

## Course Syllabus

### “Excursion Studies”

**Educational degree: Master**

**Area of knowledge: 24 Service sector**

**Specialty: 242 Tourism**

**Educational and professional programme:  
“Tourism”**

**Number of credits: 4**

**Year of study: The first**

**Component of the educational programme:  
selective**

**Language: English**



## Course Leader

**Mashika H.V.** Doctor of Geography, Professor of the Department of Tourism,  
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## Description of the Discipline

**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.

## **Educational Content**

### **2<sup>nd</sup> term**

#### **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.

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

##### 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.

##### 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.

#### **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

##### 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.

##### 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

#### 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

#### 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.

### Formation of the Programme Competences

Index in the matrix of	Programme Competences
<b>Integral</b>	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
<b>GC 01</b>	To act on the basis of understanding of humanitarian values and globalization processes, priorities of national development
<b>GC 03</b>	Ability to work in the international and domestic professional environment
<b>GC 04</b>	Fluency and ability to communicate in business English and other foreign language (s) within the framework of professional activity
<b>GC 13</b>	Ability to process and interpret using basic knowledge necessary for professional activity
<b>GC 14</b>	Ability to conduct an oral presentation and write an article based on the results of research and modern concepts of tourism development

<b>PC 01</b>	Ability to define basic scientific concepts and categories, methodologies of tourism (tourism studies) and apply them in professional activities
<b>PC 08</b>	Ability to implement international experience of recreational and tourist activities;
<b>PC 11</b>	Ability to manage information
<b>PC 14</b>	Ability to social and academic mobility in the field of tourism
<b>PLO 1</b>	Knowledge of advanced concepts, methods of research and professional activities on the border of subject areas of tourism
<b>PLO 2</b>	Ability to understand and apply in practice the theory and methodology of the system of sciences that form tourism
<b>PLO 10</b>	Practice the use of foreign languages in professional activities
<b>PLO 11</b>	Act in a multicultural environment
<b>PLO 16</b>	Demonstrate the ability to self-development and self-improvement throughout life

## Literature Sources

### 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.С. Туризм, готельний та ресторанний бізнес: ціноутворення, конкуренція, державне регулювання: Навч. посіб. К.: Знання України, 2002. 342 с.
7. Бабарицька В., Короткова А., Малиновська О. Екскурсознавство 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. Екскурсологія : 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., Поколюдна 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.
21. Хусконен Н. М., Глушанок Т. М. Практика экскурсионной деятельности. СПб.: «Издательский дом Герда», 2006. 208 с.

#### **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/>

#### **Assessment policy**

- **Deadline and retaking policy:** Works that are submitted in violation of deadlines without convincing reasons are evaluated at a lower score (75% of the possible maximum number of points per activity). Retaking of modules takes place with the permission of the dean’s office if there are convincing reasons (for example, a sick-leave).
- **Academic Integrity Policy:** Cheating during tests and exams are prohibited (including using mobile devices). Mobile devices are allowed to be used only during online testing and preparation of practical tasks during a lesson.

## Assessment

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>

The syllabus is accompanied by teaching materials on the discipline, which are in the relevant content of the e-learning system Moodle