



Technology For Developing An Excursion Route To Sites Of Historical And Cultural Heritage

Beknazarov Farkhod

lecturer of the Department of "Tourism", SamIES.

Abstract: This article describes the technology of developing excursion routes in historical and cultural objects.

Keywords: Excursion services, historical and cultural objects, archaeological monuments, organizational, thematic, chronological.



Introduction

The development of excursion routes to sites of historical and cultural heritage has been significantly enhanced by advancements in technology. With the increasing demand for immersive, informative, and accessible tourism experiences, technology plays a crucial role in planning, promoting, and managing cultural heritage tours. Modern digital tools not only aid in route mapping but also enhance visitor engagement through virtual tours, augmented reality (AR), geographic information systems (GIS), mobile applications, and artificial intelligence (AI)-powered guides. Historical and cultural heritage sites hold immense value for education, tourism, and cultural preservation. However, traditional excursion routes often face challenges such as limited accessibility, lack of interactive experiences, and the need for expert guides. The integration of digital technologies helps address these issues by providing visitors with interactive maps, audio guides, real-time navigation, and personalized experiences that enhance their understanding and appreciation of heritage sites. Additionally, big data and artificial intelligence enable tourism managers to analyze visitor behaviors, optimize tour routes, and ensure sustainable site management. This study explores the role of technology in developing excursion routes to historical and cultural heritage sites, focusing on the application of digital tools,

challenges in implementation, and their impact on visitor experiences. By analyzing successful case studies and technological trends, the research aims to provide insights into how modern innovations can enhance cultural tourism, preserve heritage, and improve accessibility. The findings will be valuable for tourism professionals, heritage conservationists, and policymakers seeking to integrate technology into excursion route planning.

Methodology

Creating a new tour is a complex process that takes place in 3 stages:

- 1) preparatory; it includes the selection of materials for future excursions, their study, and the selection of objects on which the excursions will be based.
- 2) direct development of the tour itself. It includes the preparation of an excursion route, the processing of factual material, work on the content of the excursion and the development of an individual text of excursions.
- 3) The final one. This is the reception or protection of an excursion on the route. In its simplest form, the scheme of all excursions, regardless of the topic, type and form of conduct, is the same. Each tour has an introduction, a main part, and a conclusion.

The introduction usually consists of 2 parts.:

- organizational (getting to know the group, instructing tourists about safety rules on the way, behavior on the route);
- informational (a short 2-3-sentence message about the topic of the route, its length, the place of the beginning and end of excursions). The main part is based on specific sightseeing sites, on a combination of display and story, its content includes several subtopics combined into one topic, the number of subtopics of excursions is usually from 5 to 12. It is especially important to select the facilities so that they solve the main task of excursions.

The conclusion, like the introduction, is not related to sightseeing facilities, it should take 5-7 minutes. and consist of two parts:

- 1-summarizing the main topic of the excursions;
- 2 is information about another tour and the guide.

An excursion object is an object or phenomenon that gives an idea of the characteristic features of nature, the development of society, science, culture, art, etc. and arouses the interest of tourists. The objects of the excursions can be:

- 1) memorials related to historical events, the development of society and the state;
- 2) buildings and structures, memorial monuments related to the life and work of prominent personalities, works of urban art, residential and public buildings, etc.;
- 3) natural objects: forests, parks, rivers, lakes, as well as individual trees, etc.;
- 4) archaeological sites, hillforts, ancient sites, settlements, mounds;
- 5) expositions of state and national museums, art galleries, permanent and temporary exhibitions;
- 6) monuments of art - works of fine, decorative and applied art, sculpture, etc.

To evaluate the objects that are included in the tour, it is recommended to use the following criteria:

- 1)cognitive value;
- 2) the fame of the object;
- 3) the strangeness of the object;
- 4) expressiveness of the object;
- 5) safety of the object;
- 6) the location of the object.

Results and discussion

The tour should not be overloaded with a large number of objects. The optimal duration of a city tour is 2-3 academic hours. Tourists are interested in no more than 15-20 sightseeing sites. Guided tours can include objects of the same group (e.g. temples only), as well as objects of different groups. The set of objects depends on the topic of the tour and its group composition. It is important to avoid the monotony of visual objects. The selection of objects ends with the creation of a card (passport) for each of them. The cards are attached to a photo of the object, reproducing its current and former views. If the card is designed for an architectural or archaeological site, then there may be more photos. An excursion route is drawn between the objects.

The tour route is the most convenient way for the tour group to follow, contributing to the disclosure of the topic.

There are 3 options for building a route:

- 1) Chronological;
- 2) thematic;
- 3) thematic and chronological.

Excursions dedicated to the activities of prominent people can serve as an example of chronological structure. Excursions related to the disclosure of a certain theme of the city's life (Kursk literary) are based on the thematic principle. All city sightseeing tours are based on a thematic and chronological principle. When developing a new tour, both basic and additional facilities can be used. Additional objects are shown during crossings and crossings of the tour group. Moving or crossing should not take more than 5-10 minutes. Do not allow long pauses during the show and story. When designing a bus route, it is important to take into account the traffic pattern, mileage, and rush hour travel time. Circumambulation or detour of the guide's route is one of the important stages in the development of a new excursion theme. In this case, the guide gets acquainted with the layout of the streets, clarifies the location of the object, finds the group's stopping point, finds points to show, group locations, and potentially dangerous places. The text of the tour is compiled on this basis. There are two types of texts: control and individual. The control is a carefully selected and verified (with links to sources) material presented in accordance with the requirements of scientific knowledge for the full disclosure of the topic of the excursion. Performing control functions, it is a directive document for guides conducting excursions on this topic. Based on the control text, the guide independently compiles an individual text reflecting the structure of the tour and built in accordance with its route. The story, ready in form, is an individual text – material presented in accordance with the structure and route of the excursion, which gives a description of objects and events. Requirements for the text: brevity, clarity, expediency of the factual material and literary language. The guide writes the text of the tour

using quotes, figures, examples, etc.

Conclusion

The place card and the text of the tour make up the guide's portfolio. The guide's portfolio is a symbol for a set of visual aids used during the tour. It should restore the missing links when shown. The guide's briefcases can be: photos, diagrams, layouts, product samples. The content of the "portfolio" depends on the topic of the tour. Next, you need to conduct a methodological development of the tour, i.e. determine how to conduct it, how to organize the display of objects, and what techniques should be used to successfully conduct it. The last stage will be the reception (delivery) and approval of the excursion by the commission after reviewing its text and methodological development, the "guide's portfolio", the technological map and the route diagram of the transport excursion route, agreed with the traffic police. The tour is accepted on the route or in the classroom and approved by the commission in accordance with the established procedure. Performing control functions, it is a directive document for guides conducting excursions on this topic. Based on the control text, the guide independently compiles an individual text reflecting the structure of the tour and built in accordance with its route. The story, ready in form, is an individual text – material presented in accordance with the structure and route of the excursion, which gives a description of objects and events. Requirements for the text: brevity, clarity, expediency of the factual material and literary language. The guide writes the text of the tour using quotes, figures, examples, etc.

References

1. Ashurova, S., & Erkin, G. (2024). NATURAL RESOURCE MANAGEMENT. *Gospodarka i Innowacje*, 47, 51-53.
2. Suyunovich, T. I., & Erkin, G. (2022). Possibilities to increase the multiplicative efficiency of tourism through digital technologies in new uzbekistan. *Web of Scientist: International Scientific Research Journal*, 3(8), 74-80.
3. Тухлиев, И. С., Бабаев, Ф., & Махмудова, А. (2017). Основные задачи дальнейшего развития туристической отрасли Узбекистана. *Индустрия туризма: возможности, приоритеты, проблемы и перспективы*, 10(1), 391-398.
4. Gayratovna, T. D. (2023). TOURISM IN UZBEKISTAN. *FAN, TA'LIM, MADANIYAT VA INNOVATSIYA JURNALI| JOURNAL OF SCIENCE, EDUCATION, CULTURE AND INNOVATION*, 2(10), 119-122.
5. Gulmira, T., Sobirov, B., Suyunovich, T. I., & Hasanovna, A. D. Implementation Of Up-To-Date Innovative Approaches In A Competitive Merit Of Tourism Industry In Central Asia. The Case Of Uzbekistan. *Journal of Management Value & Ethics*, 4.
6. Tukhliev, I. S., & Muhamadiyev, A. N. (2019). SMART-TOURISM EXPERIENCE IN GEO INFORMATION SYSTEMS. *Theoretical & Applied Science*, (4), 501-504.
7. Abdukhamidov, A. S., Makhmudova, A. P., & Mukhammadiev, N. (2022). Directions for the development of tourist routes of buddhist monuments and the formation of attractive tourist products. *Builders Of The Future*, 2(02), 146-153.

8. Suyunovich, T. I., & Pirmamatovna, M. A. (2023). Use of Digital Technologies Is Becoming One of the Main Tasks of the Tourism Industry. *Web of Scholars: Multidimensional Research Journal*, 2(6), 134-137.
9. Abdukhamidov, A. S., & Makhmudova, A. P. (2022). Creating a 3d model of buddhist monuments and developing their interactive maps. *Builders Of The Future*, 2(02), 23-30.
10. Makhmudova, A. (2020). Organizational and economic reasons preventing the development of ecological tourism in Uzbekistan. *Journal of Advanced Research in Dynamical and Control Systems*, 12(6), 1217-1220.
11. Sadibekova, B., Makhmudova, A., Abdukhamidov, S., & Mukhamadiev, A. (2023). Monuments of Buddhism in the territory of Uzbekistan and the objective need for their use in tourism.
12. Abdukhamidov, A. S., Makhmudova, A. P., & Mukhammadiev, N. (2022). Development of Various Animation Programs for Tourists in Buddhist Monuments and Ways to Implement Them. *Builders of The Future*, 2(02), 128-138.
13. Sadibekova, B., Makhmudova, A., Abdukhamidov, S., & Mukhamadiev, A. (2021). The main forms of pilgrimage tourism. *Central Asian Journal Of Innovations On Tourism Management And Finance*, 2(2), 84-88.