

Importance of Excursion Service in Tourism Industry

Sobirjon Samatovich Ruziev, Maksud Bakhtiyorovich Tadjibayev, Sayyora Kudratovna Fayziyeva

Department of Tourism and hotel business Bukhara state university Bukhara, Uzbekistan

Abstract: *This article provides information about the importance of excursion service in tourism industry. Because the development of excursion services is of great importance for any tourist area, where tourism is developed and is now developing. By organizing an excursion service, potential customers will be motivated for the sustainable development of tourism in the region, provided that they have enough information about the tourist area. Therefore, in the organization of tourism, the excursion service is now considered as one of the main types of services.*

Keywords: *excursion, main services, extra services, type of excursion, excursion features, classification of excursion.*

Introduction

Excursion services are an integral part of these guest service systems. The main basis of the function of organizing the excursion service is that tourism will be associated with a specific national and cultural hospitality industry about the developing country. Because in many countries the tourism and hospitality industry is based on the national laws and regulations of that country. In turn, there will be a multifaceted relationship between tourism service providers and tourists (service providers).

Today, the tourism and hospitality sector are one of the most important high-income sectors in the economic and social spheres in many countries. Therefore, many developed countries are taking steps to develop this system in order to further develop their economic performance. It should be noted that one of the main services in the field of tourism is excursion services. Every visitor to any country wants to get acquainted with the history, architectural monuments, culture, way of life, social life, natural resources of the country. In tourism, the excursion service, with its richness, profitability, showmanship, and sensitivity, influences the formation of information and mental image of people.

The word "excursion" comes from the Greek word "excursio," which meaning "to travel, to travel." W. Dahl (1882) gave the first definition of "excursion": "An excursion is a journey, a search for something, a plant collection." "An excursion is a travel whose job is to study the subject on the basis of accurate information," according to Russian scientist MP P. Ansiferov (1923).

Scientist G. Dolzhenko, another Russian tour guide, explained: "When studying the notion of excursions, we must keep in mind that the excursion service comprises of objective requirements." Each excursion is a distinct active process whose essence is governed by certain laws (thematic, purposeful, visual, emotional, active, etc.) [1].

Literature Review

An excursion, with its major attribute of movement, is one of the most effective strategies of active-motor learning. Various motor sensations, he believes, lend a particularly unique character to an excursionist's intellectual and emotional experiences while moving across space (Raikov, 1922). Excursion is defined as "a methodically organized process of viewing of places of interest, historical and cultural monuments, which is based on the analysis of objects before the eyes of tourists, as well as a smart report of events related to them" by the scientist and tour guide who headed the General Excursion Department of the Central Council for Tourism and Excursions from 1969 to 1988. (Yemelyanov, 2001) [2].

An excursion differs from a tourist trip by its location (both outside the place of residence and in one's own place of residence), the period of implementation (up to 24 hours), a narrower set of goals trips or visits (under certain conditions on a pre-approved route). These significant differences do not allow us to define excursion services as tourist services, and call a sightseer a tourist [3].

B.V. Emelyanov defines an excursion as a methodically thought-out display of places of interest, monuments of history and culture, which is based on an analysis of the objects that are in front of the sightseers, as well as a skillful story about the events associated with them, which is insufficient and does not fully reveal its essence [4].

Methods

The research paper is depended on a literature survey conducted by international and domestic tourism scientists, material research and systematization, and the development of novel experimental and empirical methodologies. The analysis of scientific, methodological, informational, technological, and statistical literature on the research subject was the primary research approach. The study looked at the experience of industrialized countries, scientists whose work focuses on the creation of trip services, and other active cognitive methods. So, the term "importance of excursion" is interpreted in a variety of ways in various works [2].

Results and Discussions

One of the tasks of the tour service is to form in the minds of tourists the theme of the tour, the life of historical figures, events, facts and attitudes to the information of the tour in general, and an independent assessment. Evaluation is about getting an idea of someone or something, defining its essence, character, role, recognizing someone's positive qualities and strengths.

Guided tour evaluation is the process by which a guide draws a final conclusion on a topic using the guide's instructions. Attitude to the tour service - this is a clear view of the tourist about the historical period, which is covered in the topic of the tour service; to feel a movement, to understand the mood of a writer or artist when he creates his work.

Excursion services, depending on their goal and presentation, are a more complex procedure than in-person tour information or instructor interviews on tourist visits. Thematic tours are distinct from city exhibition tours in terms of structure, substance, and style complexity. The tour's progress is determined by its content. The tour began as a hunt for therapeutic plants, but it was eventually modified to include scientific objectives such as collecting samples from local history museums. The excursion service has set general educational aims in the hunt for new types of independent learning. Excursions have become one of the cultural and educational activities as a result of efforts to better organize educational work.

The tour service is now complete as a separate methodology with a specific function and characteristics. It has been defined as a vital aspect of ideological, educational, cultural, and

public activities because of its greatly enhanced substance, format, and presentation of information.

The tour as a kind of direct communication is a collaborative activity including the exchange of ideas and acts between the guide and the tourist. People's cognitive abilities are shaped by giving them access to enormous volumes of knowledge. Individuals in the excursion service acquire solidarity in their activities, emotional comprehension of one another, and the formation of commonality of moods, thoughts, and perspectives through the communication process.

It is preferable to integrate the discourse of the trip participants in a combination of two types of psycho-information communication, two different forms of subject-object connections.

The guide's ability to organize a tour service is aided by his or her knowledge of psychology and education. The instructional process, such as trips, is built on the well-organized interaction between the guide and the tourists. The ability to communicate is an important part of a guide's job. The tour service's effectiveness is determined not only by the guide's understanding of the subject and how he or she communicates it to the audience, but also by the interaction with the tourists, other professionals, and the driver.

In practice, the tour service can be viewed from different perspectives:

- as an independent form of education and upbringing;
- as a form of working with a mass audience;
- as a form of organization of cultural recreation, educational work;
- an episodic event, part of a thematic cycle, as a poon of cognition;
- as a form of dissemination of scientific knowledge, as ideological education;
- as a type of educational direction (patriotic, diligent, aesthetic), as well as as part of the process of forming a comprehensively perfect personality;
- As an absolute form of cultural and educational work and an integral part of organized tourism [5].

As a kind of cultural and educational activity, excursion services are particularly important. School excursions are accompanied by general educational activities including lessons and lectures. Excursions in the educational process are no less important than other types of education; however, not only excursions for educational reasons, but also other excursions, in terms of their duties and impact on participants, are pedagogical processes. The tour service, like all instructional processes, involves two parties: the teacher-guide and the student-guide. The guide imparts expertise on a certain topic that is well received by tourists. The instructional process is built on the interaction of these two parties. The guide employs instructional techniques when communicating with tourists. An integral part of a guide's professional skills is pedagogical skills, pedagogical art. The pedagogical skills of the guide include:

- ✓ sufficient knowledge of the specialty;
- ✓ ability to analyze, think figuratively;
- ✓ understanding the psyche of the tourist;
- ✓ be able to lead a group;
- ✓ have knowledge and skills in the field of pedagogical techniques;
- ✓ intuition;

- ✓ respect for the identity of the tourist;
- ✓ Be able to use pedagogical tools for educational purposes, etc[1].

Throughout the tour, the guide should make sure that the tourists are thinking together, analyzing, sympathizing, uniting in their common interests, and working as a team. The tour guide should focus not only on the educational components of the tour but also on the educational aspects of the tour service. He should select and use tour information in such a way that tourists develop values such as love for their hometown and respect for other cultures and traditions.

The effectiveness of a tour service is determined by how clear and easy the material is for the target audience. The tourists' level of preparation, general educational significance, and life experience should all be considered while providing information.

The reliability of the tour process data is ensured by:

- selection of important facts that cover the topic;
- use of reliable comparisons;
- gathering evidence;
- Rely on reliable sources, seek the views of participants and witnesses to a particular event;
- Display photos, copies of documents, maps, drawings.

Function of information the tour service includes information on specific knowledge depending on the topic (achievements in history, medicine, biology; findings of archaeologists; achievements in society and culture, etc.). The tour service differs in its visibility from the media, such as newspapers, radio, television, and lectures. The majority of the information in the tour service is backed up by object identification. The guide's job is to explain the story, not to keep up with the current international developments. The tour service will be based on a pre-approved text. Morning radio or newspaper stories should not be used to complement the tour service's content (unless the news is about emergencies).

The task of planning cultural activities. After their main employment, a person's vacation is the amount of leisure time they have. Leisure time is spent in active creative or team activities, in the work he enjoys, and in conversation with friends during the day, week, and at particular seasons of the year [5].

Excursion services are a sort of activity that can be included in the "study and self-study" category. The trip service satisfies and ensures the formation of spiritual requirements as a kind of cultural pleasure. In the 1920s, led scientists equated the excursion service to a mental exertion that required a lot of energy from the tourists, rather than a vacation. This was made possible by comprehensive understanding of the tour service, the ability to travel, and the variety of interests. Excursion services can also be compared to part-time study.

The function of expanding the cultural-technical worldview. Each tour service expands the human worldview. Its participants learn about history, art, architecture, literature, economics and more. The tour service allows you to clarify the knowledge of tourists from written sources, school programs, and lectures. Excursion service is a synthesis of several forms of cultural and educational work.

It can include the following as thematic selected and methodologically approved parts:

- ✓ Excerpts from feature films, popular science or chronological documentaries;

- ✓ stories of participants or witnesses;
- ✓ Meetings with heads of industrial and agricultural enterprises, engineers and technicians, advanced workers in production tours;
- ✓ listening to music dedicated to the life and work of composers, artists, musicians;
- ✓ View performances by government and public representatives on historical tours, etc.

Function of interest formation. The tour service's main goal is to educate travelers and pique their interest in a particular subject of study. Tourists who take part in a literary-themed excursion service are more likely to get interested in a particular writer's work, read books about applied arts and literary creation, visit museums, and take more excursions. Many people use excursion services as a beginning point for self-improvement.

Depending on the group to which it is moved, each tour service fulfills multiple duties at the same time. For example, it functions as a function of spiritual worldview expansion for children and young people; an interest formation function for adolescents choosing a vocation; and an information function for international tourists [1].

The issue of assessing the quality of excursion services was considered in the work of I.F. Kartashevskaya [6]. The research paper distinguishes the communicative stage of the first level, which in turn consists of successive technological stages, including the development of the most valuable intellectual information; the pre-communicative stage of the second level, which includes the technology of creating an excursion product as a product; and the third stage - the demonstration (thirteenth level). It is also said that the excursion service's quality assessment is its standardization and certification, without mentioning the quality assessment criteria. This method makes it impossible to assess the quality of the trip service and its many components.

The technological process of planning and conducting excursions has been broken down into three stages, each of which has objects or processes that define the quality of the excursion service.

The first stage is creative, and it spans the time between the conception of a new excursion and its development and approval of its text, including route selection, study of the show's object (objects), collection and processing of information on the object (objects), compilation of an individual excursion text, formation of an excursion package, approval of the route, preparation of the excursion's control text, and the "portfolio." The accepted language of the new tour is prepared by the company's president, and its quality is largely established at this time.

The organizing stage comes next. It includes signing contracts with partners (museums, transportation providers, and so on), calculating the trip's cost, and defining activities to promote and sell the tour. The cost of the excursion and the formation of the excursion group are the outcomes of the second step. At the same time, the route of the trip, as well as the vehicles and activities used to advertise the excursion, have an impact on the quality of the excursion service.

The third stage, contact-information, entails the appointment of a guide, taking into account the category of excursionists, his familiarity with the group, adaptation of the text for the formed excursion group, familiarization of the group with route safety precautions, and information transfer - the audio-visual part of the excursion, i.e. text voice-over and display of excursion objects [7].

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