



## ORGANISATION AND MANAGEMENT OF EXCURSIONS

<b>Credit points:</b>	<b>3 CP</b>
<b>Study course annotation</b>	The course of study provides an overview of tour guide skills, focusing on the fundamentals of tour management. The study course offers the opportunity to practically improve the skills of a guide in various situations and venues.
<b>Aim of the study course</b>	To make students aware of the job of a guide, the role of a guide in the tourism industry and in the creation of a tourism product, the duties and responsibilities of a guide, various types of excursions, current tourism trends in conducting excursions, to provide students with the opportunity to develop the skills of a guide.
<b>Tasks of the study course</b>	<p>To equip students with guiding methods and approaches for different audiences and clients, of different ages and demographic backgrounds, with unique interests, expectations, motivations and needs.</p> <p>Review the various environments in which the tour takes place to examine logistics, organizational policies, relationships with colleagues, and other elements that may affect the experience and impressions of the tour.</p> <p>To train students with guide methods and approaches in compiling a portfolio of tourist attractions, preparing and organizing an excursion, developing an excursion route.</p> <p>To provide an opportunity to practically apply the guide's skills in various guided tours.</p>
<b>Study results</b>	<b>Knowledge</b>
	<p>after successfully completing this study course, students</p> <ul style="list-style-type: none"> <li>• will gain clarity about several concepts and definitions that are used in the tourism industry; as well as tour guide duties, role, duties and responsibilities;</li> <li>• will gain an understanding of ethics based on the Tourist Guide Code of Ethics.</li> <li>• will gain an understanding of the position of a guide, the role of a guide in the tourism industry and the creation of a tourism product;</li> <li>• will gain an understanding of the types of excursions, routes and venues, several target groups, and the respective challenges of the guides;</li> <li>• will understand the cultural and historical context of Latvia, tourist objects and tourist places offered for excursions in Latvia;</li> <li>• will get information about Riga's symbols, architecture, tourist attractions, offered excursions.</li> </ul>
	<b>Abilities</b>
	<p>successfully studying this study course, students</p> <ul style="list-style-type: none"> <li>• will learn the skills of a tourist guide in preparing and organizing an excursion;</li> <li>• will learn guide methods and approaches in compiling a portfolio of tourist objects, developing an excursion route;</li> <li>• will improve their communication and interpersonal skills;</li> <li>• will develop interpretation techniques for audience engagement for multiple target groups.</li> </ul>
	<b>Competences</b>
	<p>after successfully completing this study course, students</p> <ul style="list-style-type: none"> <li>• able to apply the acquired knowledge and understanding in the creation of tourism routes and tourism products;</li> <li>• able to search for information about the specific tourist object, using professional methods;</li> <li>• knows how to apply knowledge of interpretation techniques and the latest trends in guiding tours</li> </ul>



	<p>when addressing the audience</p> <ul style="list-style-type: none"> <li>• able to identify the factors that contribute to the attractiveness and popularity of a specific object in Latvia or Riga and communicate it to the audience</li> </ul>
<b>Study course plan:</b>	
No.	Topics
1.	Conducting tours. Tourist guide, tour leader. professional terminology and definitions. Tour guide jobs, roles, requirements, duties and responsibilities. Travel insurance, medical assistance. Relations with travel and tourism companies.
2.	Code of ethics of a tourist guide. Dos and Don'ts from a tour guide. Interpersonal skills. Communication skills. Taboos in communication with international groups. Addressing cross-cultural differences. Cultural relativism as a moral and ethical way of looking at different cultures.
3.	Concept of culture, cultural heritage. Tangible and intangible heritage. Inheritance cycle, principles of inheritance interpretation. Management skills. Interpretive techniques for audience engagement.
4.	Excursion types, routes and venues, transport, target groups, guide challenges. Local/regional tourism products, main tourist routes. Case studies.
5.	Procedures for organizing a tour, components, preliminary research: information search, selection and editing. Development of a tourist guide portfolio.
6.	Leading a guide in different places: at a monument, in a museum, in a religious place: principles.
7.	A vehicle driven by a guide. Work together with the driver of the vehicle, tour operator.
8.	Guide management in Latvia. Cultural-historical context. Local/regional tourism products, main tourist routes. Case studies.
9.	Accompanying a guide in Riga. Symbols of Riga. Riga architecture, tourist attractions, excursions. Case studies
10.	Practical work in Riga. Criteria for effective management. Students lead. Evaluation of the guide's work
<b>Form of final examination:</b>	
	Field work in Riga. Criteria of effective guiding. Student guiding



**Mandatory literature of the study course:**

1. Beck, L., Ted T. Interpretation for the 21st Century: Fifteen Guiding Principles for Interpreting Nature and Bleiere, D. Latvijas vēsture: 20. gadsimts. Rīga: Jumava, 2011.
2. Culture, (Second Edition) Sagamore Publishing, 2002
3. History of Architecture, From the Earliest Times; Its Present Condition in Europe and the United States; With a Biography of Eminent Architects, and a Glossary of Architectural Terms. USA, Sagwan Press, 2016
4. Knudson, D.M. *Interpretation of Cultural and Natural Resources*. Venture Publishing, Inc.; 2003
5. Latvia and Latvians: collection of scholarly articles. Riga: Latvian Academy of Sciences, 2018
6. Manning, N. *How to be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides*. Kindle Edition. 2014
7. MacCannell, Dean. *The Ethics of Sightseeing*. University of California Press, 2011.
8. Palmer, Alan. Northern Shores. A History of the Baltic Sea and its Peoples / Alan Palmer. - John Murray, 2005.
9. Pond, Kathleen Lingle. *The Professional Guide: Dynamics of Tour Guiding*. New York: Van Nostrand Reinhold, 1993.
10. Zenaida Langsam-Cruz. *Principles and Ethics of Tour Guiding*. Manila: Rex books store, 2008

**Books in Latvian**

1. Avotiņa, A. Latvijas kultūras vēsture. Rīga: Zvaigzne ABC, 2004.
2. Johansons, A. Latvijas kultūras vēsture 1710-1800. Rīga: Jumava, 2011.
3. Krastiņš, Jānis. Jūgendstils Rīgas arhitektūrā. Rīga: Latvijas PSR arhitektūras un mākslas pieminēkli 1980.
4. Latvija un latvieši. 1 sējums / Rīga: Latvijas Zinātņu Akadēmija, 2018.
5. Latvija un latvieši. Akadēmiskie raksti. II sējums / Rīga: Latvijas Zinātņu akadēmija, 2018
6. Radiņš, A. Arheoloģisks ceļvedis latviešu un Latvijas vēsturē. Rīga: Neputns, 2012.
7. Spekke, A. Latvijas vēsture. Latvju tautas likteņcīņas Eiropas krustceļos / red. Iveta Šalkeviča; Arnolds Spekke. - Rīga: Jumava, 2003.
8. Ziļickis, O. Baltu tautu civilizācijas Eiropā un pasaulē. No Pirmsledus laikmeta līdz mūsdienām. Eiropas tautu rašanās un izplatīšanās. - Rīga: P & Ko, 2003.

**Periodicals and other sources of information:**

1. Architecture of Latvia. Extensive Guide to Architecture in Latvia available at: <https://www.onlatvia.com/topics/lifestyle/architecture>
2. European Federation of Tourist Guide Associations: FEG <https://www.feg-touristguides.com/>
3. Krastiņš, Jānis. "Eklektisms Rīgas arhitektūrā" (1988) RĪGA ZINĀTNE, 1988 available at : <http://html//efaidnbmnnnibpcajpcgclefindmkaj/https://dom.lndb.lv/data/obj/file/16945073.pdf>
4. 6 essential skills of a tour guide. Available at: <https://www.bookinglive.com/6-skills-become-great-tour-guide-operator/>
5. Top 10 Travel Guide Websites [2023]: Time to Get Inspired!
6. <https://www.pilotplans.com/blog/best-travel-guide-websites>
7. World Federation of Tourist Guide Associations. The platform for professional tourist guides <https://wftga.org/>

**During the study process changes and additions to the program and the list of references are possible**