satisfactory" is given if more than 50% of the proposed tasks are performed correctly;
  - d) the grade "unsatisfactory" is given if less than 50% of the tasks are completed.
- Absence on module test - 0 points.

**These ratings are transformed into rating points as follows:**

- "5" - 41-50 points;
  - "4" - 31-40 points;
  - "3" - 21-30 points;
  - "2" - 1-20 points.
- Absence on MT - 0 points.

**Criteria of the Summative Assessment**

Based on the results of module controls, the final module mark is graded on the basis of the results of module controls.

Exam is a form of the summative assessment that grades how a student have mastered theoretical and practical material in a certain academic discipline during a semester, which is held as a control event during the examination session.

Higher education applicants with a semester final rating score of at least 35 points are allowed to take an exam.

The mark about the exam in the national scale (excellent, good, satisfactory, unsatisfactory,) and the mark in the ECTS scale is set on the basis of the semester rating score of the applicant for the discipline as follows:

**Table 1**

**Grading Scale: National and ECTS**

Total points	Grade ECTS	Grade on the Basis of National Scale	
		for an exam, term project (work), internship	for a credit
90 - 100	<b>A</b>	excellent	pass
82 - 89	<b>B</b>	good	
75 - 81	<b>C</b>	satisfactory	
64 - 74	<b>D</b>		
60 - 63	<b>E</b>		
35 - 59	<b>FX</b>	fail with the possibility to retake	fail with the possibility to retake
0 - 34	<b>F</b>	fail with the obligatory repeated course	fail with the obligatory repeated course

## Criterion of the Summative Assessment for a Discipline

- **“excellent” (90-100 points, A)** deserves a student, who has shown a comprehensive and in-depth knowledge of the program material, ability to freely perform the tasks provided by the program, mastered the major and reviewed the additional literature, understands the relationship of the main concepts of the discipline and their significance for the future profession;
- **“good” (82-89 points, B)** deserves a student, who has shown full knowledge of the program material, successfully performs the tasks provided by the program, mastered the major literature recommended by the program, demonstrated the systematic nature of knowledge in disciplines and is able to make own additions, but had some inaccuracies while answering;
- **“good” (74-81 points, C)** deserves a student, who has showed incomplete knowledge of the program material, does not always successfully perform the tasks provided by the program, partially mastered the basic literature recommended by the program, demonstrated non-systematic knowledge of disciplines and is not always able make own additions, and has some inaccuracies while answering;
- **“satisfactory” (64-73 points, D)** deserves a student, who has shown knowledge of the main program material in the amount necessary for further study and future work in the professional sphere, is able to perform the tasks provided by the program, familiar with the major recommended literature. As a rule, this grade is given to students who have made mistakes while answering at the test, but who have the necessary knowledge to eliminate them with the teacher’s help;
- **“satisfactory” (60-63 points, E)** deserves a student, who has shown partial knowledge of the main program material in the amount necessary for further study and future work in the professional sphere, is not always able to perform the tasks provided by the program, is only partially familiar with the major recommended literature. As a rule, this gradet is given to students who have made gross errors while answering at the test, but who partially have the necessary knowledge to eliminate them with the teacher’s help.
- **“unsatisfactory” (35-59 points, FX)** is given to a student, who has demonstrated significant gaps in knowledge of the main program material, made fundamental errors while completing the tasks provided by the program.
- **“unsatisfactory” (0-34 points, F)** is given to a student, when during the semester he made gross mistakes in performing the tasks provided by the program.



## **6. CURRICULUM PROGRAMME**

### **6.1. Content of the Discipline**

#### **Module 1. EXCURSION STUDIES AND MARKET MECHANISM OF ITS ORGANISATION**

##### **Topic 1. Excursion Studies as Science and its Connection with Other Sciences**

Concepts and tasks of excursion studies. The subject of research of excursion studies. The structure of excursion studies. Main tasks of modern excursion studies. Excursion theory. Excursion methodology. Excursion practice. Methodology and methods of excursion business. Didactic principles of the excursion process: scientific, accessible, systematic, convincing.

*Literature: 5-7, 20-23.*

##### **Topic 2. Methodology of Creating a New Excursion. The mechanism of Formation of the Market Price for the Excursion Service**

Technological process of designing a new tour. Price strategy and tactics of excursion services. Tactical factors. Classification of pricing factors depending on the nature of the impact on the formation of the market price of the excursion service. Classification of internal and external factors in the formation of prices for excursion services.

*Literature: 6-9, 12.*

##### **Topic 3. Ways to Improve Excursion Methodology and Innovations in Conducting Excursions**

General and partial excursion methodology. Technique of conducting an excursion. The structure of the methodology of excursion work. Methodology of the excursion demonstration and methods of an excursion story. Features of excursion methods in different types of excursions. Requirements of excursion methodology. Ways to improve the quality of methodological work at excursion institutions. Conducting interactive, including quest tours, costume tours, the latest museum tours, virtual museums, virtual tours. Geocaching.

*Literature: 1-4, 7-10.*

##### **Topic 4. Informative Value of Excursion Sites in Zakarpattia**

The role of Zakarpattia fortifications in the development of sightseeing. Religious monuments as sacred heritage. Botanical uniqueness of Uzhhorod. Museum institutions of Zakarpattia in the system of excursions. Modern architectural and town-planning excursion sites.

*Literature: 8, 11, 15, 21*

#### **Module 2. THEORETICAL AND METHODOLOGICAL ASPECTS OF ORGANIZATION OF EXCURSION ACTIVITIES**

##### **Topic 5. Current Situation and Trends of Regional Development of the Excursion Services Market**

Development of city sightseeing routes. Methodology to calculate the capacity of territorial markets for excursion services. Ways to intensify business activities in the field of excursion services. Organization of excursion activities in the aspect of development of the national tourism industry. Vectors of development of excursion activity in Ukraine. Expansion of cooperation and capacity building, compliance with market trends in the organization of excursion activities. Tourist and excursion potential of Ukraine.

*Literature: 6-9, 21-22.*

##### **Topic 6. Excursion management**

The offer of the tourist enterprise. Management of excursion activity under the market conditions. Marketing in the field of excursion services. Management of the assortment of an excursion product. Formation of the database on the volume and structure of sales of the tourist

product according to the forms of statistical reporting. Analysis of the dynamics of the total sales of the tourist product.

*Literature: 4-8, 15, 18, 25.*

#### **Topic 7. Excursion Method of Learning**

Methods of learning and their use in the excursion process. Requirements for the excursion method. Dialectical, formal-logical, certain-historical and partial methods in the sphere of excursion studies. Subjectivity and material evidence (clarity) of the excursion method. Local and motor principles of excursion methodology. The complex nature of the excursion method.

*Literature: 3, 9, 11.*

#### **Topic 8. Excursion as a Pedagogical Process**

Educational influence of the guide on tourists. Cultural and educational aspects of excursion work. Educational value of thematic excursions. Special features of combination in excursion of training and educational tasks. Understanding of excursion information. Training of excursionists in terms of skills for independent research of sites. Constructive, organizational, communicative and cognitive components of excursion activity. Pedagogical technique and its elements.

*Literature: 5-7, 20.*

#### **Topic 9. Psychology of Excursion Activity**

Psycho-emotional contact between the guide and the group, methods of its establishment and support. The activity of excursionists as an indicator of the tour effectiveness. Special aspects of information perception. Types of memory. Attraction, concentration and distraction. Loss and deconcentration of attention and ways to overcome them. Associations in excursions. Rules of excursion communication.

*Literature: 6, 11, 19, 22.*

## 6.2. Structure of the Discipline

Titles of modules and topics	Number of hours							
	Full-time				Extra-mural			
	total	including			total	including		
		lectures	practical (workshops)	individual work		lectures	Practical (workshops)	individual work
<b>2<sup>nd</sup> term</b>								
<b>MODULE 1. EXCURSION STUDIES AND MARKET MECHANISM OF ITS ORGANISATION</b>								
Topic 1. Excursion Studies as Science and its Connection with Other Sciences	14	2	2	10	12	1	1	10
Topic 2. Methodology of Creating a New Excursion. The mechanism of Formation of the Market Price for the Excursion Service	16	4	2	10	17	1	1	15
Topic 3. Ways to Improve Excursion Methodology and Innovations in Conducting Excursions	14	2	2	10	17	1	1	15
Topic 4. Informative Value of Excursion Sites in Zakarpattia	14	4	4	6	14	1	1	12
Module control work	1		1					
Total for the module	59	12	11	36	60	4	4	52
<b>MODULE 2. THEORETICAL AND METHODOLOGICAL ASPECTS OF ORGANIZATION OF EXCURSION ACTIVITIES</b>								
Topic 5. Current Situation and Trends of Regional Development of the Excursion Services Market	11	2	4	5	11		1	10
Topic 6. Excursion Management	11	2	4	5	12	1	1	10
Topic 7. Excursion Method of Learning	11	1	4	6	11	1		10
Topic 8. Excursion as a Pedagogical Process	13	1	2	10	12	1	1	10
Topic 9. Psychology of Excursion Activity	14	2	2	10	14	1	1	12
Module control work	1		1					
Total for the module	61	8	17	36	60	4	4	52
Total for the term	120	20	28	72	120	8	8	104

### 6.3. Topics of Workshops

№	Title	Number of hours	
		Full-time	Extra-mural
1	Excursion Studies as Science and its Connection with Other Sciences	2	2
2	Methodology of Creating a New Excursion. The mechanism of Formation of the Market Price for the Excursion Service	2	
3	Ways to Improve Excursion Methodology and Innovations in Conducting Excursions	2	2
4	Informative Value of Excursion Sites in Zakarpattia	4	1
	Module Control №1	1	1
5	Current Situation and Trends of Regional Development of the Excursion Services Market	4	
6	Excursion Management	4	1
7	Excursion Method of Learning	2	
8	Excursion as a Pedagogical Process	2	1
9	Psychology of Excursion Activity	2	
10	Conducting a Themed Tour around Uzhhorod	2	
	Module Control №2	1	
<b>Total</b>		28	8

### 6.4. Individual Work

№	Title	Number of hours	
		Full-time	Extra-mural
1	Excursion Studies as Science and its Connection with Other Sciences	10	10
2	Methodology of Creating a New Excursion. The mechanism of Formation of the Market Price for the Excursion Service	10	17
3	Ways to Improve Excursion Methodology and Innovations in Conducting Excursions	10	17
4	Informative Value of Excursion Sites in Zakarpattia	6	10
5	Current Situation and Trends of Regional Development of the Excursion Services Market	5	10
6	Excursion Management	5	10
7	Excursion Method of Learning	6	10
8	Excursion as a Pedagogical Process	10	10
9	Psychology of Excursion Activity	10	10
<b>Total</b>		72	104

## 7. INSTRUMENTS, HARDWARE AND SOFTWARE REQUIRED BY THE DISCIPLINE

**Technical equipment** – OHP, laptop.

**Software** –the system of e-learning Moodle.

## 8. RECOMMENDED SOURCES OF INFORMATION

### Major Literature

1. Закон України «Про внесення змін до закону України «Про туризм», від 18 листопада 2003 року, № 1282- IV.
2. ГОСТ 28681.1-95 «Туристско-экскурсионное обслуживание. Проектирование туристских услуг».
3. ГОСТ 28681.2-95 «Туристско-экскурсионное обслуживание. Туристические услуги. Общие требования».
4. ГОСТ 28681.3-95 «Туристско-экскурсионное обслуживание. Требования по обеспечению безопасности туристов и экскурсантов».
5. Положення про порядок видачі дозволів на право здійснення туристичного супроводу фахівцям туристичного супроводу, від 20 жовтня 2004 р., N 1344/9943.
6. Агафонова Л.Г., Агафонова О.Є. Туризм, готельний та ресторанний бізнес: ціноутворення, конкуренція, державне регулювання: Навч. посіб. К.: Знання України, 2002. 342 с.
7. Бабарицька В., Короткова А., Малиновська О. Екскурсоведство і музеєзнавство : Навчальний посібник. 2-ге вид. К.: Альтепрес, 2012. 444 с.
8. Покоłodна М. М. Організація екскурсійної діяльності : підручник. Харків. нац. ун-т міськ. госп-ва ім. О. М. Бекетова. Харків : ХНУМГ ім. О. М. Бекетова, 2017. 180 с.
9. Емельянов Б. В. Экскурсоведение : Учебник. 5-е изд. М.: Советский спорт, 2004. 216 с.
10. Нездоймінов С.Г. Екскурсоведство : навчально-методичний посібник. Одеса: Астропринт, 2011. 216 с.
11. Кедрова И. В. Технология разработки экскурсионного маршрута (типовая структура и технологическая документация) [Текст] : учебное пособие. Ростов н/Д. : ДГТУ, 2016. 78 с.
12. Кедрова И. В. Специфика методики экскурсионной работы и ее совершенствование / [Электронный ресурс]. Научный результат. Серия «Технологии бизнеса и сервиса» 2016. № 2 (8). том 2. с. 22-27.
13. Менеджмент туризма: Туризм как объект управления: Учебник под. ред. Квартальнова В.А. М.: Финансы и статистика, 2002. 302 с.:
14. Організація екскурсійної діяльності. Опорний конспект лекцій. Укладач О.О. Каролоп. К.: Видавничий центр КНТЕУ. 2002. 45 с.
15. Савина Н. В. , Горбылева З .М. Экскурсоведение: Учеб. пособие. Мн.: БГЭУ, 2004. 335 с.
16. Федорченко В. К. Історія екскурсійної діяльності в Україні: Навч. посібник / В. К. Федорченко, О. М. Костюкова, Т. А. Дьорова, М. М. Олексійко. Київ, Кондор. 2004. 166 с.
17. Чагайда І. М., Грибакова С. В. Екскурсоведство. Навчальний посібник. К.: «Кондор», 2004. 204 с.

### Additional Literature

18. Абрамов В.В., Покоłodна М.М. Проблемы удосконалення системи підготовки і менеджменту персоналу екскурсійної сфери туристської галузі України / Коммунальное хозяйство городов. Научно-технический сборник. Вып. 75. Сер.: Экономические науки. К.: «Техніка», 2007. С. 203-211.
19. Седова Н. А. Культурно-просветительный туризм: Учебное пособие. М.: Советский спорт, 2003. – 96 с.
20. Федорченко В. К., Костюкова О. М., Дьорови Т. А., Олексійко М. М. Історія екскурсійної діяльності в Україні: Навч. посібник. К.: «Кондор». 2004. 166 с.
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### **Information resources in the Internet**

22. Вітаємо на Закарпатті URL: <https://zaktour.gov.ua/>
23. Про Карпати URL: <https://prokarpaty-tour.info/uk/uzhhorodske-ekskursiyne-byuro/>
24. Туристичний інформаційний центр «Турінформ Закарпаття» URL: <https://tourinform.org.ua/>
25. Щоденні екскурсії по Закарпаттю URL: <http://eks.in.ua/>