

Improving the Technology of Preparing Excursion Service on a New Topic

Talibova Aziza Yusufbekovna

SamISI, teacher of the "Tourism" department

Abstract: Today, preparing an excursion service on a new topic is a responsible process that requires the active participation of a group of qualified teams. The knowledge and potential of the qualified team, the level of their practical mastery of the foundations of pedagogy and psychology, the ability to choose the most effective methods of influencing the audience, the right objects and information on the subject. The ability to receive play determines the content of the excursion service being developed, its scientific significance.



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The preparation of an excursion service on a new topic is assigned to a creative group, which includes 3-7 guides depending on the complexity of the topic, and as scientific advisors, specialists in various fields, historians, art historians, museum researchers, teachers, as well as other specialists. can also be offered. In order for the creative process to take place quickly and efficiently, each participant of the creative group is usually assigned to prepare a section of the excursion service, a topic or several sub-topics of the topic. The control of the work of the creative team is entrusted to the responsible leader.

Usually, the preparation of a new excursion service is carried out in 3 stages:

Preliminary work, that is, collecting information on the topic of a new excursion service, determining the goals and tasks of the excursion service, and at the same time choosing the objects of the excursion.

Preparation of the direct tour service, that is, planning the tour service route, processing data, writing the main text of the tour service, determining the method of conducting it, choosing the most effective methods of showing the tour object and telling the story, guides individually includes the process of preparing the text.

The final stage is a test excursion. The processes include the approval of the new excursion service by the head of the excursion institution, the authorization of the guides who protect the subject to conduct this excursion service.

The order of conducting the excursion service is the same regardless of its topic, type and form of conduct: an introductory part, the main part and the final part.

Acquaintance part - as a rule, consists of 2 parts:

- organization, i.e. the guide gets to know the group, gives instructions on safety rules, behavior on the route;
- information, that is, the guide informs the excursionists about the topic, the distance and duration of the route, the time of departure and return, sanitary stations and the destination of the excursion service.

The main part is based on the presentation and narration of specific excursion objects. The main part consists of several sub-topics, which are summarized in one general topic and covered in objects. Topics can usually be from 5 to 12. When preparing an excursion service, it is necessary to choose such objects that are clearly planned in terms of time and help to illuminate the content of the topic of the excursion service.

The final part is 5-7 minutes long, like the introductory part, and is not related to the objects of the excursion. Final conclusions on the topic of the excursion service are made here, information is given about other excursion topics that can expand and deepen the topic covered today. The final part is as important as the introduction and the main part.

While the tour service should be interesting, it should not be loaded with unnecessary information flow, the method of presenting information should not be boring, it should be interestingly received by different categories of tourists. Therefore, the theme of the excursion must be directed to a certain category of tourists (adults, children, young people, residents of cities or villages, people with various professions, foreign tourists, etc.). Such an approach in the excursion service is called a differential approach. It takes into account not only the interests of consumers, but also their goals. If the excursion service is organized as part of a folklore tour, the main focus is on telling the story, showing the national image, monuments and history of the region. If the excursion service is part of business tourism, the focus is on the general work-related centers of the area. When an excursion service is organized in a resort, natural landscapes are chosen as an object.

One of the requirements of the excursion methodology is to ensure the continuity of the excursion service as a learning process, that is, to ensure the impact of information on the excursionists during the entire excursion. It is desirable that the process of the excursion service should consist of showing objects, telling stories, breaks between sub-topics, and summing up the main questions of the topic.

In practice, there are no identical excursions, they differ from each other primarily in terms of their subject. A topic is a concept related to the content of something. Therefore, the subject of the excursion service is the subject of showing and telling the story.

The topic expresses the content of the excursion briefly and succinctly, its selection is purposefully oriented to the potential demand, specific order, and is the basis for unifying the object and sub-themes of the excursion service. During the preparation of the excursion service, the working group compares the objects with the information on the subject, because the selection of objects is one aspect of the problem, it is also important to find accurate information that fully and reliably illuminates the subject. As a result of many months of work of the working group, a new excursion service will be ready. The theme of the excursion service is inextricably linked with the presentation of objects and meaningful storytelling and enriches its content. A theme brings together the disparate parts of a tour and guides how to present the object and what information to tell the story.

Many objects can be shown in more than one tour process. For example, depending on the topic of the excursion, information can be given in different volumes about the "Registon" square in Samarkand region. Objects unrelated to the topic of the excursion stand out over the road on which the group moves. Information about these objects may be interesting, but is secondary to

the topic being covered, and it is appropriate for the guide to answer questions about them only briefly. Each topic consists of sub-topics, which should be complete and logical.

During the preparation of the new excursion service, the working group should define its specific purpose, which will help the authors to organize the excursion service later. The guide's story also serves this purpose. Depending on the topic, several goals of the excursion service can be defined:

- education of excursionists in the spirit of patriotism;
- call for socially useful work;
- instilling a sense of respect for the culture of other nations;
- aesthetic education;
- expansion of worldview;
- providing additional information about science and culture, etc.

The name (naming) of the excursion service is its expression in language that directly or indirectly means the content of the excursion service. The name of the tour service should be clear and not open to different interpretations. Depending on the composition of excursionists, the task of the excursion service, the excursion service on the same topic may have several names. For example, the excursion service "Samarkand - the capital of Amir Temur" can also be called "Night Samarkand", "Samarkand - the jewel of the East", "Samarkand - the Eastern Rome".

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In the process of preparing a tour service on a new topic, a list of books, state archives, museums, chronic-documentary and scientific-popular films, brochures, articles published in newspapers and magazines, internet pages that help to illuminate the topic and necessary for preparing a text for guides is checked. literary sources of practical and theoretical information are included. To make it easier for the creative team to work, the bibliography should be reproduced in several copies, and the author, publisher's name, year of publication, as well as chapters, sections, and pages should be given. It is recommended to divide the list of literary sources into "main literature" and "additional literature". As a source, historical events, memorial stories of participants of events can also be used. However, in order to avoid ambiguities and confusion, it is recommended to use memory data with caution. To tell a story to tourists, it is necessary to use reliable, thoroughly checked facts and information. Computer encyclopedias, including basic multimedia information on flash drives, are of great help in searching and organizing tour information.

The text is considered to be a collection of information necessary to fully cover all the topics included in the excursion service, to provide the orientation of the guide's story on the topic, in which clear points of view are formed in relation to facts and events, and must meet the following requirements:

- short and thick;
- clarity of thoughts;
- sufficient information on the subject;
- that the topic is fully covered;
- information on the topic is given in literary language.

Information in the main text is usually chronological. This text does not reflect the order of the excursion service and is not compiled in the sequence of analysis of excursion objects on the route. The main text is a selection of information from various sources and serves as a basis for other excursions on this topic. Using the situations and conclusions from the main text, the guide creates his own individual text. The main text information can be used in the preparation of other excursion services on this topic, taking into account the characteristics of different categories of tourists (children and adults).

In addition to the information necessary for the guide's stories, the main text includes an introduction, conclusions on the topic of the excursion, information for logical transitions, information for ease of use, sources of quotations, figures and examples. must be shown. The guide's individual text helps to structure the story in a logical and clear sequence. Each guide prepares such a text independently.

If the main text is well-crafted, the content of the individual texts will be the same, but different tones of speech, different words, different sequences in the story, and even different arguments can be used to prove the same case. Naturally, all guides stand in front of the same object and tell the same story.

Compilation of the main text shows the entire creative work of the working group. Therefore, a guide who is preparing for a new excursion service should use it wisely.

The difference of the individual text from the main text is that it is prepared in full harmony with the structural structure and methodological development of the excursion service. Depending on the order of presentation of objects in an individual text, information is classified and divided into specific parts. Each part is devoted to one topic. Based on these requirements, the individual text created is ready for narration in the excursion service. Individual textual content is composed of what needs to be told in the excursion service. In covering historical events, in evaluating their significance, there should be no reductions, facts should not be given without dates, references to sources. This type of text ensures the originality of the speaker's speech. The story of the guide consists of separate parts connected with the objects being viewed. These parts are combined with conclusions on each sub-theme and logical transitions between the sub-themes.

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