

**Olena Starynets, Olena Shestel**  
Cherkasy State Technological University  
**Liudmyla Matviichuk**  
Lutsk National Technical University

### NEW TRENDS IN THE FORMATION OF EXCURSIONS IN UKRAINE

*The conventional methods of organizing excursions are being reshaped by factors such as technology advancements, changing traveler preferences, and innovative approaches to showcasing cultural and historical sites. By staying informed about emerging trends, regions can adapt their offerings to capitalize on new opportunities, potentially boosting economic growth and job creation. The article aims to highlight the changing preferences, interests, and demands of tourists, as well as advancements in technology and tourism management that are shaping the way excursions are developed, promoted, and experienced in the country. Modern specialists in excursion activities need to master the basics of psychology, which will contribute to the highly qualified organization of the excursion process, its optimal activation, the introduction of interesting forms of excursions and interactive methods of their conduct, and the maximum delivery of thematic information to each category of excursionists. Such forms of excursions as quest tours, in turn, help tourists to better memorize information and apply it in the future. The role of modern interactive tours is significant. Due to the convergence of entertainment and scientific and cognitive components, they give the younger generation in the usual form of activity (game, creative task, participation in theatricalization, etc.) the opportunity to improve their intellectual level through the emotional input of new information, the development of observation, the ability to perceive the beauty of the world around them; the ability to emotionally and practically contact the world around them, to receive convincing, vivid, visual answers to questions. At this time, not only natural curiosity is satisfied, but also the child's natural need for movement, a variety of activities, and games. The dynamic nature of the tourism industry necessitates a thorough investigation of the new trends in excursion formation in Ukraine. By comprehending these trends, stakeholders can enhance tourist experiences, drive economic growth, and safeguard cultural heritage. The relevance of this study extends beyond the realm of tourism, influencing various facets of societal and economic development in the country.*

**Key words:** excursion, quest tour, interactive tour, guide, convergence.

**Problem statement and relevance.** The problem statement pertains to the development of new trends of excursion formation in Ukraine and the significance of investigating these new trends. As the travel and tourism industry undergoes rapid changes globally, Ukraine is not exempt from these transformations. The conventional methods of organizing excursions are being reshaped by factors such as technology advancements, changing traveler preferences, and innovative approaches to showcasing cultural and historical sites.

Studying the new trends in excursion formation is relevant for several reasons. Firstly, it enables us to stay attuned to the evolving demands and expectations of modern tourists. By understanding how these trends are shaping the way excursions are designed, marketed, and experienced, stakeholders in the tourism sector can better cater to the needs of diverse travelers.

Secondly, the exploration of these trends offers an opportunity for local economies to thrive. Excursions play a pivotal role in attracting tourists to various regions within Ukraine, contributing significantly to the revenue generated by the hospitality and service sectors. By staying informed about emerging trends, regions can adapt their offerings to capitalize on new opportunities, potentially boosting economic growth and job creation.

Moreover, studying these trends fosters the preservation of cultural heritage. Excursions often revolve around historical landmarks, cultural sites, and traditions.

As excursion formats change, it becomes important to assess how these changes impact the preservation and presentation of Ukraine's rich cultural history. Striking a balance between modernization and cultural authenticity is crucial to ensure that the country's heritage remains intact for future generations.

**Analysis of recent research and publications.** The problems of excursion tourism development in Ukraine have been studied by many scientists, F. F. Shandor, M. P. Kliap [13], N. V. Bakalo [2] developed approaches to the definition and classification of excursion tourism, M. P. Malska characterized the development of tourist and excursion activities in the country as a whole [10], T. V. Lysiuk, O. S. Tereshchuk, O. O. Dmytruk considered the features of excursion services in the overall structure of the tourist product [9], M. I. Biletskyi and L. I. Kotyk analyzed the territorial differences in the development of excursion tourism in Ukraine [3], but the issue of a comprehensive systematic analysis of the latest trends in the formation of excursions in Ukraine remains unsolved and requires further research. The article uses information from the all-Ukrainian tourist portal UA.IGotoWorld.com [14].

**The objective of the research** is to explore and analyze the emerging and evolving patterns in the creation and organization of excursions in Ukraine. The article aims to highlight the changing preferences, interests, and demands of tourists, as well as advancements in technology and tourism management that are shaping the way excursions

are developed, promoted, and experienced in the country. It also discusses the impact of these new trends on the tourism industry, and the overall travel experience for both domestic and international visitors in Ukraine.

**Presentation of the main research material.** The Law of Ukraine "On Tourism" does not contain a definition of excursion activity, but it states that excursionists are "participants in relations arising from the implementation of tourism activities" [7], as well as tour guides, guides-interpreters, and business entities providing excursion services. By excursion, as a process of cognition, we mean the subject-sensory, practical activity of people, which is divided into:

- logical cognition (i.e. thinking);
- sensory cognition (i.e., feeling, perception, imagination).

The perception of the excursion material is based on a combination of three types of mental processes: cognitive (sensations, perceptions, thinking, imagination); emotional (feelings); volitional (efforts to maintain attention, activation of memory work). The success of the excursion in terms of capturing information in the memory and mastering the excursion material depends to a large extent on the emotional side of the matter. The emotional impression during the tour should be made on the tourists by methods of showing and telling carefully chosen by the guide, including the form of the material presentation and its content, accurately chosen accents and intonations in its transmission by both verbal and non-verbal components of communication. The most vivid emotions in tourists are caused by the visuals, individual elements of the visual picture: historical and cultural monuments, architectural structures, museum and exhibition exhibits. The emotionality of tourists is to a lesser extent a consequence of the guide's own emotions. Empathy is important for the process of understanding and assimilation of excursion material.

Therefore, modern guides, when developing a tour, pay attention to the choice of the form of its conduct, to the emotional factor of influence. Such factors can include participation in a rite (for example, a wedding tour in the museum of Velyki Budyshcha village in Poltava region) with a role-playing game of the tourists themselves, a master class tour (Kids Will Children's City of Professions in Kyiv), etc. As you can see, the forms are based on games as a favorite, emotional, hedonistic form of creativity. One of the forms of a game is a quest (a quest is a search, including a search for adventure, an object of search, etc.) A quest is the process of performing certain tasks, searching for clues to reach a goal. It's a teamwork, a common goal, combining forces and observing the emotions of other people, as well as your own, which is a mechanism for the nervous system agitation and remembering important things that may be needed in the quest [11].

A quest tour is a search game, a game of exploration, a game of research – a well-thought-out and carefully organized form of excursion that takes place in accordance with a specific topic and purpose, a developed and marked route and always according to a created scenario. During such a form of excursion as a quest, tourists have to overcome

obstacles in the form of tasks (theoretical and practical), such as deciphering texts, solving problems, riddles, puzzles, cryptic writing, performing certain physical actions, etc. At each of these stages, tourists receive and actively explore new information about various objects (historical, geographical, cultural, etc.), experience historical events (in a game), which contributes to easy memorization of the material, development of imaginative thinking, and broadening of the person's worldview. A quest tour is especially useful for tourists from the same team, as it is a group form of organizing an event that allows you to unite the team, develop teamwork skills, cooperation, mutual assistance and healthy competition (if the group is large, it can be divided into teams that will compete with each other). The place for a quest tour can be a street (courtyards, squares) of the city, or a room (old houses, temples, castles, dungeons, etc.). The organization of a quest tour may involve participants in current events, actors to supplement the game's plot with vivid characters (historical, fairy-tale) in accordance with the theme of the event [8, p. 160].

An incentive prize at the end of the tour can also serve as a motivation to remember the main things. Such a prize can be a ticket to the next tour or an advertising booklet. The emotional coloring of the excursion process, caused by such feelings as excitement, passion, elation, enthusiasm, experience, inspiration, etc., associated with the search for and achievement of victorious results at each stage of the quest tour, advancement to a new level and, finally, the triumph of winning the game, helps to learn the material better. A prerequisite for a successful quest is the joint action of the tourists. While searching for answers to various tasks, the tourists not only learn on their own, but also have the opportunity to teach each other and share their knowledge and experience. The joint action also contributes to the fact that information that was unknown to one person or forgotten by him or her is learned and remembered in conditions of increased emotionality, which is created, among other things, through teamwork. In the process of imagining, tourists compare and combine the images that have previously formed in their imagination with those that they explore on the tour, obtain reliable data about the object, its history, features, etc. and apply the information obtained in the quest. Ideas are combined with thinking and serve as an intermediate link between sensory and logical cognition.

The role of ideas is important because the main purpose of the quest in a tour is a process in which tourists deduce, draw a conclusion, abstract, and derive new thoughts from the thoughts that contain something new.

To a large extent, the level of emotionality of tourists (enthusiasm or, on the contrary, indifference, pride, disappointment, pity) depends on the level of satisfaction with the information received about certain tour objects. The correctness and clarity of the guide's attitude to the object of the show and the content of the story, as well as the actual readiness of the tourists to perceive the topic of the tour, are of great importance.

Therefore, modern specialists in excursion activities need to master the basics of psychology, which will con-

tribute to the highly qualified organization of the excursion process, its optimal activation, the introduction of interesting forms of excursions and interactive methods of their conduct, and the maximum delivery of thematic information to each category of excursionists. Quests, in turn, help tourists to better memorize information and apply it in the future.

A tour is a pedagogical process in terms of its tasks and impact on participants. The participants in the excursion process, as in any pedagogical process, are two – the teacher and the student, that is, the guide who teaches and the tourist who learns, while the guide acts as a communicator of knowledge, and the tourist is its receiver, the consumer. The cooperation of these participants forms the foundation of the pedagogical process. In communicating with tourists, the guide always uses the method of pedagogical influence. At all times, the excursion has been considered one of the leading educational forms for children, which allows to familiarize students with the subject of study through excursion objects (natural, architectural, cultural, historical, artistic, industrial, etc.), with human activity in the natural environment. This type of organization of the educational and cognitive process is a more effective form of work aimed at socializing preschool children. Excursions are aimed at satisfying the child's cognitive needs, physical and intellectual development, hardening and fostering a healthy lifestyle, and improving health; they help children develop attention, the basics of analysis, practical skills of observation and noticing details, unusual and interesting things in the environment. Excursions perform an educational function, in particular, in terms of patriotic, aesthetic, environmental education, etc. By broadening children's horizons, they develop their observation skills and independence [5].

Excursions for children of junior preschool age are conducted inside the preschool institution or site, and, starting with the middle and senior groups, outside the preschool institution. Regardless of the subject matter, the content of the excursions should be clear to everyone, and the pre-defined tasks must be mastered by each child. It is important for the guide to add information learned by children to the excursion material in order to use methodological techniques to activate their previously acquired experience and knowledge, leading them to comparisons and contrasts. The effectiveness of the excursion largely depends on the psychological attitude that the educator-guide gives before the excursion and the clarity of the developed structure, the defined goal, the methodology used to organize and conduct each stage [4].

Organizing an interesting tour for children, especially younger ones, is not so easy, because the 21st century generation does not want to listen politely to a guide's story, which is full of dates or events from the distant past. The children of the so-called Generation Y (born after 2010) are characterized by multitasking, impatience, rejection of enforcement, lack of formalities and subordination, and any framework or authority. Traditional excursion forms are definitely not for them. Indifference, loss of attention and discipline breaking will be the result. Therefore, it is

necessary to create an excursion product that would motivate and inspire them. These children are ready to accept the rules of the game only when it is interesting to them, the motivation for their actions is clear and agreeable. It is known that the most common activity of young children is a game. V. O. Sukhomlinsky wrote: "A child has a real emotional and intellectual life only when he lives in the world of games, music, fantasy, and creativity. Without this, he is no better than a wilted flower" [12].

Children perceive and absorb information better through entertainment. Therefore, the development of a modern excursion for such a category as young children poses the task of converging scientific and educational and entertainment components for the organizers.

Convergence is moving towards merger, stable equilibrium, development, a process of unification, convergence, convergence, optimization of efforts spent on product production. By product, we can understand completely different things – from news content to scientific knowledge. In other words, convergence implies the convergence of competencies.

Therefore, modern tour developers select the most optimal forms of the excursion process for young children and primary schoolchildren, through which a balanced synthesis of entertainment and scientific and educational components takes place. Among the techniques, first of all, is the creation of a single artistic and aesthetic space, which contributes to ensuring a holistic pedagogical process of the excursion, the actual, immediate and future development of each child, and the development of a creative atmosphere. For this category of children, external bright attributes are important, and the best forms of conducting a children's excursion are those based on a game. These forms include a costume tour, a theatrical tour, a quest tour. Today, museums and entertainment and educational institutions widely use such forms.

For example, the National Museum of Medicine of Ukraine has developed and implemented a theatrical children's tour called Journey to the Past of Medicine. The State Toy Museum offers various toy-making workshops for children and their parents. The Taras Shevchenko National Museum has prepared an extraordinary program of excursions for children of all ages. For example, for toddlers and babies, it offers an interactive performance "Sand and Water" during which the audience is involved in observation and interaction. Without touching the sand and water, the playful art opens up a diverse world to babies. It consists of light, movement, sounds, textures, and objects. The interactive excursion-game «Hello, Shevchenko Museum» is adapted for children of 1-3 grades who visit the museum for the first time and tells about Taras Shevchenko's childhood, his education, what he wrote and what books he studied. During the interactive tour "Shevchenko's Stories" children aged 4 to 6 will learn what a museum is, what exhibits and collection are, and will find out interesting stories from the life of the poet and artist Taras Shevchenko. Children aged 7-11 are invited to an interactive tour, which includes a master class "I paint

with Shevchenko", revealing the variety of painting techniques used by Taras Shevchenko. The tour-quest "Map of Shevchenko's Adventures" invites you to a fascinating journey through the exhibition and life story of Taras Shevchenko together with a book-map containing various tasks for schoolchildren aged 9 to 11.

Thematic interactive tours take place in specific places – both in specially equipped rooms or museum exhibitions, as well as historical buildings, ancient temples or castles, their dungeons, and the footsteps of prominent people. To reveal the secret of the next point of the quest route, participants must complete a specific task, which is presented in the form of an encrypted message or puzzle, riddle or practical task, etc. A game tour (or a quest tour) helps to keep tourists interested, activates their attention, and concentrates emotions on achieving victory → mastering the material → creating a sense of an exciting adventure. A quest tour is hedonistic in nature, because there are no winners and losers, everything is fun and enjoyable, it is an exciting game for all ages, each stage of the quest is designed so that the tourists receive the desired information, learn it easily, without having encyclopedic knowledge, and, if necessary, can use a hint. There is also no need to be well oriented in an unfamiliar city – interactive maps on the gadget will not allow you to get lost.

A quest tour for school students has many features, in particular, it is a team-based and agonistic game, based on the competition of teams for the championship, which generates full attention and concentration, collectivism and cohesion, powerful concentration of forces, and helps to identify the leadership qualities of participants. The quest can take place both indoors and outdoors. Its length, duration, and complexity are chosen by the group leader. City quest tours can be both pedestrian and with some transport (public, car, bicycle). Actors in costumes that match the theme and scenario of the quest can be used to create fla-

vor. Excursion scenarios are adapted to programs for different age groups, so they have different complexity and intensity. The information obtained during the quest allows for better learning of the material, familiarizes children with the history, culture, and traditions of the region [6].

When conducting modern excursions for children, the guide uses a variety of methods and techniques. Questions are widely used that stimulate the cognitive activity of tourists, contribute to the formation of their mental actions. Therefore, a guide often asks questions that require establishing connections, relationships, comparing the past state of an object or phenomenon with the present. The methodology includes such techniques as performing independent tasks, explanations by the guide, heuristic conversation, game techniques, labor, including creative assignments [1, p. 89].

Thus, the role of modern interactive tours is significant. Due to the convergence of entertainment and scientific and cognitive components, they give the younger generation in the usual form of activity (game, creative task, participation in theatricalization, etc.) the opportunity to improve their intellectual level through the emotional input of new information, the development of observation, the ability to perceive the beauty of the world around them; the ability to emotionally and practically contact the world around them, to receive convincing, vivid, visual answers to questions. At this time, not only natural curiosity is satisfied, but also the child's natural need for movement, a variety of activities, and games.

In conclusion, the dynamic nature of the tourism industry necessitates a thorough investigation of the new trends in excursion formation in Ukraine. By comprehending these trends, stakeholders can enhance tourist experiences, drive economic growth, and safeguard cultural heritage. The relevance of this study extends beyond the realm of tourism, influencing various facets of societal and economic development in the country.

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**О. А. Старинець, О. Г. Шестель**

Черкаський державний технологічний університет

**Л. Ю. Матвійчук**

Луцький національний технічний університет

## НОВІТНІ ТЕНДЕНЦІЇ ФОРМУВАННЯ ЕКСКУРСІЙ В УКРАЇНІ

Традиційні методи організації екскурсій зазнають змін під впливом таких факторів, як розвиток технологій, зміна вподобань мандрівників та інноваційні підходи до показу культурних та історичних об'єктів. Залишаючись в курсі нових тенденцій, регіони можуть адаптувати свої пропозиції, щоб скористатися новими можливостями, що потенційно сприятиме економічному зростанню та створенню нових робочих місць. Метою статті є висвітлення змін у вподобаннях, інтересах і потребах туристів, а також прогресу в технологіях та управлінні туризмом, які впливають на розробку, просування і досвід проведення екскурсій у країні. Сучасним фахівцям з екскурсійної діяльності необхідно оволодіти основами психології, що сприятиме висококваліфікованій організації екскурсійного процесу, його оптимальній активізації, впровадженню цікавих форм екскурсій та інтерактивних методів їх проведення, максимальному донесенню тематичної інформації до кожної категорії екскурсантів. Такий вид екскурсій, як квест-тури, в свою чергу, допомагають туристам краще запам'ятати інформацію та застосувати її в майбутньому. Значну роль відіграють сучасні інтерактивні екскурсійні тури. Завдяки зближенню розважальної та науково-пізнавальної складових вони дають молоді та підліткам у звичній формі діяльності (гра, творче завдання, участь у театралізації тощо) можливість підвищити свій інтелектуальний рівень через емоційне введення нової інформації, розвиток спостережливості, вміння сприймати красу навколишнього світу; можливість емоційно і практично контактувати з навколишнім світом, отримувати переконаливі, яскраві, наочні відповіді на питання. У цей час задовольняється не тільки природна допитливість, а й природна потреба дитини в русі, різноманітних видах діяльності, іграх. Динамічний характер туристичної галузі зумовлює необхідність ретельного дослідження нових тенденцій у формуванні екскурсійної справи в Україні. Розуміння цих тенденцій допоможе зацікавленим сторонам покращити туристичний досвід, сприятиме економічному зростанню та збереженню культурної спадщини. Актуальність цього дослідження виходить за межі сфери туризму, впливаючи на різні аспекти суспільного та економічного розвитку країни.

**Ключові слова:** екскурсія, квест-тур, інтерактивний тур, гід, конвергенція.

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