

# Excursion services

organization and  
rendering of  
excursion services

complex of  
knowledge on history

museum and  
exhibition  
expositions

# Excursion service

cultural, natural and  
other sights

excursion  
services is  
subconscious

meet several  
needs at the  
same time

independent type  
of service

satisfy the needs  
and requirements

improve the  
efficiency of  
information  
exchange

complex of tasks of excursion service includes

- organization of leisure trips and trips with visiting historical, cultural, natural and other objects

Each form of organization of excursion service

- is a set of directions of actions having a specific goal

basis of  
excursion  
services

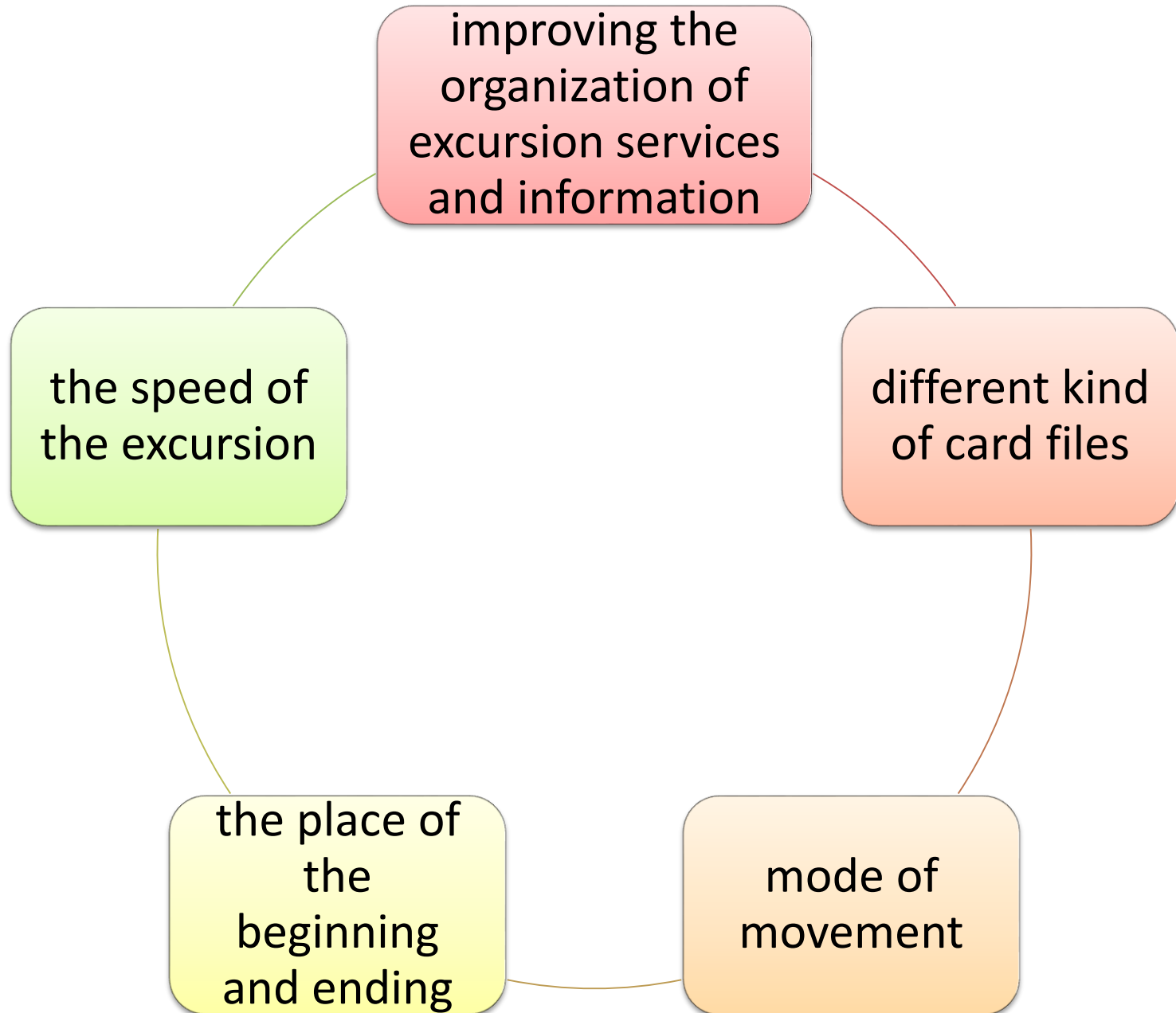
business  
plan of the  
enterprise

It reflects  
the main  
indicator  
s of  
excursion  
services

the  
volume  
of  
excursion  
services

number  
of  
tourists

profit  
from  
services  
sold



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Excursion service is carried out by  
tourist enterprises

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work with groups

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travel to other cities

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the guide who has left with group,  
carries out duties of its head

# regulation of excursion activities

**They include compliance with**

international legal acts regulating tourism activities

general provisions of the legal framework

the legal status of the tourist and the excursionist



- Interstate Standard GOST 28681.1-95



- International State Standard GOST 28681.2-95



- Interstate Standard GOST 28681.3-95

## number of organizational requirements

- copies of the license of the licensing body;

- copies of the certificate of state registration of a business entity;

- information about the head, his deputy, chief accountant, managers;

- book of comments and suggestions of citizens;

- a list of phone numbers, faxes of the subject of tourist activity.

excursion service of tourists should include the organization of all types of excursions



visits to museums

visits to exhibitions

visits to social facilities

other sightseeing facilities provided by the conditions of the excursion

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# Ensuring the safety and interests of tourists

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They are classified as:

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traumatic danger

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the influence of the environment

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fire hazard

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biological influence

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danger of radiation

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chemical influences

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increased gas content and dustiness

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other factors

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specific risk factors

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**In order to ensure the safety of tourists, tourists activities must:**

to inform tourists about the possible danger

create safe conditions in places

provide special requirements

provide training for tourists

ensure the provision of operational assistance

# Structure and contents of the excursion



**The excursion is a process of creating of the world**

See

Hear

Feel

Mast  
er  
the  
skills

excursion can be  
expressed by the  
following sequence:

The way of development of the excursion goes



practical tasks



scientific tasks



general educational purpose



cultural and educational work



At present, the excursion have its own specific functions and signs



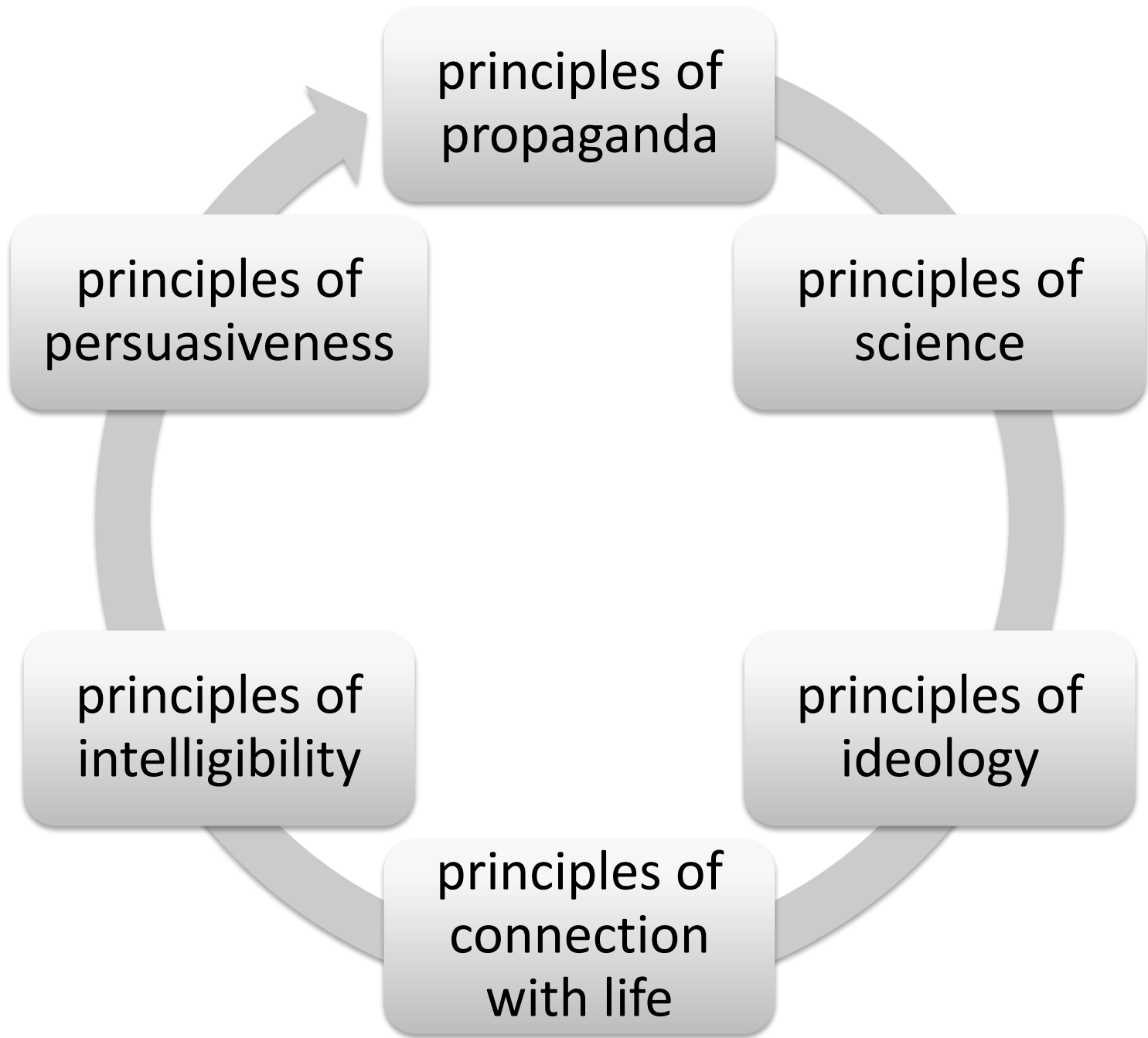
methods of presenting the material



The functions of the excursion are considered as its main properties



Function of scientific propaganda



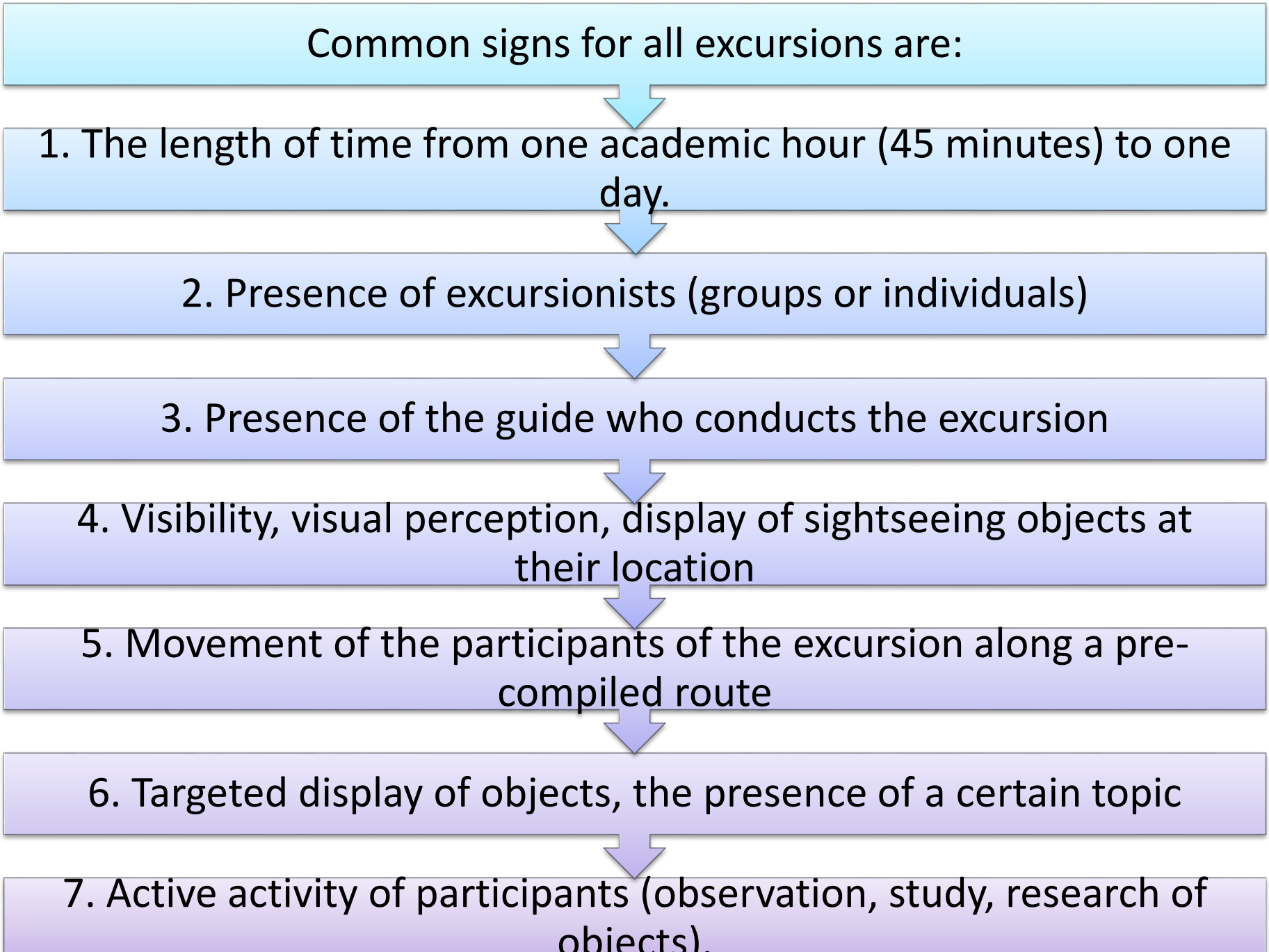
Information function

Function of organization of  
cultural leisure

Function of expanding cultural  
and technical horizons

Function of formation of  
human interests

Common signs for all excursions are:



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graph TD; A[Common signs for all excursions are:] --> B[1. The length of time from one academic hour (45 minutes) to one day.]; B --> C[2. Presence of excursionists (groups or individuals)]; C --> D[3. Presence of the guide who conducts the excursion]; D --> E[4. Visibility, visual perception, display of sightseeing objects at their location]; E --> F[5. Movement of the participants of the excursion along a pre-compiled route]; F --> G[6. Targeted display of objects, the presence of a certain topic]; G --> H[7. Active activity of participants (observation, study, research of objects).];
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1. The length of time from one academic hour (45 minutes) to one day.

2. Presence of excursionists (groups or individuals)

3. Presence of the guide who conducts the excursion

4. Visibility, visual perception, display of sightseeing objects at their location

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6. Targeted display of objects, the presence of a certain topic

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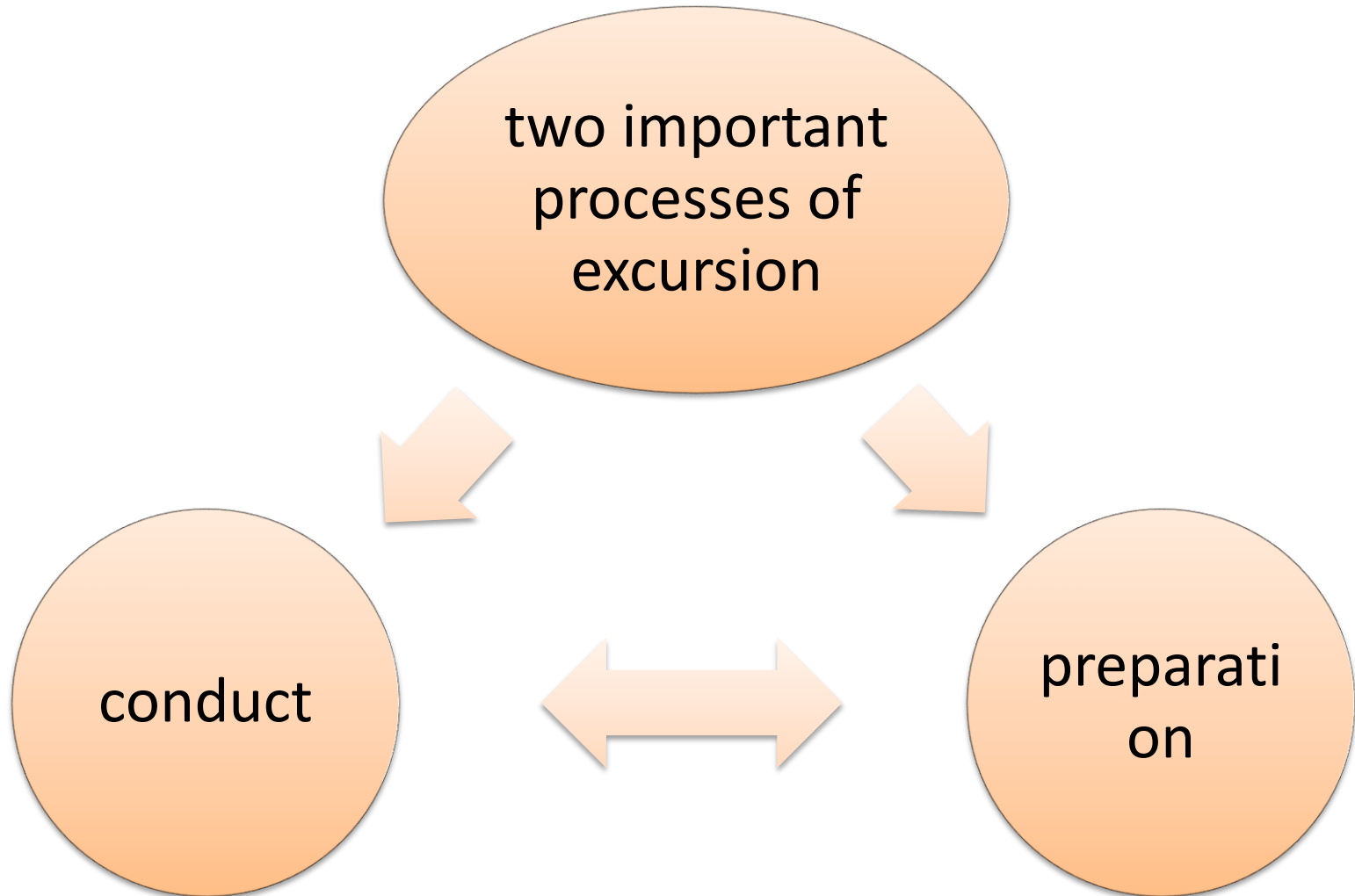
at the bus

at the  
museums

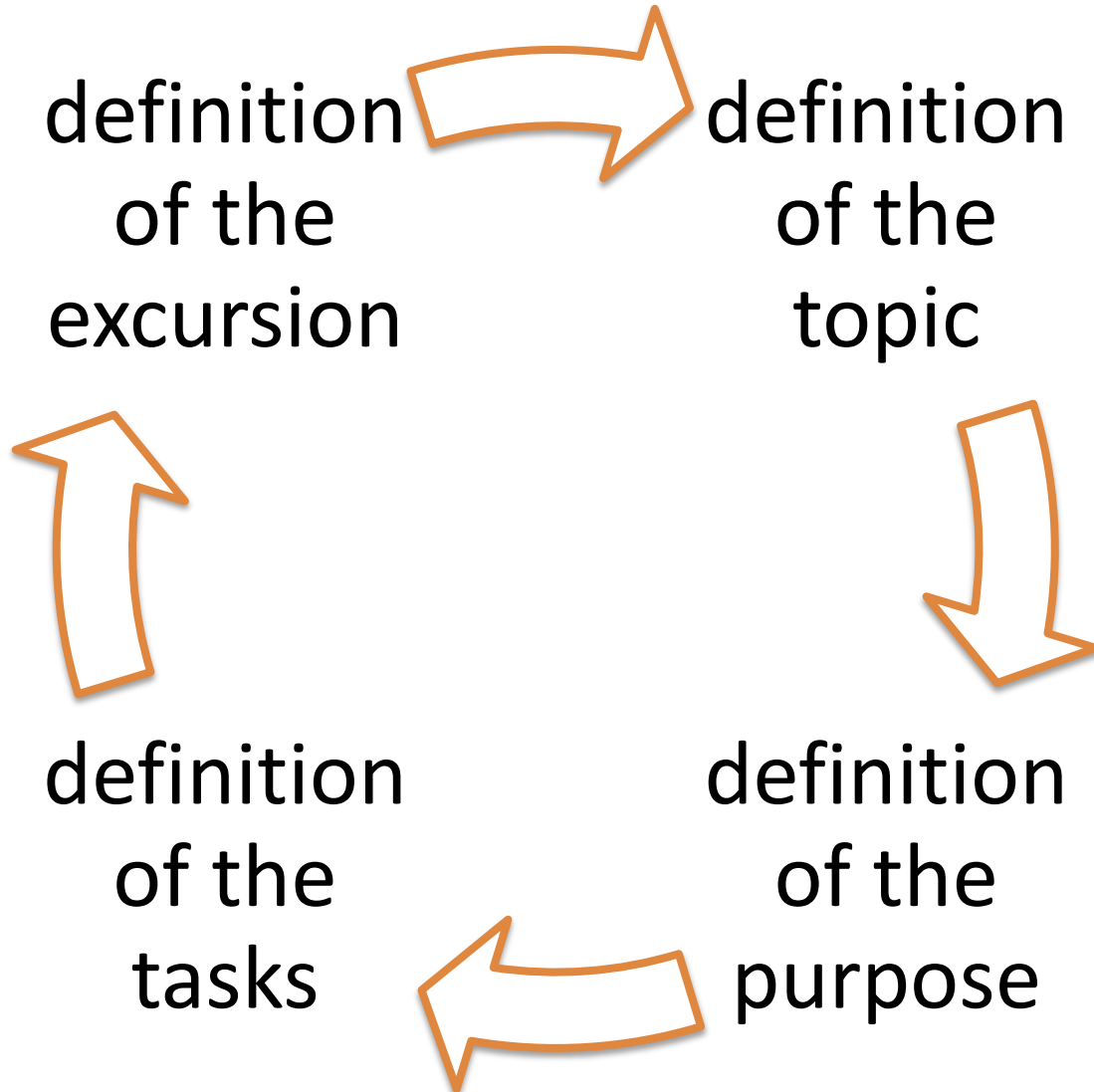
at the  
production

**excursion has  
its own specific  
characteristics**

# Technology of creation of excursion product



# The preparation of a new excursion



## Selection and definition of information sources

list of books, brochures, articles  
published in newspapers and  
magazines

state archives, museums, chronicle-  
documentary and popular science  
films

true facts and information should  
be selected for a story

By types

According to the  
content

For functional  
purposes

# Selection and study of sightseeing objects

By the degree of  
preservation

# Guide - a specialist



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It should have the following characteristics:

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Intelligence

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Individuality

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Responsibility

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personal merit

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an active life position

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excursion" service are the following technological documents

technological map of the excursion

control text of the excursion

materials of the "guide's portfolio"

route route scheme of the transport excursion

Thank you for attention