Article

Scientific and Methodological Principles for Developing an Excursion Service Program

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Abstract: This article analyzes the scientific and methodological principles used in the development of excursion service programs. It highlights the theoretical and practical aspects of planning the excursion process, forming its content, choosing a topic, compiling a route, and taking into account the specifics of the audience. The importance of innovative approaches and pedagogical and methodological foundations in improving the quality of excursion services in accordance with modern tourism requirements is also shown. The research results have important scientific and practical significance for improving excursion activities and creating effective excursion programs.

1. Introduction

Log in Excursion services occupy an important place in the global tourism market, because it is they that transform the simple movement of a tourist into a rich cultural and educational experience and activate the local value chains of travel, increase the average costs of a tourist, support the employment of guides and small businesses, and balance tourist flows by region and season. Business Research Insights predicts that "increased interest in local culture, learning, and demand for unique experiences will increase the tourism market by approximately 15% annually over the next 5 years, and its value may exceed $17 billion by 2032." Today, in world practice, the development of effective ways to develop excursion services is of great importance. In the New Uzbekistan, consistent reforms are being carried out to develop tourism as an important driver of the economy[1]. The "Development Strategy of New Uzbekistan for 2022-2026" sets goals such as doubling employment in the tourism sector to 520 thousand people, developing the infrastructure of tourism and cultural heritage sites, and increasing the number of foreign tourists to 9 million by 2026</>.

Literature Review

Issues of organizing excursion services on a scientific basis were addressed by A.Yu. Alexandrova, V.A. Kvartalnov, N.I. Zorin. In their research, the role of excursion services in the tourism industry, the principles of purposefulness, systematicity, and content consistency in the development of excursion programs are indicated as the main methodological criteria. The authors emphasize that the excursion program should not

only provide information but also perform educational, cultural-educational, and aesthetic functions.

From the perspective of a pedagogical approach, I.Ya. The views of such scholars as Lerner, V.V. Kraevsky on didactic principles are of great importance. In their opinion, when developing the excursion program, it is necessary to adhere to the principles of scientific accuracy, clarity, visualization, and compliance with the age and level of training of the listeners. This serves to increase the effectiveness of excursion services[2-3].

In studies devoted to excursion methodology (B.V. Yemelyanov, G.P. Dolzhenko), the selection of excursion objects, route planning, compiling the excursion text, and methodological aspects of the guide's speech were analyzed in detail. In these works, it is noted that the principles of historicity and logical consistency play a leading role in the development of the excursion program.

In the sphere of modern tourism, excursion services are acquiring not only spiritual and educational, but also economic and social significance. Excursion services on a new topic occupy a special place in the competitiveness of tourist products, diversification of the tourism market, and formation of a regional brand. The success and effectiveness of the excursion service are closely related, first of all, to the scientific validity of the process of its creation, the conceptual approach, the qualifications of the creative team, and the ability to ensure methodological continuity in practice[4]. Therefore, the development of a new thematic excursion service requires modern methodology, international standards, and innovative approaches.

The preparation of a new excursion service is a multi-stage and complex process, requiring the active participation of an entire working group. The process is divided into the following main directions. (Table 1):

The process of preparing a new tour service

Table 1. Process of Developing a New Excursion Service.

Process	Process content
Development of the concept of excursion services	The topic of the excursion, goals and objectives, main audience, and potential requirements are determined. The scientific, educational, aesthetic, and spiritual functions of the excursion service are clearly defined. At this stage, the relevance of the new topic, its territorial, historical, and cultural significance, and its correspondence to modern socio-economic conditions are analyzed.
Formation and management of the creative team	When developing a new thematic excursion service, experienced guides of 3-7 people, specialists in the field, museum workers, teachers, and other experts are often involved. Each participant works on a separate chapter, subtopic, or material, and the final control is assigned to the supervising guide.
Collection of scientific, literary, and information sources	The necessary literature, archival documents, historical sources, modern scientific articles, internet resources, and others related to the excursion topic will be collected. Reliability, objectivity, and relevance of information will be the primary criteria.
Select routes and objects	In accordance with the theme of the excursion, the most important, interesting, historical, cultural, and natural objects are selected. The correct selection of objects and their placement on the route is one of the main factors determining the effectiveness and content of the excursion.

Preparation of main and individual text	Basic and individual texts are compiled. The main text covers the topic in a complex and clear, chronological and logical sequence, with brief, meaningful and reliable facts, historical examples, and specific details included for each subtopic. Individual text expresses the unique speech, communicative, and expressive style of the guide.
Preparation of the guide's portfolio and visual aids	Historical photographs, maps, graphs and diagrams, works of art, copies, and other visual materials are collected and organized. The portfolio helps participants visually represent the uniqueness, historical dynamics, and social content of the objects during the excursion.
Trial tour and final editing	The new service will be tested in practice in the form of a trial tour, improved based on the opinions of participants and methodological observations. The final version is approved by the head of the excursion institution and is widely implemented in practice.

This table 1 outlines the key stages in the development of a new excursion service. Each stage plays a crucial role in ensuring the program is effective, engaging, and scientifically accurate. The process begins with defining the excursion concept, including its goals, audience, and relevance to modern socio-economic conditions. It then progresses through the formation of a creative team, the collection of reliable sources, route and object selection, and the preparation of texts and visual aids[5-6]. The final stage involves a trial tour to test the program, followed by revisions based on feedback.

2. Methodology

The development of an excursion service program follows a structured process that includes several stages. Initially, the concept of the excursion is defined, focusing on the topic, objectives, target audience, and the relevance of the theme. A creative team, including guides, specialists, and other experts, is then formed to design and manage the program.

Key steps involve gathering relevant scientific and informational sources, ensuring factual accuracy. Route planning is next, selecting significant historical and cultural sites while prioritizing safety and accessibility. The excursion text is created, providing clear, engaging information for each stop, while visual aids like maps and photos support the guide's narrative.

A trial tour is conducted to test the program, followed by revisions based on participant feedback. This iterative process ensures the program's effectiveness and alignment with audience needs, incorporating innovative approaches and pedagogical principles to enhance the learning experience.

3. Results and Discussion

It is advisable that each of these stages be carried out based on specific planning and promotion. For example, when choosing a route, the geographical proximity of places and the harmony of content are taken into account, and pedagogical principles are taken into account when developing the content of the text.

The process of developing a program for excursion services on a new topic consists of several interconnected practical and methodological stages, each of which serves as a foundation for the next. First of all, when designing the excursion program, a differentiated approach based on in-depth study of the audience is applied, and not the principle of "one option for everyone[7]." This takes into account the age, level of education, professional training, region of residence, national and cultural characteristics, language proficiency,

and even physical capabilities (for example, the ability to walk a long distance, hearing or vision limitations). Based on this, the theme of the excursion, the length of the route, the number of stopping points, visual aids, the pace of explanation, and the level of complexity are determined. For example, if more game elements, questions and answers, and simple, figurative stories are used for schoolchildren, then an analytical approach, analysis of sources, historical and economic connections are more widely covered for students. When working with foreign tourists, language, intercultural communication, mitigating stereotypes, and conveying local traditions in an understandable way require a special methodological approach[8].

The text of the excursion, the route diagram, and the sequence of objects should become not just a list, but a logically connected "story line." Before moving on to each object, attention is focused through a brief introduction, connecting questions, or real-life examples, and the process of seeing and perceiving the object is finally reinforced by generalizing conclusions. To maintain this consistency, it is advisable to use modern communication technologies. Mobile applications, additional information via QR codes, audio guides, interactive maps, augmented or virtual reality programs can transform an excursion from a simple "walk" into a digital educational platform. At the same time, innovation is not limited to technical means, but also manifests itself in pedagogical solutions, for example, working in small groups, posing problematic questions, organizing breaks for exchanging ideas.

The next component that increases the effectiveness of the excursion program is the careful and purposeful use of visual aids. Each visual material included in the guide's portfolio or digital media archive (photos, maps, diagrams, comparative images of old and new landscapes, plan-schemes) must be scientifically based, clearly indicate the source, and fully correspond to the topic[9-10]. The images should not only be beautiful, but also reveal the ideological content of the excursion, helping participants better understand the connection between time, space, and events. For example, in a historical excursion, by comparing an old map with a modern aerial photograph, changes in the urban structure, reconstruction processes, or the policy of preserving cultural heritage are visually demonstrated. Also, an important methodological requirement is not to overload visual aids and distract attention, and to select the most necessary and effective image for each object.

The main human factor in the quality of the excursion is, of course, the level of speech culture and impressionability of the guide. The guide's speech should be grammatically literate, logically consistent, fluent in pronunciation, melodious, and adaptable to different audiences. He must possess a level of professionalism, capable not only of reciting a ready-made text from memory, but also of adapting the text to the situation, answering questions, sensing the mood of the audience when moving from object to object. The ability to "make an object speak" is understood as the ability to reveal the historical, cultural, social, and contemporary meanings behind an ordinary building, street, sculpture, or natural landscape through vivid images, comparisons, analogies, and short stories. For example, when discussing an architectural object, not only listing the date and style, but also relating it to the lifestyle of that time, people's worldview, political and economic conditions, and comparing it with the present time makes the excursion more interesting and memorable[11]. The guide's speech technique, that is, the correct distribution of breath, control of speech speed, silence, use of interrogative intonation, maintaining eye contact with the audience, directly affects the impression of the excursion. A well-prepared guide can convey the text in a smooth, understandable tempo, emphasizing the main points and not overloading secondary details. An important component of speech culture is adherence to ethical norms, respectful treatment of representatives of different nationalities, religions, genders, and ages, and maintaining a neutral, professional position on controversial issues. All this creates a sense of confidence and calmness in the audience,

as a result of which the excursion service on a new topic becomes not only informative, but also an effective means of developing educational and intercultural communication.

The task of the group working on the new topic is to select objects that fully cover the topic, are attractive, and have convenient demonstration conditions. Since there is no replacement for some unique objects (for example, Registan or Independence Square), it is advisable to prepare an excursion on them on a separate topic. This helps to reveal the unique aspects of the object more deeply and maintain interest even during repeat visits.

The number of objects is selected proportionally so that the excursion does not become boring. In practice, in excursions with an optimal duration of 2-4 hours, the number of objects is usually around 10-20. After selecting the objects, a card (passport) is created for each: name, location, historical data, description, sources, storage status, responsible organization, in which excursions it is used and information about the compiler is recorded, old and new drawings are included as an appendix[12].

In the practice of excursion services, various methods for assessing objects have been developed. Applying this methodology is especially useful when there are similar objects on the route, and the most interesting ones are selected for illuminating the topic. When evaluating the objects selected for the excursion topic, it is recommended to use the following criteria.

The process of providing excursion service facilities requires certain conditions for their effectiveness:

1 • correctly choosing the point of reference for the object;

2 • choosing the appropriate time to display the object;

3 • the ability to divert attention from objects unrelated to the topic;

4 • guiding the movement of tour participants properly;

5 • the guide's expertise, knowledge, and skills;

6 • preparedness of excursionists to observe sites.

The objects animate the theme of the excursion, reinforce the guide's story with facts, and form the excursionist's impression. Therefore, the process of selecting and evaluating objects should be carried out based on scientific, logical, logistical, and safety requirements.

After selecting the objects, the process of preparing the tour service route ' begins. An excursion route is a logically sound and convenient route where a group of excursionists moves, serving to fully cover the topic. The route is drawn up taking into account the correct sequence of objects, the choice of safe areas for group accommodation, taking into account road conditions, and the requirements for ensuring the safety of tourists.

When developing a route, the logical sequence of presenting objects and the level of visibility are paramount. In practice, routes are usually built on three principles: chronological (events and processes in a time sequence), thematic (around a specific idea or direction), and thematic-chronological (with preservation of chronological consistency within the topic)[13-14].

Route preparation is a multi-stage process, and it is necessary to strictly take into account regulatory requirements regarding transport safety and transportation procedures, especially during bus excursions. Objects on the route are divided into main and additional types. The main objects reveal the basic questions of the topic and are explained in depth, while the additional objects are shown during the movement from one point to another and are limited to a brief overview. When constructing a route, the following requirements are important.

Since there is a possibility of changing the route due to unforeseen circumstances (traffic, repair work, weather), alternative routes will be developed as much as possible. On bus routes, at the end of work, the route "passport" and scheme are usually agreed upon, kilometer time and transport usage norms are calculated.

When preparing a new excursion topic, an on-site review of the route is a separate stage. In it, the route and streets of the route are studied, the location and stopping points of the object are determined, access routes are checked, the time required to show and narrate the object is calculated, the relevance of the objects to the topic is assessed, a convenient location option for the group is selected, dangerous points are identified, and safety measures are developed[15].

Test excursions are of particular importance in the implementation of new excursion services. Checking the route, text, visual aids, and guide's portfolio developed during the experimental excursion in front of a real audience (specialists) helps to identify and eliminate all methodological and communicative shortcomings. During the trial tour, the following will be assessed:

convenience and duration of the route;

completeness and relevance of materials to the audience;

the guide's speech and communication skills;

practical use of visual aids;

level of activity, questions, and interest of excursionists;

security measures and organizational details.

Based on the test results, all shortcomings and methodological errors identified by the creative team will be eliminated, and the excursion will be enriched and improved based on suggestions and feedback. After the final option is approved by the supervisor, excursion services on the new topic will be implemented in practice.

In recent years, opportunities have been expanding to make excursion services more effective and competitive with the help of digitalization, mobile applications, virtual and augmented reality technologies, interactive maps, automated audio and video guides. Within the framework of the World Tourism Organization and national legislation, such innovative approaches are promoted as a modern standard[16].

When creating a new thematic excursion service, the combination of theoretical and practical, pedagogical and communicative aspects, methodological consistency and clear planning of logical transitions, the introduction of innovative approaches and best foreign practices at each stage are of great importance. The rich content, scientific validity, and didactic consistency of excursion services are key factors in the competitiveness and sustainable development of not only tourists, but the entire tourism industry.

The legislation of the Republic of Uzbekistan regulates tourism and excursion activities. Control over the quality of excursion services is the responsibility of state and

special organizations. The main supervisory body is responsible through the Tourism Committee, its Tourism Development Research Institute (Working Body) and the SUE "Tourism Services Certification Center". Also, regional tourism councils, specialized public associations, and mahalla councils created under the khokimiyat of each region will carry out public control in this area.

Resolutions of the Cabinet of Ministers approve the procedure for issuing a qualification certificate for a guide (guide-interpreter) and tour guide. Also, National standards of Uzbekistan provide norms on the requirements for the organization of excursion activities, for example, O'zMSt 139:2024 "Excursion Services. General requirements" and O'zMSt 138:2024 **"Requirements for guides (guide-interpreters), excursion leaders"** define the quality indicators of tourist services. These standards include such criteria as the text of the excursion, the route procedure, the professional knowledge and skills of the guide, compliance with safety and environmental requirements. The legislation also contains requirements for the components of excursion services (for example, excursion portfolios, visual materials) specified in practical methodological manuals. When creating excursion programs, the requirements of paragraph 4 of the standard O'zMSt 139:2024 are observed. The technical documentation of the excursion (testing protocols, expert opinions) is kept in the organization and, if necessary, is provided to state inspectors.

Quality control of excursion services in the Republic of Uzbekistan requires a comprehensive approach. State laws and regulations - the Law "On Tourism" and decisions based on it, as well as national standards - strictly regulate the organization of excursion services and the activities of guides. The Tourism Committee monitors the indicators of its scientific institute and certification center, implements inspection and certification mechanisms. Excursion service programs are developed, tested, and evaluated by experts in accordance with the standard. Assessment of the quality of visual and methodological manuals through quality indicators is also envisaged. Forms of control (certification, inspection, expertise) are carried out regularly and are further improved by digital means[17].

4. Conclusion

The success and effectiveness of the excursion service depend on the scientific validity of the development process, the conceptual approach, the qualifications of the creative team, and the ability to ensure methodological continuity in practice, and recommendations have been developed for this multi-stage and complex process.

Evaluation criteria for selecting objects that fully cover the theme of the excursion, are attractive and have favorable conditions for the demonstration, and certain conditions for the demonstration of objects were noted.

It has been scientifically substantiated that the success of the excursion service depends on the following factors:

• Scientific and thorough preparation;

• Methodological novelty and creativity;

• Qualification and individual abilities of the guide;

• Visual and visual interactivity;

• Organizational maturity and security.

Maintaining the attention of tourists during the excursion requires the psychological and pedagogical skills of the guide. Attention deficit may be associated with "dry" information, a tendency of speech to lack imagery, a gap between pointing to the object and storytelling, disregard for audience characteristics, and external distractions. Accordingly, practical methods of maintaining attention during the excursion were proposed.

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