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Информация о владельце:

ФИО: Кандрашина Елена Александровна

Должность: Врио ректора ФГАОУ ВО «Самарский государственный экономический университет»

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## Методически материалы Рекомендации по разработке экскурсии

### 5 Pre-Tour Must-Do's for a Great Tour Guide

(read an original at <http://www.solimarinternational.com/resources-page/blog/item/154-5-pre-tour-must-do-s-for-a-great-tour-guide> )

Written by Natalie Clark

Every tourist can tell stories of that time when his or her tour guide was the person who made the trip special but also the times in which the tour guide was a waste of money and time. Much of what makes a good tour guide and a good tour experience is preparation. Here are five must-do guide training tips that will help you to become a great tour guide even before the tour begins!

#### 1. Plan in Advance.

Even the best tour guide shouldn't just wing his or her tour. If you're new to the tour route or industry, be sure to prepare by completing a thorough inventory of the site or trail that your tour will cover. You should know your tour route completely and know what amenities are available to tourists, such as restrooms, cafes, and gift shops. Even if you're experienced at giving tours, you can always learn more. Conduct in-depth research of your tour material. Learn all there is to know regarding the tour; your tourists will look to you as the expert. Lastly, practice, practice, practice. Nothing will calm your nerves and prepare you like practicing your tour dialogue for an audience. Ask family or friends to listen to your tour and pepper you with difficult questions. If you will be conducting the tour in a non-native language, it will be beneficial to practice speaking and to pay close attention to pronunciation.

#### 2. Provide Necessary Information.

Your tourists will likely be unfamiliar with the area and excited for your guided tour. Help them to prepare appropriately by providing logistics and rules in advance of the tour. Be sure that the location, time, and length of the tour are clearly communicated to all participants. Let them know what clothing is appropriate for the trip, keeping in mind any cultural and safety considerations, as well as what they should bring (such as money, jackets, sunscreen, bug spray, water bottles, cameras) and what they should not. Make sure that you emphasize any park or site rules in advance (such as no photos or no picnics).

#### 3. Have a "Message". € •

Wrap your tour around a single, simple message. This is the main point that you hope to get across to visitors. It may cover the history, wildlife, architecture, ghost stories, cuisine, or many other themes of your city, site, or park. Be sure that the message is original and keep it one simple full sentence. By structuring your tour around one theme, your tour will be easier to follow for visitors, and the content will be more cohesive. All the material covered in your tour should revolve around or relate to the visitors' understanding of this message.

#### 4. Prepare a Structure.

Plan the structure of your tour in advance by formulating a written outline for your tour. Begin by brainstorming a catchy introduction. Next plan the stops on your tour; be sure that each stop has scenic views, interesting history, or contributes to your message. Figure out what you will say at each stop. Be sure to consider whether your stop is shaded, has benches, and other comfort factors for tourists. Prepare a short conclusion that wraps up the "message" of the tour and thanks your tourists for joining you.

## 5. Carry Appropriate Equipment.

A key component to preparing for your tour is to carry all appropriate equipment with you. While planning your tour, make a list of all of the items that might be useful to communicating your message or would make the tour more comfortable or enjoyable for visitors. In terms of communication, if you have a large tour group, a wireless microphone or headsets may be needed. Be sure that you are carrying a phone or walkie-talkies to make sure that visitors have a way to contact you both before and during the tour. For comfort, perhaps your visitors would appreciate printed itineraries of the sites they will visit, or, if the weather will be hot and sunny, water bottles and a bottle of emergency sunscreen may be wise. It is also wise to keep basic first-aid equipment on hand. Consider the logistics of what equipment you can reasonably carry throughout the tour, as you can certainly bring more if you will be traveling by truck rather than on foot for instance. Carrying the appropriate equipment will improve your tour communication and your visitors' comfort, ensuring a better tour!

By preparing in advance, providing necessary information to tourists, composing a "message" for your tour, keeping a clear tour structure, and carrying basic equipment, your tour will be off to a good start even before it begins!

### Оформление технологической карты экскурсии №1

Перед вами шаблон технологической карты №1, который вам необходимо заполнить, исходя из особенностей вашей индивидуальной экскурсии. С примерами технологических карт готовых экскурсий вы можете ознакомиться в приложении.

#### Technological card №1

Name of the excursion

Theme:

Aim:

Tasks:

By the content:

By the composition and the number of participants:

By the form:

By the location:

By the method of movement:

By the duration:

Itinerary:

Заполняя графу "Tasks", используйте глаголы в неопределенной форме с частицей to, например: to study, to prepare, to show, to give, to form, etc.

Заполняя графу "Itinerary", перечислите все ваши объекты показа, разделив их между собой знаком тире.

### Подготовка индивидуального текста экскурсии

Индивидуальный текст экскурсии должна отличать живость речи и взаимодействие с экскурсантами, поэтому хороший экскурсовод должен обязательно уметь пользоваться специальными вводными словами и фразами-клише. Поработайте со списком наиболее употребляемых фраз экскурсовода и не забудьте применить их в своем индивидуальном тексте.

1. Welcoming tourists and introducing yourself

Good morning. My name is ..... and I will be your guide for this tour.

Hello everyone. I'm ....., your guide for this tour.

On behalf of ... I would like to welcome you all to ... (e.g Buryatia)

Dear guests; let me introduce myself. My name is ..... and I'm your guide.

2. While conducting a tour you can show and talk about an interesting place in the following way using some useful phrases:

Introduce a place (give its name)

We are now standing in front of .....

As you can see, ...

In front of you there is ...

Give key information (give general information about a place)

It is the most important ....

It is a very good/superb example of ...

This is one of the best examples of ...

This is one of the most famous ...

Give detailed information (history, architect, etc.)

It was built by ....

It was founded by ...

The palace/church/building was designed by ...

It was completed in ...

It was restored ...

Point out specific details

What is interesting is that ...

If you will look up you will notice ...

Take a good look at ...

Please notice ...

Invite questions (optional, depends on a group)

Have you got any questions?

Are there any questions?

Get ready to move on

If you are ready, let's go inside.

Follow me, please.

Let's go.

### 3. During a coach trip you can use some of these phrases

On your right/left you can see ...

On your right/left hand side you will see ...

In a few minutes we'll be passing ...

Our next stop is ...

Please be back at the bus at ...

The bus will be leaving at ... sharp.

Please keep your seatbelt fastened at all times.

Please remain seated until we come to a full stop.

The bus ride will take ...

The bus ride to the hotel/stadium/beach will take about ...

Now I'd like to familiarise you with the area.

In a few minutes we will be pulling up to the hotel.

### 4. Phrases used to describe rules and safety

It is forbidden to ...

No ..... is allowed ...

You mustn't ...

You can't ...

Please realise that it is against the law to ...

Please do not ....

Make sure that ...

Please be careful of ...

Look after your ...

I do not recommend ...

I suggest ...

For your own safety ...

Please stay with your group

Please stay on a marked path

Please take my advice and ...

### Памятка по представлению экскурсии

Уважаемые студенты! Вот и наступил момент представления экскурсии. Для того чтобы успешно пройти этот этап, Вам необходимо:

1. Распечатать технологическую карту №1 на английском языке;
  2. Распечатать индивидуальный текст экскурсии на английском языке;
  3. Распечатать титульный лист на английском языке (см. прил.1)
  4. Скрепить распечатанные материалы любым способом: в брошюраторе, в пластиковый скоросшиватель, на крайний случай, просто степлером.
  5. А) Защита в форме презентации Power Point
- Презентация вашей экскурсии должна быть наглядная: минимум текстовки, максимум объектов показа. Не забудьте вставить схему маршрута экскурсии.

Подготовьте текст для защиты, сократив индивидуальный текст под себя. Вам должно быть легко его рассказывать. Не забудьте про регламент рассказа 3-5 минут. Не затягивайте, ваш рассказ должен быть интересным! Не забудьте соотнести слайды презентации с вашим текстом для защиты, ведь вы сами будете переключать слайды по ходу своего рассказа. Не забудьте, что в презентации, технологической карте №1 и индивидуальном тексте, т.е. во всех частях вашего проекта, должно быть единообразие перевода.