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THE ORGANIZATION AND MANAGEMENT OF THE EXCURSION



MINISTRY OF HIGHER EDUCATION, SCIENCE AND
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THE ORGANIZATION AND MANAGEMENT OF THE EXCURSION

Manual for the 2nd year students of 61010500- Guiding and
translation

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The present book is designed for the 2nd students of guide and translation of higher educational establishments. The book consists of two parts. The first part of book is theoretical and second is practical. Theoretical part of the book gives information about theory materials about the excursion, organization, classification, types of the excursion.

The main purpose of lectures and seminars should be to teach the students how to organize the excursion, requirements for the excursion, on the basis of new pedagogical technologies worked out by native and foreign methodologists and scholars. Practical part of the book consists of numerous tasks, crosswords, puzzles, matching tasks, questionnaires and other instruction materials.

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Preface

The science of "organization of excursion work" is necessary to understand and create a tourism product. The course includes lectures and practical exercises, as well as independent work.

This course provides necessary knowledge for working in tourism enterprises, shows the process of creating an excursion product, its versatility, and determines the organization of excursion services for different groups of the population. In it, all issues related to the multivariate nature of the excursion and excursion cycles, as well as the organization of methodological work in tourism enterprises, were considered.

The purpose of the course "Organization of Excursion Work" is to help students acquire the necessary knowledge to work in tourism-excursion enterprises.

Tasks of teaching the course: issues of developing excursion work, reservations for expanding the scope of excursion services, basic requirements for creating and conducting excursions, the basics of production excursions and museum excursions, conducting excursion work with children and other categories of tourists and more.

The subject of "Organization of excursion work" is directly connected with the subjects of "Basics of Tourism", "Tourism Management", "Special Types of Tourism", Organization of Operator Services, "Development of Tourism Routes", and "Tourism Marketing".

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Lecture 1. Excursion is a component of the tourist product

Plan:

1. Subject and object of the science "Organization and management of excursions services".

2. Content and essence of the excursion.

3. Main features of the excursion.

1. Subject and object of the science "Organization and management of excursions services".

The Law of the Republic of Uzbekistan "On Tourism" states: "Tourism is the travel of natural persons from their place of permanent residence for a period of not more than 12 months, without engaging in remunerated activities, travel for treatment, study, work or other purposes."

A **tourist** is a person who travels on the territory of another country for a period of not less than 24 hours and up to one year, without engaging in any paid activity and with the obligation to leave the country within a specified period, for various purposes not prohibited by law. There are direct connections between the traditions of the development of the tourism industry and general economic, technical and social achievements. The level of growth of the lifestyle in the industrialized countries of the world affects the development of tourism by increasing the duration of employee vacations and ensuring a sufficiently high level of pension provision. (the most visited are France, the USA, Spain, the tourists who spend the most money are the USA, Germany, and Japan).

Tourism - departure (traveling) of an individual from his place of permanent residence for a period of at least one year without engaging in paid activities in the place (country) visited for health, educational, professional or other purposes;

Excursion activity is the organization of activities aimed at familiarizing travelers with tourist resources in the country of temporary stay, which does not include accommodation services.

The categories of tourism include international and national tourism, as well as domestic tourism. Those who stay overnight are considered tourists, those who come and go during the day are considered excursionists. There are domestic, international, inbound and outbound forms of tourism.

- **Domestic tourism** - citizens who live permanently within the borders of their country are told to travel to a temporary visitor place (without paid activities) for tourist purposes.

- **International tourism** is understood as traveling for tourist purposes outside the borders of the country of permanent residence, where activities are not paid at the place of temporary arrival.

- **Inbound tourism** is the visit and travel of non-permanent persons to the territory of another country for unpaid tourist purposes.

- **Outbound tourism** is an unpaid trip and visit of a person permanently living in the territory of one country to another country.

Consumption in tourism is defined as the value of tourism goods and services, which are used to satisfy the direct needs of tourists or excursionists. These include the costs of a set of services provided to visitors - accommodation, food, recreation, sports, excursions and other activities.

Tourism products mean the consumption value of a set of tangible and intangible services, which are necessary for the consumption needs of a tourist, are created during a tourist trip, and are created only because of this trip.

Tourism goods are the products of the labor of production workers, which are created for sale and, in most cases, intended for use by tourists or excursionists.

The subject of the subject "Organization and management of excursions services" is to teach the correct and interesting organization of the excursion process in tourism.

The object of the subject "Organization and management of excursions services" is to study the technique and technology of providing high-quality excursion services, which are the main structure of tourism, using the historical, cultural, architectural, natural and other resources available in our country.

2. Content and essence of the excursion

Excursion - (from Latin. Excursio - trip) is an individual or group visit to sights, museums for scientific or cultural purposes under the guidance of a guide. Or to put it another way:

Excursion is a process of showing an object with thematic stories, conducted according to a clearly defined plan for the purpose of familiarization or learning. The content (characteristics) of each excursion consists of storytelling, demonstration, and information. If there is no demonstration (introduction), such a cultural and scientific process is not an excursion, but a simple lecture or conversation.

In the tour, it is storytelling and demonstration that are the main features. But if there is no in-depth analysis, meaning, and understanding of what is being seen, it will be just a sight-seeing for the participants. The content of the tour is to tell interesting information about the objects being seen.

What the guide tells about the object based on specific facts, events, and processes is summarized in connection with what they see in the minds of tourists. In this way, the guide teaches tourists to see objects correctly. Emotional acceptance of the environment, which is the main component of the excursion, plays a big role in this process. The guide should force the tourists not only to hear and see, but also to feel the events. It is necessary to evoke a feeling of response (surprise, joy, pride) to tourists who have seen and heard.

An excursion is not only a time spent, but also an intellectual activity during free time or study, requiring physical and mental effort.

Excursion affects the formation of the mental image of people with its visuality, profitability, emotionality.

B.V. Yemelyanov distinguished 6 features of the excursion

- duration of time (from 2 hours to 1 day);
- presence of a group of tourists (10-15 people);
- availability of a qualified specialist - guide;
- review of the excursion object;
- getting to know objects while moving and stopping (getting off the bus);
- the presence of a specific topic that determines the direction of the excursion.

Currently, the main characteristics of the excursion are considered freely in the practice of the excursion. For example: a group of tourists may consist of several people (1-2 people); it is not necessary to get off the bus to get acquainted with the object (if the object looks good).

Other features of the excursion shown by B.V. Yemelyanov remain unchanged.

The goals and objectives of the excursion must be clear. Because they play an important role in choosing excursion objects, routes, literature sources and creating a "guide portfolio".

But the main features of the excursion are the use of excursion methods, that is, in the combination of demonstration and storytelling (complementing each other).

3. Importance of classification of excursions

Classification (classification) is the division of one type of objects into sections and classes based on certain characteristics.

Excursion classification is dividing the excursion into groups based on the nature, characteristics, and content of the excursion. This is of great importance in the practice of excursions. Classification of the excursion helps to organize the work of the guide.

All types of excursions can be classified according to the following characteristics:

- according to the content;
- according to the composition of the participants;

- according to the venue;
- according to the form of transfer;

According to the content, the excursion is divided into visual and thematic types. Thematic excursions, in turn, are divided into the following groups:

- historical;
- military-historical;
- production facilities;
- cultural;
- literary;
- architectural construction.

According to the composition of the participants:

- for older people;
- for school-aged children;
- for young children;
- local population;
- people from another city;
- for foreign guests

According to the composition of the participants, changes will be made to the objects of the excursion, information, and the content of the story. Foreign visitors will ask the guide more questions during the tour and he should be prepared for it. It is also important not to forget that the information the guide is telling is known to everyone, and not to deviate from the truth. For a guide, studying and knowing the According to the place of the excursion:

- in the city;
- outside the city;
- in production facilities;
- in museums;
- in cultural (religious) buildings;
- on the slopes of nature;

- can be in deserts, etc.

City tours will be visual and thematic. It can show all the places of the city or a part of it (old city, markets, squares).

Excursions outside the city can be organized by bus and on foot. Bus tours are usually no longer than 100 km. In a walking excursion, the group is taken to a specific place by special transport, and then they go on foot for the rest (for example, by train, helicopter, locomotive). There are several types of excursions outside the city.

First, the excursion will be held only at the last point (forest, mountain, small town).

Secondly, on the tour, along the way, interesting places are shown along the route.

Thirdly, both are conducted in a generalized manner. In this case, the guide of the tourist organization receiving the group at the last point of the excursion or the staff of the museum will conduct the excursion.

Production enterprises - factories, factories, railway stations, agricultural enterprises, scientific research institutes, airports are considered objects of excursion.

Organization of excursions in museums (gallery, exhibition) is the most common group of excursions, and the number of participants is more than the other group.

Independent excursions on religious topics are organized in tours of cultural and religious. The theme of the excursions is rarely separated from each other. Because historical materials are used in all types of excursions.

Key words: Tourism, excursion, subject of the course, object of the course, tourism products, tourism goods, excursion activity, excursion classification, nature of the excursion, location of the excursion.

Questions for independent control:

1. Subject and object of the science "Organization of excursion work".
2. Give an understanding of the content and essence of the excursion.
3. What is a tour?
4. Main features of the excursion.
5. Explain the types of tourism.
6. What types of excursions are divided according to the location of the excursion?

Lecture 2. Technology of preparation of excursion services

Plan:

1. Organization of a creative group in the preparation of excursion service

2. Selection of objects for subjects.

3. Using exhibition materials and determining the excursion route.

1. Organization of a creative group in the preparation of excursion service

Preparing a tour requires a creative approach from tour organizers. Excursion preparation is the development of new themes for an excursion, based on the excursion possibilities of cities and regions, based on the needs of regular customers of the tourist enterprise.

The process of preparing a new excursion includes defining the topic, setting the goals and objectives of the excursion, choosing and studying objects, drawing up excursion routes, studying literary sources on the topic of the excursion, conducting consultations with experts, organizing the excursion. consists of writing the main text (control text), selecting the "guide portfolio", choosing the methodology of conducting the excursion and creating a technological map.

On the basis of the preparation of the excursion, the main principles and requirements of pedagogical knowledge must be taken into account: the connection between teaching and upbringing, the sequence of stories, the clarity and comprehensibility of thoughts, emotions, and the age characteristics of tourists.

A creative group of 3-6 people (guides) gathers to develop a new excursion topic. A leader is chosen from among them. Each member of the creative team presents their ideas and materials, and these materials are summarized.

Each excursion has its own specific theme, and performances and stories are prepared based on this theme. This is especially important when displaying multi-content objects. Because one object can be covered in different topics.

The topic of the tour can be city architecture, artist's life, street history, ecological situation, animal world, economy of the city, etc.

The name of the excursion also reveals its content (Under the Blue Dome, Eastern Taronasi - the masterpiece of the heart, Margilan - 2000 years old). When defining the name of the excursion, the following should not be allowed: not to shorten words, not to use abbreviations, words taken from foreign lexicons. The name of the excursion should be distinguished by its individuality, quick recall, pleasant sound, and relevance to the content.

It is impossible to prepare an excursion without setting a goal in advance. The goals of the excursion may be patriotism, honoring work, aesthetic and environmental education, studying the history of the city and its contribution to the state economy, getting acquainted with the nature of the country, and others. It would be wrong to set more than three goals for the excursion, because it is possible that none of them will be achieved.

2. Selection of objects for subjects

Excursion objects - natural landscapes - mountains, rivers, caves, nature reserves; museums; there can be palaces, fountains, squares, archaeological monuments.

Objects are evaluated according to the following criteria:

- educational importance of the object;
- popularity;
- to be unrepeatable, exotic;
- current situation;
- address.

After evaluating the objects of the excursion and studying the literary sources, a card is made for each object. The following information is entered on the card:

- object name;
- historical events related to the object (year);
- facility address;
- a source of information about objects and events;
- the object's state of preservation;
- under whose control is the object;
- brief information about the object (author, when it was built, records);
- the day the card was issued and the responsible person.

Additions can be made to the above sections.

It is expedient to complete the study of excursion objects by making a map of the territory. On the map, the attractions are marked with special symbols, and the excursion moves along this route (scale 1:25000; 1:10000; 1:5000). There are no generally accepted symbols, it is determined by the creative team itself.

After studying the objects of the excursion and drawing up a map, the stage of sorting the objects begins. The content of the object should correspond to the purpose of the excursion. Objects are primary and secondary.

The main objects include objects without which it is impossible to cover the theme of the excursion. Additional objects help to explain individual episodes, facts, and details. Objects unrelated to the theme should not be illuminated, because it can distract tourists and break the sequence. It is advisable to show 5-10 objects of the city for 2-3 hours during the tour.

3. Using exhibition materials and determining the excursion route

The criteria for selecting exhibition materials are as follows:

- necessity and purposefulness of their use;
- popularity value, i.e. how much this visual tool can enrich and make the story understandable;
- strangeness;
- expressiveness;
- saved state.

Pictures, maps, reproductions must have a 18x24 cm cardboard base, clear and accurate image. Visual aids intended for display on the bus must be 24x30 cm in size (for those sitting in the back row to see).

The list and content of the exhibition materials can be changed and improved during the entire life of the tour. Excursion route is the route taken by the excursion group. The route should be compact, 10-15 minutes should be allocated to each object. The itinerary is compiled in chronological, thematic and thematic-chronological order. Due to the fact that the objects are located everywhere, it is difficult to follow the chronological order. Therefore, it will be easier to make a thematic route. When creating a route, it is necessary to avoid repeated movement from objects. But even this cannot be achieved all the time.

The development of the route is completed by drawing up the scheme of the excursion route (name of the street and squares, place of getting off the bus, bus speed - slow - 30 km.h; medium - 40-50 km.h; fast - 60 km.h).

Key words: Excursion preparation, excursion topic, excursion name, excursion purpose, excursion objects, map, main and additional objects, exhibition materials, excursion route.

Questions for independent control:

1. Tell the goals and tasks of the excursion service
2. Why is a creative group organized in the preparation of excursion service?
3. Tell us about the process of choosing objects for topics.
4. Characteristics of the use of visual materials.
5. What do you know about primary and secondary objects?
6. Provide information about the object card.
7. What is the tour route?
8. What should be taken into account when planning the route?

Lecture 3. Preparing the tour text

Plan:

1. The main text of the excursion.
2. Individual text of the guide.
3. Importance of "guide portfolio".

1. The main text of the excursion

After the excursion route is approved, the creative team will begin to compile the text of the excursion. In excursion practice, it is called the main text (control text). It includes all the materials for conducting the excursion developed by the creative team. The most important information is selected and conclusions are made. It is necessary to indicate the source of the materials used in the main text.

The text can be compiled both chronologically and depending on the location of the excursion objects along the route, that is, depending on the sequence of topics covered. The main text also includes outputs, conclusions, and materials made up of logical transitions between topics. It may include objects related to the topic, but not included in the development of the excursion. This will be necessary later in the development of excursion options on the same topic.

In practice, the size of the main text in a three-hour bus tour is 40-50 pages, and in a walking tour it is 25-30 pages (14 fonts, 1.5 spacing).

The main text of the excursion developed by the creative team and approved by the tourist organization is the basis for creating the individual text of the guides. Another important requirement in the preparation of the main text is the presence of the title page. It shows the name of the tourist-excursion organization that developed the new excursion, the topic of the excursion, the composition of the creative team, and the date of approval of the excursion.

All members of the creative group, as well as the guides who want to conduct excursions on this topic, create their own individual texts. They must correspond to the main text, and the order of narration of the materials must be based on the order in which the route object is located.

2. Individual text of the guide

An individual text is a ready-to-narrate excursion product, that is, a text for an excursion story. The composition of an individual text consists of 3 parts: introduction, main part, and conclusion. The output and conclusion part are fundamentally different from the main part, they are not related to the objects of the excursion. They are more exposed, closer to the conversation.

The tour is divided into organizational and informational parts. In the organizational part, the guide introduces his name, the name of the institution that organized the excursion, the bus driver, announces the topic and route, the duration of the excursion, the place of its end (those who want to leave the bus at this place), talks about how to behave on the bus.

In the information section, the guide briefly describes the content of the excursion, lists the interesting objects that tourists will see, sub-themes (sub-themes).

Departure should not exceed 5-7 minutes and it should be done before starting the route. Departure is the most responsible stage and it must be bright. At this stage, contact with tourists is established, they get the first impression of the guide. A good output ensures the success of the guide. A qualified guide will find a point of mutual understanding with the group during the performance, attract them, and ensure the success of the excursion as a master of his work.

The main part is formed in a combination of demonstration and narration and consists of topics that are connected with each other by logical transitions (logical transitions) and cover various objects. Logical transitions should help tell the story of the next topic based on the content of the previous topics. A logical transition can have the character of generalization, comparison, and

completion. A meaningful, beautiful and logical transition indicates good methodological training and high professionalism of the guide.

In most cases, after completing the first topic and moving to the second object, the guides use formal transitions that do not correspond to the content of the excursion. For example: "Now we will go there with you and see ..." or "and now we will go to another monument". Such official transitions indicate that the excursion is crude. They do not allow the separate parts of the excursion to be connected with each other.

According to B.V. Yemelyanov, it is wrong to consider official transitions as a systematic error of the guides. They are forced to be used when the movement between the objects is a few seconds (if the object is being watched from the bus). For example: "Now quickly turn right." Look to the side, we have... a monument."

In the concluding part, the guide summarizes the topic of the excursion and answers the tourists' questions.

3. Importance of "guide portfolio".

In a professional environment, a "guide portfolio" refers to a collection of visual aids designed to demonstrate, fill in missing links in a line of sight, and restore. This is especially important if the objects you want to display arrived to us changed or were not stored at all. Then pictures, drawings will help to restore the first state of the object.

The "guide's portfolio" also includes portraits of persons related to the theme of the tour, reproductions of paintings, geological maps, maps depicting military events, samples of the products of manufacturing enterprises, herbariums, geological samples, tapes, i.e., other illustrative materials that enrich the overview of the tour.

The criteria for choosing visual aids are as follows:

- necessity and purposefulness of their use;
- popularity value, i.e. how much this visual tool can enrich and make the story understandable;

- strangeness;
- expressiveness;
- saved state.

Pictures, maps, reproductions must have a 18x24cm cardboard base, have a clear and precise image. Visual aids intended for display on the bus must be 24x30cm in size (those sitting in the back row for them).

The list and content of visual aids can be changed and improved during the entire life of the excursion.

Key words: The main text of the excursion, the order of composition of the main text, the individual text of the guide, the composition of the individual text, logical transitions, "Portfolio of the guide", illustrative materials.

Questions for independent review:

1. The process of preparing the main text of the tour?
2. Explain the content and essence of the main text of the excursion.
3. What is the individual text of the guide?
4. How many parts does an individual text consist of?
5. Explain the "guide portfolio" and its importance.
6. What are the criteria for choosing visual aids?

Lecture 4. The functions and classification the excursion service

Plan:

1. Excursion functions
2. Classification of excursions
3. Form of excursions
4. Methods of preparation and conduction of excursions

An *excursion* (Latin "Excursio" means "a trip") – is a dedicated and demonstrative learning process of surrounding world where prepared objects, theme and routes are used and which is done under the supervision of a qualified specialist.

Excursion functions

1. Information.
2. Organisation of cultural leisure.
3. Creation of interest
4. Scientific knowledge
5. Development of cultural view

Classification of excursions

Classification represents a distribution of objects, events, definitions identified by classes, divisions and categories depending on common criteria. The first attempts to classify excursions are dated back to the end of 20s of the last century. Excursion service is both an independent activity (e.g. holiday resorts, clubs, schools) and a part of a complex of tourist services (in tourist firms). Nowadays excursions are classified as follows:

- a) content;
- b) composition and quantity of participants;
- c) location;
- d) means of travelling;
- e) duration;
- f) form of excursion;

By content excursions can be subdivided into the ones that give an overview (multidisciplinary) and thematic.

As a rule overview excursions are multi theme and they are called multidisciplinary. Historic and modern materials are used here. During overview excursions events are described in general. This gives an idea about a town, area, region, republic, state as a whole. The chronological timeframe of this type of excursion ranges from the date when the town has been first mentioned until present day and its development perspectives.

Thematic excursion is dedicated to one theme and if it is a historic excursion then one or several events connected to one theme or sometimes it is a longer period of time that can form a basis for such an excursion. If the theme of excursion is architectural then the objects of learning can be the most outstanding pieces of architecture located at streets and squares of the town and for bigger cities it can be architectural complexes of the past centuries. Thematic excursions can have a historical, industrial, naturalistic (ecological) purpose, as well as they can be focused on fine arts, literature and architecture and town-planning.

Excursion objects are classified as follows:

Content: one subject (a plant, animal, a piece art work, etc); multidisciplinary (pieces of architecture which are considered historic monuments at the same time).

According to functional meaning objects are classified as main, additional, demonstrational and objects that are commented upon.

On degree of preservation: objects of excursions can be well preserved buildings and structures that have kept their original look as well as rebuilt and reconstructed pieces of architecture and locations where disappeared monuments used to be found or town planning environment of their time. The number of objects included into excursion depends on its purpose and theme.

The location for excursion can be town, suburban area, industrial area, museum or it can be a complex of a few locations (with elements of a few locations).

On means of travelling excursions can be taken as a walking tour and with a use of different means of transport. The preference of a walking tour is that it allows creating a necessary pace and they provide favourable conditions for showing around and telling a story.

Excursions with the use of transport (mainly buses) consist of two parts: analysis of excursion objects (e.g. historic and cultural monuments) while a bus stops and a description related to characteristics of monuments and memorable locations while on the road between the objects. Some excursion providing enterprises use trolley buses, trams, river and sea motor ships, helicopters, etc.

Duration of excursion ranges from 1 academic hour (45 minutes) to one day. Short tours (from 1 to 3-4 days) are called routes for a weekend which can contain several excursions of different length.

Form of excursions can be different

- group excursion, when participants follow the route simultaneously on 10-20 buses with a tour guide provided for every bus;
- excursion walk containing learning elements with resting on the way which is done in a forest, park, sea or river;
- excursion - lecture (description prevails over demonstration);
- excursion - concert is dedicated to a musical theme with listening to music compositions while on a bus trip;
- excursion - play – is a form of literary and art excursion prepared on the basis of certain fiction;
- excursion - consultation which gives illustrative answers to participants' questions and is one of the ways of upgrading qualifications;
- excursion - demonstration is the most illustrative form of familiarisation of the group with nature phenomenon and production processes;

- excursion - lesson is a form of knowledge transfer in accordance with a learning programme of this or that educational institution.

A correct classification of excursions provides conditions for better organisation of a tour guide work with clients, makes a learning specialised process easier and creates a basis for activity of methodological sections. The use of rules for excursions which are made for a certain group helps to actually get the excursion prepared and be effective.

Methods of preparation and conduction of excursions

Excursion tour study – is a science which is based on pedagogic and psychology data but is not a copy of method of learning in a school of general learning.

The theory of excursion method is based upon such pedagogic principles as interaction of learning and education, consistency, systematic character, availability and clarity in material presentation. Mastering excursion methods means not only learning scientific basis and methods but also its creative use which does not allow templates and ready made decisions. A tour guide shall be aware of the nature of sensation, perception, presentation, laws of thinking, meaning and the role of positive and negative emotions during the learning process. Excursions is one of the forms of organising time of rest therefore all the efforts and skills shall be used to make it interesting and captivating.

A general excursion tour methodology consists of two main parts

- a) preparation of an excursion;
- b) taking an excursion.

Sequence for a new theme

Identification of excursion aims and theme. Every excursion shall have an aim in its theme. The theme of excursion reflects its connection with a certain field of science in a society or nature and is a basis for excursion classification.

Excursions are an integral part of cultural and learning work and at the same time they are an important educational tool for children and teenagers

which help the overall development of a personality, formation of an outlook, moral and aesthetic education.

Material learning and build up

Archive work in effort to find and research a source is a hard and creative task, it requires lots of efforts and being persistent and active. Besides it brings an element of scientific research while preparation which makes it closer to the work of a researcher or scientific worker. A story about how new data have been gained which is explained during excursion can sometimes intensively enrich the content of excursion and intensify its emotional sounding.

Preparing a route for excursion

An important step of excursion planning is preparing a route. It finalises work on identification of objects. The route is built up on the following principles: chronological, thematic and complex (chronological and thematic). Excursion route is made up according to its general composition which provides the integrity and logic consequence of presenting the material. While grouping objects related to certain excursion sub-themes one should take into account their remoteness, accessibility, etc.

Excursion techniques

Excursion techniques make a specific form of a tour guide work. These techniques and methods are based on excursion specifics – combination of demonstration and narration and move of participants from one object to the other one. Knowledge gained by the participants of excursion is based upon their perception of studied objects and the events of objective world. Therefore excursion plays an important role in a system of visual technical methods (paintings, models, pictures, etc).

Placement of excursion participants

After the location for showing the object has been chosen it is necessary to place participants in the right manner. It is important to see that all the participants can easily see both the object and the tour guide. The most convenient way is to place participants in a semi ring shape. Tour guide shall

stand on the side half-turned to participants. On the one hand this position allows the tour guide to see the object himself and on the other hand it allows seeing the group. Continuous supervision of the participants and their reaction is an important condition for effective work of the tour guide. While placing the group it is necessary to make sure that all the participants can clearly see and hear.

Quoting during excursions

Quoting or reproduction of parts of literary composition, recollections, documentation and other sources is widely used during excursions. A quote intensifies listeners' interest and helps to prove a position and gives a big authority to the statement of a tour guide and allows to imagine more vividly the colouring of the era. Quotations help to make a better use of the rich arsenal of facts and thoughts that have been accumulated by humanity. Excessive use of quotes is not complimented. It is better to learn quotes by heart.

Standard of speech of a tour guide

Possession of art of telling a story by a tour guide is a guarantee for successful excursion. Therefore, experience of an educational specialist and a lecturer which is based on learning oratorical art shall help a tour guide to successfully master his profession. The speech shall be grammatically correct, clear, expressive, original and laconic. The feeling of confidence which is necessary for the tour guide to make a successful excursion can be complete only if his speech is grammatically correct. He can not speak freely and react in a correct manner to participant's behaviour without it.

Tour guide contact with group

The success of excursion and its effectiveness depend on establishing a required contact between a tour guide and participants from the first moment of meeting until its finish.

Favourable "psychological climate" during excursion is a necessary condition when excursion gives a creative satisfaction to a tour guide and aesthetic delight and joy to its participants.

Key words: excursion preparation, excursion techniques, excursion topic, conduction of excursion, excursion name, excursion functions, excursion objects.

Questions for independent control:

1. State the goals and objectives of the tour service?
2. Why organize a creative team in the preparation of the tour service?
3. Describe the process of selecting objects for topics?
4. Features of the use of visual aids?
5. What do you know about the main and auxiliary objects?

Lecture 5. Methods of conducting excursions

Plan:

1. Conducting a tour

2. Methods of displaying excursion objects:

- preview;
- reconstruction by sight;
- localization of events;
- comparison of views;
- display of visual aids in the "guide portfolio";
- display the object during bus movement;
- panoramic display.

1. Conducting a tour

As mentioned earlier, the excursion is characterized by showing these interesting, historical places and telling about their role in the economy, culture, and nature of this country. These two elements of the excursion are inextricably linked. The presence of one or another object determines the content of the story, and the story itself requires the presence of a specific object to show. But it should be remembered that the most important thing for an excursion is to show, demonstrate. It is carried out on the basis of a specific plan and a technological map. Demonstration is completed with analysis of objects, necessary explanations, conclusions.

According to V. A. Sichinava, visual aids that play an important role in the excursion are divided into 3 types:

- *real (main) excursion objects on the excursion route;
- *additional illustrative materials (visual materials in the guide's portfolio);
- *verbal and visual material depends on the skill of the guide and is achieved by vividly explaining the events.

2. Methods of showing excursion objects

The method of displaying objects is not easy and it depends on the following: means of action, composition of participants, public value, popularity, visibility, state of preservation.

It is possible to distinguish two parts in display technology. The first is to describe its appearance in words in order to attract the attention of travelers to the object and distinguish it from the surrounding buildings. In it: a) the location of the object is indicated by hand movements (on the left, right, next to a two-story building...), b) the external special features of the object are listed (height, color, number of details, shape of windows, writings on the wall...).

The second, demonstration, the meaningful part of demonstration, requires the use of methodical methods of demonstration. In theory and practice of the excursion, these methods were developed by a number of authors under the leadership of Yemelyanov.

-- Yemelyanov writes about the method of viewing in advance as follows (1976y): "This method is used when travelers are standing next to the monument and after they have already seen the monument. For example, "In front of you is the statue of our great-grandfather Amir Temur." The guide suggests to draw the attention of travelers to the object, to pay attention to its general appearance and details. The preview method allows those who see the monument for the first time to compare what they see in books and postcards. The preview method should last 1.5-2 minutes, even if the excursion object occupies a large area (for example, Khoja Ismail al-Bukhari mosque, Ichan-kala). Before this process begins, it is possible to give tips to travelers in order to direct their attention to one or another detail of the object.

--The method of visual reconstruction (zritelnayarekostruksiya) is the imaginary restoration of the previous state of a partially preserved object. This method is widely used when showing architectural monuments and structures of the past on excursions, when they have not preserved their original state. Many

of them have lost their former appearance, have been rebuilt, and their surroundings have also changed.

The preserved part of the buildings and structures helps the guide to carry out visual reconstruction. Based on the visual impressions, he reconstructs the object being viewed verbally. In addition to verbal reconstruction, the guide can use visual aids in the "guide portfolio": past pictures, paintings, schematics...

The method of reconstruction can be used to show the events of the war, the places where statesmen and masters of culture lived and worked. Using this method requires the guide to have extensive and complete information about the object. He must clearly imagine the previous state of the object. In parallel with the visual reconstruction, the guide recreates the story and events related to this object by telling an image story.

The method of visual reconstruction is also used to tell the future of the city, its separate regions, enterprises (with the help of diagrams, models, pictures, drawings).

The method of localization of events is to show historical events or an event exactly as it happened, in specific local conditions. The reviving historical event is expressed by the phrases "here", "in this direction", "in this place". The method of localization of events is used together with the method of reconstruction by viewing. For example, the guide points to the writing table, saying that it was at this table that SadriiddinAiniy created his indelible works. Or you can point to the execution tower in Ichan-kala saying that "criminals were thrown from the top of this tower and executed."

The method of localization of events has a strong emotional impact on the participants. If the events are told in an effective way, tourists become participants of the same event.

The method of viewing comparison is the comparison of the viewed object with other objects. Here, the similarities and unique features of the object are compared. The comparison can be in words, in what you see, and even in

imagination. For example, comparison with famous objects located in other cities. The comparison should be expressive so that tourists will remember it.

Using the comparison method allows tourists to concretely imagine, for example, the size, shape, color and other features of the object.

Comparison is a universal means of knowing. K. D. Ushinsky said, "We learn everything in the world by comparison. If there is a new object in front of us, if we cannot equate it to something, if we cannot differentiate it, we could not say anything about this object.

The "gaps" that appear in the line of sight during the tour are filled using the methodical method of displaying visual aids in the "Guide's portfolio". These tools do not take the place of excursion objects, they are considered an additional source of learning and help to restore specific events and historical events. This method is combined with methods of visual reconstruction and localization of events (previous pictures of damaged madrasas and mosques are shown. For example, Imam al-Bukhari madrasah). No matter how strong the verbal reconstruction is, it will be difficult to describe the object without visual aids.

Paleontological samples are used as visual aids in geographical excursions. It is necessary to pre-sort the samples and then prepare the material (fauna, flora).

The methodical method of showing the object with a memorial board installed on it is also often used in the excursion. First, the object itself is shown and analyzed. As additional tools, you can use the method of reconstruction by viewing (if the object of the excursion has undergone changes). Experts have different opinions on whether to tell a story about the memorial board or not. The guide should decide this according to the situation during the excursion.

Show the object while the bus is moving. Bus tour is currently the most popular. The guide should tell the story of the objects in motion so that they are imprinted in the memory of the tourists. This is not an easy task. Before tourists see the object, it is necessary to provide general information about it in advance.

It is necessary to tell what they can see around the object, its main features, and direct tourists to watch it. Here, it seems that the law of "showing to telling" of the excursion is violated. It seems. But these are rare cases in excursion practice, and the guide must have the necessary skills at such a time.

A panoramic view is a general presentation of several objects to tourists from a specific point. Panoramic display is mainly used in nature excursions. For example, in the mountains, special excursions are planned that end at places where the chain of mountain peaks can be seen from one point.

Movement in front of the object is used for viewing memorial ensembles, squares, nature complexes. This allows tourists to thoroughly study the special features of the object. Sometimes it is difficult to do it from one point.

Walking in front of the object gives tourists the feeling of participating in the events of that time.

Key words: Conducting an excursion, methods of presenting excursion objects: preview, reconstruction by sight; localization of events; comparing what you see; display of visual aids in the "guide portfolio"; display the object during bus movement; panoramic display.

Questions for independent control:

1. Give an understanding of the process of conducting a tour.
2. What do you know about methodical methods of demonstration?
3. What are the methods of displaying excursion objects?

Lecture 6. Development of excursion service

Plan:

1. Development of excursion
2. the guide's pedagogic methods
3. The value of excursions

The country is gradually implementing some measures to develop tourism as one of the strategic sectors to diversify the national economy, accelerate the development of territories, create new jobs, increase incomes and living standards, and increase the country's investment attractiveness.

Creation of favorable conditions for the development of tourism, first and foremost in the private sector, improving the competitiveness and quality of services, active and comprehensive promotion of national tourism products in the world market, as well as by the President of the Republic of Uzbekistan to the Oliy Majlis of the Republic of Uzbekistan. To put into practice the proposals stated in the Declaration of December 28, 2018 and following the tasks outlined in the Strategy of Action for the five priority areas of development of the Republic of Uzbekistan for 2017-2021:

By the Concept of Tourism Development in the Republic of Uzbekistan for 2019-2025, which envisages the following several proposals and plans for improving the legal framework in the field of tourism, the implementation of international standards and standards aimed at creating favorable conditions for tourism development, as well as the development of tourism infrastructure and the creation of favorable and favorable tourism environment.

Besides, on the initiative of our President to improve the system of training, retraining and advanced training for the tourism industry, the First Deputy Chairman of the State Committee for Tourism Development of the Republic of Uzbekistan Abdulaziz Akkulov officially established the Guides Association on February 20, 2019 the certificate was issued.

As it was mentioned above, the potential of the cadre is to show the true image of the country, especially in the whole tour, introducing our cultural and

heritage sites, further enhancing the activities of guides and tourists, using modern excursion techniques - is one of the major problems facing emerging markets in the market.

Now, before the methodology for the organization of excursion services, let us briefly explain the history of the tour and the process and types of excursions:

An excursion (Latin "Excursio" means "a trip") - is a dedicated and demonstrative learning process of the surrounding world where prepared objects, theme and routes are used and which is done under the supervision of a qualified specialist. Excursion service is a much more difficult process than the conservation of instructor in the information of excursion. Thematic excursions differ from city exhibition excursion with its content, subject matters, methodic complexity. Developing a way of excursion services is connected with its content changes. Earlier excursion called a trip to find curative plants, and then objects of gathering samples for regional studies museum.

At the current excursion services as an individual methodical have finished, intentional, particular function and features. It becomes more wealthy by the methodic way and clarified as an inseparable part of mass-culture.

Excursion services are the illustrative process of people to learn their environment that natural conditions, organization buildings, laboratory, scientific-research institutions, and other objects are pre-chosen. Theoretical and methodological basis articles compiled by scholars such as V.I. Azar, L.A. Ilyina, V.A. Quarter Nova, A. D. Chudnovsky, researching innovation vacations in tourist systems. Questions Inno developmental development are also reflected in the works of foreign scientists J.L. Gibson, P.F. Drucker, M. Robson. In the description of problems inherent in the excursion component tourist complexes were used works of B.V. Emelyanov, A.V. Svyatoslavsky, N.A. Sedova, G.V. Yakovenko. Activity of guide plays an important role in pedagogy. Pedagogy is the subject of teaching the young generation as well as the legality of study and education. Every excursion processes give knowledge to people about nature, society,

historic events, natural events so it is part of the education process. Guide's communication with excursionist, his instructions effects educative to them. Learning information enriches their conscience morally and esthetic. Excursion services are one of the pats of the pedagogic process that gives to people education and expands outlook.

Pedagogic excursion process based on didactic principles that excursionists mark meaning of education, organizing matters and method. This contains scientific, innovativeness, relating with life, systematic, simplicity, usefulness and reliability principles.

Excursion service has importance as a form of cultural-educational works. At schools, an excursion obeys to the activity of common education as a lesson and lecture. Like all pedagogic processes in excursion services also participate 2 sites teacher-guide and learner-excursionist. The guide gives knowledge according to particular themes and excursionist receives them. This mutual action of sites is considered as the base of the pedagogic process. Guide uses pedagogic methods while communicating with excursionists. Guide's professional experience contains pedagogic skills and pedagogic art.

Following are the guide's pedagogic methods:

- Enough knowledge at expertness
- Analyzing, figurative thinking
- Understanding excursionist's psychology
- Leading group
- Having a piece of knowledge and practice at pedagogic technique
- Intuition

Training this methodology as the structural and theoretical basis for guides will serve as a basis for the future preparation of well-trained guides. According to the head of the committee, the association will have the opportunity to increase the number of more than 1000 currently operating manuals to more than 5000, as well as create single, bilingual and multilingual group manuals. In this regard, the export of tourism services has also increased from 546 million US dollars to

1 billion 40 million US dollars, and in recent years, one of the most important issues will be the training of 7.5 million tourists. The value of excursions Excursions offered by accommodation providers are often integral parts of the tourism package. Excursions are added to increase the attractiveness of the accommodation product with the aim being to attract guests in the first place and possibly induce them to stay longer and spend more.

Excursions can also be the main appeal of the vacation where accommodation itself (the lodge or the hotel) plays a secondary role, the key examples of this being the great variety of niche and special interest cultural tours being sold, many of which often travel along specific routes. Excursion processes are one of the main components of the tourist product, allowing you to get acquainted with the culture and rich heritage of the region. Besides, each tourist will come to visit the destination with a desire to get acquainted with the past and the unique culture of the people. The innovative tools we offer make it easy for both travelers and domestic travelers to enjoy travel at a low cost. Thus, in recent years there has been a trend the emergence of innovative forms of organization of excursion activities. Due to this, it is advisable to use such forms of innovation as radio guide, QR code and quest tour. The use of such innovations will increase the quality and competitiveness of excursion services, as well as ensuring additional profit in the tourist market of the city and the region. Also, the use of innovative excursion processes will increase the image of the region in the tourism market and demonstrate its potential.

Key Words: excursion, a pedagogical process, guide, scientific and propagation function, spectator reception, innovation, radio guide, quest, competitiveness, presence of excursion objects.

Questions for independent control:

1. What is the being done to develop tourism?
2. When the guide association was formed?
3. Brief information about the excursion?
4. What does a guide's experience and skills involve?
5. What is the value of excursion?

Lecture 7. Organization of excursions and ensuring the safety of tourists

Plan:

1. mountain guiding
2. safety of tourists
3. walking excursion
4. Tours and excursions by sea or on rivers and lakes

A staff member who takes on the task of guiding on *glacier excursions* shall, in addition to basic training, have undergone a competency assessment in Level I *Glacier Guiding*. After completing a course the trainees should be able to guide under direct and indirect supervision on all conventional glacier excursions as well as on ice climbing excursions on glaciers during summer.

A senior supervisor of glacier excursions must also have undergone a special competency assessment in Level II *Glacier Guiding*. He must be able to handle all the work carried out on glaciers, both in summer and winter conditions.

An employee, who works as an assistant or assistant guide on glacier walking excursions, must have attended a basic course in glacier guiding.

See accompanying document walking excursions on glaciers and in difficult mountain terrain. A member of staff, who is a guide on glacier walking excursions and in difficult mountain terrain, must have solid knowledge and experience of travel on glaciers and in difficult mountain terrain or similar areas, both in summer and winter condition

A member of staff who is a guide on glacier excursions and in difficult mountain terrain, must, in addition to Mountain Guiding 1, also have completed a course in *Mountain Guiding*

2. Those who complete this course are authorised to act as guides under indirect supervision on routes which have been graded as relatively easy A

senior supervisor of glacier excursions must have completed a course in Mountain

Guiding 3 and be authorised to undertake any form of mountain guiding.

An employee who works as an assistant or assistant guide on glacier walking excursions and in difficult mountain terrain, must have attended a course in Mountain Guiding I and is subsequently authorised to guide under direct supervision.

"Difficult mountain terrain" is to be understood in this context as mountains which require specialised knowledge, such as climbing with customers, short-rope technique and big wall climbing.

Walking excursions in highland and wilderness regions

An employee who undertakes guiding on walking excursions in highland and wilderness regions must have solid experience and knowledge of travel in such areas, both in summer and winter conditions. The employee shall have completed at least the following courses: A course at the level of Mountaineering I which has the aim of instructing participants in the basics of mountaineering so that they can survive in mountain regions in Icelandic conditions. A course in tourism whose aim is to improve the participants' skills in tourism and the ability to function in an outdoor environment.

A course in navigation whose aim is instructing participants in map reading, the use of a compass and basic use of GPS equipment.

A wilderness first responder aid course (WFR). The aim of this course is to give the participants thorough training in first responder aid so that they are able to respond to accidents and illnesses when specialised help is at a distance or help cannot be summoned.

Crossing flowing water, where the aim is to enable participants to cross rivers with improved safety.

The course Avalanches which deals with walking excursions in winter with the aim of instructing and training participants in the basics of avalanche risk assessment, and improving their skills in avalanche search and rescue.

See accompanying document *"Highland and wilderness"* is to be understood in this context as areas locations where waiting for specialised assistance would take two hours or more. *"Specialised assistance"* refers to medical assistance teams, rescue parties and other responding contingency groups who could assist in case of mishap accident. Walking excursions in sparsely populated areas an employee who undertakes guiding on walking excursions in sparsely populated areas must have sound knowledge and experience of travel in such surroundings, both in summer and winter conditions. The employee must have completed at least the following courses:

A course at the level of Mountaineering I which has the aim of instructing participants in the basics of mountaineering so that they can survive in mountain regions in Icelandic conditions.

A course in tourism whose aim is to improve the participants' skills in tourism and ability to function in an outdoor environment.

A course in navigation whose aim is instructing participants in map reading, the use of a compass and basic use of GPS equipment.

First Responder Aid 1. The course is intended for those who stay in sparsely populated areas and in the wilderness. The course aims at enabling trainees to participate in the assessment of patients in the wake of illnesses and accidents as well as assist in treatment and preparation and/or transportation to hospital.

Crossing flowing water, where the aim is to enable participants to cross rivers with improved safety.

The course Avalanches which deals with walking excursions in winter with the aim of instructing and training participants in the basics of avalanche risk assessment, and improving their skills in avalanche search and rescue.

"Sparsely populated areas" is to be understood in this context as areas locations where waiting for specialized assistance would take 30-120 minutes (0.5-2.0 hours). *"Specialized assistance"* refers to medical assistance teams,

rescue parties and other responding/contingency groups who could assist in case of mishap/accident.

Walking excursions in densely populated areas

An employee who undertakes guiding on walking excursions in densely populated areas must have solid knowledge of the nature of the task and must have completed at least a course in first aid.

“*A densely populated area*” is to be understood in this context as an area demarcated by signposts which indicate a densely populated area and where structures and residential districts are placed close together compared to neighboring locations.

Skiing excursions

Skiing excursions in designated ski areas prepared tracks

An employee who undertakes guiding on skiing excursions must have solid knowledge and experience of the ski sport and the relevant ski area. An employee who acts as a guide on skiing excursions shall have completed at least a course in First Responder Aid.

An employee who undertakes guiding on skiing excursions outside prepared tracks must have sound experience and knowledge of the ski sport and of the area in question.

An employee who undertakes guiding on skiing excursions outside prepared tracks must have completed a course in Ski Guiding and passed a competency assessment in Ski Guiding which gives the authorisation to work under direct and indirect supervision by ski guides.

A senior supervisor of skiing excursions outside prepared tracks shall have passed a special competency assessment in Ski Guiding 3 and be authorised to undertake all types of ski guiding and skiing excursions.

An employee who works as an assistant or assistant guide on skiing excursions outside prepared tracks must have completed the course Mountain Guiding

Tours and excursions by sea or on rivers and lakes

1. *Tours and excursions by sea*

Companies which undertake tourist excursions by sea, for example whale watching, sea angling, bird watching, speedboat trips, adventure tours etc., shall possess a certificate of vessel seaworthiness and passenger licence from the Icelandic Maritime Administration and, depending of the types of vessels used, other relevant certificates from the same authority.

They also need a licence to operate as a tourist bureau or tour organiser. In other respects, the provisions of laws and regulations on travel by sea or on lakes and rivers apply, under the authority of the Icelandic Maritime Administration.

In the event that a tour or excursion combines different travel modes the relevant provisions of laws and regulations apply.

2. *Kayak sailing and white water rafting*

Those who operate passenger transportation in small boats must hold a special operational licence from the Icelandic Maritime Administration. An employee who undertakes guiding on kayak sailing and white water rafting excursions must be recognised by the Icelandic Maritime Administration and possess the requisite knowledge and training with regard to conditions at sea as well as on lakes and rivers both during summer and winter. A guide on kayak and white water rafting excursions shall have completed at least the following courses:

A course in tourism whose aim it is to improve the participants' skills in tourism and the ability to function in an outdoor environment.

A wilderness first responder aid course (WFR). The aim of this course is to give the participants thorough training in first responder aid so that they are able to respond to accidents and illnesses when specialised help is at a distance or help cannot be summoned.

A course on safety near water whose objective is to sharpen participants' awareness of dangers relating to travel on and near the sea, lakes and rivers.

3. Diving

An employee who undertakes guiding in diving excursions must have solid knowledge of this task, both in summer and winter conditions. He shall possess the qualification of "Padi Divemaster" or a comparable qualification from an accredited international diving association. The Icelandic Marine Institute is in charge of supervising and monitoring the implementation of laws and regulations with regard to diving.

4. Sea swimming

An employee who undertakes guiding on sea swimming excursions must have sound knowledge and experience of this task, both in summer and winter conditions and shall have completed at least a course on first aid at swimming resorts.

Key words: glacier excursions, Organization of excursions, safety of tourists, glacier guiding, mountain guiding, walking excursion, excursion by sea.

Questions for independent control:

1. How to organize an excursion to the glacier?
2. Whether guides are required to attend the course for an excursion on the glaciers?
3. What is the main purpose of the medical care course?
4. What are the types of excursions?
5. What courses the guide should have completed?
6. What are the types of first?

Lecture 8. Guide's speech culture and its professional characteristics

Plan:

1. Requirements for the guide's speech.
2. The content of the guide's speech.
3. The importance of voice in storytelling.
4. Non-verbal communication.
5. Guide's relationship with the group.

1. Requirements for the guide's speech

A professional requirement for every guide is to have a high level of speech culture. If the guide is not a master of words, he cannot ensure the success of the excursion. Therefore, he should try to master the basics of public speaking.

In this section, a few rules of speech culture, which are necessary for conducting an individual text and excursion, must be observed.

It is wrong to accept the basics of the guide's speech culture as an original author's development. After all, hundreds of books on public speaking have been written over thousands of years. If we analyze the literature on the art of oratory, Ye.A.Nogin's "Basics of the Art of Union Oratory", A.A.Vvedenskaya and L.R. Pavlova's "Culture and Art of Speech" and Dale Carnegie's "Influencing People and Increasing Self-Confidence Through Formal Speeches" cover this issue in detail.

So, what should the guide remember and take into account about the culture of public speaking, which is an important part of his work? What is the speech culture of the speaker? E. A. Nojin writes the following about this: "Speech culture of a speaker is often considered to be correct speech, i.e. speech that conforms to generally accepted language standards.

The speaker's culture of speech is the use of language materials that provide the best impact in a specific situation, in accordance with the given task, for this audience.

The guide should remember that his speech to tourists is an oral speech, and it differs from a written speech in terms of content and length of sentences.

It is advisable to use short and uncomplicated sentences for speaking because they are easier to hear. Ancient orators against long sentences said that "long sentences have a bad effect on the listener's ear and on the speaker's breathing."

Oral speech is a written speech expressed by voice. It is desirable for the guide to adapt individual texts, collected literary, scientific, newspaper, archive, and statistical materials to the rules of oral speech. Research shows that listeners receive 50% of the information when written speeches are voiced, and 90% of the information when speeches are structured according to the norms of oral speech. These studies characterize the effectiveness of the speaker's speech. And during guided tours, the guide is again affected by the external environment, which further reduces the effectiveness of receiving animated written speech.

In oral speech, the order of sentences differs in its freedom. Written speech is characterized by systematic, interrelated, logical statements and thoughts, while oral speech is often situational, and many additions are made depending on the situation and the reaction of the listeners. In oral speech, naturally, sometimes the order of words is broken, and because of this, liveliness and naturalness are achieved in speaking. One of the most important elements of a speaker's speech culture is the correct use of words. Words have an impact on an audience only when they are used in their entirety, in context, and in harmony with other words.

Important indicators of the guide's speech culture are the correct pronunciation of these words. Audiences always pay attention to slurred words. If mistakes in pronunciation are repeated, this will have a negative effect on the mind of the audience, it will interfere with the reception of words. In most cases, there are difficulties in pronouncing characters' surnames, first names, geographical locations, and various foreign terms. In this case, it is necessary to use a guide dictionary (the dictionary can be obtained from any bookstore). The use of "due attention", "elevation", "main goal" and similar stamps in the speech makes the

speech meaningless, lifeless, imageless. Another type of word stamps is stationery.

Clericalism is a standardized circulation of official-working written speech. We read them from speakers' speeches on radio and television, from the pages of newspapers and magazines. It is difficult to get rid of them, they are repeatedly entering our speech. But the guide should be careful to use them and fight with them.

Professional terms and foreign words can also create a "danger" for the guide. First, both of them should be pronounced in accordance with their meaning, and secondly, if the spoken word is not understandable to everyone, their meaning should be explained simply and clearly. The terms used should sting. This age-old problem has been present to orators since the time of Aristotle. He believed that "a skillful orator should organize speech in such a way that foreign words pass "imperceptibly" in the speech and "have a clear meaning". The use of professional terms and foreign words in the tour story distorts the speech and breaks the communication between the guide and the group.

The richness and beauty of an orator's speech depends on his use of synonyms. Synonyms are words that are similar in meaning but different in form. They help to express thoughts clearly and vividly, and avoid repetition of words. For example: the word "telling" has the following synonyms: to describe, to express, to speak, to tell... Some synonyms of words are used only in oral speech. Stylistically decorated words give the speech an expressive-emotional tone and determine the attitude of the speaker to what he said.

The best find for a speaker is folk proverbs and sayings. In proverbs lies the truth of the people, which has been proven for thousands of years. They express joy and sorrow, anger, love, envy, humor. Proverbs and sayings glorify work, condemn laziness, strengthen goodness and trust. They not only enhance the expressiveness of speech, add meaning and sharpness to speeches, but also find a way to the hearts of listeners, help to gain their respect and attention. That is

why proverbs and sayings have a special place in speech. Success in using proverbs and sayings in speech depends on how well they are chosen.

Currently, there are a lot of collections of folk articles and creations, and they should be under the hand of a guide. With their help, the individual text becomes more lively and reliable.

2. The content of the guide's speech

Taciturnity and volubility. Taciturnity is the ability to free speech from unnecessary and meaningless words. Conciseness is the speaker's ability to speak in such a way that "words are fewer, thoughts are more extensive" in the speech, and it is important for the speaker to express his thoughts clearly, concisely, and at the same time passionately and emotionally. Cicero said: "The greatness of an orator lies not only in the fact that he says what is necessary, but also in not saying what is unnecessary." For guides, these points of Cicero are very important. He was given little time during the tour, but it would be wrong not to take into account the problem of lack of vocabulary. Each object of the demonstration is a new story separated by a few minutes, and in this short time the guide has to place a large amount of information. A professional quality of a guide is to express one's opinion briefly, figuratively, and emotionally.

Volubility excursion spoils the content and essence. Too many words spoil the naturalness of speech. And the main idea comes out with difficulty among a "bunch of useless words". 2000 years ago, the author of the treatise "On Theology" said: Excess weight is harmful not only to our body, but also to our speech. It can also have the opposite effect on the listener by distancing the speech from the truth.

Carelessness is not only a sign of lack of culture, but also indicates that the speaker does not have an understanding of the object being described. "Parasitic" words that do not have a logical meaning also spoil the speech. For example, "so", "it can be said", "let's say", "in short", "well", "generally speaking". These words are signs of lively oral speech. This is exactly what a guide should strive for. But if these are repeated unnecessarily, they become

parasitic words. The speaker himself does not notice natural, parasitic words. But these will touch the audience. It is necessary to take measures to eliminate them.

3. The importance of voice in storytelling

Voice power is the main component of guide speech technique. It is necessary for the audience to hear the guide's voice well and clearly, whether it is on a bus, in a museum hall, in a mosque, in a factory, or in the open air. Otherwise, the preparations will be unnecessary and pointless. Not every guide has a strong voice, so in order for their speech to reach everyone, it is important to choose the right place on the excursion (away from the noise), the right placement of the group, the right choice of their place, the wind pay attention to which way it is blowing.

Another important aspect of speech technique is its speed (tempo), and it must be taken into account when conducting an excursion. Voice speed (tempo) is the speed of pronunciation of speech elements. The normal speech speed of the Uzbek nation is 120 words per minute. At this speed, one page of 14 fonts, typed in 1.5 intervals, should be read in 2-2.5 minutes. The speed of speech changes during the tour. It depends on the content of each part of the individual text, the time allocated to the story in front of the object, the emotional preparation of the guide, and the occurrence of unexpected events.

When choosing the right speech speed, sometimes speeding it up also speeds up the reception of information. But too high speed (at one time) slows down the reception (expects the ability of the human psyche to "skip") and the guide's efforts are wasted. Fast speech requires a lot of attention, it tires the listeners and they stop listening to the guide.

Too slow a speech will "sleep" the audience, they will lose their ability to follow the thought, they will not be heard until the end. Slow speech makes listeners "cold" to the story and bores them. It is important that the guide knows how to change the speed of speech. If it is necessary to emphasize, distinguish something, it is necessary to slow down the speed of speech (for example:

conclusions, concepts), and if it is necessary to express pride in speech, it is necessary to speed up the speed of speech.

In order to be able to control the speed of speech during the tour, the guide needs to know the speed (tempo) of his normal, unhurried speech. In order to know your speech speed, you need to read 600-700 words aloud and divide them into minutes. This time is the guide's speech speed, and it can be adapted to the average speech speed of Uzbek pronunciation with the necessary training. Because it is at this speed (120 words per minute) that the content is well received. The pause plays an important role in oratory and guide speech. A pause is a temporary stop of sound, during which the activity of the speech organs stops and it interrupts the flow of speech. A break is silence. But silence can also be expressive. This is what K.S. Stanislavsky said about the break "A break is the main and important element of our speech."

In the theory of public speaking, there are several classifications of breaks: hesitation breaks, i.e. pauses for thinking, pauses for thinking; intonation - logical breaks - mechanically formed tacts that separate one speech tact from another; psychological breaks - with their help, for example, entire sentences are given meaning (Stanislavsky said that "speech is lifeless without them"); intonation-syntax breaks - situational, physiological breaks are included.

Many guides incorrectly use intonation-syntax breaks in their speech, without which there is no correct speech based on grammatical rules. Intonational-syntax breaks follow the punctuation marks in written speech and are distinguished by their duration. The shortest break is a comma, and the longest is a period. Theorist of the art of public speaking, French D. Doriaha said: "Whoever takes a break in his speech - breathes properly, pronounces better and articulates more easily. Correct punctuation means feeling and controlling the pace of one's speech...it means speaking clearly and helping others understand it, it means understanding what one is saying."

The guide should control his diction. Diction is the level of clear pronunciation of syllables and words in speech. "Swallowing" sounds and syllables is

forgivable in everyday conversation, but in formal speeches it reduces the quality of speech and prevents the reception of content. Having good diction helps to maintain an active, energetic speech rate in any situation, conveys the purpose to the listeners.

In practice, every speaker has a problem with diction, in order to improve it, it is necessary to constantly work on oneself (following the recommendations given in methodological manuals on speech techniques). All the manuals offer various prompts as a means of improving speaking technique. They consist of a combination of words consisting of sounds, which require continuous restoration of our speech apparatus. To work on improving our speech, here are a few quick sayings to keep repeating:

"A white lid for a white teapot, a blue lid for a blue teapot."

"In winter, it is not ripe, but when it is ripe, it is not winter."

"A flower bloomed in a vase."

"Qahraton wintered in Qadir village."

You can use the recommendations of L.A. Vvedensky and L.G. Pavlova on how to work with fast pronunciations: "Slowly, pronounce each sound clearly and read the text of fast pronunciation. Take a break, take your time, record on a tape recorder, listen and repeat. When you are sure that the pronunciation of each individual sound is clear, fluent, speed up. Repeat clearly, fluently, following the same pronunciation as in the first case, but twice as fast. Increase the speed when the phrases are clear and fluent. Use this fast-talking technique in every text."

Students of Rostov State University studying in the field of "Tourism and Excursion Work" are recommended to read poetic texts for 20 minutes every day and observe their speech in their daily life in order to improve their speech. These works will give results after 1.5-2 months. Students' speech becomes fluent and their diction is better. They read journalistic speeches with great enthusiasm, excursion texts with elements of scientific or cultural studies.

Too slow a speech will "sleep" the audience, they will lose their ability to follow the thought, they will not be heard until the end. Slow speech makes listeners "cold" to the story and bores them. It is important that the guide knows how to change the speed of speech. If it is necessary to emphasize, distinguish something, it is necessary to slow down the speed of speech (for example: conclusions, concepts), and if it is necessary to express pride in speech, it is necessary to speed up the speed of speech.

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day and observe their speech in their daily life in order to improve their speech. These works will give results after 1.5-2 months. Students' speech becomes fluent and their diction is better. They read journalistic speeches with great enthusiasm, excursion texts with elements of scientific or cultural studies.

Another important quality in the guide's speech is emotionality, that is, the speaker speaks with excitement and emotion. It is impossible to talk about the victory in the Great Patriotic War, the discoveries of scientists, and the ecological problem of the country with some kind of excitement.

The speech of the guide should affect both the mind and the emotional-sensory aspects of the mind. According to psychophysicologists, speaking with emotions (emotions) changes the pattern of speech reception, affects thinking, memory and attention.

This section of the study guide that you have read is not a collection of reviews on improving the technique and culture of the guide's speech. Its task is to help the guide determine the main directions for working on the language. And for a creative person, this process should continue continuously. Formation of a rich, correct, clean, figurative, expressive speech that is understandable to the listener is a component of improving the professional skill of the guide.

4. Non-verbal communication

Gestures and facial expressions (non-verbal communication) are the way in which the speaker communicates his feelings and thoughts with various actions. They appear by themselves, based on the content of the speech. In rhythmic harmony with intonation, accents and pronunciation, gestures direct the attention of the audience to one or another part of the speech, helps determine the speaker's attitude to the ideas.

In the theory of public speaking, there is a classification of deeply developed gestures used by speakers. Gestures can be divided into the following types: rhythmic, emotional (emotional), indicating reconstructive, pointing, pictorial, symbolic, etc.

It is necessary to know how to use pointing, reconstructing and pointing gestures in the practice of excursions. Pointing gestures can be made with looks, head movements, and fingers. The primary role in pointing gestures is given to the hands. It is recommended to use the pointing gesture when there are objects that can be indicated (monument, monument fragment, memorial board, natural object).

Reconstructive gestures help tourists imagine the building and structure that has not been preserved. With these gestures, the guide should be able to create the necessary ideas for the tourists.

Pointing gestures ensure that tourists are positioned correctly in front of objects. With their help, the group's actions are directed from one object to another, they are offered to get off the bus or vice versa to take their seats. In addition to necessary (necessary) gestures, the guide should also have an understanding of meaningless, "parasitic" gestures. Like parasitic words, they have a negative effect on speech and distort its meaning. These are repetitive head movements, hair straightening, button fiddling, head scratching, and more. Such repetitions tire the listeners.

The guide should carefully monitor not only his speech, but also his gestures, which are considered a non-verbal communication language. Because more or less the efficiency of the guide's relationship with the group depends on them. The rules of conscious, expressive use of gestures are similar to the rules of good tone: they are not born with them, they are learned and become life norms. An important indicator of the speaker's emotions is his facial expression and facial expressions. Mimics allow listeners to better understand the speaker, to understand what emotions he is experiencing. Mimics can convey many emotions and experiences: joy, sadness, disgust, surprise, surprise, hesitation. The facial expression should match the character of the speech. Boredom and coldness on the face of the guide have a negative effect on tourists. The speaker's face should be shining in relation to the listeners. The guide needs to learn and improve his facial expressions.

L.A. Vvedenskaya and L.G. Pavlova advise the following in this regard: It is recommended to know what is happening with the eyebrows, lips and forehead. If you are used to walking with your eyebrows closed and your forehead wrinkled, learn to walk with your eyelids and forehead open.

In order for our facial expressions to be expressive, depict several emotional expressions in front of the mirror (sad, happy, unhappy, hate). Watch the facial expression change and see if it conveys the desired emotion." It should be remembered that "inspirational" oratorical facial expressions are a good tool for evoking the emotions of the audience.

5. Guide's relationship with the group

The success of the excursion in many cases depends on the necessary relationship formed between the guide and the excursion group, a warm psychological atmosphere in understanding each other. Establishing such a relationship is a professional task of the guide.

What is the relationship with the audience? Psychologists say that communication (contact) is a commonality in the mental (psychic) state of the speaker and the audience, it is a mutual understanding between the speaker and the listener. It appears on the basis of joint thinking activity, when the speaker and the listener are solving the same problem, analyzing the same questions, that is, the speaker is stating the topic of his speech, and the listener is observing the development of his thoughts. If the speaker is talking about one thing and the listener is thinking about something else, there is no communication.

Communication should be initiated as soon as the guide appears in front of the group. The following proverb applies here: "Welcome by clothes and observe by intelligence." It all starts with the appearance of the guide. Her clothes must be clean, neat, her makeup simple, her hands well-groomed. A.F. Kony gave the following advice to tourists on this issue (also applicable to modern guides): "It is necessary to dress modestly and cleanly. There should be nothing special about the costume (various colors, unusual styles); dirty suits make a bad impression. It is necessary to keep this in mind, because the psychological

impact on the audience begins before the speech, when the speaker appears in front of the audience." One day, such an incident happened during one of the excursions. A well-educated, qualified specialist, who has reached many years of age, is late for an excursion to the students. Then he catches his breath and gets on the bus. Short "Hello everyone!" he quickly takes off his hat and messes up his hairstyle. He begins to leave without putting it in order. There is a commotion among the students, everyone starts discussing the guide's appearance, and no one was interested in his story. The beginning of the tour is disrupted due to the guide's misbehavior and carelessness. The guide spent a lot of effort to attract the attention of the audience, which he achieved with difficulty due to his deep knowledge of the topic of the tour and his ability to convey it.

The guide's speech also plays an important role in establishing contact with the audience. It should be bright, meaningful, descriptive, with little advertising (you need to convince them that they did the right thing by choosing this excursion). The guide must be active in the first minutes. An active speaker is phlegmatic - he attracts the attention of the listeners more strongly than the speaker. "People need to feel that the speaker is trying his best to communicate and that he is passionate about the goal. A real connection (contact) with the audience is achieved only if in the speaker's mind he, the audience, and his speech form an inseparable unity. Then the words will be chosen more correctly, the speech will be more expressive, and the listeners will be more receptive, and the mind and emotions will be more deeply affected." (Nejin 1973y).

Of course, the speech and story of the guide is the basis for establishing a strong connection between the guide and the group. A relevant story enriched with new information and the high speech culture of the guide attract the attention of listeners. In order for the guide to maintain constant contact, it is necessary to take into account the composition of the groups on the tour.

The guide must see everyone in the group during the excursion. But the presence of line of sight does not mean that the guide sees everyone and everything all the

time, it is impossible. If the guide looks from one side of the group to the other during the speech, without ignoring anyone, he can create the impression of communication with each listener. It is wrong for the guide to address only one or two people in the group to determine the reaction).

A good relationship established between the group and the guide lays the foundation for the success of his work. If he sees that he is being listened to attentively, the guide will be more inspired, he will convey the material confidently and emotionally, and his voice will sound more convincing. His height will be restored in his own eyes and in the eyes of the listeners. A weak connection with the audience has a negative effect on the speaker. He begins to make mistakes, loses himself, cannot control the situation.

Establishing communication, gaining the attention of the audience, ensures the success of the excursion, is an important condition for information transmission, helps to have the desired effect on the listeners, and helps them to strengthen the necessary knowledge.

Key words: Requirements for the speech of the guide, the content of the speech of the guide, rarity and fluency, voice power, voice speed, the importance of voice power in storytelling, pauses in speech, pronunciation in the art of oratory, diction, non-verbal communication, rhythmic, emotional (emotional), indicating, reconstructing, pointing, pictorial, symbolic gestures, guide's relationship with the group.

Questions for independent review:

1. Requirements for the guide's speech.
2. Tell about stamps in speech.
3. When should the guide use professional terms and foreign words?
4. The content of the guide's speech.
5. The importance of voice in storytelling.

Lecture 9. Pilgrimage excursion places of Uzbekistan

Plan:

1. Development of pilgrimage tourism
 2. Shrines located in the regions of our country
1. Development of pilgrimage tourism

In the process of globalization of the world economy, the field of international tourism is developing more and more rapidly. Especially the field of international tourism is the highest income earner in the economy of developed countries and is becoming one of the dynamically growing industries. According to the World Tourism Organization (WTO), to the tourism sector about 7 percent of the total amount of global investment capital, 11 percent of all consumer spending, 5 percent of global tax revenue more than a percent of international service and service networks one third is correct.

The field of international tourism is developing closely with the transport, communication, trade, construction industry, agriculture, consumer goods production, manufacturing industries (light and food industry enterprises) in the world and is becoming manifested as a catalyst of social and economic development in the world economy.

Today, one of the most important sectors of international tourism is religious that is, it is considered pilgrimage tourism. Pilgrimage tourism the history of its formation goes back to the distant past. That is, he has the first its origin dates back to antiquity. Pilgrimage tourism the main places where they appeared were the homeland of the ancient Greeks and Romans is considered Ancient Greeks and Romans temples and churches built and worshiped in them.

The main benefit of the pilgrims' journey is to visit the sacred places, during worship spiritual relief, purification of hearts, heavy the fact that he is free from diseases and the sins he committed is from God asking for forgiveness, being in spiritual closeness with his comrades during the trip they dream of becoming. Pilgrim tourists go on a trip to achieve one's dreams and hopes, thanking the Creator and honoring Him they do their best to pay their respects.

Today, there are more than 10 places of pilgrimage in the world there are large centers, which are almost all over the globe located in the continents. There are many places of pilgrimage in the Muslim world. In particular, in Central Asia, and also in our beloved Uzbekistan. There are countless shrines and places of pilgrimage where saints lived and were buried a lot. Among them, in the city of Turkestan, South Kazakhstan region Ahmed Yassavi Mausoleum; Zangiota district, Tashkent region Zangiota Complex; The mausoleum of Sheikh Khivanda Takhur in Tashkent, Kaldirgoch-biya mausoleum, Yunus Khan mausoleum; Hazrat Imam complex; Mausoleum of Abubakr Muhammad Kaffal Shashi; Sheikh Tomb of Zaynuddin Baba; Hartang, Payariq district, Samarkand region Imam Al-Bukhari complex in the village; Dahbed, Akdarya district the mausoleum of Makhtumi Azam in the fortress; Shahi in the city of Samarkand Zinda, Amir Temur, Ruhabad, Khoja Daniyori, Motrudi, Murad Avliya, Tombs of Khoja Ahror Vali, White Palace, Choponota; in the city of Bukhara - Ismail Samoni, Chashmai Ayub, Sadridin Buharzi, Bahavuddin Naqshbandi, Buyon Kulikhan, Chor Bakr mausoleums; in Khorezm region Mausoleum of Three Saints, Said Allovuddin; Jahongir in Kashkadarya region, Dorus Saodat, Dorut Tilovat Complex, Blue Dome Mosque;

In Surkhandarya region - Hakim at-Termizi complex; Sultan Saodat temple monument, Fayoztepa Temple; Sadr in Jizzakh region Vakhs Saint (Avliyoota) complex; Dakhmon Shahon in Fergana region such as the cave house, Mozorikhan mausoleum attracts tourists are considered attractive places.

2. Shrines located in the regions of our country

Collection of Imam Ismail al-Bukhari. This complex is Samarkand. It is located in the village of Hartang, Payariq district, 12 km from the city. Currently, the memorial complex of Imam Ismail al-Bukhari consists of 10 hectares, a mosque with 1500 people praying at the same time and it consists of a domed mausoleum, a dargah of science and an administrative building under the control of the blue color.

Complex was rebuilt and renovated in 1998 and is the largest and most beautiful in Central Asia and was converted into one of the holy places of worship. Come to visit the number of tourists is increasing. Imam Ismail al-Bukhari on July 20, 810 in the city of Bukhara was born. He has a sharp mind and a strong memory since he was ten years old started studying hadith. Collecting hadiths later in order to travel to countries such as Hijaz, Egypt, Iraq, Khorasan "Aljami al-Sahih" or "As-Sahih". He publishes a book called (The True Collection). This work promotes and propagates the religion of Islam in the Muslim world. It ranks second after the Qur'an. During his time Imam Ismail al-Bukhari collected about 7400 hadiths and checked them one by one comes out, and depending on their content, legal, historical, it is divided into biographical, moral, and medical categories. Later, he wrote more than a dozen works on the science of hadith and great figures ranks among the persons who have risen to the rank. Imam Ismail al-Bukhari died on September 1, 870 in the village of Hartang.

Shahi Zinda Ensemble. Shahi Zinda ensemble in the city of Samarkand. It is one of the most important places of worship and the burial place of the Timurid generation is a complex. This ancient cemetery is located in the north-eastern part of the city of Samarkand, that is, on the Afrosiyob hill of the old city. The tomb of Qusam ibn Abbas is located in the central part of the complex. He is a saint for promoting Islam in Samarkand is a person who has risen to the level. Shahi Zinda architectural ensemble is rare, built in the XIV-XV centuries. It is considered a rare building structure and from the important places that attract tourists is considered.

Cemetery of St. Daniel. Another one in the city of Samarkand is one of the places to visit. This cemetery is Samarkand which flows through the middle of Afrosiyob hill in the northern part of the city. It is located on the left bank of Siyab stream. Here is Khoja Daniyori or part of the body of the biblical saint Daniel (according to some sources, a leg part, according to other sources - hand part) owner Amir. It was brought from Mosul, Iraq, in the 15th century by order

of Timur will be buried. At the beginning of the 20th century, a mausoleum was built on the grave of Khoja Daniyori will be built. Today, most of the world has come to these places pilgrims come and go from their countries.

Hazrat Bahavuddin Naqshbandi complex. Sheikh, saint Bahovuddin Naqshbandi Complex Qasri, Kogon District, Bukhara Region. It is located in the village of Orifon. Hazrat Bahavuddin Naqshbandi himself was the spiritual teacher of Amir Temur during his reign. He became a weaver in his youth, and later became a weaver, a piri and blacksmith is a person who has risen to the level of master craftsman. Sheikh Bahavuddin's real name is Said Muhammad Bahavuddin, he is 1318 He was born in Muharram and died in March 1389 reached Bahavuddin Naqshbandi Bukharai to the whole world the person who founded the "Naqshbandiya" teaching of dervishes is considered. In his teachings, he encourages people to learn and work invites.

Abdulkholiq Gijduvani Memorial Ensemble. This facility is located in the center of Gijduvan city of Bukhara. Abdulkholiq Gijduvani or Khoja Abd al-Khaliq Abd al-Djamil Gijduvani was born in Gijduvan, Bukhara region. He was born in a religious family and worked as a mosque imam. Abdulkholiq Gijduvani was interested in science and when he was young he memorized the Holy Qur'an. His works "Risola-yitariqat", Such as "Risola-yi Sahabiya", "Wasiyat-nama", "Zikr al-Khaliq Gijduvani" have reached us. In his works, he calls for widespread propagation and propaganda of Islam among the masses. Abdulkholiq Gijduvani lived for 95 years and came to the territory of this ensemble buried.

Zangiota Ensemble. This place located in the district of Tashkent region is an ancient historical monument. Zangiota's real name is Aikhoja, and his body is black because of that, they got the nickname zangiota, i.e. "black". Zangiota was born in ancient Shosh (now Tashkent). His year of birth is unknown. He died in 1258. Zangiota is a piri (herdsman) of shepherds and is a descendant of Akhmad Yassavi. Zangiota and Amir Temur, owner of the 14th century, on the graves of his family, Anbar Bibi mausoleum, mosque, madrasa and minaret were

built according to his order. Current the number of pilgrims coming to this place is increasing every day.

Key words: Pilgrimage tourism, Imam Ismail al-Bukhari complex, Shahi Zinda complex, Mahdumi Azam mausoleum, Hazrat Bahovuddin Naqshbandi complex, Abdulkholiq Gijduvani memorial ensemble, Zangiota ensemble.

Questions for independent control:

1. The importance of the development of pilgrimage tourism?
2. What do you know about the shrines located in the regions of our country?
3. Tell us about the collection of Imam Ismail al-Bukhari.
4. What do you know about the history of Shahi Zinda ensemble?
5. Tell us about the mausoleum of Mahdumi Azam.
6. What do you know about Hazrat Bahavuddin Naqshbandi Complex?
7. Tell us about Abdulkholiq Gijduvani memorial ensemble.
8. Give information about Hakim at Termizi ensemble.
9. About historical monuments located in your province (district) what do you know?

Lecture 10. Historical places of Karakalpakstan

Plan:

1. Shrines located in the regions of Karakalpakstan
2. The history of the historical places

Aqshahan Castle Akshakhan fortress (III century BC - VI century BC), located on the old plain of the Amu Darya, is one of the largest and most impressive monuments of Khorezm, the main part of which is covered with sand. The monument is named after the local king, Aksha Khan, who became a legend. According to the project, the castle is close to the square shape, the towers of the castle are oriented to the four corners of the world. It was large, but now surrounded by two rows of fortified walls, and there were several guards on each side of the wall. At the bottom of the city there is a very large fortified settlement, which is ten times larger than its area. It is surrounded by two rows of walls with corridors, and is reinforced with guard posts with white firing points on the walls. Designed in the form of an almost square, the guard towers will also take over the structure (Upper Fortress). Later it was surrounded by another fortified wall (Tomengi Castle). Both cities are fortified with firing squads at equal distances from each other and with guardrails. In the upper castle you can see the remains of monumental buildings: the building of the temple (or hypostyle palace) with 100 square meters, richly decorated with nails, is 60×60 square meters. Its interior is decorated with ornamental patterns made of clay, and along the walls of the corridors there are portraits of ancient Khorezmian kings, whose names are still unknown. It is covered with magnificent wall paintings from the 2nd century. The identity of the crowned kings in the form of birds remains a mystery to science. In the center of the fortress is a building (probably a mausoleum) with two square guard roofs on the sides of a cylindrical arch.

The History of Medinat al-Fir and Kath



Although the remains of the fortress of Pil qala look uninspiring now, it may have been the power base of the Afrigid dynasty of Khorezmshahs who ruled Khorezm during and up until the close of the second half of the 1st millennium AD. This included the 6th to the 8th century feudal period, the Arab conquest of 712 and the subsequent period of Islamic conversion.

Thanks to numerous Islamic geographers and historians, we know that the capital of Khorezm throughout this period was the city of Kath (or Kat or Kyat), a name that seems to derive from the Khorezmian word katha, meaning a walled citadel or fortress – just like the later Turkic word qala. Like many other Central Asian towns of that period, Kath had grown into a city of three parts: the arg, ark or quhandiz, a fortified citadel, which in this case was called al-Fir or al-Fil; the old town or shakhristan; and the new town or rabat. The word rabat comes from rabata, a place for tying-up horses. The rabat was the main commercial and craft centre of a town and often contained the caravanserai. It is possible that al-Fir was the original citadel and medina and that the bigger walled town of Kath grew up around it. It must have been a prosperous city - the 9th century Baghdad historian al-Baladhuri compared it to Samarkand.

The first historical account comes from the author Abu Ishaq Ibrahim ibn Muhammed al-Istakhri, who - in the mid-10th century - recorded that the Khorezmian capital of "Kyat" was about a third of a farsakh [a distance that varied from region to region, normally around 6km] in each direction. It had an uninhabited fortress, an old city that had been destroyed by the river, and a newly built city behind it. The prison was near the fortress, the cathedral mosque was situated behind the fortress; and the palace of the Khorezmshah was near the cathedral mosque. A river channel ran through the town, dividing the old quarter from the bazaar. The gates of the city had already been swept away by the river and it was feared that the fortress too would be soon be destroyed since the river had already reached it.

Next comes a description from al-Muqaddasi, who was born in Jerusalem in about 945 and published his geography of the Islamic world around 985/6. He never visited Khorezm so must have obtained his rather unflattering description of the town indirectly:

"Kyat, which the people call Shahrastan, is riverine, about the size of Nishapur, it lies on the east side of the river. A mosque stands in the midst of the markets, with columns of black stone the height of a man, above which are wooden pillars. The administrative offices are in the centre of the town, there being also a quhandiz which the river has left in ruin. Streams flow through the town, which indeed is magnificent, having scholars, litterateurs, prosperity, agricultural products, commerce. The builders here are skilful, and the like of their reciters of the Qur'an are not to be found in all Iraq. Here is perfection in chanting, excellence in reciting, similarly in appearance and reputation. However, the river is constantly flooding it, so they are all the time backing away from the bank. Kyat is dirtier than Ardabil [a city in Azerbaijan], for here are numerous channels along the streets into which they publicly defecate. They then collect the excrement in pits, to transport it to the arable land in buckets. It is not safe for the stranger to appear abroad until daybreak because of the extent of the excrement, but the natives walk in it and carry it on their feet into the

communities. The people have a coarse nature, an ugly disposition; their food is bad, their city vile."

The anonymous Hudūd al-Ālam, written in 982/3, described Kath as a major commercial city, trading with the nomadic Oghuz and the Khazars on the Volga, with the Syr Darya (Turkestan), and also Bukhara (Transoxiana):

"Kath, the capital of Khwarazm and the Gate of the Ghuz Turkestan. It is the emporium of the Turks, Turkistan, Transoxiana, and the Khazar. It is a resort of merchants. Its king, who is one of the margraves, is called Khwarazmshah. The people are active fighters of the faith and are warlike. The town abounds in wealth."

The final account comes from a local man - the scientist Abu Raihan Muhammad al Biruni who was probably born in the birun or external district of the city of Kath in 973 and died in Ghazna [Ghazni in modern Afghanistan] in 1048. In his "Chronology of Ancient Nations", written around 1000, he noted that a king named Afrigh built his castle behind Al-Fir 616 years after Alexander the Great [about 306 AD]:

"This Alfir was a fortress on the outskirts of the city of Khwarizm, built of clay and tiles, consisting of three forts, one being built within the other, and all three being of increasing height; and rising above the whole of it were the royal palaces, very much like Ghumdan in Yaman [a fort in San'a in the Yemen]. ... This Alfir was to be seen from the distance of 10 miles and more. It was broken and shattered by the Oxus and swept away piece by piece every year, till the last remains of it had disappeared 1305 years after Alexander [about 994 AD]."

Unfortunately there are major doubts that there ever was a King Afrigh - no coinage bearing the name of such a Khorezmshah has ever been found, although there were coins struck in the name of a King Bravik or Fravik during the late 6th and early 7th centuries.

It was not only the Amu Darya that led to the eclipse of Kath. In the Amu Darya delta to the north of Kath, a semi-independent federation of nomads had established themselves at Kerder. At the same time a new northern power centre

had emerged on the opposite left bank. Named Khamjird, it was ruled by its own King from its own rapidly growing capital city of Gurganj. After centuries of animosity, the King of Khamjird, Amir Mamun, finally invaded Kath in 995, deposing the Khorezmshah Abdullah Muhammad and uniting the whole of Khorezm under his control. The capital of Khorezm transferred from Kath to Gurganj, the latter becoming the capital of the region for the next four centuries. Later, after the Mongol invasion, Gurganj prospered again as a main commercial hub of the Golden Horde. Kath and the right bank territories of Khorezm became a backwater in the ulus of Chagatay. When ibn Battuta travelled from Gurganj to Bukhara in the 1330s he found that al-Kat (Kath) was the only settled place on the right bank. He described it as "small and pretty". Some forty years later it was laid waste again by Timur. The Englishman Anthony Jenkinson passed through Kath in 1558 and described it as a castle ruled by a Sultan Saramet (possibly Sulayman, a cousin of the ruler Dost Khan).

Pil Kala

Given these broadly consistent historical references archaeologists from the Khorezm Archaeological Expedition, including Tolstov, assumed that al-Fir must have been completely destroyed, the fortress undermined by the collapsing riverbank in the same way that the Russian capital of Petro-Alexandrovsk was obliterated by the Amu Darya in the 1930s. However flooding does not necessarily imply complete destruction. During the last decade it has become increasingly clear that the site of Pil qala, or Fil Kala, corresponds to the ancient citadel of al-Fir or al-Fil. It is just under 3 km from the ruins of the later city of Kath.

Pil qala was excavated by Sergey Tolstov and his colleague Yakh'ya Gulyamov in 1939. At this time Pil qala was surrounded by a bog, well away from the small town of Shabbaz that would later grow to become Biruniy. Despite having been built during the epoch of Afrigh, Tolstov was convinced that Pil qala was not the actual fortress of Afrigh. He felt that it did not correspond to the dramatic three-tiered castle described by al-Biruni. Tolstov and Gulyamov

estimated that the fortified city had been built progressively between the 4th and the 7th centuries AD. The very outer rectangular wall of the town was fortified and had been built at some time between the 3rd and the 4th century AD and the fort was added later, in the 6th or 7th century. Perhaps it had, after all, been built for King Bravik!

More recently archaeologists began to change their mind about the destruction of al-Fir. Modern satellite images showed that the old watercourses of the southern delta of the Akcha Darya had been completely covered by later sedimentary deposits. This modern observation was linked to a much earlier observation from one of the early sources, written after the 9th century AD, which referred to a vast body of water known as the Istemes Lake. This seems to have been located on the western side of the Akcha Darya, close to Pil qala. Philologists contributed to the debate by showing that the names Pil qala and al-Fir were connected.

The fort itself is about 50 metres square and was built on compacted clay or paqsa foundations in one corner of the city wall. It had a quite unusual defensive structure, its thick, six metre wide outer walls being built entirely of one-metre-wide cubes of paqsa rather than unbaked mud brick, making them incredibly strong. There were no arrow slits in the walls, since all the defensive power was concentrated on the roof. Within the citadel, rooms were built around the insides of the wall looking out onto a central courtyard. However, in one corner of the inner citadel there was a raised platform, which might be the remains of the so-called palace of King Afrigh, the highest part of the citadel. If so it would have been a very small structure, no more than 5 metres square, perhaps something on the scale of the Khan's lookout on the roof of the Ark at Khiva. Many other ruins scattered around Biruniy city suggest that al-Fir was located in the centre of an important agricultural oasis, being surrounded by the castles and estates of second-level feudal lords and the villages for their feudal workers.

The relatively small scale of al-Fir contrasts markedly with that of the earlier capital of Axsha-Xan qala (which may have been called Darg'ash), 14km to its

north, and the two summer palaces at Topraq qala, 26km to its north. This was a sign of the times. Al-Fir was built at a time when the cities of Khorezm were in decline, communities were becoming more localized and buildings were being built on a much smaller scale.

Qoy Qirng'an qala is in a remote desert location, just over 24km north northeast of Turtkul and 20km east southeast from Bostan. It lies within the tuman of Turtkul. To get there from the centre of Turtkul one must drive west on the main road to Beruniy. After just over 2km, turn right and head north past the sports and football stadium. Some 11.5km after the turn the road bends to the right and then bends back to the left. After 22.5km the road bends to the left again. Just after 26km you reach a staggered cross road, with one side road to the right followed in a few metres by a side road to the left. Leave the main road by taking the side road to the right.



This side road heads eastwards into the desert. 1.5km from the turn the road crosses a canal bridge and after 6km it reaches the ruins of Adamli qala, an old Afrigid era feudal fort, just on the left side of the road. From this point Qoy Qirng'an qala lies about 7.5km to the north. It requires a 4WD jeep with a knowledgeable driver to reach it.

The first archaeological viewing took place in 1938 when Sergey Tolstov, Yakh'ya Gulyamov, A. I. Terenozhkin and other members of the early Khorezm Archaeological Expedition were encamped at nearby Teshik qala. In the distance they could see the silhouette of an unusual feudal fortress "sunk in the sea of sand" and they examined it through binoculars. Eventually Tolstov set off

to visit the site with his local guide, Sansyzbai Uryumov, some camels and a photographer. The way was blocked by a number of huge barchans and they had to weave their way up and down the dunes and through the hollows in between. They finally reached the summit of a barchan that provided a view across a landscape of takyr covered with shards of crimson pottery, with the ruins of a fantastically shaped fort beyond.

It was not the fortress they had set out to reach. This particular ruin could not be seen from the top of Teshik qala. According to Tolstov, the surprise find was deca-octagonal in shape, having eighteen corners, and its 5 to 6 metre high walls were covered with narrow closely spaced loopholes. It was surrounded by a circular wall reinforced by the ruins of nine towers. The interior was filled with fragments of glazed and richly decorated ceramics and Tolstov found bronze Scythian arrow heads and two terracotta statuettes.

The onset of world war ruled out any chance of more serious study and it was not until 1950 that the site was briefly visited again to assess its suitability for serious excavation. It was accessed from the air by landing a small plane on a nearby takyr.

It was decided that the site was sufficiently unusual to warrant a detailed archaeological study and in 1951 the first team from the Khorezm Archaeological Expedition arrived on 4WD trucks. Work proceeded between 1952 and 1957, during which every part of the site was exposed.

Key words: Akshakhan kala, Pil kala, Koykirilgan kala, Medinat al-Fir and Kath

Questions for independent control:

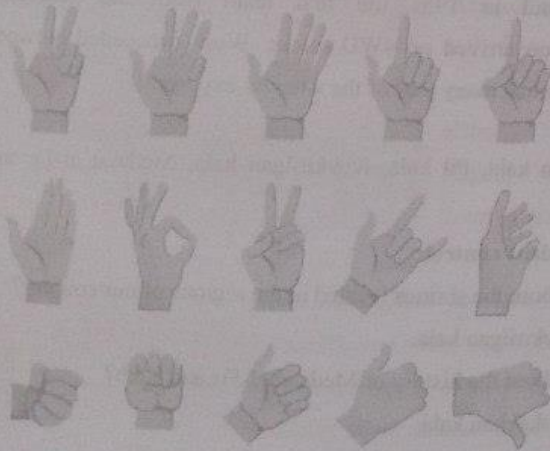
1. What do you know about the shrines located in the regions of our country?
3. Tell us about the Koykirilgan kala.
4. What do you know about the history of Medinat al-Fir and Kath?
5. Tell us about the Akshakhan kala.
6. What do you know about Pil kala?

Lesson 1

1. Match the words with their meaning

No	Words	Meaning
1	Excursion	A the total of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities away from the home environment
2	Tourism	B activities that everybody can have during the travel
3	Tourism industry	C a place that people visit for pleasure and interest, usually while they are on holiday
4	Excursion activity	D a short journey or trip, especially one taken as a leisure activity
5	Tourism attraction	E the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services

2. Tell the meaning of these gestures



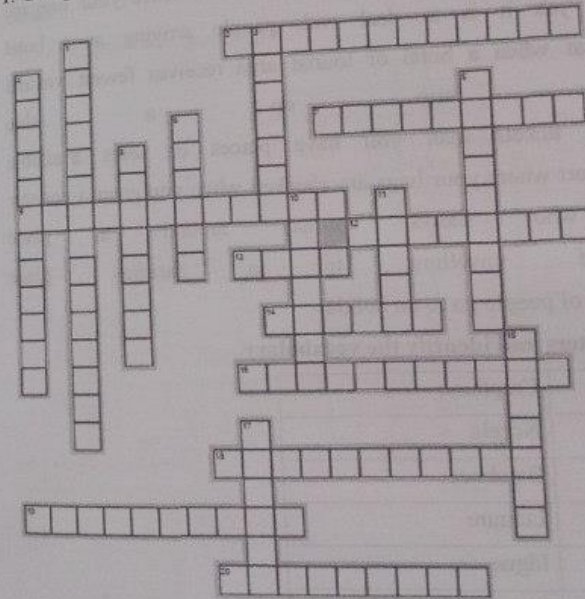
3. Put the words from the box and complete the text.

leisure, place, trip, short, field, extracurricular, observations

An excursion is a (1) ___ by a group of people, usually made for (2) ___ education, or physical purposes. It is often an adjunct to a longer journey or to visit a (3) ___, sometimes for other (typically work-related) purposes. (4) ___ excursions for education or for (5) ___ of natural phenomena are called (6) ___ trips. One-day educational field studies are often made by classes as (7) ___ exercises, e.g. to visit a natural or geographical feature.

Lesson 2

1. Complete the crossword with words that deal with travel and tourism



Across

- 2. a place to live, work or stay at
- 7. type of stay in a hotel that includes all meals
- 9. company that arranges travel and hotel rooms for people

12. to sit and lie in the sun in order to get a tan
13. stamp or mark put in your passport that gives you permission to enter or leave a _____
14. place that provides cheap rooms to students and travelers
16. arrangement for a seat on a plane or train
18. the place that someone is going to
19. bedroom for two people (two words)
20. plan of a trip, including the route and the places you want to visit

Down

1. person whose job it is to serve and take care of passengers on a plane
3. place at an airport where you get your tickets and leave your luggage
4. person whose job it is to deal with people arriving at a hotel
5. time of the year when a hotel or tourist area receives fewest visitors
6. _____ longer _____ trip _____ on _____ a _____ ship
8. to sell more tickets than you have places or seats available
10. place at an airport where your bags are checked when you enter a country
11. person who shows tourists around a place
15. act of travelling to a faraway place
17. place where a lot of people go to on holiday

2. Rearrange the letters and identify the vocabulary

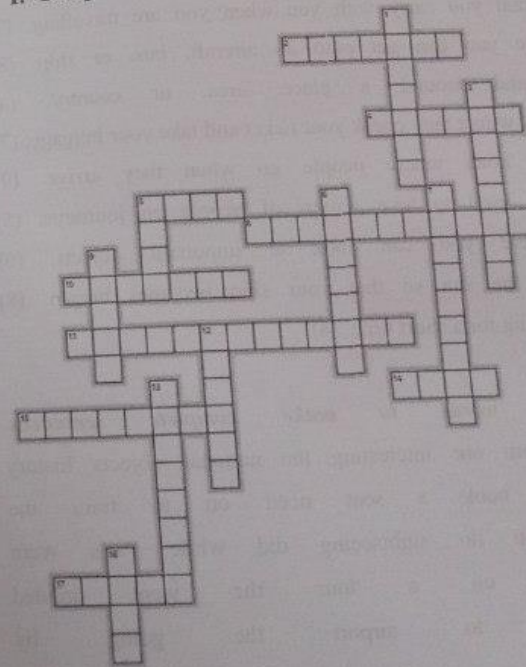
smuemu	Creption
okob	Nccela
seigehtinsg	Batuhnes
urto	Ltcuure
ccaho	Idgue
prit	Omciaonmtcoda
outrris	Reih
ocbhure	Cihnekc
gggaclu	Ertmalni

3. Make a dialogue or story using the words in the box.

museum	reception
book	cancel
sightseeing	sunbathe
tour	culture
coach	guide
trip	accommodation
tourist	hire
luggage	check in
brochure	terminal

Lesson 3.

1. Complete the crossword



Across

2. The habits, traditions and beliefs of a group of people. (7)
4. To decide that an organised event will not happen. (6)
5. A journey when you visit a place for a short time and come back again. (4)
8. The activity of visiting places which are interesting. (11)
10. Someone who visits a place for pleasure and does not live there. (7)
11. The place where you stay. (13)
14. To arrange to use or do something at a particular time in the future. (4)
15. A thin book with pictures and information, usually advertising something. (8)
17. A book that gives information about the place you are visiting. (5)

Down

1. Bags and cases that you carry with you when you are travelling. (7)
3. A building where you can get onto an aircraft, bus, or ship. (8)
5. A visit to and around a place, area, or country. (4)
6. The area at an airport where they check your ticket and take your luggage. (7)
7. The place in a hotel where people go when they arrive. (9)
9. A comfortable bus used to take groups of people on journeys. (5)
12. A building where you can look at important objects. (6)
13. To sit or lie in the sun so that your skin becomes brown. (8)
16. To pay to use something for a short time. (4)

2. Rearrange the words to make complete sentences.

1. contains museum from our interesting the national objects history
3. London you to book a seat need on to train the
4. much you in you do sightseeing did while Paris were
5. city of we on a tour the went guided
6. we're coach to airport the going by
7. seaside on a went trip to the they
8. year of tourists millions France every visit

9. holiday we night at some last looked brochures
10. leave you your never luggage should unattended
11. keys he his from collected reception
12. was the bad trip the because cancelled of weather
13. spent beach she day sunbathing the on the
14. countries I enjoy about the cultures learning of other
15. little guide of some the information in is the a old bit
16. very our was clean and accommodation comfortable
17. hired a for the they weekend car
18. before the you in two check hours flight should
19. Terminal 1 the to New flight York from leaves

3. Word search - HOLIDAYS & TOURISM

```

l b r o c h u r e v m p y c c
u r e c e p t i o n x n g l u
g m u s e u m l k n f n c f l
g u i a j k m i u h i j b y t
a c q o i s o j c e g q o v u
g a m m g z n a e y u e o l r
e n c l e g o s t n i l k r e
i c s q b c t m z c d a u g t
h e p z a h f k h w e o t e r
n l x h g e z o t t t s o v i
n k n i d j j r t u q c u k p
g y s p q b p r y d o v r o h
s u n b a t h e v g f u i k t
m o b o u r a y k v h d s b h
p x h b g s p e f v f i t m h
    
```

Can you find these travel words in the puzzle?

museum	tourist	culture
book	luggage	guide
sightseeing	brochure	accommodation
tour	reception	hire
coach	cancel	check in
trip	sunbathe	terminal

Lesson 4

1. Gap fill sentences - HOLIDAYS & TOURISM

1. The national contains interesting objects from our history.
2. You need to a seat on the train to London.
3. Did you do much while you were in Paris?
4. We went on a guided of the city.
5. We're going to the airport by
6. They went on a to the seaside.
7. Millions of visit France every year.
8. We looked at some holiday last night.
9. You should never leave your unattended.
10. He collected his keys from
11. The trip was because of the bad weather.
12. She spent the day on the beach.
13. I enjoy learning about the of other countries.
14. Some of the information in the is a little bit old.
15. Our was very clean and comfortable.
16. They a car for the weekend.
17. You should two hours before the flight.
18. The flight to New York leaves from 1.

2. Complete the definitions

- The outer part of a town or city is the outskirts
1. A journey to a place and then back again is a
 2. A long line of cars moving slowly is a
 3. If you stay somewhere for one night, you stay
 4. To pay to use a car for a short time is to it.
 5. A very unpleasant experience is a it also means 'a bad dream'.
 6. If you go through Birmingham to get to London, you go Birmingham

3. Which statement is true or false.

No	Statements	T/F
a.	Excursion is just travelling.	
b.	There are 5 functions of the excursion	
c.	Classification represents a distribution of objects, events, definitions identified by classes, divisions and categories depending on common criteria	
d.	excursion - concert is dedicated to a musical theme with listening to music compositions while on a bus trip	
e.	A tour guide has knowledge in all guiding tours such as history, art, and city	
f.	Excursion tour study - is a science.	
g.	A tour leader can work as a tour guide at the same time	

Lesson 5

1. Fill in the following tables based on the text above. Discuss it with your partner.

No	Stages of excursion preparation	Tasks that include itself
1.		

2.		
3.		

2. Give a definition to the words.

Tour guide's portfolio-

Excursion route planning -

Tour scheme-

Excursion -

Excursion methods -

3. Complete the 15 sentences with the words on the left.

A. arrive v.	1. It's usually a great idea to travel with a good _____ so you don't get lost.
B. depart v.	2. The Eiffel Tower in Paris and the Great Pyramids of Egypt are very famous _____s.
C. hotel n.	3. I always buy lots of _____s when I travel because I like to remember the places I travelled to.
D. Information desk n.	4. What time does our flight leave, or _____?
E. international adj.	5. When will you get there, or _____?
F. landmark n.	6. Where can I buy a train _____?
G. luggage n.	7. Last month, when I was in Chile, I sent my grandmother a _____ of Santiago.













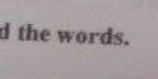
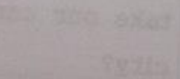
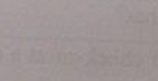
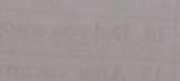
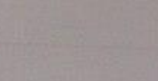
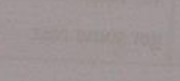
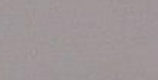
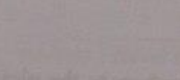
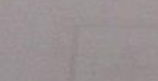
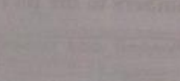
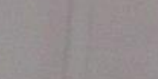
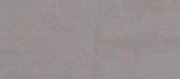
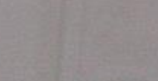
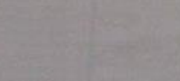
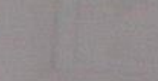

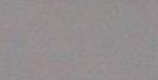
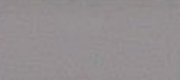
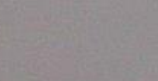
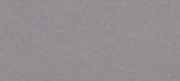
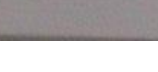

H. map	8. Our flight leaves from Gate 43, but I don't know where Gate 43 is. Let's ask the _____.
I. passport n.	9. My family and I are flying to Taiwan tomorrow, so we need to go to the _____ airport.
J. postcard n.	10. Between four and five million _____s visit Tokyo each year.
K. sightsee v.	11. The way my face looks changes as I get older, so I need to get a new _____ every ten years.
L. souvenir n.	12. Don't forget to bring everything you need in your _____. We'll be travelling for two weeks.
M. ticket	13. Should we travel with a tour group and take our cameras when we _____ around the city?
N. tourist n.	14. Did you enjoy your _____ to Dubai?
O. trip n.	15. After we arrive in Berlin, we'll check-in at a nice _____ and get some rest.

Lesson 6.

1. Put the numbers to the pictures.



Travel and Tourism Vocabulary

	3) Backpack	
	2) Luggage	
	26) Sneakers	
	4) Suitcase	
	6) Green suitcase	
	6) Suburban interior	
	7) Tour guide	
	8) Travel agency	
	9) Airplane	
	10) Ticket	
	11) Airport	
	12) Luggage	
	13) View	
	14) Street map	
	15) Tour bus	
	16) Lightening	
	17) Museum	
	18) Hotel	
	19) Duty free	
	20) Tourist	
	21) Cruise	

2. Find the words.

Word Search

Scan the letters below. How many words can you find in 12 minutes?


E	G	A	G	G	A	B	G	R	E	E	W	A	R	E	V	A	T
T	H	O	B	N	M	A	P	O	H	S	T	F	I	G	S	D	A
O	H	L	P	A	T	S	S	P	O	R	T	D	Y	W	O	A	C
E	E	O	R	U	T	R	E	C	B	N	I	O	L	P	S	A	P
D	C	I	S	E	R	D	E	X	S	I	H						
T	K	A	K	S													
C	O	M	R	U	T												
A	U	R	T	I													
P	O	L	F	N													
L	T	E	E	A													
C	H	I	F	I													
K	O	J	N	O													
Y	U	B	U	N													
V	I	S	A	B													
E	I	C	R	A													
S	O	S	L	I													
I	W	A	I	M													
G	E	I	A	T													
H	S	T	H	S	A	R	R	I	V	E	T	P	L	A	C	H	M
T	B	I	S	H	I	A	R	N	O	G	J	L	S	C	A	H	D
S	T	O	B	M	M	Y	D	E	P	A	R	T	D	O	B	I	N
E	W	A	N	N	E	G	P	U	O	R	G	R	U	O	T	B	A
E	C	O	A	L	T	E	J	K	T	O	L	I	N	V	E	S	L

Travel

Below are 18 words and phrases that are related to travel.

18 words ... 12 minutes!

airport	landmark
arrive	map
baggage	passport
check-in	signpost
check-out	souvenir
depart	take photos
destination	tour group
gift shop	visa
jet lag	visit



Use as many of the above words as you can to describe your last travel experience.

3. Correctly spell the words below. * * The first letter of each word is underlined.

- We arrived at the (tirpaor) and got on a plane. Airport
- Did you carry your (eaggbag) onto the train?
- When did you (kchec-ni) at the hotel?
- What do you know about the (ruituqe) of Japan?
- Let's hurry! The airplane will (tepagr) soon!
- I want to buy some things at the (ifgt psoh).
- He stayed at a very nice 5-star (eholt).
- Thomas really likes (ntejmatioina) travel.
- When will you (eahev)?
- Of course, we took a (pma), so we didn't get lost.
- Jenny had to show her (ppoassrt) at the airport.

12. She wants to buy a (docastrdp) and send it to her friend.
13. My father bought some (iosuvrŝen) to remember his time in Paris.
14. I forgot to bring my train (ckietŝ), so I couldn't get on the train.
15. There were many (sŝoiurt) taking pictures with their cameras.
16. We flew to New Zealand to (itivs) our relatives.

Lesson 7.

1. Match the words from the box to their meanings.

Travel journey voyage trip tour

0. A "voyage" is a long journey by sea or in space.
1. The word "____" is used to talk about going from one place to another. It can be a verb, a noun or an adjective
2. The word "____" is used to talk about a short journey somewhere for a purpose, business or pleasure.
3. "____" is the distance covered when travelling from one place to another. This word can refer to a long distance or a short regular one.
4. A "____" is a journey during which several places are visited, especially on a holiday. It can be a noun or a verb.

2. Complete the following sentences with TRAVEL, JOURNEY, TRIP, TOUR.

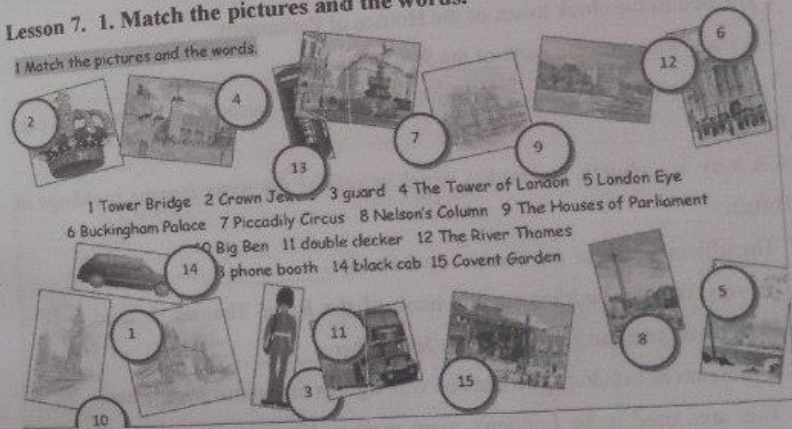
1. The Smiths are going on a package ... around Europe.
2. Do you ... a lot?
3. I've never been on a bus ... of a city.
4. What is the longest business ... you have been on?
5. How long is your ... to work?
6. Have a nice... (2 variants)!

3. Complete the following sentences with TRAVEL, JOURNEY, TRIP, TOUR.

1. Air ... is becoming cheaper.
2. In spite of the weather, they had to make a long and difficult ... through the mountains.
3. The job involves a considerable amount of foreign ...
4. The pass allows unlimited ... on all public transport in the city.
5. Two lucky employees won a round-the-world ...
6. We are going on a ... to a strange and far-flung country.
7. We had to make several ... to bring all the equipment over.
8. We met on a coach ... in Italy.
9. We were given a guided ... of the palace.

Lesson 7. 1. Match the pictures and the words.

Match the pictures and the words.



2. Put the pieces together

- 1 Westminster Abbey
- 2 Tower Bridge
- 3 London Eye
- 4 Covent Garden
- 5 underground
- 6 double decker

3. What are these things?

double decker, Buckingham Palace, Tower Bridge, Madame Tussaud's, Big Ben, Covent Garden, underground, Westminster Abbey, London Eye, The Tower of London

- 1 The bell in the clock tower of the Houses of Parliament: _____
- 2 A giant wheel on the bank of the River Thames: _____
- 3 A bridge across the River Thames which can be raised to allow ships to pass through: _____
- 4 A very big church in London which is one of the most famous buildings in Britain: _____
- 5 The official home of the British royal family: _____
- 6 A very famous building on the bank of the River Thames. It used to be a prison. Now, you can see the Crown Jewels here: _____
- 7 A museum in London. You can see wax figures of famous people here: _____
- 8 This area used to be London's main market. You can see street performers here: _____
- 9 A mean of public transport in London. It has two floors: _____
- 10 It is a part of London transport with 11 lines and its popular name is the Tube: _____

Lesson 8.

1. Complete the sentences with *the* or *-* (no article).

- 1 I would like to go to ___ - London. The Tower of Indonesia
- 2 ___ Tower Bridge is one of the most famous tourist attractions in London.
- 3 Big Ben is the part of the Houses of ___ Parliament.
- 4 In ___ Madame Tussaud's you can see wax figures of famous people.
- 5 ___ Tower of London is the oldest building in ___ City.
- 6 ___ Nelson's Column is in ___ Trafalgar Square.
- 7 If you want to go shopping in London the best place for you ___ Oxford Street.
- 8 ___ Buckingham Palace is the home of royal family.

2. Find the words

related to London

Guard, reception, centre, lift, backpackers, receptionist, platform, tourist, guests, ticket

A rectangular box containing a circular arrangement of words: bobby, blackcab, thames, crown, jewels, guard, underground, receptionist, platform, tourist, guests, ticket, lift, backpackers, reception, centre, guard.

3. Complete the sentences. Move the words in the box and drop them in the correct place.

1. Twenty ___ were staying in the hotel. It was very busy.
2. We went upstairs in the ___

3. "Quick! We need to go to the ___ office before we can see the film."
4. The ___ was very helpful. He gave us a key for our room.
5. "Excuse me, do you know where the hotel _____ is?"
6. This hotel has very good facilities for _____. They can leave their rucksacks in a safe place.
7. The ___ was helping the lady. She was waiting on the ___ but she had lost her ticket.
8. "Let's ask for a map of the city in the ___ information ___."

Lesson 9.

1. Here is a nice word scramble game worksheet. Put the letters into the correct order.

1. GLIHTF
2. EUTOR
3. RPIARTO
4. UGAGGEL
5. TOLEH
6. VISIT
7. OTUR
8. NUEYJOR
9. EDATRP
10. RLVATE
11. RVEIAR
12. ALPNE
13. ARBOD
14. APRTOSPS
15. AMP
16. MSTSUO
17. VLAE
18. TRPI

2. Look at the words below and match them to their definitions.

#	word	Definition
1	excursion	A free of charge
2	coach	B a place of worship
3	commentary	C a vehicle for a large number of passengers used for long journeys
4	reassembles	D a public worship that follows a certain form or programme
5	chapel	e a short journey or trip
6	service	f a series of spoken explanations about an event or journey
7	choir	g a piece of paper with information on it, a leaflet
8	en route	h on the way
9	complimentary	i a group of people who sing together
10	brochure	j comes or joins together again

3. Now put the words above in the correct places below. One word is used twice.

I'm staying in London for a few days but was wondering about taking an (1) _____ to either Oxford or Cambridge, or maybe to Stonehenge? All our tours are by (2) _____. This one arrives in Cambridge around 11 o'clock, and gives you a (3) _____ tour of the city with guided (4) _____ in the morning. You then stop for lunch at a restaurant of your choice, and have the afternoon at leisure to explore all the wonderful historic sites on your own until 4:30, when the group (5) _____ for a guided visit to King's College (6) _____ and there may be a (7) _____ on then, so you might be able to hear the famous King's College (8) _____. ...the coach leaves at 8am. There's one short comfort stop (9) _____, and you arrive at Stonehenge at 11. Once again, there's a guide on the coach, and there's also a (10) _____ audio guide to Stonehenge once you're there. Let me get you a (11) _____ about that one.

Lesson 10. 1. Find the hidden vocabulary words and circle them.

Find the hidden vocabulary words and circle them

TRAVEL

s	r	n	m	k	l	x	q	k	f
z	w	p	o	m	p	l	a	n	e
k	c	u	t	w	a	b	i	k	e
i	s	n	o	w	t	a	p	a	j
p	x	y	r	c	r	a	p	a	j
i	v	i	n	y	g	b	b	k	f
z	l	n	y	g	b	b	k	f	u
p	o	w	c	a	c	o	q	c	s
g	t	t	l	f	x	a	x	p	u
y	w	r	e	j	a	t	r	p	u

walk motorcycle bike bus
 plane train car boat

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2. Draw a line matching the words to the pictures

Draw a line matching the words to the pictures

WORLD LANDMARKS

- Acropolis
- Statue of Liberty
- Taj Mahal
- Great Wall
- Sphinx
- Eiffel Tower
- Colosseum
- Big Ben

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GLOSSARY

Charter A person or group wishing to contract or hire a motorcoach for its exclusive use on a tour. The motorcoach company may not be involved or responsible for making the arrangements for the actual destination and planned itinerary.

Comps Free admission to attractions, lodging, meals or services rendered. Usually granted to the Driver, Tour Director or Escort! Complimentaries!

CTIS Certified Travel Industry Specialist, Designation achieved by travel assistants in the industry

CTP Certified Tour Planner, Designation achieved by travel assistants in the industry

CVB Convention & Visitor's Bureau – A non-profit organization supported by membership fees, room tax, government budget allocations or any combination of these funding elements. The organization seeks group, convention, tour and transient travel revenues for their business partners.

Day Trip A one day excursion to nearby areas, attraction and usually include meal stops before returning home.

DMO Destination Marketing Organization – A travel industry supplier to the Motor coach industry. The DMO promotes a city, region or state for tourism. The organization is funded by membership fees, room tax, etc. Also known as your CVB, TPA.

FAM Tour Familiarization Tour – Tour of your region, familiarizing tour operators, group leaders, travel writers and agents showcasing your properties for future business opportunities. A great opportunity to highlight the region at large! Typically offered at no or low cost.

FIT Frequent Individual Traveler, Foreign Independent Traveler or Fully Inclusive Tour Persons who purchase an independent tour package, may include transportation, dining, lodging and sightseeing. This type of traveler wants an organized tour product with the freedom to travel without being confined to a group.

Group Leader A person responsible for the selection and purchase of a tour for which Leader their organization members might like to include as a destination. They are usually in charge of a member-based organization, i.e. associations, bank clubs, church, school, scout, senior citizen or recreation centers.

Group Leader Price A price offered to a Group Leader or person in charge of any of the above affiliations, based on the number of admissions, meals or lodging they intend to use. The price structure is usually higher than that of a tour operator and receptive service.

Hub&Spoke A tour using a centrally located accommodation (hub) selecting different areas of day tour excursions (spoke). With a possibly longer stay over, the tour is able to travel to regional restaurants, attractions, hops, performance venues and all within reasonable traveling distances.

Itinerary A planned routing of activities that detail the time, locations and all other necessities for creating and conduction a tour.

LineRun This scheduled service provides specific regular bus route between cities of terminals proved by a motorcoach operator. Most frequently casinos!

Marketplace A business session area held at a host convention center where Buyer and Seller (Supplier) Delegates meet to conduct prescheduled appointments encouraging future partnerships and business relations.

Mystery Tour A pre-packaged tour offered to a group or general public as a "mystery." Often used when a company wants to introduce a new region to their clientele and although there are many wonderful things to do, they may not

recognize the possibilities by name of region only. They do not know where they are going until the trip is on its way.

Net Rate A rated used for wholesale purposes – to be marked up for eventual resale to the consumer.

Preformed Tour that has been put together with attractions, meals and lodging and sold as Tour it is. Tour can be sold to both groups and/or the general public. Tour that has been designed and offered to a group of travelers, all set up by a leader and parties opt in to take this tour.

Receptive Operator A multi-faced destination specialist who provides some or all of the components of a tour package for resale to a motor coach/tour/wholesale operator. Their tours can also be sold directly to a preformed group. A local Receptive may also meet and greet a tour, offer step-on guide service, sightseeing and transportation.

Tour A packaged travel product that consists of the transportation, sightseeing, attractions, shopping, meals, entertainment, and lodging or any combination of these components.

Tour Escort/ Director An employee, tour escort, or contracted representative of a motorcoach company. They are responsible for the daily itinerary of an escorted tour, responsible for the well being of the passengers, making sure that all needs are being met.

Tour Operator Person who arranges tours but does not own motorcoaches. A general term to describe a professional company that develops a tour product and executes contracted services for their clientele. They may provide public and/or preformed tour for groups of people.

Tour Planner An employee of a motorcoach company or tour facility who is responsible for developing a tour itinerary for purchase. Developing and

presenting a complete package with services including transportation, attractions, meals and lodging.

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