

INNOVATIVE WAYS OF IMPROVING EXCURSION SERVICE AROUND THE TOURISTIC DESTINATIONS

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Abstract: *The attention and development potential of tourism in our country is growing from year to year. However, the fact that tourist services and specialist guides can be enhanced to the level of association is a good example of this. The article elaborates on the methodological processes of excursion based on modern and European standards, as well as on the practical implementation and implementation of new excursion procedures through the QR codes.*

The work also illustrates the effectiveness of using innovative software such as radio guides, QR codes, and excursion tours through high-speed travel programs. The use of such innovations improves the quality and competitiveness of excursion services and also provides additional revenue for the tourist market.

Keywords: *excursion, a pedagogical process, guide, scientific and propagation function, spectator reception, innovation, radio guide, quest, competitiveness, QR-code, presence of excursion objects.*

Introduction

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.[1]

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. [20]

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.

Also, M.V. Kuznetsova, A.F. Vlasova, "Teaching organizing the excursions and tourism and excursion service development in Irkutsk and Pribaikalie in XIX – the

1st half of the XX century", Viktor Vyshnevskiyining "Use of space and information technologies in the excursion and touristic activity" and Sarah Stanic-Jovanovic's articles "Educational role of excursion tourism" and "Education through excursions in the function of sustainable development of tourism in the case of National Park Đerdap" explore the research area and the importance of excursions in the field of tourism.

The purpose of this article is generalization and presentation of the most required innovation in sightseeing activities in identifying the most promising innovations to increase the competitiveness of excursion services on the tourist market of Uzbekistan.

Main part: 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 parts 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.

A tourism excursion may or may not include a 'pro-poor' element, i.e. an explicit agenda to include and promote activities that provide net benefits to the poor. But where

small tourism operations are trying to expand, one technique to assist the poor is to incorporate them into the core product of larger operations. With tourists increasingly looking for an 'authentic' product, mainstream tourism businesses (e.g. the accommodation sector) can benefit from offering excursions that involve less-mainstream and often marginalized businesses.

The dispersal of tourists to attractions in marginalized communities can offer some opportunities for economic development and poverty reduction. A new route can lead to the development of local enterprises, increasing the demand for goods and services of the poor. This will also provide employment opportunities, which can increase both individual incomes as well as the collective income of the whole community. This, in turn, can also lead to capacity building and the development of local infrastructure. New excursions and routes need to link in with traditional tourism structures and extend them to incorporate new features, new products and new stakeholders for them to be commercially viable, which is essential if poor producers are to benefit (Meyer, 2004).

Combining excursions into a 'route'

Tourism routes bring together a variety of activities and attractions under a unified theme. While individual excursions are often developed and offered by individual private sector businesses (see boxes 1, 2 and 3), tourism routes and circuits are frequently the product of close collaboration between individual service providers that pool resources and increase the attractiveness of the wider destination. The development of themed excursions and routes as tourist attractions has gained prominence in recent years. These routes stimulate entrepreneurial opportunity through the development of ancillary products and services.

One key benefit of routes is that they can tie-up several attractions that would independently not have the potential to entice visitors to spend time and money. Using a synergy effect promises to have greater pulling power. Routes also disperse visitors' money among a larger number of recipients. Thus, encouraging tourists to venture into the peripheries of a destination can stimulate the economy in those areas and provide income and employment. At the same time, a route can increase the overall attractiveness of a product by presenting 'new' features to its visitors, thus providing a platform for revised marketing programs to increase the length of stay and total spending.

Scientific and propagation function

Excursion service promotes the formation of political, philosophical, scientific, artistic views, ideas, theories in excursions. The excursion service must be accurate when carrying out the propagation function. It is based on propagation, science, ideology, lifestyle, profitability and trustworthiness. These principles make it possible to distinguish the essence of propaganda, its main goal, and therefore, to interact with each other in the relationship.

Science Principle – the most important feature of excursion as a form of education and upbringing is scientific, that is, dissemination of scientific knowledge is a mission of excursion. The content of excursion service should be stated under the specific sections of modern science and should help shape the outlook. Facts, phenomena, theoretical concepts are given in the scientific interpretation and reflected on the current achievements in science, regardless of the current science. Facts should be assessed objectively.

The principle of ideology. The idea is a clear action plan to achieve this goal. Ideology can be viewed as a conscious link to a particular system of ideas. An objective approach to guiding stories based on concrete facts and persistence of guiding is the essence of the ideology. Every excursion service must be prepared to take into account these principles, such as texts and methodological developments.

A guide should write his story based on scientific theory, and to pamphlet personal beliefs. In the narrative story, the analysis of objects not only show skill, but also his active lifestyle. Idealist is an expert based on clear principles in all his actions and actions.

A feature is a fact that objects and phenomena are similar or different from each other, that is, the specific features that matter, the phenomena, the form of cultural – enlightenment work.

The organizational and methodological features of excursion service, as well as the form of other cultural and enlightening practices, are available. These features give the excursion service a similarity or a distinction to other cultural and enlightening practices.

The general features of the excursion service are as follows:

- duration (from one academic hour(45 minutes) to one day);
- existence of student (group and individual);
- the presence of excursion guides;
- availability, spectator reception, presence of excursion objects;
- availability of a group of pre-arranged excursion routes;
- the object orientation of the demonstration, the availability of the specific topic;
- group activity (monitoring, learning, research objects).

Methodology and research methods

The main research method became an analysis of scientific, methodological, formational, technical, statistical literature on research. In the course of the study, the authors posed the following tasks: identify innovative forms and methods of excursions; analyze tourist excursion services city enterprises; identify the most promising and competitive in innovative forms of excursion services.

We also have the opportunity to develop a methodological program of the excursion process, based on research and international experience, with the support of the region's leading businesses and organizations, with the support of young scientists from Bukhara State University.

During the research, the current capacity and professionalism of each cultural heritage site are studied and Bukhara State University has been involved in retraining courses for 2 years. In recent years, we are developing a project to create new excursions, improving the quality of our tour guides and the operation of the Internet.

The results of the study

Innovations in excursion activities are understood as new in terms of theme and quality routes and excursion developments. Innovation can be improved classic and introduced new excursions and services [8].

Excursion product can be called innovative subject to the latest technology, constructively new techniques and methods for creating and implementing a product. Participate in the development of an innovative product in guiding marketers, advertising specialists, methodologists, professional guides, representatives of science and culture. Innovation in excursion activities These can be:

- innovations of the excursion product;
- innovations in technology for the development and conduct of excursions;
- technical innovations in excursions;
- innovations in marketing and management;
- personal innovations (external look, style of the guide) [8, p. 36].

Currently, the theme of excursions offered to consumers, it is time reveals in the imagination. Two more decades back such excursions would be shocking with tourists. Now tourists are no longer satisfied with traditional sightseeing or thematic excursions.

Innovation excursion product include excursion these in mystical places, in places of great murders and executions, in areas of nature disasters and man-made disasters on the roofs and basements, dungeons, abandoned buildings and bomb shelters, in military units with the possibility of using equipment and weapons, romantic excursions, museum under the open sky (Skansen), military historical reconstructions and much more [6; 10; 11].

Very popular now interactive and animated methods conducting excursions when sightseers do not only listen to the guide but also take an active part in the event. Most of the innovation concerns forms and methods of conducting excursions –excursions with masterclasses, costume tours, excursions with game elements, theater and animation receptions, jogging excursions, bike and Segway excursions, quest excursions, virtual excursions and showing 3D objects[18].

Technical Innovation excursions include a radio guide, an audio guide, automatic GPS guide in one language. Among the technical innovations Separately, mention should be made of innovation, allowing to study excursion objects independently. This includes:

QR code, mobile guides and directories, online services that host mobile guides and directories. So currently There are a sufficient number of innovations that can be applied in excursion activities. Being included as the main services in the tourist a product, an excursion performs cognitive and educational functions, and excursion activity plays a huge role in the field of education. Moreover, the tour can be both an integral part of the tour, and independent service. Therefore, excursion activities will always be in demand.

The use of a QR code in excursion activities is true without boundary 2.

In our opinion, this innovation needs to be equipped with a vision, first of all, sights and architectural monuments of the city (Lyab-I Khauz ensemble, post office building, Museum "Ark Fortress", the entire Art Faizabad Khanakaetc.), also this innovation can be used in any city museum. An interesting idea is to place QR code plates, for example, in a Lyab-I Khauz ensemble, Poyi Kalon ensemble and at the Old City of the Bukhara District. These places - Some of the favorite vacation spots of citizens however, few people think about history the creation and development of these facilities, which deserves attention. QR codes can but also placed on natural sites, such as the Eternal Bukhara monument, Ismail Samani park. Also, such innovation is suitable for remote objects. The information posted using a QR code would be appropriate in such places.

QR code is also possible to use and in the development of quest excursions since such an excursion involves competition the integrity and independent search for information, and the QR code, in this case, would be the easiest way to get it.

It should be noted that the development and the introduction of QR codes in urban space are in the competence of the city authorities, and the consolidated desire of tourist enterprises, guide sand the city's concerned public is rather an additional driving force for

such designs. Currently, regional authorities pay close attention to the tourism sector in the Bukhara Province territory, considering it one of the priority areas in the economic development of the region. On our view, equipping the most popular objects of tourist interest with QR codes, this information must be in Russian, English, Chinese, France, Turkish and Japanese. It will increase interest not only tourists and visitors but will also cause interest among residents of the regional capital cities; the availability of QR codes will be also an image factor a be developed in Chita as follows:

- traditional sightseeing tour in the form of a quest;
- tour of the history of one street(Bukhara, Old city);
- a tour of the history of a certain historical district of the city (Ismail Samani park,Ark Fortress, Llya-i Khauz complex, Poyi kalon complex,Ulug`bek Madrassah, Magoki Atori,Chor Minor complex where the city originates from);
- event quest timed for any holiday, event (City Day, Nasriddin Efendi Day, Silk and spices, Craft festival, Navruz, etc.);
- a tour of certain architectural monuments (wooden architect estate, merchant houses, houses of one architect);
- quests in organizations, enterprises, historical buildings, interesting display objects (Regional Library named after Ibn Sino, children and youth regional library to them).

Conclusion

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.

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