

Excursion Service Preparation Technology

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Annotation: Preparation of excursion services on a new topic is a complex process that requires the active participation of the entire creative group. This article describes in detail the process of preparing the excursion service, its purpose, tasks, the correct definition of the topic, sources of information on the topic of the tour, the main and individual text, the process of compiling the “guide portfolio”.

Key words: excursion preparation process, goal, task, topic of excursion service, sources of information on the topic, main and individual text of the topic, “guide portfolio”.

Introduction

The content of the excursion service on a new topic, its scientific significance depends on the knowledge and potential of methodologists and guides, their level of practical mastery of the basics of pedagogy and psychology, the ability to choose the most effective ways to influence the audience. Excursion service is the result of two important processes, i.e. its preparation and conduct, which are interrelated and complementary. Without careful preparation, the tour service cannot be of high quality.

Preparation of a new excursion service is entrusted to the creative team, which includes 3-7 guides, depending on the complexity of the topic. Often, experts in various fields, museum researchers, university and high school teachers, as well as other professionals can be invited as consultants. Typically, each member of the creative team is assigned to prepare a section of the excursion service, any topic, or several sub-topics of the topic. The control over the work of this creative group is entrusted to the responsible leader.

While the tour service should be interesting, it should not be loaded with unnecessary data flow, the method of data presentation should not be tedious, it should be interestingly received by different categories of tourists. Therefore, the topic of the tour should definitely be aimed at a specific category of tourists (adults, children, youth, urban or rural residents, people of different professions, foreign tourists, etc.). In an excursion service, such an approach is called a differential approach. It takes into account not only the interests of consumers, but also their goals. If the tour service is organized as part of a folklore tour, the main focus will be on the story, showing the national image, monuments and history of the area. If the tour service is part of on-the-job tourism, the focus will be on the general, work-

related centers of the area. When an excursion service is organized on a resort vacation, natural landscapes are chosen as the object.

The process of preparing a new tour service can be divided into several stages. We will consider them in the sequence established in the practical activity of excursion institutions. The concept of "stage of preparation of excursion services" was first put into practice in 1976, and it was divided into the following 15 stages:

1. Defining the goals and objectives of the tour service;
2. Choosing the theme of the tour service;
3. Make a list of necessary literature;
4. Identify sources of excursion information. Getting acquainted with the museum, archives and expositions on the subject;
5. Selection and study of excursion objects;
6. Creating an excursion route;
7. Route review;
8. Preparation of the main text of the tour;
9. Disposal of the "Guide Portfolio";
10. Determining the methods of conducting excursion services;
11. Determining the technique of conducting excursion services;
12. Preparation of methodological developments;
13. Compilation of individual text of the excursion service;
14. Conducting a test tour;
15. Approval of the tour service.

One of the requirements of the tour methodology is to ensure the continuity of the tour service as a process of learning, that is, to ensure the impact of information on tourists during the entire tour service. The time of the tour service should consist of a demonstration of the objects, narration, breaks between topics, and a set of key questions on the topic.

Defining the purpose, mission and theme of the tour service. The process of preparing a new tour service begins with defining its specific purpose, which helps the authors to organize the tour service later. The guide's story also serves this purpose. We list several goals of the excursion service: patriotic education of tourists, encouragement of socially useful work, respect for the culture of other nations, aesthetic education, broadening the worldview, providing additional information about science and culture, and more.

There will not be the same excursions, they will differ primarily in the theme. A subject is a concept related to the content of something. The subject of the tour service is the subject of the object demonstration and narration.

The theme of the tour service is concise and concise. The choice of theme can be targeted to a potential demand, a specific order. The theme is the object of the tour service and the basis that unites the subjects. The creative team compares the objects with the relevant information in the process of preparing the excursion service. One aspect of the issue of object selection is that it is also important to find accurate information that provides complete and reliable coverage of the topic. As a result of many months of work of the working group, an excursion service on a new topic will be ready. The theme of the tour service will be inextricably linked with the display of objects and meaningful storytelling and will enrich its content. The theme unites the scattered parts of the tour service, directing how to show the object and what information to narrate.

Some objects can be shown in multiple tour services. For example, there is a wide range of information about the Registan Square in Samarkand, depending on the theme of the tour service. Objects that do not belong to the theme of the tour service "stand out" on the road where the group moves. Information about these items can be interesting, but will be secondary to the topic being covered, and the guide will only give brief answers to questions about them. Each topic consists of sub-topics. Subjects should be complete and logically completed.

The name of the excursion service is its linguistic expression, which directly or indirectly means the content of the excursion service. The name of the tour service should be clear and should not be interpreted in two different ways. The composition of the tours may be multiple names of the tour service on a single topic, depending on the function of the tour service. For example, the excursion service "Samarkand - the capital of the state of Amir Temur" can be called "Night Samarkand", "Samarkand - the pearl of the East", "Samarkand - Eastern Rome".

The main purpose of the theme of the tour service is to fully meet the needs of tourists for tour services. To this end, the important task of travel agencies is to regularly prepare excursion services on new, interesting topics, improve existing topics, increase the volume and quality of excursion services provided to consumers.

Search for sources for tour service information. In the process of preparing a tour service on a new topic, a list of books, brochures, articles published in newspapers and magazines, websites that will help to cover the topic. This list includes literary sources of practical and theoretical information needed to prepare the text for the guides. To make it easier for the creative team to work, the list of publications should be multiplied in several copies and given the author, the name of the publisher, the year of publication, as well as chapters, sections, pages. It is recommended to divide the list of literary sources into "basic literature" and "additional literature".

In addition to information published in the press, other sources such as state archives, museums, chronicle-documentaries and popular science films, and the like can also be used. A list of such sources is compiled by the authors of the tour service. Historical events and memorable stories of the participants can also be used as a source. However, careful use of memory data is recommended to avoid ambiguity and confusion. It is important to use reliable, well-researched facts and information to tell the story to tourists. Computer encyclopedias, including multimedia databases located on laser discs, are also a great help in searching and organizing tour information.

Preparation of the main and individual text of the tour service. The text is a set of information necessary to fully cover all the topics included in the tour service, and to provide direction to the guide's story on the topic, in which clear views on facts and events are formed. The text must meet the following requirements: brevity and brevity; clarity of thought; adequacy of information on the subject; full coverage of the topic; that information on the subject is given in literary language.

The text of the excursion service is created by the creative team in the preparation of a new topic and performs a control function. Each guide prepares their story based on this text (main text).

The information in the main text often has a chronological content. This text does not reflect the order of the tour service and is not compiled even in the sequence of route analysis of tour objects. The main text is selected information from various sources and will be the

basis for all excursion services conducted on this topic. Using the situations and conclusions in the main text, the guide composes his own individual text. Basic text information can be used in the preparation of other tour services on this topic, depending on the characteristics of different categories of tourists (children and adults).

In addition to the information needed for guide stories in the main text, the introductory word, conclusions on the topic of the tour, information for logical transitions can also be included. The main text should be easy to use, citations, numbers and sources of examples should be indicated.

The basis of the tour story is the guide's individual text, which helps the guide build the story in a logical, clear sequence. Such a text is prepared independently by each guide.

If the main text is carefully crafted, the content of the individual texts will be the same, but the tone of the speech, the different words, the different sequence in the story, and even the evidence proving a situation may be different. Naturally, all guides stand in front of an object and tell the same story.

A creative team of highly qualified guides is involved in composing the main text. Therefore, a guide preparing a new tour service theme should use it wisely. A guide who is preparing a tour theme that is new to him will not be able to achieve the result created by the work of an entire team until then. The guide will be introduced to the main text after initial preparation (data collection, study, and processing) when working on a new topic. This process helps him to cover the information and themes for the story, to choose examples, to come to general conclusions on the topic of the tour. Timely application of the main mantle ensures a high level of preparation of the starting guide for the tour service.

The difference between the individual text and the main text is that it is prepared in full harmony with the structure and methodological development of the tour service. In the individual text, the data is stacked and divided into specific parts, depending on the order in which the objects are displayed. Each section is devoted to a single theme. Based on these requirements, the structured individual text is considered ready for storytelling in the excursion service. The content of an individual text consists of what needs to be told in the excursion service. In the absence of abbreviations in the coverage of historical events, in the assessment of their significance, the facts cannot be given without dates, without reference to sources. This type of text ensures the uniqueness of the speaker's speech. The guide's story consists of separate parts connected to the objects being seen. These sections are combined with conclusions on each topic and logical transitions between topics.

The guide who composes the individual text should not forget the logic of his speech, the harmonious effect of the story and the show on the tourists. It is important that the live delivery of information to tourists does not turn into entertainment activities, and the formula of maximum learning and minimum entertainment is followed. In the process of preparing the theme of the tour, legends have a special place and need to be used in moderation.

In terms of content, both texts (basic and individual) are compatible with each other. If the main text is structured correctly, there will be "standards" in the individual texts of all the guides on the subject (the content is the same, similarities are observed in the assessment of historical facts, events, facts and conclusions).

When analyzing an object, guides point to and narrate one thing. In this process, the standard of the main text is felt, but in a text of the same content, the guide can use different tones of speech, giving facts, figures, examples in different sequences. The individuality of the theme of the tour is reflected in the level of sensitivity of the guide who leads it. They can

use different methods of storytelling and presentation while standing in front of an object, illuminating a particular situation with different examples. It is desirable to have individuality in writing the text.

The duration of the guide story should not exceed the time that the object can be attracted, in most cases the process takes 5-7 minutes. If this time is not followed, no matter how vivid the story, no method can restore the attention of the tourists. Therefore, the term "object language" is used in the methodological literature. One of the main functions of a guide is to be able to "speak" an object.

Download the "Guide Portfolio". A "guide portfolio" is a set of visual aids used during a tour. These visual aids are usually placed in a single folder or portfolio. The function of the "guide portfolio" is to fill in the "gaps" in the row of objects. Not all of the objects needed to illuminate the subject in the tour service may have been preserved in their original state. For example, tourists may not be able to see a historic building that has been damaged over the years, or it may be necessary to give tourists an idea of the previous condition of the object. For this purpose, it is possible to show photographs to give an idea of the previous state of the object or, conversely, to project its object to visualize its future appearance. The theme of the tour "Representatives of the culture of the XIX century" can be further enriched by showing a picture of the khan of Khiva, poet Muhammad Rahimkhan Feruz. In the tour service, original documents, manuscripts, copies of literary works help to make the guide's story credible. Another important function of visual aids is to evoke a spectacular imagination about an object. The "Guide Portfolio" includes photos, maps, tables, figures, product samples, and more. Such "portfolios" are usually stacked separately for each topic. They are always at the helm of the guide, helping to make the "journey" of the past and the future fun and rewarding.

The visual aids of the "portfolio" should be easy to use, depending on the theme of the tour, but not in large numbers. Otherwise, they distract tourists from the main objects and distract them.

The following criteria are taken into account when selecting visual aids: the necessity and expediency of their use; scientific significance, i.e. how much this visual medium can enrich the tour service, make the show and the story more visual and understandable; attractiveness; accuracy; storage status.

Photographs, map diagrams, reproductions should be cardboard-based, clear and transparent, measuring 18x24cm, and those intended for display on the bus should be enlarged to 24x30cm. The creative team selects the brightest ones that will help the guide to illuminate the theme from the visual aids collected in the preparation of the new tour theme and examines the methodology of showing them along the route. Then the recommendations for the use of tools in the "portfolio" are included in the methodological development.

A note is attached to each exhibit in the "portfolio" and the list is clarified. Museums, exhibitions, archives are a great help in choosing the means of "portfolio".

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**Технология подготовки
экскурсионного обслуживания**

Аннотация: Подготовка экскурсионного обслуживания по новой теме - сложный процесс, требующий активного участия всей творческой группы. В данной статье подробно описывается процесс подготовки экскурсионного обслуживания, его цель, задачи, правильное определение темы, источники информации по теме экскурсии, основной и индивидуальный текст, процесс комплектации «портфеля гида».

Ключевые слова: процесс подготовки экскурсии, цель, задание, тема экскурсионного обслуживания, источники информации по теме, основной и индивидуальный текст темы, «портфель гида».

**Technology for the preparation of
excursion services**

Annotation: Preparation of excursion services on a new topic is a complex process that requires the active participation of the entire creative group. This article describes in detail the process of preparing the excursion service, its purpose, tasks, the correct definition of the topic, sources of information on the topic of the tour, the main and individual text, the process of compiling the “guide portfolio”.

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