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PREPARATION OF SIGHTSEEING TRIP TEXT AND ELABORATION OF METHODICAL DEVELOPMENT OF SUCH TRIP (ON THE EXAMPLE OF THE CITY OF CHERNIVTSI, UKRAINE)

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Abstract

The article examines the theoretical and methodological approaches to the preparation of sightseeing trip text and elaboration of methodical development of such trip as well as their practical application on the example of the city of Chernivtsi, Ukraine.

It is established that the sightseeing trip text is divided into control and individual. The control text serves as a standard and contains the most important material necessary to reveal the theme of the trip. At the same time, the individual text of the excursion is compiled according to the route and structured on the basis of sightseeing objects, which are devoted to the main questions.

The methodical development of the sightseeing trip is considered, which indicates how the route runs, which objects are visited, where there are places for stops and localization of groups, which sub-topics and main questions are revealed near certain sightseeing objects, etc. This information is presented in a systematic manner, with reference to each other in time and space.

Keywords: excursion activity; sightseeing trip text; methodical development of the sightseeing trip; Chernivtsi.

Анотація

У статті розглядаються теоретико-методологічні підходи до підготовки тексту екскурсійної подорожі та розроблення методичної розробки такої подорожі, а також їх практичне застосування на прикладі м. Чернівці, Україна.

Встановлено що екскурсійний текст поділяється на контрольний та індивідуальний. Контрольний текст виконує роль еталону та містить найважливіший матеріал, необхідний для розкриття теми подорожі. При цьому індивідуальний текст екскурсії складається за маршрутом та структурується на основі екскурсійних об'єктів, яким присвячуються основні питання.

Розглянута методична розробка екскурсії, в якій вказуються як проходить маршрут, які об'єкти відвідуються, де розташовані місця для зупинок і розміщення груп, які підтеми та основні питання розкриваються біля тих чи інших меморіалів тощо. Ця інформація подається систематизовано, із прив'язкою одна до одної у часі та просторі.

Ключові слова: екскурсійна діяльність; текст екскурсії; методична розробка екскурсії; Чернівці.

Statement of the problem. Modern tourist market needs a new approach towards organization of trips. While creating informative product and developing sightseeing trips, tour operators should take into account not only the market demand, but also existing local objects, that must be presented on a scientific basis. Modern excursion activity has several functions at once, the main ones of which are: organization of cultural leisure of the local population, patriotic education of the younger generation, formation of worldview and personal interests. In addition, the organization of excursions is considered by tourist and excursion enterprises as an independent type of sufficiently profitable enterprise activity. Acquaintance of visiting guests with the cultural and natural heritage of certain tourist

destinations mostly takes place through the organization of sight-seeing and thematic excursions.

The presentation of tourist destinations takes place through the show and narration of the tour guide. At the same time, the most problems arise with the story, in particular with the preparation of the text and methodical development of the excursion. Preparing a sightseeing trip text involves several key challenges, from balancing informative content with engaging language to ensuring cultural sensitivity and maintaining up-to-date information. A successful text must effectively cater to diverse audiences, offering both unique insights for seasoned travelers and comprehensive details for newcomers. Additionally, structuring the text coherently, managing the tone, and integrating visuals can enhance readability and appeal.

Analysis of recent research and publications. Recent studies in the field of excursion business in Ukraine demonstrate the intensification of scientific developments in this area. Thus, N. A. Beigulova considers the environmental aspects of excursion activities [1]. Kovalenko V. O. focuses on the role of guides in shaping the environmental awareness of tourists [6]. Semenova O. V. analyses innovative approaches to sightseeing routes that integrate cultural and natural values [12]. The work of Kuzmenko A. V. explores the technologies of digitalization of excursion services that can improve the accessibility and attractiveness of tourism products [7]. The theoretical and methodological approaches to the preparation of sightseeing trip text and elaboration of methodical development of such trip are described in methodological book of Korol O. D. [5].

The analysis of these publications shows the growing attention to the scientific approaches to the organization of sightseeing trip activities in Ukraine.

Formulation of the objectives of the article (statement of the task). The article is aimed at analysing the theoretical aspects of preparation of sightseeing trip text and elaboration of methodical development of such trip. Therefore, the main task of the article is the disclosure of theoretical and methodological approaches as well as practical application of this knowledge by example of preparation of sightseeing trip text and elaboration of its methodical development in case of the city of Chernivtsi, Ukrain.

Summary of the main research material.

The text of a trip includes a verbal material of guide's narration, necessary for the full disclosure of a topic. It is developed only after approving the route. There are such requirements for the text: shortness, clarity of formulations, sufficient amount of factual material, system presentation of the information and its topical orientation, literature language, etc. The trip text is divided into the control one and individual one [10].

The control text of trip is composed by a creative group during the elaboration of a new topic and serves as the etalon, it is also called the bureau text. This means that every guide should build up his narration on its basis.

The control text includes the most important material necessary for disclosing the topic of trip. There a logical sequence of presenting the information is outlined, the generalizations are made, the conclusions are formulated. All the information in the control text is thoroughly selected and verified with literature, archive and other sources, which are obligatory referenced.

The material in the control text is mostly presented by the topics in chronological order. Sometimes it is lined up according to location of trip objects on the route, however this is characteristic first of all for the individual text. It can also be the information for entry word here and conclusion on trip, and for logical transitions.

The control text is the basis for development of different versions of trip on the same topic, including those for children and adults, for tourists from different countries. With a purpose of facilitation of work for creating such versions, the control text may be supplemented with material related to the objects, which are not included into the basic version of trip.

As practice shows, the amount of control text for a 3-hour bus trip is 40-50 pages of printed text (font 14, interval 1,5), and for pedestrian one – 25-30 pages. Among the formal, obligatory requirements it is worth to indicate the necessity of front page with the name of topic and trip establishment, and the bibliographic list and references for literature sources.

The trip practice comes out of the fact that the basis of a narration of a guide is the individual text, which is built up in the route sequence with distribution of the material according to stops and viewing objects. Since the narration, in its turn, is subordinate to demonstration, then the text should cover the issues where the objects and related events are highlighted.

The individual text is compiled by every guide independently on the basis of control one. Which is why it should be made available for those who start the development of new for themselves topic, since the control text was elaborated by a creative group of the most prepared specialists. Any guide cannot achieve by himself that which has been made before him by common efforts. However, before addressing the control text, the guide should finish the preliminary work – conduct the gathering, studying and initial processing of the material [6].

The development of individual text of trip starts from determining its name. It should

form the idea of the content and place of conducting trip. For a better memorizing, the number of words in a name should not exceed five. The names can be simple and complex. The latter composes of two parts, as a rule separated by a dash: the second one as though complements and explains the first part, for instance “Khotyn – a stronghold on Dniester”. Moreover, the name should be euphonic, “poetic” in some extent. Which is why quite extensively the lines from popular songs and poems are used for this, such as “Bukovina – a wonderful land of Cheremosh and Prut”.

The text of trip itself consists of the foreword, main part and conclusions.

Table 1. Trip objects and the main questions of individual text

Demonstration objects	Main questions
Subtopic “The incipience of Austrian Chernivtsi”	
Former “General’s house”	“General’s house – a “cradle” of Austrian administration
Roman Catholic church	The first stone temple of Chernivtsi suburb
The “Ship” house	The “Pleasure ship” on the streets of Chernivtsi
Subtopic “Central square of Chernivtsi – a heart of the city”	
Central square in general	The “Market square” – all roads lead here
Former hotels of the square: “Paris”, “Bellevue”, “Black Eagle”, “Golden Lion”	Hotels of “Market square” – different stories happened here
The city hall	The city hall – a changeless centre of city self-governing
Central flowerbed of the square	The monuments that were unlucky. (the question is disclosed by the materials of guide’s briefcase)
Art museum	Savings bank – do not spare money for the best architects
Former “Habsburg” coffee house	The “Club of coffee lovers”, where the socialite talks were conducted

The foreword lasts approximately 5 minutes and is presented at the meeting place with the group. It includes organizational and informational guidance. The organizational instructions foresee the acquaintance of the group with the guide and driver (for bus trips), also the organizational moments related moving on the route, individual viewing and taking pictures of the memorials are discussed, and other rules of behaviour on the trip. In the informational instructions of the topic, duration and length of trip is announced. Also, the

places where the route passes are indicated and the main visiting objects are named. With all this, the uniqueness of one or another memorial is emphasized. All this is made in order to interest the audience, to prepare it for comprehending the material of trip [5].

The content of the main part is directed to disclosing the topic. It consists of subtopics, which are the totality of several (about five) main questions. Every subtopic covers several trip objects, related topically and usually located nearby, for example, on one square. The main questions are most frequently dedicated to separate objects or events. As a rule, they are built up by such a scheme as: at first, a memorial is described and characterized, with its features are emphasized; then a historical reference is provided and the related events are highlighted.

Every subtopic should be logically finalized and be considered in that part of the topic, which is “entrusted” to it. It is advisable that it would be comprehended by the sightseers not on its own, but in aggregate with other subtopics. With this, their order in the individual text, and the sequence of the main questions should be coordinated with trip route.

The transition from one subtopic to another is conducted with the help of logical transitions, which are considered as important, however not independent component of the individual text. The successfully made logical transitions grant the trip with integrity, ensure the consistency in presenting the material, guarantee that the next subtopic will be comprehended with interest. They are made, as a rule, before relocating the group to the first object of the next subtopic and should not last longer than that moving.

During the transition from one subtopic to the other the formal (constructive) transitions are used frequently, the ones not related to the content of the trip. For example: “now let’s go to such a square”, “now we will go to the next object”, “let’s view one more interesting place”. However, one should not deny the relevancy of using such transitions and consider them mistakes in the trip work. In the cases when the moving between objects takes just seconds, such transitions are inevitable. For instance, during the viewing of expositions in museums and at exhibitions, where the halls are dedicated to different subtopics and located not far from one another. A constructive approach, while not being the “transitional bridge” between the subtopics, directs the sightseers to familiarizing with the next object [5].

A logical approach is more effective, which consists of several sentences that substantively connect separate subtopics with each other. For instance, while passing from the Central square of Chernivtsi to O. Kobylyanska, it can be said: “From the Central square of Chernivtsi the seven main streets of the city disperse like rays. On one of them the esteemed gentlefolk loved to settle, that’s why it was sometimes called so – “lordly”. Now this street

has the name of a prominent Bukovina dweller, the famous Ukrainian writer – Olha Kobylyanska”.

The conclusions take approximately 5 minutes. They are made after disclosing the last subtopic, as a rule, in the bus (for bus trips). There everything that was heard and seen by the sightseers is summed up, and the impressions are generalized. Also, the information is provided regarding other trips proposed by a bureau, especially about those which logically continue the given topic (this concerns first of all the trip cycles). And, after the sightseeing trip a series of topical routes for the deeper familiarization with separate aspects of the given city of land is proposed.

The individual text composed accordingly with these requirements is a narration of a guide, ready for use, where the personal features of a guide, mostly verbal, find their reflection. This is why one should write the text from the first person and reflect there his individuality.

By their content both texts (control one and individual one) match. But this does not mean that all guides who have developed the topics on the basis of the same control text will have the similar narrations. They are alike by the content, coincide in assessments of historical events and facts, in conclusions. Standing next to the same objects, the guides show and tell the same, but in other words. They can use different figures of speech, present the material dedicated to the object in another order, and disclose the same statement by various examples.

Elaboration of methodical development of sightseeing trip

The methodical development is a document that is elaborated at the finishing stage of the process of sightseeing trip creation. At this moment it should already be known, how a route goes, which objects are visited, where the places for stops and placing a group are located, which subtopics and main questions are disclosed near these or those memorials, etc. Particularly this information is indicated in a methodical development, wherein they are filed systematically, and correspond to each other in time and space. It is extremely important to elaborate this document for every new trip, since it allows effective control of all conducted work related to its development [5].

A methodical development is elaborated for every sightseeing trip, including that in different options, where the age, national, professional interests of the sightseers, the peculiarities of the methods of its conducting are considered.

There are certain requirements for a methodical development: on a front page the

following is stated – the information about a touristic establishment, the name of topic and type of trip, the length of a route (by bus and on foot), the duration in hours (trip and escort), for which composition of a group a trip is designed, by whom and when it was developed. On the next page the purpose and tasks are provided, and the description of the route with the indication of demonstration objects is present.

A methodical development consists of three sections: introduction, main part and conclusions, i.e. repeats the structure of individual text of trip.

The main part is the biggest in size and reaches 5-10 pages of printed text. It is drafted in the form of a table, where in columns the main elements of a trip are placed: route, demonstration objects, and questions of narration, methodical techniques and organizational instructions. The rows unite these elements in whole and form the separate stages of trip [5].

The information, which is indicated in the column “Route” depend on where the route goes. Within a city, its “Sections” represented by streets and squares where a group moves are indicated. At the countryside sections, the main localities through which a route passes are provided. Also, the character of movement is reflected: on foot, by bus or another vehicle. The first section starts from the place where the guide meets the group, and further on the route is laid from stop to stop, which is indicated in the next column.

“Stops on the route” are the places where a group stops for viewing the main objects. Here, as a rule, one or several subtopics of the trip are disclosed. At the bus routes at these places, exit of a group to the street is foreseen. However, it can be that the sightseers remain inside and observe the memorials from the windows of the bus. In this column, the other reasons for stops are stated, such as sanitary pauses.

The places for stops within localities are bound to the streets and squares where the route goes. If in case with a square the spatial localization is quite precise, then a street can stretch through the whole city. Which is why, for example, in Chernivtsi sightseeing trip the stop of “former square of the Holy Cross” that is at Holovna str. is indicated as the crossroads of the Sholom-Aleikhem, Shkilna and Holovna streets. Also, the address of one of the objects can be used for this – this same stop will be indicated 25 Holovna str. At the countryside routes, first of all the natural ones, it is much more complicated to indicate the name of a stop, since there are no addresses here. On a highway a “kilometre” can be used for this, and on a mountain track – some toponym or description of terrain.

Table 2. A fragment of methodical development of Chernivtsi sightseeing trip

Route sections / stops	Demonstration objects	Chronometry	Main questions	Organizational instructions	Methodical instructions
Subtopic “Central square of Chernivtsi – a heart of the city”					
Central square, Chernivtsi	Central square in general	01:05	1. “The Market square” – all roads lead here.	The sightseers stand near the monument to T. Shevchenko (their back to it), view the square and its main streets.	The techniques of preliminary viewing and description are used.
	Former hotels: “Paris”, 47 Holovna str.; “Bellevue”, 2 Central square; “Black Eagle”, 7 Central square; “Golden Lion”, 2 Universytetska str.	01:10	2. Hotels of the “Market square” – different stories happened here	A group, while standing near the monument to T. Shevchenko, clockwise in turn views the former hotels of Central square.	The techniques of localization of events and description are used.
	“City hall”, 1 Central square	01:20	3. The city hall – a changeless centre of city self-governing.	A group crosses the continuation of Ruska str. and locates itself on a pavement in front of the central flowerbed, facing the city hall.	The techniques of preliminary viewing, visual reconstruction, description and characterizing are used.
	“Central flowerbed of the square”	01:30	4. The monuments that were unlucky.	A group approaches the central flowerbed and familiarizes with the “guide’s briefcase”.	The techniques of visual reconstruction, demonstration of visual materials and description are used

In the column “Demonstration objects” the memorials, with which a group familiarizes at a certain stop of the route, are indicated. These can be both main and additional trip objects. In this column the additional objects, which the sightseers meet at the separate sections of the route during the walks or rides, are stated as well. For every memorial, besides its name, a location is indicated. For a building in a city, it can be address, and for a waterfall

in the mountains – the GPS coordinates.

The “chronometry” indicates the time of start of a certain stage of trip, which is highlighted in a methodical development with a separate line. The reference point of countdown (0 hours 0 minutes) is considered a meeting of a guide with a group. The difference in time between the current and the next stages is a duration of the current stage of trip, that is how long will the passage of a group on the route or a stop for familiarizing with the objects, disclosing of a separate question and independent observation of the memorials take. The chronometry ends when a guide makes conclusions.

In the “Main questions” column, the names of the main questions from the individual text of a trip are listed. They should be coordinated with the demonstration objects on the route, i.e. each of these questions has to concern only the memorials, which are indicated in the same line of a methodical development of trip. Sometimes in this column the names of subtopics are stated, however they should be better provided in a separate line covering the whole table.

In the “Organizational instructions” column, all the moments related to safety and the order of moving on the separate sections of the route, locating a group near the objects, etc., are indicated. That is, here the issues, which concern the technique of conducting and trip, are highlighted. The instructions should be quite precise, such as “A group, while standing near the monument to T. Shevchenko, clockwise in turn views the former hotels of Central square of Chernivtsi”. Here are also provided the recommendations regarding the demonstration of materials of “guide’s briefcase”.

The “Methodical instructions” prompt, which methodical techniques should be used during the demonstration and narration on each of the objects of trip. It is also noted in this column when a logical shift to the next subtopic is made.

Conclusions. The sightseeing trip text is divided into the control one and individual one. The control text of trip is composed by a creative group during the elaboration of a new topic and serves as the etalon, it is also called the bureau text. The control text includes the most important material necessary for disclosing the topic of trip.

The individual text is compiled by every guide independently on the basis of control one. The main content of the individual sightseeing trip text consists of subtopics, which are the totality of several (about five) main questions. Every subtopic covers several trip objects, related topically and usually located nearby, for example, on one square. The main questions are most frequently dedicated to separate objects or events. As a rule, they are built up by such a scheme as: at first, a memorial is described and characterized, with this its features are

emphasized; then a historical reference is provided and the related events are highlighted.

The methodical development is a document that is elaborated at the finishing stage of the process of sightseeing trip creation. At this moment it should already be known, how a route goes, which objects are visited, where the places for stops and placing a group are located, which subtopics and main questions are disclosed near these or those memorials, etc. Particularly this information is indicated in a methodical development, wherein they are filed systematically, and correspond to each other in time and space. It is extremely important to elaborate this document for every new trip, since it allows effective control of all conducted work related to its development.

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