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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Federal State Budgetary Educational Institution of Higher Education  
"Ural State University of Economics"

**Approved**  
at the Department meeting

November 27, 2025

Protocol # 10

Head of the Department Radygina E.G.

**Approved**  
by the Council for Educational and  
Methodological Issues and Quality of  
Education

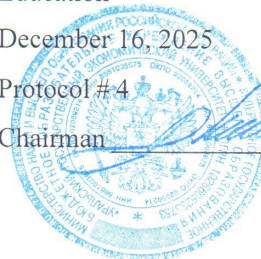
December 16, 2025

Protocol # 4

Chairman

Karkh D.A.

(signature)



#### COURSE PROGRAMME

Title	Excursion management
Field of study	38.04.02 Management
Profile	Management of International Tourism (in English)
Form of study	Full-time
Year of enrollment	2026

Compiled by:  
Associate Professor,  
Candidate of Pedagogical Sciences  
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Ekaterinburg  
2025

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## INTRODUCTION

The work program of the discipline is part of the main professional educational program of higher education-the master's program developed in accordance with the Federal State Educational Standard of Higher Education

State Educational Standard of	Federal State Educational Standard of Higher Education -Master's degree in the field of training 38.04.02 Management (Order of the Ministry of Education and Science of the Russian Federation No. 952 of
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### 1. THE PURPOSE OF MASTERING THE DISCIPLINE

The purpose of studying the discipline is to form the theoretical, methodological and practical competence of students in the field of theory and technology of Tour services.

Objectives of the discipline:

- to introduce the main stages of the development of Tour business in Russia
- to give an idea of Tour management as a science;
- to reveal the essence of the Tour, its functions and features;
- to introduce the classifications, topics and content of Tours;
- to reveal the psychological and pedagogical potential of Tours;
- to introduce the regulatory framework for creating an Tour product;
- to show the importance of showing and telling as the main elements in the Tour;
- to introduce the design technology and methods of conducting the Tour;
- to form the professional culture of the future specialist in the process of performing theoretical and practical tasks in the discipline.

### 2. PLACE OF THE DISCIPLINE IN THE STRUCTURE OF THE MAIN PROFESSIONAL EDUCATIONAL PROGRAM

Discipline refers to the part formed by the participants of educational relations.

### 3. SCOPE OF THE DISCIPLINE

Intermediate certification	Hours					credit units
	Just a semester	Contact work (according to study assignments)			Independent work Independent work including preparation of tests and term	
		papers Total	Lectures	Practical exercises, including course design e		
Semester 3						
Credit	72	20	8	12	52	2

### 4. PLANNED RESULTS OF MASTERING THE MAIN PROFESSIONAL EDUCATIONAL PROGRAM

As a result of mastering the main professional educational program, the graduate should have formed the competencies established in accordance with the Federal State Educational Standard for Higher Education.

Code and name of the competence	Indicators of achievement of competencies
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UC-4 is able to apply modern communication technologies, including in a foreign language(s), for academic and professional interaction	AI-1.UK-4 Know: modern communication technologies; standards of business written communication; principles of drawing up standard business documentation for academic and professional purposes in Russian and foreign languages
	AI-2.CC-4 Be able to: establish contacts and organize communication in accordance with the needs of joint activities; draw up business documentation in accordance with the norms of the Russian language
	AI-3.CC-4 Have practical experience in presenting the results of research and project activities at various public events; participate in academic and professional discussions in a foreign language

Professional competencies (PC)

Code and name of competencies	Indicators of achievement of competencies
organizational and managerial	
PC-2 Planning внешнеэкономической of the organization's foreign economic activity	AI-1.PC-2 Know: Regulatory legal acts regulating state support for foreign economic activity; Types, forms and tools of state support for foreign economic activity; Methods and fundamentals of system analysis of foreign economic information; Procedure for document flow in an organization; Fundamentals of Risk Management in Foreign Economic Activity; Fundamentals of Business Planning; Marketing and Pricing Features; Fundamentals of Economic Theory
	AI-2.PC-2 Should Be Able To: Generalize and systematize information about the organization's tasks in the field of foreign economic activity; Develop strategic and current plans for the organization's foreign economic activity; Generalize and systematize information about the organization's activities
	AI-3.PC-2 Have practical experience: Preparation of a draft foreign economic activity plan, taking into account the priorities of the organization's foreign economic activity; Presentation of the organization's foreign economic activity plan; Making, if necessary, additions and changes to the organization's foreign economic activity plan ; Approval and presentation of the final foreign economic activity plan in the organization

PC-3 Definition of the concept and development strategy of the tourist organization	AI-1.PC-3 Know: Laws and other regulatory legal acts in the field of tourism and consumer protection; industry rules and standards; labor and civil legislation; Local regulatory acts of the organization, including internal labor regulations and instructions on labor protection and fire safety; Priority areas for tourism development in Russia and in the world; Organization of financial and economic activities Organization of marketing and advertising activities of a tourist organization;
	AI-2.PC-3 Should Be Able To: To plan the activities of a tourist organization; To determine promising areas of activity of a tourist organization; To use specialized software;
	AI-3.PC-3 Have practical experience: Defining the concept of development of a tourist organization; Developing a strategy and development plan for a tourist organization; Ensuring the implementation of projects in accordance with the approved development strategy of a tourist organization.

## 5. THEMATIC PLAN

Topic	of Hours	Total hours	Contact work (according to study assignments)			independent work	Control Independent work control independent work
	Name of topic		Lectures	Laboratory exercises	Practical exercises classes		
Semester 3		72					
Topic 1.	History of Tour business in Russia (PC-2)	15	1		2	12	
Topic 2.	Legal regulation of Tour activities (PC-2)	13	1		2	10	
Topic 3.	Theory of Tour activities (PC-3)	16	2		4	10	
Topic 4.	Technologies of Tour services (PC-3)	14	2		2	10	
Topic 5.	Professional activity of a tour guide (UC-4)	14	2		2	10	

## 6. FORMS OF CURRENT CONTROL AND INTERMEDIATE CERTIFICATION ИИКАЛЫ АССЕССМЕНТ СКАЛЕС

Section/Subject	Type of evaluation tool	Description of the evaluation tool	Evaluation criteria
Current control (Appendix 4)			
Topics 1-2	Survey (Appendix 4)	26 questions	5 points
Topics 3-5	Test (Appendix 4)	60 test questions	5 points
Topics 1-5	Report (Appendix 4)	33 topics of reports of Tour projects	5 points

Intermediate certification (Appendix 5)			
3 semester (For)	Ticket	The ticket contains two theoretical questions and one	5 points

### DESCRIPTION OF ASSESSMENT SCALES

The indicator for assessing the development of the main professional educational program is formed on the basis of combining the current control and intermediate certification of the student.

The rating indicator for each discipline is expressed as a percentage, which shows the level of preparation of the student.

Current control. A 100-point rating system is used. Assessment of student performance during the semester is carried out by the teacher in accordance with the developed system of assessment of academic achievements in the course of training in this discipline.

The working programs of disciplines and practices set out the types of ongoing control, planned results of control activities, and criteria for evaluating academic achievements.

During the semester, the teacher conducts at least 3 control activities to assess the student's performance. If class attendance in a discipline is included in the rating, then this indicator is no more than 20% of the maximum number of points in the discipline.

Intermediate certification. A 5-point rating system is used. Assessment of the student's work at the end of the discipline (part of the discipline) is carried out by the teacher in accordance with the system developed by him for evaluating the student's achievements in the course of training in this discipline. Intermediate certification is also carried out at the end of competence formation.

The procedure for transferring the rating provided for by the rating system for a discipline to a five-point system.

High level-100% - 70% - excellent, good.

Average level-69% - 50% - satisfactory.

Rating indicator	5-point rating indicator	Indicator characteristics
100% - 85%	excellent	have excellent theoretical knowledge in full, understand, independently know how to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, carry out evaluation
84% - 70%	good	have good theoretical knowledge in full, understand, independently know how to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results.  There may be some errors corrected by the student independently in the course of work (answer, etc.)
69% - 50%	satisfactory	have satisfactory general theoretical knowledge, are able to apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, etc. evaluate results at an average level. Mistakes are allowed that the student finds difficult to correct on their own.
49 % or less	unsatisfactorily	do not have a full amount of general theoretical knowledge, do not know how to independently apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results. Skills and abilities for solving professional tasks are not formed
100% - 50%	credited	indicator characteristics correspond to "excellent", " good", "satisfactory"
49 % or less	not credited	indicator characteristics correspond to "unsatisfactory"

## 7. CONTENT OF THE DISCIPLINE

### 7.1. Content of lectures

### Topic 1. History of Tour business in Russia (PC-2)

Tour services as part of the socio-economic and cultural life of the society. Purpose and objectives of the discipline "Guided tours". The main sections of the course "Tour studies": "History of Tour business", "Tour theory", "Technologies of Tour services", "Regulatory and legal regulation of tourist and Tour activities", "Professional skills of a guide".

Tour business in educational institutions of the Russian Empire (XVII-early XX centuries) the role of tourist associations in the development of Tour business (late XIX-early XX centuries). Activities of Tour commissions, bureaus, and committees (early twentieth century).

Tour business in the first years of Soviet power (1918-1930). Tour activities of the Society of Proletarian Tourism and Tours (1930-1936). Revival and development of Tour business from the 50s to the 90s of the XX century. Resolutions of the Central Committee of the CPSU, the Council of Ministers of the USSR, and the All-Russian Union of Industrialists and Entrepreneurs on tourism and sightseeing. Contents of Tour work in the post-war period and up to the 90s of the XX century State of Tour business in Russia and prospects for its development. Tour business in modern Russia (90s-early XXI century). Prospects for the development of Tour business in Russia.

Strategy for the development of inbound tourism in Yekaterinburg. Analysis of trends in the development of tourism and hospitality industry in the city up to 2015. The needs of guests, tourists and residents of the city in the Tour product. Regional target program " Development of tourism in the Sverdlovsk region for 2011-2016.

### Topic 2. Regulatory and legal regulation of Tour activities (PC-2)

Federal Law "On the basics of tourist activity in the Russian Federation". GOST R 50690-2000 " Tourist services. General requirements". GOST R 50681-94 " Tourist and Tour services. Designing of tourist services". GOST R 506344-94 " Tourist and Tour services. Requirements for ensuring the safety of tourists and tourists".

Qualification requirements (professional standards) for the main positions of employees of the tourism industry. Standard job description of a tour guide: general provisions, functions, job responsibilities, rights, responsibilities. Regulations on the procedure for voluntary accreditation of tour guides and translation guides in Yekaterinburg.

### Topic 3. Theory of Tour activities (PC-3)

Guided tours as a science. A variety of definitions of the concept of "Tour". Guided tour as an activity. Tour as a form of communication. Tour functions: educational, advertising, communication, scientific propaganda, informational, interest formation, expansion of cultural horizons, entertainment, organization of cultural leisure. General features of the Tour: duration in time, the presence of an organized Tour group, the guidance of a specialist guide, the display of Tour objects at their natural location, the movement of participants along a pre-arranged route, the thematic and price orientation of the tour, the active activity of the tour participants. Specific signs of bus, museum, and industrial Tours. Topics and content of Tours.

Current trends in the development of sightseeing business. The importance of Tour theory in the development of Tour business. Tour as a process of cognition. Tour method of cognition, its meaning, purpose and objectives, features.

Classification of Tours by duration. Classification of Tours by composition and number of participants: individual, group, for the local population, visiting tourists, adult preschoolers, schoolchildren, students, foreign guests. Classification of Tours by location: urban, suburban, industrial, museum, complex.

Classification of Tours by mode of transportation: pedestrian, transport, combined. Classification of Tours according to the form of conducting: Tour-crowd, Tour-walk, Tour-lecture, Tour-concert, Tour-performance, Tour as an educational form (Tour-consultation, Tour-demonstration, Tour-lesson, study tour, trial tour, demonstration tour, advertising tour).

Classification of guided tours by content. Sightseeing (multi-dimensional, multi-dark) and thematic Tours (historical, industrial, natural history, environmental, art history, literary, architectural and urban planning, religious). A variety of types of thematic Tours. Historical Tours: local history, archaeological, ethnographic, military history, historical and biographical, Tours to historical museums.

Production Tours: production-historical, production-economic, production-technical, professional orientation for schoolchildren, students, students. Art history Tours: historical and theatrical, historical and musical, folk crafts, places of life and activity of cultural figures, art galleries, exhibition halls and museums, workshops of artists, sculptors, graphic artists. Literary Tours: literary and biographical, historical and literary, literary and artistic.

Architectural and urban planning Tours: guided tours showing architectural buildings of a given city, guided tours showing architectural monuments of a certain historical period, guided tours that give an idea of the architect's work. Guided tours that introduce you to the layout and development of the city according to master plans, guided tours with demonstration of modern architecture, guided tours of new buildings.

Components of the guide's pedagogical activity: constructive, organizational, communicative, and cognitive. A combination of training and education tasks in the field trip.

Pedagogical technique, its main elements. Using methods of persuasion, training, demands, and encouragement. Formation of tourist skills.

The role of psychology in the Tour process. Sensation, perception, presentation in the Tour.

Thinking and its significance in the field trip. Features of memory, attention, imagination and their consideration in Tour practice. Waiting for tourists and the psychological atmosphere in the Tour group. Differentiated approach to serving various Tour groups.

Application of logical laws in Tours: the law of identity, the law of contradiction, the law of the excluded third, the law of sufficient reason. Logical form of obtaining knowledge: inference, premises, conclusion, conclusion. The role of logical transitions in guided tours. Variants of logical transitions in Tours: subordinate, identical, opposite, correlative, subordinate. Problems of logical judgments. The role of logic in improving the effectiveness of Tours.

Display is the main element of the tour. The essence of the impression. Display tasks for guided tours. Conditions for showing on the tour. Display stages on guided tours. Types of display on Tours. Options for human-object interaction. Special features of showing on the tour. Display as an implementation

the principle of visibility.

The story is included in the tour. Basic requirements for a short story on a guided tour. Short story forms for the tour:

a narrative story and a reconstructive story. Features of the story on the tour:

the story depends on the speed of movement of the group, and the story is subordinate to the display.

Using visual evidence in a story. Targeting of the story, concreteness

of the Tour story, confirming the nature of the story.

Showing and telling are two of the most important elements of the tour, their combination. Five levels of interaction in

#### Topic 4. Technologies of Tour services (PC-3)

Ways to improve the Tour methodology. Requirements of the Tour methodology. The main stages of preparing a new Tour: preliminary work, direct development of the Tour itself, the final stage.

Structure of the tour: introduction, main part, conclusion.

The main stages of preparing a new Tour. Defining the purpose and objectives of the tour. Selecting a theme.

Selection of literature and compilation of bibliography. Identify other sources of Tour

material. Work with literary collections of city libraries. Review of local lore,

cultural and historical collections of libraries in Yekaterinburg: library of the Head of the city, library named after him. Belinsky, information and methodological center of the Faculty of Tourism and Hotel Service of USPU, etc.

Determine the purpose and objectives of the tour on the selected topic. Selection of literature and compilation of bibliography. Identification of other sources of Tour material for the Tour project.

Selection and study of Tour objects. Potential sightseeing sites: memorials

, architectural structures, natural sites, museum expositions, archaeological sites,

and art monuments. Classification of Tour objects by content (single-plan and

multi-plan), by functional purpose (main and additional), by degree

of preservation (fully preserved, with minor changes, lost). Criteria

for selecting sightseeing objects for the tour: cognitive value of the object, popularity of the object,

unusual (unique, exotic) nature of the object, safety of the object, location

of the object, time limit on displaying the object.

The main content elements of the place card.

The main route options are: chronological, thematic, and thematic-

chronological. Main and additional objects in the tour.

Detour the route. Preparation of the control text of the tour. Completing the "

guide's portfolio". Determination of methodological techniques for conducting an Tour. Determining the technique of conducting an Tour.

Creating an individual text. Short story and individual text. Technique for using

individual text. Short story and individual text. Technique for using individual

text. Logical transitions: formal transitions and logical transitions related to the topic

of the tour. Reception (delivery) of the Tour. Approval of the tour. Documentation required for each topic.

Algorithm for filling in the technological map. Sections (stages) of movement along the route from the

gathering point of tourists to the last point on a specific route section. Places of bus stops.

Display objects. Duration of the inspection. The main content of the information.

Organization guidelines (points and view angles of display items). Methodological guidelines.

Methodical reception in Tours as a method of action of the guide. Classification

of presentation and storytelling techniques. Display techniques: preliminary inspection technique, panoramic

display technique, visual reconstruction technique, visual editing technique, event localization

technique, abstraction technique, visual comparison technique, integration technique, visual

analogy technique, attention switching technique, methodical movement technique, memorial

plaque display.

Story techniques: reception of Tour information, reception of description, reception of characteristics, reception

of explanation, reception of comments, reception of citations, reception of questions and answers, reception of references

to eyewitnesses, reception of tasks, reception of novelty of the material, reception of verbal (literary) content

installation technique, complicity technique, personification technique, problem situation technique

, digression technique, induction technique, deduction technique, climacteric and anti-climacteric.

Special methodological techniques. Techniques for demonstrating visual aids. Receiving the study.

Definition of methodological methods of the story for the Tour project. Filling out the technological map.

Guide's introduction to the group. Exit from public transport (bus, trolleybus, tram).

Group placement for an item. Movement of tourists from bus to place, from place to

bus, and between places. Return to the bus. Place of the guide on the bus. Keeping

school children. Breaks in the tour. The technique of using the "guide's portfolio". Animation and its significance in the attractiveness of the Tour product for the modern consumer of Tour services. The role of interactive elements in Tours as an integral part of a modern Tour product. Geocaching. Opportunities of information technologies in improving the quality of Tour activities. The main means of using multimedia technologies in Tour work. Practical implementation of multimedia in reference books, catalogs, guidebooks on CDROM. Application of multimedia technologies in Tour, museum and library business. Multimedia design of Tour projects. Multimedia presentation of Tour projects. Multimedia fund of the Laboratory of Educational Technologies of the Faculty of Tourism and Hotel Service of USPU. Features of creating multimedia presentations for different types of Tours.

#### Topic 5. Professional activity of a tour guide (UC-4)

Functional structure of a tour guide's activity. Professional culture of a tour guide. Training of tour guides and their professional development. Feedback on Tours. Professional qualities of a tour guide. Active life position. Constructive, organizational, and communicative analytical abilities of the tour guide. The guide's bias. The role of the guide's temperament in conducting an Tour. Personal qualities of the guide. The guide's optimism. Moral satisfaction of the guide's personality. The guide's personality. The guide's authority. Appearance of the guide (clothing, accessories, shoes, hairstyle, makeup). Interrelation of guide skills and abilities. Classification of skills. Main skill groups. Formation and development, use of the guide's skills and abilities in Tours. Facial expressions, posture, and gestures of the guide as forms of extra-verbal communication. Classification of gestures used in the display. Pointing gestures, spatial gestures, reconstructive gestures. Incentive gestures. Emotional gestures.

Correct and expressive speech skills are the basis of a tour guide's professional competence. History of the situation of Tour communication, Tour speech. The concept of speech activity. The main components of speech activity (speaker-listener, their communicative and social roles, communication situation). Types of speech activity (reading-writing, speaking-listening). The concept of ethics of speech communication. Ethics of oral speech. Ethics of listening. National and cultural peculiarities of speech communication ethics in Tours for foreign guests and tourists. Rules for conducting disputes and discussions.

Criteria of communicative qualities of speech: correctness of speech, accuracy of speech, normativity, purity of speech, logic, accessibility, informational content, richness, emotionality, individuality, expressiveness, relevance. Visual and expressive resources of the language as a way of aesthetic impact on tourists. A tool for creating emotionality, expressiveness and forming value orientations of listeners. Disadvantages of speech. Voice and its parameters: pitch, strength, tempo, timbre, flight, suggestiveness, intonation, euphony, endurance. The dependence of voice characteristics on the content aspect of speech, the emotional and psychological state of the speaker and listeners. Performing exercises. Breath. Pausing. Types of pauses. Logical stress. Interaction of voice and body movements. Breath. Pausing. Types of pauses. Logical stress. Interaction of voice and body movements. Performing exercises.

## 7.2 Content of practical classes and laboratory work

Topic 1. History of Tour business in Russia (PC-2)

1. History of Tour business in Russia in the pre-Soviet period
2. Development of Tour business in the USSR. State of Tour business in Russia and prospects of its development at the present stage
3. The place of Tour activities in the implementation of the strategy for the development of inbound tourism in the Sverdlovsk region

Topic 2. Regulatory and legal regulation of Tour activities (PC-2)

Legislative acts regulating tourist and Tour activities

Topic 3. Theory of Tour activities (PC-3)

1. The essence of the Tour
2. Classification of Tours
3. Tour as a pedagogical process
4. Elements of psychology in the field trip
5. Logic in Tour
6. Showing in the tour
7. Short story in the tour
8. A combination of showing and telling a story in a guided tour.

For conducting classes, the material and technical resources

of Travel Company "Alexandria" LLC are used within the framework of the agreement on the network form of implementation of the educational program.

Topic 4. Technologies of Tour services (PC-3)

1. Technology of preparing a new Tour
2. Drawing up an Tour route
3. Method of conducting guided tours
4. Guided tour techniques
5. Innovative technologies in Tour activities at the present stage
6. Modern technologies of multimedia support of the guide's activity.

For conducting classes, the material and technical resources

of Travel Company "Alexandria" LLC are used within the framework of the agreement on the network form of implementation of the educational program.

Topic 5. Professional activity of a tour guide (UC-4)

1. Professional activity of a tour guide
2. Communication skills of a tour guide on a Tour
3. Extra-verbal means of communication on the Tour
4. Culture of Tour speech and speech activity as the dominant type of professional activity of the tour guide
5. Communicative qualities of speech, speech design of the Tour, language tools that provide imagery and expressiveness of the Tour text.
6. Voice production and speech technique.

For conducting classes, the material and technical resources

of Travel Company "Alexandria" LLC are used within the framework of the agreement on the network form of implementation of the educational program.

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7.3. Content of independent work

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Topic 2. Regulatory and legal regulation of Tour activities (PC-2)

Study of sources, elaboration of theoretical issues of the topic.

Preparation for practical classes, preparation of reports and presentations on the topic.

Topic 3. Theory of Tour activities (PC-3)

Study of sources, elaboration of theoretical issues of the topic.

Preparation for practical classes, preparation of reports and presentations on the topic.

Topic 4. Technologies of Tour services (PC-3)

Study of sources, elaboration of theoretical issues of the topic.

Preparation for practical classes, preparation of reports and presentations on the topic.

Topic 5. Professional activity of a tour guide (UC-4)

Study of sources, elaboration of theoretical issues of the topic.

Preparation for practical classes, preparation of reports and presentations on the topic.

7.3.1. Sample questions for self-preparation for the test/exam

Appendix 1

7.3.2. Practical tasks in the discipline for self-preparation for the test/exam

Appendix 2

7.3.3. The list of coursework

is not provided

7.4. The electronic portfolio of the student

Materials are not placed

7.5. Methodological recommendations for the implementation of the control work

is not provided

7.6 Methodological recommendations for the implementation of the course work

Not provided

## **8. FEATURES OF THE ORGANIZATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE FOR PERSONS WITH DISABILITIES**

### ***At the request of the student***

In order to make the program accessible for persons with disabilities, if necessary, the department provides the following conditions:

- a special procedure for mastering the discipline, taking into account the state of their health;
- electronic educational resources on the discipline in forms adapted to the limitations of their health;
- studying the discipline according to an individual curriculum (regardless of the form of study);
- e-learning and distance learning technologies that provide for the possibility of receiving and transmitting information in forms that are accessible to them.
- access (remote access) to modern professional databases and information reference systems, the composition of which is determined by the discipline's work program.

## **9. LIST OF BASIC AND ADDITIONAL EDUCATIONAL LITERATURE REQUIRED FOR MASTERING THE DISCIPLINE**

**Сайт библиотеки USUE Library Website**

<http://lib.usue.ru/>

### **Main literature:**

2. Kulakova N. I., Ganina T. V. Technology and organization of Tour services [Electronic resource]: textbook for universities. - Moscow: Yurayt Publ., 2022. - 127- Available at: <https://urait.ru/bcode/495725>

3. Zhiratkova Zh. V., Rassokhina T. V., Ochilova Kh. F. Organization of Tour activities [Electronic resource]: textbook and practical course for universities. - Moscow: Yurayt Publ., 2022. - 189- Available at: <https://urait.ru/bcode/496051>

### **Additional literature:**

2. Dolzhenko G. P. Tour business: a textbook. - Moscow: March, 2005. - 271

3. Khuuskonen N. M., Glushanok T. M. Practice of Tour activity: production and practical edition.

4. Barchukov I. S. Metody nauchnykh issledovaniy v turizme: uchebnoe posobie dlya studentov vuzov, obuchayushchikhsya po speciality "Sotsial'no-kul'turnyy serviz i turizm" [Methods of scientific research in tourism: a textbook for university students studying in the specialty "Socio-cultural service and Tourism"]. - Moscow: Akademiya Publ., 2008, 221

5. Skobeltsyna A. S., Sharukhin A. P. Technologies and organization of Tour services: a textbook for students of institutions of higher professional education studying in the field of training "Tourism". Moscow: Akademiya Publ., 2013, 175

## **10. LIST OF INFORMATION TECHNOLOGIES, including THE LIST ЛИЦЕНЗИОННОГО OF LICENSED SOFTWARE AND INFORMATION TECHNOLOGIES USED IN THE INTERNET.**

## **REFERENCE SYSTEMS, ONLINE COURSES USED IN THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE**

### **List of licensed software:**

Astra Linux Common Edition. Contract No. 0417-U / 2019 dated 08.05.2019, Act No. Sk000343 dated 24.05.2019 and Contract No. 35-U / 2018 dated 13.06.2018, Act No. UT213 dated 17.12.2018. The license - is valid for an unlimited period of time.

MyOffice is standard. Agreement no. SK-281 of 7 June 7, 2017. Date of conclusion - 07.06.2017. The license - is valid for an unlimited period of time.

Microsoft Windows 10 .Agreement No. 52/223-PO / 2020 of 13.04.2020, Act No. Tr000523459 of 14.10.2020. The license - is valid for an unlimited period of time.

Microsoft Office 2016. Agreement No. 52/223-PO / 2020 of 13.04.2020, Act No. Tr000523459 of 14.10.2020 License validity period-No time limit.

Libre Office. The GNU LGPL license. The license - is valid for an unlimited period of time.

### **List of information reference systems and resources of the Internet information and telecommunications network:**

Garant reference and legal system . Agreement No. 58419 of 22 December, 2015. The license is valid for an unlimited period of time limit

Legal reference system time in the Consultant +Reference and Legal System . Contract No. 143/223-U/2025 from 02.12.2025 Period of validity of the license to 31.12.2026

### **Center of development of tourism of the Sverdlovsk region**

<http://gotoural.com/>

### **Audio guide and a guide Azbo**

<https://azboguide.com/ru/>

### **Red Line Yekaterinburg**

<https://www.ekbredline.ru/>

## **11. DESCRIPTION OF THE MATERIAL and TECHNICAL BASE NECESSARY FOR THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE**

The implementation academic of the discipline is carried c out using the material and technical base of USUE, which provides all types of training sessions and research and independent work of students:

Special premises are training rooms for all types of classes, group and individual consultations, ongoing monitoring and interim assessment.

Rooms for independent work of students are equipped with computer equipment with the ability to connect to the Internet and provide access to the electronic information and educational environment of USUE.

All rooms are equipped with specialized furniture and multimedia equipment, special equipment (information and telecommunications, other computer equipment), access to information and search systems, reference and legal systems, electronic library systems, databases of current legislation, and other information resources that serve to present educational information to a large audience.

For conducting lecture -type classes, presentations and other educational and visual aids that provide thematic illustrations.

### 7.3.1. Sample questions for self-preparation for the test

1. Subject of the course "Excursion Management"
2. Evolution of excursion activities in Russia.
3. Differentiated approach to excursion services.
4. Excursion and tourist establishments, their role in the development of domestic and inbound tourism.
5. Listening to and analyzing guided tours. Assessment of the quality of excursions.
6. Comprehensive sightseeing tour.
7. Museum tours. Features of their implementation.
8. The purpose and theme of the excursion, their cognitive orientation.
9. Historical excursions and their classification. Guided tours on military-historical topics and their peculiarities
10. Excursion object. Its essence. Classification of sightseeing objects.
11. Route of excursions. Principles of creating a route.
12. Architectural and urban planning excursions, their features.
13. Principles underlying the tour; functions of the tour.
14. Literary excursions and their peculiarities.
15. Nature science excursions, their specific features.
16. Art history excursions and their peculiarities.
17. Classification of excursions: a) by content; b) by the composition of participants; c) by the form of holding.
18. Production excursions and their features.
19. Archaeological excursions, their specific features.
20. Stages of preparing the tour.
21. Similarities and differences between a road survey (travel information) and a country tour.
22. Guided tours on religious topics
23. Content of the guide's work, ways to improve it.
24. Speech of the guide. Voice hygiene and prevention.
25. Local history excursions. Their role in conducting guided tours on various topics.
26. Texts of guided tours, their updates and additions.
27. The guide's personality.
28. Preparation of the guide for conducting a new tour.
29. Guided tours with art displays.
30. Excursion as a form of academic work.
31. Excursion as a pedagogical process.
32. Physical education and sports in the excursion theme.
33. Technical means and their use in excursion services.
34. Interrelation of excursion business development with tourism, local lore, museum studies, and pedagogy.
35. Excursion opportunities of the Sverdlovsk region, their use.
36. Attention crises on excursions and ways to overcome them.
37. Aesthetic content of excursions.
38. The main stages of preparing excursions.
39. Defining the purpose of the tour and its tasks.
40. Choose the tour topic and name.
41. Selection of literature, study of sources, familiarization with museum expositions.

42. Selection and study of excursion objects.
43. Drawing up an excursion route, detouring it or bypassing it.
44. Preparation of the control text of the tour.
45. Determination of methodological techniques for conducting an excursion.
46. Drawing up a technological map of the excursion.
47. Requirements for the guide's personality; the guide's speech.
48. Drawing up a " guide's portfolio " and using it for various types of excursions.
49. Acceptance (delivery) of the excursion, its approval.
50. Preparation of the guide for conducting a new tour.
51. Updating and updating the text (s) of the tour.
52. Sections of the technological map, their preparation, and their requirements.
53. Diagram of the technological map of the excursion, its characteristics.
54. Methodological techniques for showing people on guided tours on various topics.
55. The story and its main techniques.
56. Excursion object. Creating a map of map items.
57. Travel information (road overview) and its features.
58. Guided tours with displays of decorative and applied arts.
59. Logical transitions in excursions.
60. Components and requirements for the technique of conducting an excursion.
61. Basic and auxiliary techniques of conducting an excursion.
62. Places associated with the life and activities of famous people as sightseeing sites.
63. Traditional culture and folklore, their use in excursions.
64. Special methods of conducting excursions, their classification.
65. Display of the memorial plaque and its features.
66. Differentiation of tourists, its principles.
67. Factors that shape the guide's skills and ways to improve them.
68. The essence and components of guide skills.
69. Text. Types of texts used in the tour.
70. Describe methodological techniques: preliminary inspection, characteristics, localization of events.
71. Classification of methodical methods of conducting an excursion.
72. Excursion as a process of sensory and logical cognition.
73. Evaluation of the tour quality
74. Contact of the guide with the group; means of communication on the tour
75. Methods and animation elements used in sightseeing services.

### 7.3.2. Practical tasks in the discipline for self-preparation for the test

#### Closed tasks

Task number Task	content	Competence
1.	Excursion as a form of communication involves: a) interrelation and interaction of subjects (guide and tourists) on the basis of their joint activities; b) increasing the level of knowledge in history, architecture, literature and other branches of knowledge; c) a number of actions – preparation and conduct of excursions.	PC-2
2.	General features of the tour include: a) the length of time is less than one academic hour (45 minutes); b) purposeful display of objects, the presence of a specific topic; c) demonstration of existing objects.	PC-2
3.	Excursion method is... a) a form of dissemination of knowledge and education; b) a set of methodological techniques that are used on excursions; c) the choice of the most important and essential objects in the observed objects.	PC-2
4.	The preliminary stage in preparing the text of the excursion consists in: a) processing the actual material; b) selecting objects for the tour; c) testing the route.	PC-2
5.	One of the display tasks is: a) show the objects as they were during the event described; b) enliven the tour, activate the tourists; c) give the tourists the opportunity to independently observe the sights.	PC-2
6.	The final stage of preparing a new excursion consists of: a) taking the tour on the route; b) writing individual texts by the guide; c) processing the actual material.	PC-3
7.	The main differences between a tourist and a day tripper? a) in the organization of visiting another area and the duration of the trip; b) for the purpose of traveling; c) all answers are correct.	PC-3
8.	Tour is... a) a common type of sale of goods in tourism, when several services are sold in a set; b) it is an individual or group trip along a certain tourist route at a specific time; c) a set of services for accommodation, transportation, catering of tourists, excursion services, as well as services of guides and translators and	PC-3

	other services provided depending on the purpose of the trip.	
9.	Enter the following data in the place card: a) the historical event that the monument is associated with; b) only the current name of the item; c) only the original name of the item.	PC-3
10.	The control text of the excursion is ... a) information describing the excursion object; b) material selected and verified by sources, revealing the topic; c) recommendations for conducting the excursion.	PC-3
11.	Name the incorrect statement: A) Travel on a cruise ship is organized according to the "All inclusive" system. B) Travel on a cruise ship for a tourist is always a circular route. C) The cruise program includes shore excursions. D) The cruise is carried out without calling at intermediate ports. E) The cruise is carried out by ferry. F) The cruise is organized on an icebreaker.	UC-4
12.	What documents are not required on board a bus carrying out an international bus tour? A) Permission to enter the territory of a foreign state. B) Passenger list. C) Certificate of registration of a motor vehicle. D) International Motor Liability Insurance Policy. E) Tachograms (registration sheets) for the current week. F) All listed documents are mandatory.	UC-4
13.	What documents regulate road transport in international traffic? A) The Athens Convention. B) The Geneva Convention. C) The Montreal Convention. D) The Berne Convention. E) The Warsaw Convention. (E) The Bishkek Convention.	UC-4
14.	What indicators are not included in the list of requirements for determining the class of tourist and excursion buses? A) Engine power. B) Type of ventilation. C) Requirements for windows. D) Seat requirements. E) Number of seats. F) Interior lighting.	UC-4
15.	Current trends in the development of the tourism industry are aimed at solving the problem of ... a) reducing seasonal fluctuations in demand for hotel services b) finding their own competitive advantages c) balancing the level of prices and competition d) finding and creating new ways to develop	UC-4

### **Open tasks**

Task	content	Competence
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number Task		
1.	What is the story in the tour?	PC-2
2.	What is the display in the tour?	PC-2
3.	What are the main principles of the tour?	PC-2
4.	Define an excursion.	PC-2
5.	For what purposes is the guide's portfolio used?	PC-2
6.	What is the control text of the tour?	PC-3
7.	What the place card is created for.	PC-3
8.	What is the difference between the control and individual text of the tour?	PC-3
9.	What is the tour itinerary?	PC-3
10.	What is the main difference between a tourist and a day tripper?	PC-3
11.	Differentiated approach to excursion services.	UC-4
12.	Excursion and tourist institutions, their role in the development of domestic and inbound tourism.	UC-4
13.	Listening and analyzing excursions.	UC-4
14.	Assessment of the quality of excursions	UC-4
15.	Multi-plan sightseeing tour	UC-4

### **Topics of excursion projects**

1. Myths and legends of Yekaterinburg.
2. Yekaterinburg's historic square is the cradle of the city.
3. From the factory past and present of Yekaterinburg.
4. 1905 Goda Square is the administrative, cultural, and political center of Yekaterinburg.
5. Architectural sights of Yekaterinburg.
6. The history of education in the architectural monuments of Yekaterinburg.
7. Yekaterinburg is a multi-religious city.
8. Christian churches in Yekaterinburg.
9. Classicist architecture on the streets of Yekaterinburg.
10. Rastorguev-Kharitonov Manor – "Ural acropolis".
11. Creativity of architect M. P. Malakhov on the streets of Yekaterinburg.
12. A journey into the history of Russian everyday life of the XIX-early XX centuries.
13. The history of hospitality in Yekaterinburg on the example of hotels in the city.
14. From inns to restaurants.
15. Yekaterinburg merchant.
16. Yekaterinburg shopping center.
17. Eclecticism in the architecture of Yekaterinburg.
18. Privokzalnaya Square – the city gate.
19. Ural Golgotha.
20. Art Nouveau style in the architecture of Yekaterinburg.
21. Yekaterinburg-constructivism Laboratory.
22. Monuments of monumental art on the streets of Yekaterinburg.
23. Yekaterinburg in the life of G. K. Zhukov.
24. Pedestals of immortality.

25. Yekaterinburg teatralny.
26. Yekaterinburg musical.
27. Yekaterinburg sportivny.
28. Yekaterinburg literaturny.
29. Architecture of small forms and engineering structures in Yekaterinburg.
30. Gardens and parks of Yekaterinburg.
31. A visit to Hephaestus or a trip to the world of art casting and forging.
32. Unusual objects in Yekaterinburg.
33. Yekaterinburg is famous for its citizens.

When evaluating the report, the content of the excursion project on the selected topic and the full package of documentation for it are evaluated:

1. Main features of the tour
2. List of literature
3. Place cards (passports) included in the route
4. Control text of the tour.
5. Map of the route.
6. "Guide's portfolio"
7. Technological map of the route
8. Materials of the tour.
9. Multimedia presentation of the excursion project
10. Workbook